

Western Michigan University

From the Selected Works of Maira Bundza

March 11, 2011

Library Stats as an Assessment Tool

Maira Bundza, *Western Michigan University*



Available at: https://works.bepress.com/maira_bundza/9/

Library Stats as an Assessment Tool

Michigan Academy of Science, Arts & Letters

March 11, 2011

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Western Michigan University



Overview

- Assessment at WMU & the libraries
- Reference statistics historically
- Library Stats – online tool
- Reports generated
- Closing the assessment loop



Assessment at WMU

- University Assessment Steering Committee
 - Established 2001 in response to HLC
 - Assessment plans for all academic departments
 - Library representative
 - Assessment fellowships and awards
- Assessment in Action
 - Workshops on assessment
 - Scholarship of Teaching and Learning
 - Assessment in Action Day
 - Tools – TracDat & iWebfolio

Assessment in WMU Libraries

- LibQUAL+ - 2004 – 2007 – 2010
 - Satisfaction survey
- Various surveys, usage studies, not organized
- Need assessment plan by end of spring
 - Tried fitting LibQUAL into TracDat as assessment plan
 - Worked with latest strategic directions
 - Used LibQUAL three dimensions + instruction
 - Created poster to simplify in own minds



Instruction

- Outcome: Users have the skills necessary to fulfill their information needs for life-long learning
- Assessment methods:
 - SAILS –test –Standardized Assessment of Information Literacy Skills
 - Student instruction feedback forms
 - Faculty instruction feedback forms
 - Analysis of works cited in student papers
 - Quizzes in tutorial





Collections

- Outcome: High quality collections that reflect the needs of the libraries' users and support WMU teaching, learning and research
- Assessment methods:
 - LibQUAL—satisfaction survey (Information control)
 - Usage statistics
 - Circulation of items
 - Counts of electronic resource use
 - Web hit counts
 - Collection analysis—comparison to standardized lists and peer institutions

WorldCat Collection Analysis™

Resource evaluation, comparison and planning



Library as Space

- Outcome: An environment that fosters study, research and inquiry
- Assessment methods:
 - LibQUAL—satisfaction survey
 - Usage statistics
 - Gate count
 - Computer use count
 - Group study room count
 - Self-check-out count
 - Actual space use analysis (future)



Service

- Outcome: Students and faculty will experience knowledgeable, helpful and efficient service that meets their expectations.
- Assessment methods:
 - LibQUAL – satisfaction survey
 - LibStats - question tracking
 - Turnaround times – resource sharing, ordering
 - Web efficiency – usability testing
 - Focus groups



Reference Statistics - past

- Tally sheets
 - Added up monthly
 - Compiled yearly
 - Not consistent across departments
 - Branches - Education Library, Music Library, Archives
 - Departments – Central ref, Sci ref, Gov docs, Rare books
 - Used for outside reporting, but not available internally
- Wrote down questions one week a year
 - Central Reference since 2005
 - Analyzed



Online tools

- Tried Desk Tracker and SurveyMonkey
- Chose Library Stats
 - Open source - <http://code.google.com/p/libstats/>
 - Easy to use
 - Provided reports
- Implementation
 - Tested summer 2009
 - Most departments started using fall 2009
 - All reference desks using it spring 2010
 - Now even Stacks, Resource Sharing and Circulation use it



Information collected

- Automatic
 - Date and time of reference transaction (can post date)
 - Transaction number
- Drop down menus
 - Location
 - Patron type
 - Question type (reference, directional, etc.)
 - Question format (in person, phone, email, IM, etc.)
 - Time spent (READ Scale)
- Open text box
 - Person answering (initials)
 - Actual question
 - Answer given

Library Stats form

Central Reference | [Admin](#) | [Add Question Page](#) | [Reports](#) | [Log out](#)

Library Stats : Add Question Quick Search: | [Advanced Search](#)

<u>Location</u>	<u>Patron Type</u>	<u>Question Type</u>	<u>Time Spent</u>	<u>Question Format</u>
Service Desk	Student - Undergrad	Reference	1: up to 1 min	In Person
Office	Student - Grad	Directional	2: 1 to 5 min	Phone
Stacks/On floor	Student - Don't Know	Equipment Assistance	3: 5-15 min	Email
Mobile On-Campus	Student - non-WMU	Service	4: 15-45 min	IM
Off-campus	Faculty/Staff		5: 45-75 min	Fax/Mail

