Strategic Library Assessment: Aligning with your University’s Strategic Plan

Kathryn M. Crowe
Associate Dean for Public Services
University of North Carolina at Greensboro
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Outline

- Introduction
- Case study
  - Strategic planning and assessment processes at UNCG
  - Libraries’ strategic planning process
  - Libraries’ assessment planning process
  - Putting it all together to demonstrate value
Recommendations from ACRL:

- Match Library Assessment to Institution’s Mission
- Include Library Data in Institutional Data Collection

[ACRL Academic Library Impact: Improving Practice and Essential Areas to Research, 2017](#)
Recommendations from ACRL:

- The library defines and measures outcomes in the context of institutional mission
- The library develops outcomes that are aligned with institutional, departmental and student affairs outcomes

Standards for Libraries in Higher Education 2018
Let’s hear from you!

How well is your library integrated into campus planning and assessment?

- Completely
- Partially
- Not at all
- Not sure
New Chancellor- New Strategic Plan!

- Big Ideas
- Transformation
- Giant Steps
UNCG Strategic Planning Framework

Areas of Transformation
- Vibrant Communities
- Health & Wellness
- Global Connections

Areas of Focus
- Student Transformation
- Knowledge Transformation
- Regional Transformation
Libraries’ planning process

- **Goals**
- **Metrics**
- **Responsibility**

**Annual Plan**

**Action items**
Annual Planning & Assessment Cycle at UNCG

1. **Identify objectives, measures, targets**
2. **Gather data**
3. **Analyze Data**
4. **Identify Improvements (Action Plans)**
5. **Implement Improvements (Closing the loop)**
Connecting Libraries’ goals to UNCG goals 2017-18

Develop a master space plan for Jackson and Schiffman Libraries in order to maximize space for services, learning and unique materials

Vibrant Communities
• Student Transformation
• Knowledge Transformation
Connecting Libraries’ goals to UNCG goals 2017-18

Undertake an information literacy initiative in order to expand these skills on campus and in the community

Vibrant Communities

• Student Transformation
• Knowledge Transformation
• Regional Transformation
Libraries’ annual assessment planning process

• Assessment team
• Annual plan identifies projects
• Assign project team
• Determine assessment method
• Post report at the end of the year with results
Aligning assessment with planning goals

Libraries’ Space Planning

- Schiffman Music Library needs assessment
- Building responses in 2017 student surveys
- Technology use counts
- Observational studies
- Digital Media Commons study
Aligning assessment with planning goals

- Student Success Study
- Authentic Assessment of student work using Information Literacy Framework
- Enhanced data analysis
- Digital Media Commons study
Putting it all together
Recommendations

Use strategic planning and assessment to show value of the library

• Participate in campus planning and assessment committees
• Submit data to campus system
• Design assessment and strategic planning around university goals
• Tell your story!
More Information

- UNCG Libraries’ Assessment LibGuide
- UNCG’s Strategic Planning
- UNCG Libraries’ Mission, Values, Goals
- kmcrowe@uncg.edu