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# What's the Story, Morning Glory? A Content Analysis of Land-Grant Universities Libraries Assessment and Fact Pages

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# What's the Story, Morning Glory?

## A Content Analysis of Land Grant Libraries Assessment and Fact Pages



2012 Library Assessment Conference  
Rick Stoddart, Oregon State University

### Abstract

*This poster reports on a content analysis of Land-Grant university library assessment and fact pages. Publicizing and sharing library assessment efforts is an important part of the equation to demonstrate library impact. What stories do these websites tell about library assessment efforts? What methods are used to convey this information to the public and stakeholders? What can libraries learn from other assessment websites to help showcase their assessment programs? Learn how libraries are leveraging their web presences to make a difference on their campuses, as well as other practical techniques to maximize their own impact.*

*Let your assessment stories be heard!*

### Methodology

Content Analysis of Library Assessment & Fact Pages

70 Land Grant University Libraries  
(4 year degree granting)

Fact Pages = 76% (53)

Assessment Pages = 27% (19)

### Rationale

**Transparency**  
**Communication to Stakeholders**  
**Closing the Loop**

### Library Fact Pages

#### Most Common Content



#### Best Practices

##### Communication

- Progress Reports
- Link to Information Brochure
- Brag Points or Pride Points

##### Unique

- Grants Received
- Return on Investment Info
- "By the Numbers" Widgets

##### Context

- Paragraphs not just Statistics
- Connecting Back to University
- Aware of Audience

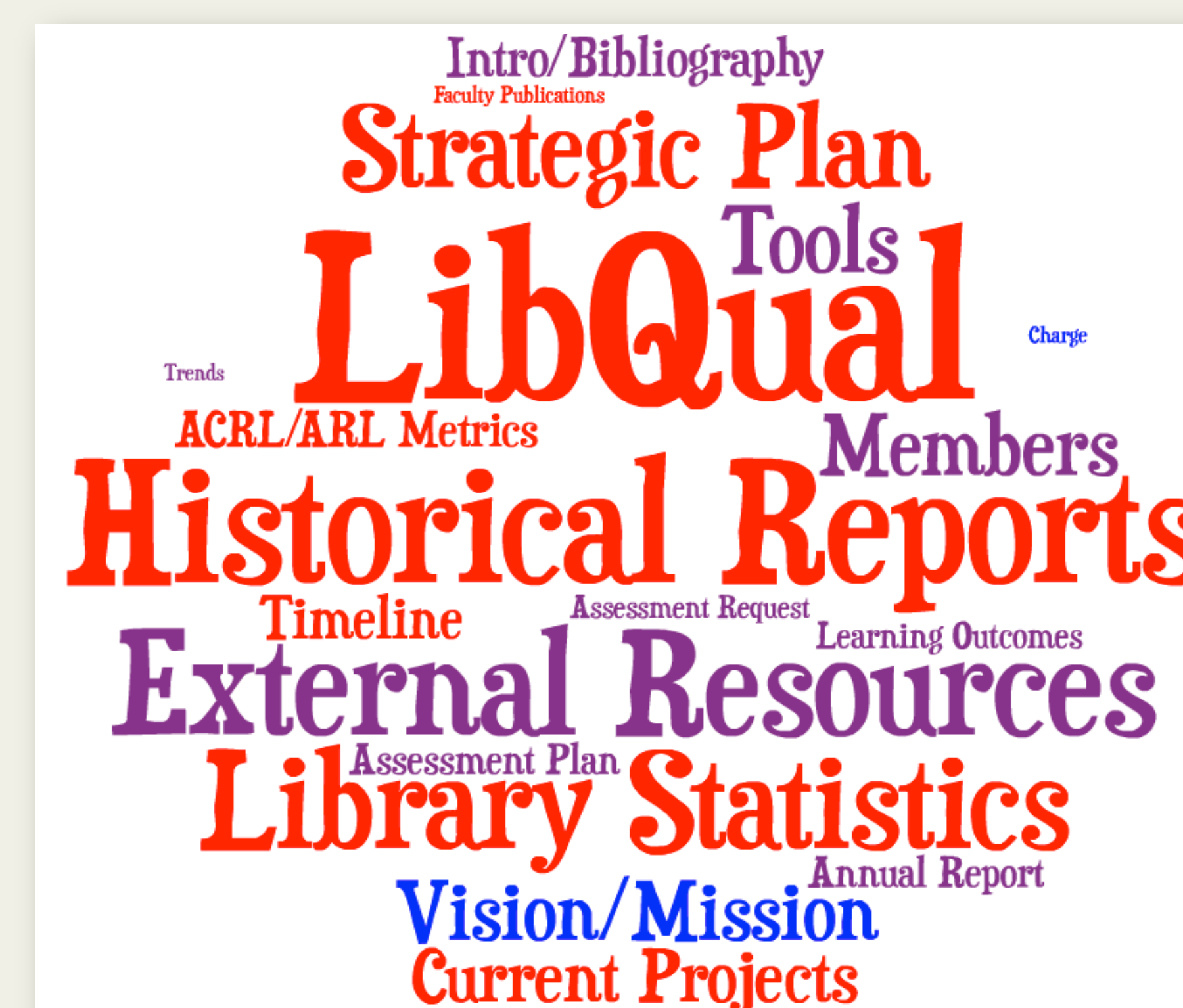
### What's the Library Fact Page Story?

Based on this content analysis:

Library fact pages focus heavily on collection types and volumes instead of library impacts, success stories, or needs. Data is presented with little interpretation or context. Beside historical content, minimal effort is being made to use these spaces to tell the story of the library or target information for specific stakeholders.

### Library Assessment Pages

#### Most Common Content



#### Best Practices

##### Communication

- Day in the Life Library Snapshot
- Library at a Glance
- "We Hear You" Reports
- Impact Reports

##### Access

- Easy to Find Website
- External and Internal Focus
- Indexed

##### Context

- Assessment Plan & Timeline
- Mission, Vision, & Strategic Plan
- Connected to Campus Assessment

### What's the Library Assessment Story?

Based on this content analysis:

Assessment pages are still relatively new content for many library websites. Library assessment pages are often hard to locate, internally focused, or provide little context about library impacts that may influence the overall campus environment.