Getting the Message Out

Creating a multi-dimensional approach to communicating assessment

2014 Library Assessment Conference, Seattle WA
From McMaster University:

Vivian Lewis
University Librarian

Kathryn Ball
Director, Assessment & Accountability

From the University of Virginia:

Donna Tolson
Library Strategist
“If you can not measure it, you can not improve it.”

Sir William Thomson, Lord Kelvin
Use assessment to...

- Improve
- Compare
- Explain
- Promote
- Persuade
- CHANGE
PART I. KNOW YOUR AUDIENCE
One size does not fit all...
Are they one of us?

http://msutoday.msu.edu/news/2013/digitization-with-google/#sthash.VOG3V0mL.dpuf
What do they speak?

Monographs, serials, ALA, ACRL, LLAMA, scholarly communication, linked data…
What is their data literacy level?
Details vs. Big Picture

What do they want to know?

Passing of Knowledge by Victor Tan. Photo by Choo Yut Shing.
Non-Library Audiences

Alien library patrons by Elliot Margolies.
“If you can’t explain it simply, you don’t understand it well enough.”

Albert Einstein
What do you need your Provost to know?
Increased cost of e-journal packages means fewer funds available for new collections

![Bar chart showing funds available for other collections, restricted gifts, endowments, & other funds, and journal packages over years 2007-08 to 2011-12.]
Demographics

Count
I wish . . .

I knew whether or not I’m citing this correctly.

MLA? APA? WTH?!
Knowing how to cite something properly isn’t only a good idea, it’s a must to avoid plagiarism. But knowing exactly how to cite references can be confusing, especially with so many styles. Thankfully, the U.Va. Library can help, with tools that practically write your bibliographies for you. Don’t just guess. Be sure you’re citing it right.

YTML.

Learn more at bit.ly/1dP40wP

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I wish . . .

I had started on this paper earlier.

With your crammed schedule, it’s not always easy to get things done well ahead of time. Not to worry, we’re here to help. You can take advantage of the Writing Center in Clemons or Brown. You can set up a tutorial or consultation with a librarian. You can study 24/5 at Clemons (24/7 around exam time). And if you can’t make it into a library, you can still access a vast collection of books and articles through Off-Grounds Access.

But seriously, next time don’t wait until the last minute.

Learn more at bit.ly/1eetdOS
Your Turn:

Know your audience
Exercise 1: Considering Personas

• University Librarian very knowledgeable about assessment
• University President who is highly political
• Head of a very inflexible library department
• Programmer who speaks “IT” rather than “library.”
• Donor who has potential to give millions
PART 2: EFFECTIVE STRATEGIES FOR COMMUNICATING ASSESSMENT RESULTS
Have you been this person?

Have you been this person?
Stories?
It’s not a question of getting ON THE AGENDA.

It’s a question of getting ASKED BACK.
No time for humility
“The medium is the message.”

Marshall McLuhan
1. Linked to Mission

To teach students to be successful, ethical information seekers, facilitate access to information resources, provide welcoming spaces for intellectual discovery, and promote the innovative adoption of emerging learning technologies.
2. Simple / Concise

McMaster University Library Scorecard (October 18, 2013)

<table>
<thead>
<tr>
<th>USER PERSPECTIVE</th>
<th>OBJECTIVES</th>
<th>MEASURES</th>
<th>Score</th>
<th>STRATEGIC INITIATIVES*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Integrate the Library into the University's Teaching, Learning and Research Mission</td>
<td>1.1 New Content in Institutional Repository</td>
<td></td>
<td>Cloud Storage Digitization Institutional Repository</td>
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<td>1.2 Research Grants</td>
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<td>1.3 Library Involvement in Student Learning (F2F)</td>
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<td>Learning Support Library Services Staffing Model</td>
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<td>1.4 Library Involvement in Student Learning (Online)</td>
<td></td>
<td>Learning Support</td>
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<td></td>
<td>2. Improve discovery of and access to scholarly resources</td>
<td>2.1 Collection Satisfaction</td>
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<td>Electronic Books Integrated Library System User Needs</td>
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<tr>
<td></td>
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<td>2.2 Downloads from the Institutional Repository</td>
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<td>Institutional Repository</td>
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<td>2.3 Use of Licensed E-resources</td>
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<td>Web Site Re-engineering User Needs</td>
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<td>2.4 Objects Digitized</td>
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<td>Cloud Storage Digitization</td>
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<td>2.5 Electronic Migration of Serials</td>
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<td>3. Create world-class teaching and learning spaces</td>
<td>3.1 Upgraded Classrooms</td>
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<td>Accessibility User Needs</td>
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<td></td>
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<td>3.2 Satisfaction with Library Spaces</td>
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<td>User Needs</td>
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<td>3.3 Silent / Quiet Study Seats</td>
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<td>User Needs</td>
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<td>3.4 Gate Count</td>
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<td>4. Strive for exemplary service that is responsive to user needs</td>
<td>4.1 Service Satisfaction</td>
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<td>Library Services Staffing Model User Needs</td>
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<td>4.2 User Surveys</td>
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<td>4.3 Reference Desk</td>
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<td>4.4 Staff Competency</td>
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<td>4.5 User Training</td>
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<td>4.6 User Satisfaction</td>
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<td>5. Marketing: Promote awareness of the Library's rich collections, state-of-the-art facilities and exemplary services</td>
<td>5.1 Library News Stories</td>
<td></td>
<td>Marketing</td>
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<td>5.2 Library Events</td>
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<td>5.3 Library Resources</td>
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<td>5.4 Library Staff</td>
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<td>5.5 Library Campaigns</td>
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<td>5.6 Library Partnerships</td>
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</tbody>
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3. Visual