Initials [Backdate](#)

Question

Answer

Last question added from this computer at 2/10 9:51 AM



Reports generated

- Built in
 - By date
 - By question format
 - By patron type
 - By weekday
 - By time of day
 - By person answering
- Data dump
 - Everything, but actual question and answer
 - Can manipulate and cross reference data
- Can search question & answer text or use Access



National Center for Education Statistics example

- Associate Dean needs for report to NCES
 - Pure reference – virtual and regular
 - How many of each were under 20 minutes
 - How many were “consults” of over 20 minutes
- Sorted Data Dump
 - By question type (reference)
 - By question format (in person, phone, email, IM)
 - By time-spent (our cut off was 15 minutes, but considering changing that)

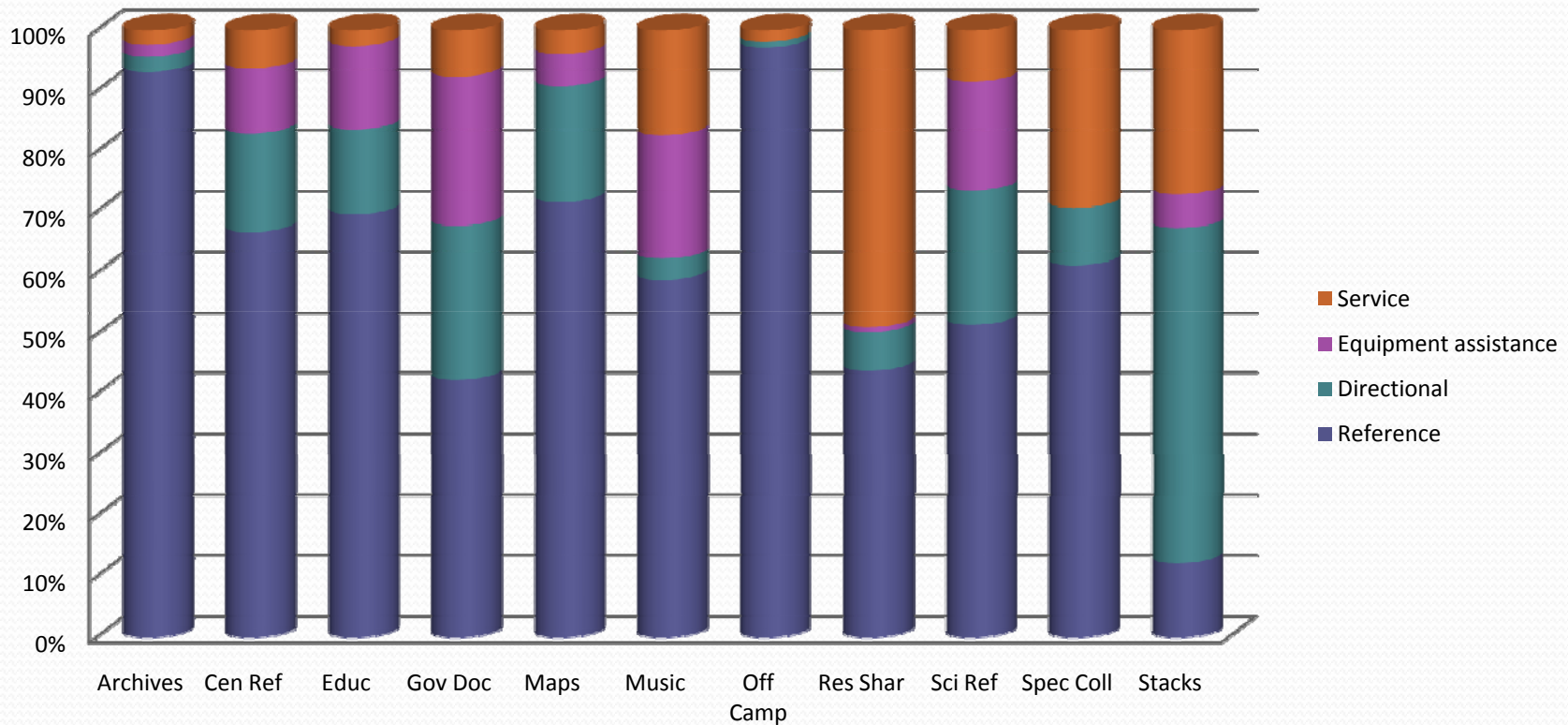


Statistics for NCES

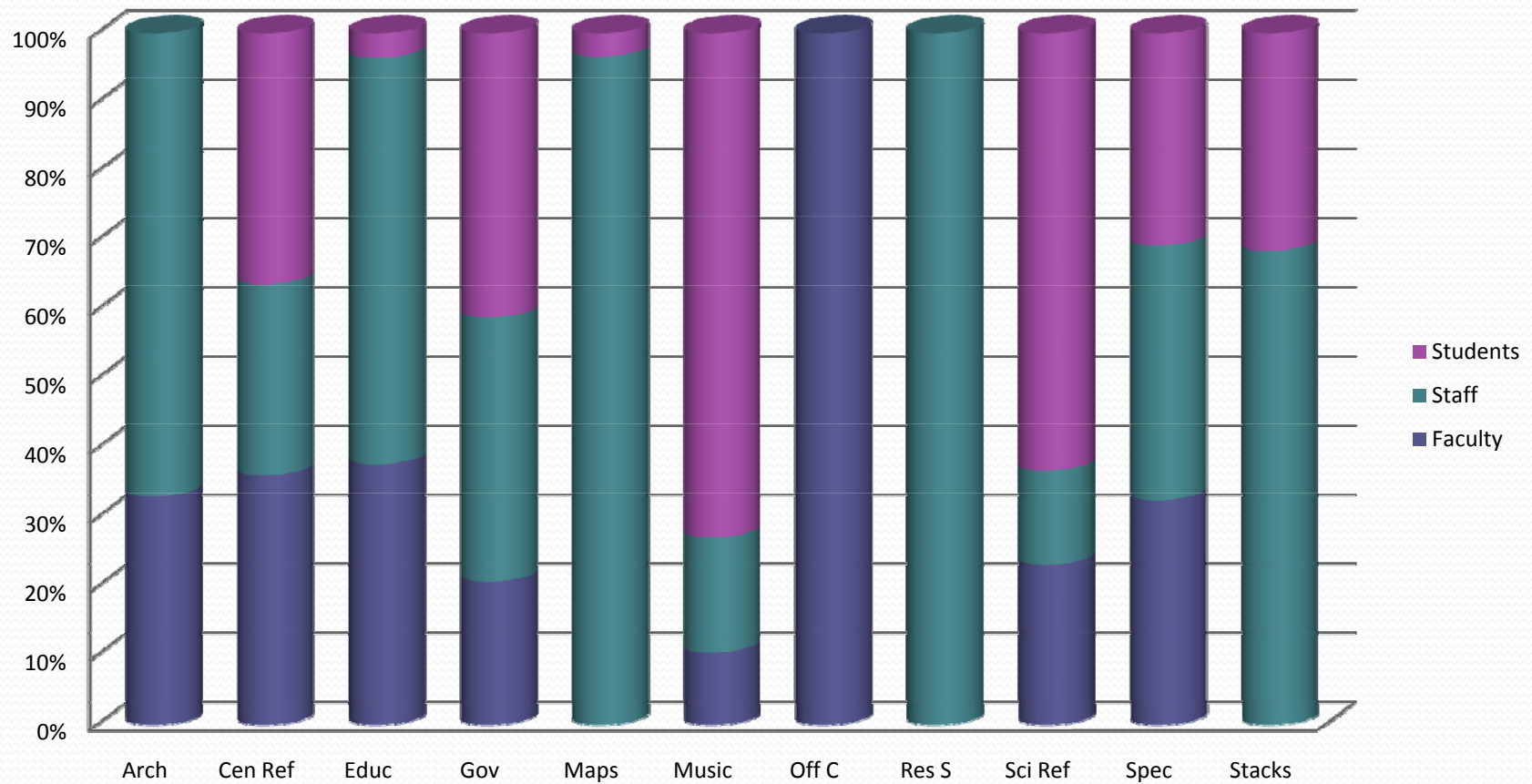
	July-Dec 2009		Jan-June 2010		Total	
	<15 min	>15 min	<15 min	>15 min	<15 min	>15 min
Email	471	125	533	192	1004	317
IM	382	38	290	42	672	80
Other	13	2	6	5	19	7
Total virtual	866	135	829	239	1695	404
					Total virtual	2099
In person	5258	627	4215	515	9473	1142
Phone	1076	96	1050	118	2126	214
Total regular	6334	723	5265	633	11599	1356
					Total regular	12955
Total >15 min	1760	Total reference 2009-10			15054	

