LIBRARY ASSESSMENT PROGRAM YEAR 1
PLAN: 2018

1. MISSION
The Library Assessment Program helps the Library to better REFLECT, IMPROVE, COMMUNICATE and DEMONSTRATE, by facilitating data-informed decision processes, identifying trends, recommending changes, cultivating an assessment culture and demonstrating the Library’s value to external audiences and stakeholders.

2. PROJECT SCOPE
Through collaborations with various library departments and units, the Library Assessment Program will implement a series of assessment activities to support collection development, special collections, library reference and instruction, space planning, public services, and scholarly communication. Methods used include a mix of approaches such as library input and output measures, usage data, user needs, satisfaction and outcome data, users profiles, institutional characteristics, library impact, return on investment and others. A range of research methods will be evaluated and applied to different assessment activities, including statistical analysis, user surveys, interviews, focus groups, usability testing, observations and more.

3. GOALS & OBJECTIVES
A. Improve the efficiency and accuracy of data collection
B. Create holistic, longitudinal and comparative analysis of library resources, services, and spaces and their impact on users
C. Demonstrate the value of the Library to internal and external stakeholders
D. Make the data actionable
E. Understand user behavior around learning, teaching and the research lifecycle, as well as their use of library resources, spaces and services.

4. ALIGNMENTS WITH LIBRARY’S STRATEGIC PLAN 2017-2021
Assessment activities are in alignment with the Strategic Directions set forth in the Library's Strategic Plan 2017-2021. The Library Assessment Program will

- *Improve how scholars access resources*, by evaluating the discovery and use pattern of library resources by our users in their learning, research and teaching, and by analyzing how the resources management technologies and access models impact user behaviors;
- *Help develop emerging areas of scholarship*, by identifying the trends of user behaviors in general and in the use of the resources and library services;
- *Grow as an adaptive learning organization*, by setting the quality benchmarks for resources and services management;
- *Tell our story to build community and cultivate relationships*, by communicating effectively and broadly the library’s impact on student and faculty learning, teaching and research.

5. **Tasks & Activities**

A. Form the Library Assessment Advisory Group and sub-working groups

B. Coordinate and streamline the data collection processes and schedules for UCOP, ARL, ACRL, IPEDS, and IARU surveys

C. Identify the key metrics to measure the scholarly resources use and impact, library return on investment, public services, space use and various library programs; create centralized data inventory and data warehouse; develop assessment analysis and dashboards

D. Investigate and implement the right tools and technology for data storage and visualization (e.g. Tableau); provide training and expertise support for library staff to use and interact with data visualization tool

E. Develop and launch assessment website with dashboard release, assessment projects updates and user studies’ findings.

F. Plan, develop and implement campus-wide survey focused on user’s behavior around learning, teaching and research, and also their needs, satisfaction and outcome about library scholarly resources use, library services and space use.

G. Assess Moffitt library space use to evaluate the impact that Moffitt library has on students learning experiences and to discover the unmet needs and desires for future library space planning

6. **Deliverables**

A. Library Assessment Advisory Group (LAAG)
B. Library data warehouse: infrastructure, first data release, and regular schedules for future updates and development
C. Library assessment website: data dashboards, assessment projects, user study planning and findings and others
D. Findings and report for campus-wide survey
E. Findings and report for Moffitt library space use assessment
F. Library data visualization user group (e.g. Library Tableau User Group)

7. Stakeholders
   A. Library Assessment Advisory Group (LAAG)
   B. Library Lead Team
   C. Various library departments, ranging from collection development, technical services, financial planning, information technology, instruction and reference, space planning and use, scholarly communication, special collections, preservation, library human resources and communication.

8. Project Sponsor
   AUL of Scholarly Resources: Jo Anne Newyear Ramirez
   The Sponsor will provide decision-making support to the Library Assessment Program and Library Assessment Advisory Group. The sponsor will communicate the program critical issues to library LEAD team if necessary. The Chair of the Library Assessment Advisory Group will work with the sponsor to set and review program goals and progresses each quarter

9. Peer Institutions Assessment Program
   A. University of Washington: Jackie Belanger, Directory of Assessment & Planning
   B. Cornell: Zsuzsa Koltay, Directory of Assessment and Communication
   C. MIT: Lisa R. Horowitz, Assessment Librarian
   D. UIUC: Jen-chien Yu, Coordinator of Library Assessment
   E. Florida State University: Kirsten Kinsley, Assessment Librarian
   F. Duke University: Emily Daly, Head of Assessment & User Experience Department
   G. Yale University: Sarah Tudesco, Assessment Librarian
H. Georgia Tech Library: Ameet Doshi
I. UNLV: Starr Hoffman