Meta-Assessment:
The ARL Assessment Framework in Practice at Montana State University

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Outline

- Motivations
- Methods
- Results
- Reflections
- Recommendations
Motivations
- Methods
- Results
- Reflections
- Recommendations
Summary:

Designing our services for our users produces better experiences. Many of us in the Library want to better understand our diverse user communities and assess our services with users in mind, as we are building a user-focused strategy. The User Experience & Assessment (UX&A) program works to enhance our organization’s understanding of the evolving needs of our users and to increase our collective capacity for assessment. The UX&A program provides leadership and support for strategy-based, user-focused assessment throughout the Library, for the ultimate benefit of our users.
How can we critically reflect on our own evolving assessment practice?
Current ARL Assessment Program Coverage

Library
Library’s Parent Entity
Standards
Advocates
Vendors

GLOBAL RANKING & BENCHMARKING

HIGHER ED & RESEARCH ADVOCACY ORGANIZATIONS

ACCRREDITATION REPORTING REQUIREMENTS

PROFESSIONAL EDUCATION STANDARDS

GOVERNMENTAL REPORTING REQUIREMENTS

WCAG 2.0/SECTION 508 ACCESSIBILITY STANDARDS

PARENT ENTITY’S CULTURE OF ASSESSMENT

PARENT ENTITY TECHNOLOGY/INFRASTRUCTURE

LIBRARY’S CULTURE OF ASSESSMENT

LIBRARY TECHNOLOGY/INFRASTRUCTURE

TECH VENDORS

LIBRARY’S CONTENT DATA

LIBRARY SERVICES DATA

PARENT ENTITY’S USER DATA

OTHER PARENT ENTITY DATA (E.G., LEARNING, RESEARCH)

LIBRARY’S USER DATA

PARENT ENTITY COMMUNITY OF PRACTICE

LIBRARY ADVOCACY ORGANIZATIONS

LIBRARY STAFF SKILLS & PASSION

COUNTER STANDARDS

PUBLISHERS/CONTENT AGGREGATORS

LIBRARY ASSESSMENT COMMUNITY OF PRACTICE

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Audience Question

How many participated in the data gathering for ARL’s rethinking of the assessment program supported by Atheneum21?
Have you tried to use this framework for your own assessment work?
Motivations
Methods
Results
Reflections
Recommendations
Methods

- **Case Study**
  - What are we doing at MSU?

- **Comparative Analysis**
  - What are we doing in relation to the ARL Framework?

- **Gap Analysis**
  - What are peer programs doing?
UX and Assessment at Montana State University

- Strategic Planning process (via BSC)
- Mission, Vision, Values
- Strategy Map
- Measures
- UX & Assessment program
We conducted a comparative analysis of the MSU UX&A program vis-à-vis the assessment framework described in the ARL Assessment Ecosystem.
Current ARL Assessment Program Coverage

Library
Library’s Parent Entity
Standards
Advocates
Vendors

Library Advocacy Organizations
Library Assessment Community of Practice
COUNTER Standards
Publishers/Content Aggregators
Library Staff Skills & Passion
Library’s Culture of Assessment
Library Technology/Infrastructure
Library User Data
Library Content Data
Library Services Data

Global Ranking & Benchmarking
Accreditation Reporting Requirements
Parent Entity Technology/Infrastructure
Parent Entity’s User Data
Parent Entity’s Culture of Assessment
Parent Entity’s Data (e.g. learning, research)
Library’s Peer Groups Within Parent Entity
Tech Vendors

WCAG 2.0/Section 508 Accessibility Standards
Governmental Reporting Requirements
Higher Ed & Research Advocacy Organizations
Professional Education Standards

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### Evaluating MSU practice via the ARL Assessment Ecosystem Framework

<table>
<thead>
<tr>
<th>ARL Framework Component</th>
<th>Self-assessment prompts</th>
<th>Established</th>
<th>Emerging</th>
<th>Non-existent</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCAG 2.0 / Section 508 Accessibility Standards</td>
<td>Has the institution conducted an accessibility audit in the last three years?</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Parent Entity's User Data</td>
<td>Student data and Faculty data</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Parent Entity Technology Infrastructure</td>
<td>The university has a technology plan that supports its strategy and assessment goals.</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Framework components established at the MSU Library
Framework components emerging at the MSU Library
Framework components non-existent at the MSU Library
We conducted a gap analysis comparing the ARL recommendations with established and emerging user experience and assessment programs in place at other research libraries.
- Motivations
- Methods
- Results
- Reflections
- Recommendations
Results

- What helps success happen?
  - Leadership support
  - Access to data
  - Communication
  - Integration of assessment into units throughout the organization
- Motivations
- Methods
- Results
- Reflections
- Recommendations
Reflections

- Identify areas of strength and growth
- Dialogue around the challenges and opportunities of our particular program
- Recognize and react to our specific, local, contextual needs and goals
Motivations
Methods
Results
Reflections
Recommendations
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Recommendations
Recommendations

Data and User Privacy

Library Mission, Vision, Values
Recommendations

- Data and User Privacy
- Library Mission, Vision, Values
- Organizational Capacity for Diversity & Inclusion
Recommendations

- Data and User Privacy
- Library Mission, Vision, Values
- Organizational Capacity for Diversity & Inclusion
- Peer Programs in Assessment and User Experience
Recommendations

- Data and User Privacy
- Library Mission, Vision, Values
- Organizational Capacity for Diversity & Inclusion
- Peer Programs in Assessment and User Experience
- Stakeholder Participation
How can we critically reflect on our own evolving assessment practice?
...by comparing our practice to the ARL Assessment Framework and to other peer programs.
Questions?

Thanks!

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Appendix
Assessment & User Experience

Mission

The Assessment & User Experience (AUX) Department works with all library departments to improve users' experience of library services and spaces, both physical and virtual. AUX staff engage in the following:

- Provide leadership for addressing user needs across Duke University Libraries
- Evaluate and improve the content, design, and organization of the Libraries' online presence
- Study library users' needs and priorities
- Proactively identify and relieve "pain" points users may encounter in their work in the libraries
- Collect and analyze data to evaluate Duke University Libraries operations and understand user needs
About

What We Are

At University Libraries’ User Experience and Assessment Department we focus on creating a seamless connection between the library’s services, collections, physical spaces and virtual presence.
Libraries & Information Technology Human Resources

Professional Position Posting

Head, Assessment and User Experience

Department: Assessment and User Experience
Salary: Commensurate with qualifications and experience
Position Availability: Immediately
Assessment & User Experience Research

**Primary Link:** Assessment & User Experience Research

**Services**

- Provides consultation and support for library staff engaged in assessment work.
- Explores, analyzes, and disseminates data related to library systems and services.
- Designs, conducts, analyzes usability studies utilizing various methods (observations, surveys, interviews, card sorting, focus groups) to assess user needs, preferences and trends.
- Utilizes user input to collaborate with other library units on the implementation of products and services throughout the library.
- Consults with library staff on user needs.