McMaster - # of Research Grants
4. Accompanied by Analysis

Total Donations

Trends

1. The total value of gifts-in-kind and cash varies considerably.
2. More donations come in during the 2nd half of the year (for tax reasons).
3. Capital campaign ended in Spring 2010, thus reducing amount of central resources devoted to fundraising.
4. At the same time, Library Development Officer spending increasing amount of time on event planning.

Recommendations from the Analysts

1. Do complete redesign of our "Support your Library" webpage.
   Much work done with assistance from N. Wagner.
   Consult with new Digital Experience Librarian
5. Available in Advance / Re-findable After
### 6. Regular Frequency

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
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</table>
| September | Review User Perspective – Round I  
Library User Committee Update |
| October | Review Learning & Growth Perspective – Round 1 |
| November | Review Internal Processes Perspective – Round 1 |
| December | Review Financial Perspective – Round 1 |
| December | Staff Update – Strategy Fair, etc. |
| January | Review User Perspective – Round 2 |
| February | Review Learning & Growth Perspective – Round 2 |
| March | Review Internal Process Perspective - Round 2 |
| April | Review Financial Perspective – Round 2 |
| May | Annual Review: Staff Feedback  
Annual Review: Library User Committee |
| June | Annual Review: Leadership Team |
| July | Annual Review: Leadership Team |
| August | Introduce refreshed Strategic Plan / Scorecard to staff / campus |
7. Repeated Often: The “Rule of 7”

“As you recall... we talked about this back in.....”
8. Anticipating Concerns

“Funny you should mention that…..”
STAFF: Is the library cutting jobs?

LIBRARY MANAGERS: What’s the trend over time?

PROVOST: What do you mean by a “reference question”?

LIBRARY DEAN: How do we compare to our peers?

AUL for IT: Did you include online help/chat?
John,
I’m attaching the library’s latest library scorecard. I’m hoping you could provide some feedback specifically on:

- #3: # of Reference questions (why are our numbers declining faster than our peers’?)

-I’ll book a time next week when we can chat!

Mary Smith
Assessment Librarian
10. Allow for Fun

Happened

Never happened – but nice idea
THOUGHTS ON SPECIFIC STRATEGIES
What is your “Go To” Strategy?
Death by E-mail
F2F: Strategies for Success
Library Scorecard: Strategic Objectives, Measures & Initiatives 2013/14 (revised Sept 25, 2013)

<table>
<thead>
<tr>
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</table>
| 1. Integrate the Library into the University’s Teaching, Learning and Research Mission | 1.1 New Content in Institutional Repository | Green | • Digitization Program  
• Institutional Repository |
| | 1.2 Research Grants | Yellow | • Sherman Centre for Digital Scholarship  
• Teaching Commons |

Our Scorecard is live on our web site at: http://library.mcmaster.ca/library-scorecard
Do not expect that the sheer existence of your assessment data on the web means that you have communicated. Your strategy must drive your constituents there.
Questions?
The Hall of Fame (and Infamy)

REALLY GREAT AND REALLY BAD ASSESSMENT COMMUNICATION STRATEGIES / PRODUCTS
PART 3: Pulling it all together: scenario exercise
Your Turn:

Develop a communication strategy
<table>
<thead>
<tr>
<th>Date</th>
<th>Leadership Group</th>
<th>Library Supervisors</th>
<th>Library Staff</th>
<th>Dean’s Council</th>
<th>Public</th>
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<tr>
<td>Jan.</td>
<td>Survey report Scorecard review</td>
<td>Scorecard review</td>
<td>Strategic initiatives ‘fair’</td>
<td></td>
<td>Update scorecard: website</td>
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<tr>
<td>Feb.</td>
<td>Survey presentation Scorecard review</td>
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<tr>
<td>April</td>
<td>Scorecard review</td>
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<td>Survey presentation</td>
<td>Update scorecard: website</td>
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<td>Measures review #1</td>
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<td>Survey summary: website</td>
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<td>Measures review #2</td>
<td>Measures review</td>
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<td>July</td>
<td>Initiatives review #1</td>
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<td>Measures session</td>
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Questions?
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  – lewisvm@mcmaster.ca

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  – djt5k@eservices.virginia.edu