Create charts

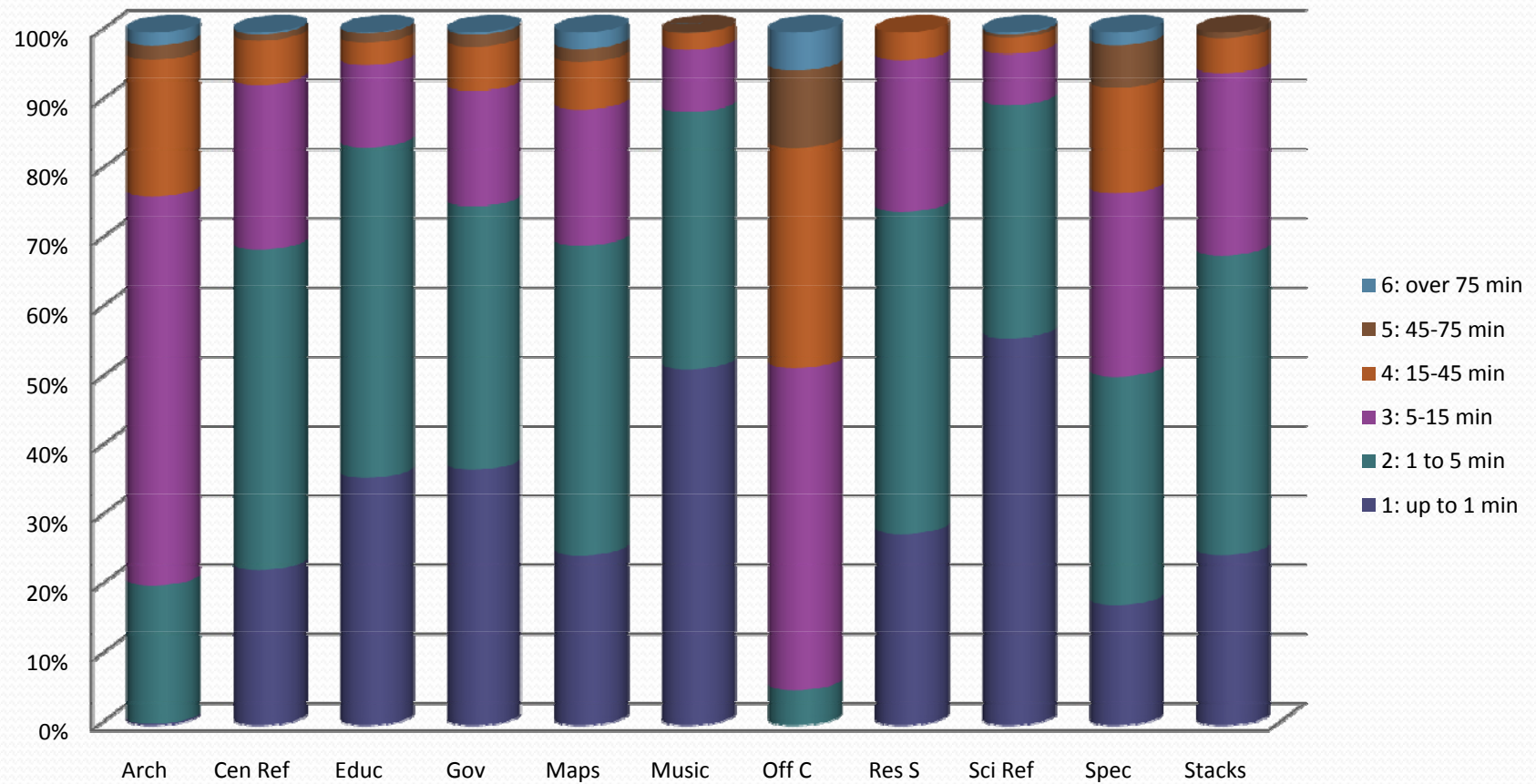
Type of Question by Department



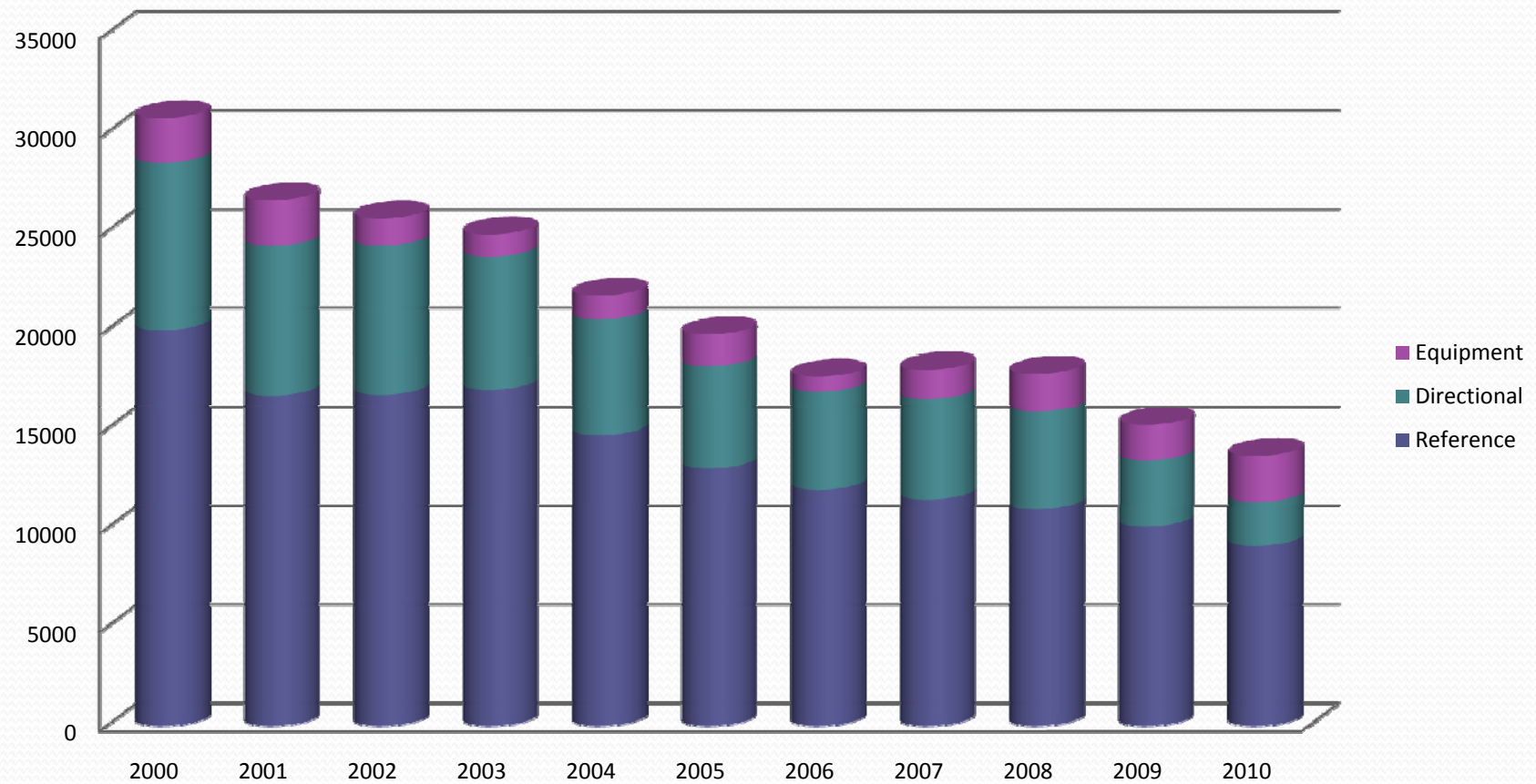
Employees answering questions



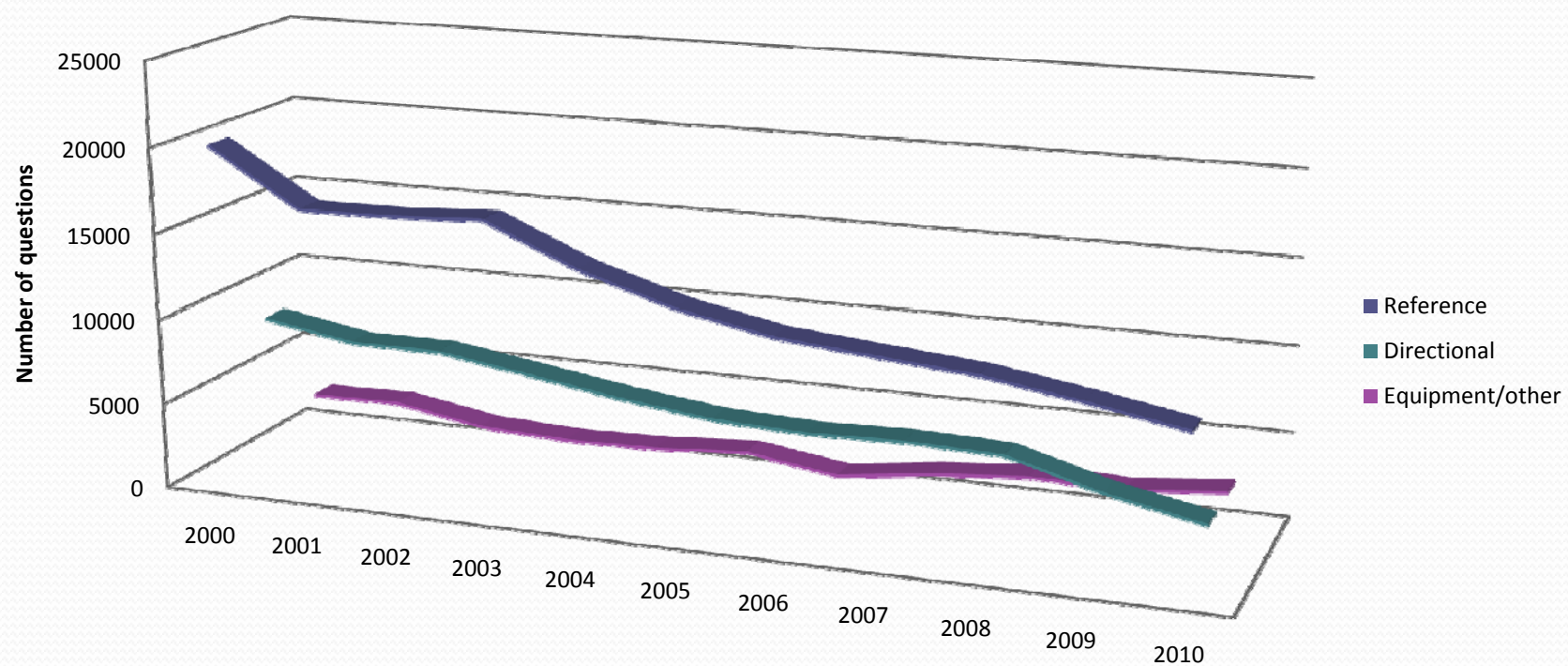
READ Scale – Time spent



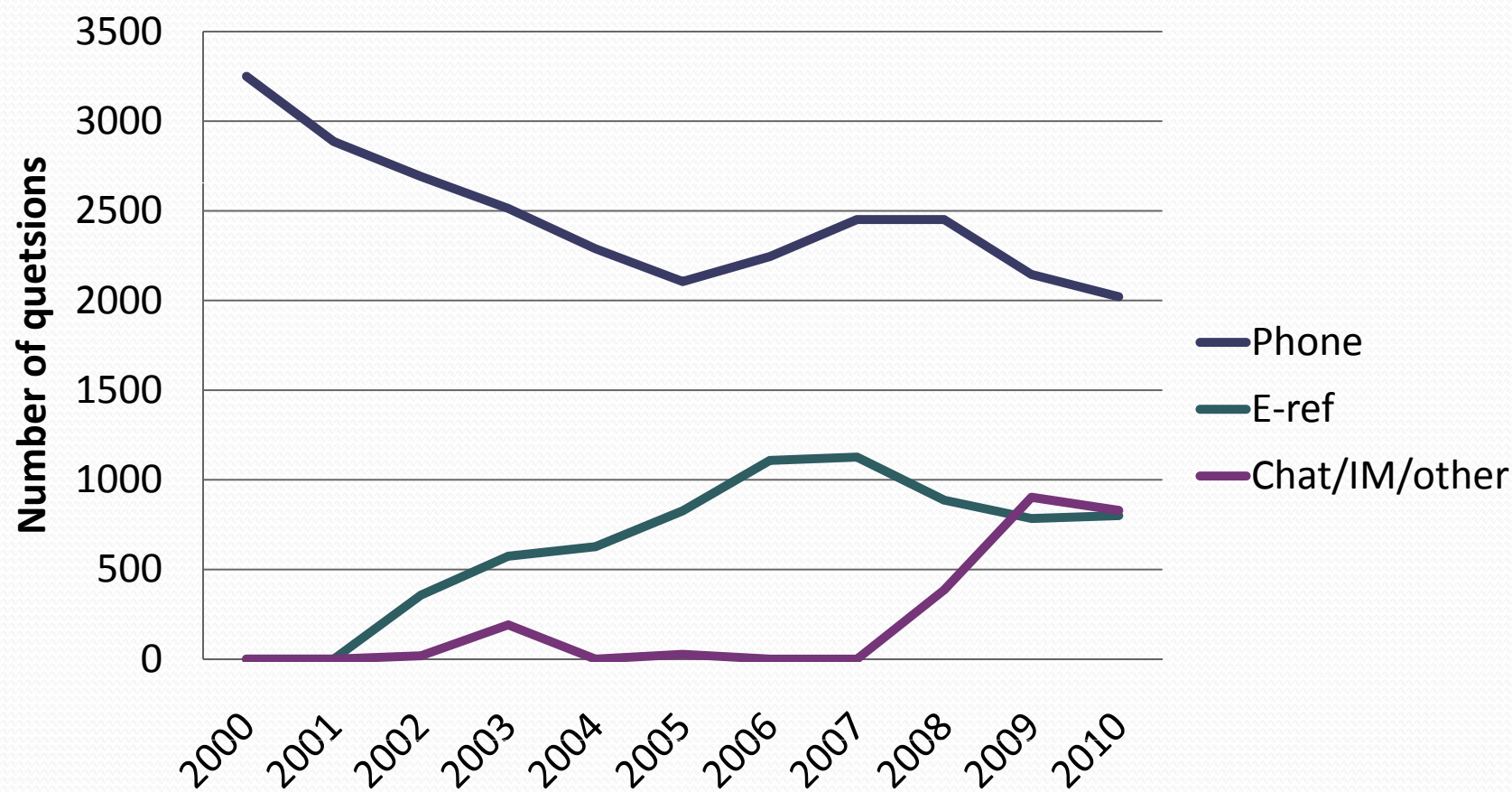
Trends in Central Reference 2000-10



Central Reference Questions 2000-10



Comparison of phone, e-ref & chat questions





Closing the loop in assessment

- Changed scheduling of faculty on Reference Desk
- During Web site discussions, argued that people still search for books by titles and that the title search should still be the default
- Realized students using texting shortcuts in chat and not doing adequate reference process– IM training instigated
- Opened discussion on purchasing some textbooks
- Emphasize that our printing system continues to be a problem for students
- Better able to share answers to difficult or repeat questions

Questions?

Maira Bundza

maira.bundza@wmich.edu

Presentation available:

http://works.bepress.com/maira_bundza/