Stay Calm and Cover Your Assessment: Creating a Culture of Assessment on a Shoestring

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Stay Calm and Cover Your Assessment

Creating a Culture of Assessment on a Shoestring

Audrey Powers ~ Susan Silver ~ Matt Torrence
What is a *Culture of Assessment*?

“A Culture of Assessment is an organizational environment in which decisions are based on facts, research, and analysis, and where services are planned and delivered in ways that maximize positive outcomes and impacts for customers and stakeholders. A Culture of Assessment exists in organizations where staff care to know what results they produce and how those results relate to customers’ expectations. Organizational mission, values, structures, and systems support behavior that is performance and learning focused.”

Further Defining a Culture of Assessment

“In a culture of assessment, assessment becomes the norm and a valued part of planning and teaching”

University of South Florida Libraries

- 49,000 total students with 42,000 on the Tampa campus
- 2 million + volumes and access to over 900 databases
- 52 full time staff members
- 31 faculty librarians
Motivating Factors

- institutional emphasis on performance metrics
- Return on Investment (ROI)
- increasing focus on student success
- lack of data for decision-making
- SACS accreditation
ROI: Assessment Measures

- Library metrics provide information about:
  - use of the collection
  - importance of the collection
  - quantity of library instruction
  - importance of library instruction
  - value of the academic library to student success
  - value of the academic library to the institution
Challenges

- lack of in-house expertise
- staff and budget limitations
- collecting statistics perceived as the same as assessment
- negative perceptions:
  
  “just one more thing I have to do”
  “assessment and performance evaluation is the same”
  “viewed as an administrative responsibility”
No Assessment Librarian?

Create a committee!
USF Library Assessment Committee

- Dean’s charge:
  - promote assessment
  - create and manage an assessment cycle
  - identify best practices and policies
  - create a space to communicate/share results
  - create a process that is understandable
  - collaborate as librarians with staff support
Goals of Assessment

- demonstrate impact and value
- continuous improvement
- respond to customer needs
- improve decision-making
- respond to institutional requests
- avoid duplication of effort
Guiding Principles

- keep it small and simple
- don’t reinvent the wheel
- build on success
- create concrete processes and procedures
- share results
- don’t PANIC! (and bring a towel)
Creating a Culture of Assessment

- involve all staff and departments
- build an environment of trust
- communicate results
- encourage collaboration with assessment projects
Assessment Committee

- Phase one:
  - educate ourselves
  - conduct an assessment inventory
  - develop a process
  - provide tools for staff
  - advocate for resources ($$)
Collecting Data about Data

- Assessment Inventory:
  - interviews with staff
  - use existing data from the website
  - find out what data has been collected
  - use existing data to build a foundation for something new!
### Assessment Inventory

<table>
<thead>
<tr>
<th>What</th>
<th>How</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INVENTORY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students, Faculty, and the Library (Survey)</td>
<td>Focus groups, observation, survey</td>
<td>Matt, Susan, Drew, Babs</td>
<td>2012</td>
</tr>
</tbody>
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|**SURVEY**| | | |
|Survey to patrons: iPad satisfaction | Survey monkey, live on iPads | Brand Riger | Spring 2013|

|**INTERIMARY BORNS**| | | |
|Survey to patrons on Yource on Demand | Survey Monday | Lela Schmitt | 8/1/2011|

|**SERVICE DESK**| | | |
|Exit survey | Paper | Susan Silver | Fall 2012|

|**ONLINE SERVICES**| | | |
|Analysis of chat transcripts | AAL, website | Susan Silver, Matt Ternance | 2011-2012|

|**WEBSITE**| | | |
|Previous Tier 1 Usability testing (for selecting a tool) | Paper | Susan Silver | 2011|
|Focus group usability testing | In-person | Eileen Thornton | 2010-2012|
|Focus group usability testing | In-person | Eileen Thornton and Natasha Griffin | 2012|

|**LIBRARY INSTITUTION**| | | |
|Post-instruction student satisfaction surveys | Survey Monday | Susan Silver, Audrey Powers, Marylou Allen | Ongoing|
|Post-instruction skills survey | Canvas | Susan Silver, Audrey Powers, Marylou Allen | Fall 2013 / Spring 2015|
|Post-instruction time-mines paper | Paper | Joe Post, Claudia Bled | Ongoing|
|Pre-instruction skills survey | Paper and Survey Monday | Audrey Powers | Fall 2013 / Spring 2015|
|Post-instruction skills survey | Paper | Claudia Dovell | Ongoing|
|Post-instruction skills survey (ENC 325, ENC 326) | Survey Monday | Matt Eason | Interim, but Ongoing|
|Cumulative grade data from student surveys (FYC) | Canvas, coursewell and SPS | Marylou Allen | Interim, but Ongoing|
|Quiz grades from online Canvas modules | Canvas | Marylou Allen, Susan Allen, Susan S | Ongoing|
|Bibliography analysis | Paper | Susan Silver | 2012|
|End of term interview/evaluations | Online and In-person | Susan, Anne | Ongoing|
|End of term paper analysis | Paper | Susan, Anne | Ongoing|
|Research inquiry assignment | Canvas and Canvas | Susan, Anne | Ongoing|
|Research inquiry assessment | Survey Monday | Audrey Powers and others | Ongoing|

|**ASSIGNED ASSIGNMENTS**| | | |
|End of semester feedback survey | Survey Monday | Marylou Allen | Ongoing, starting spring 2013|

|**SPECIAL COLLECTIONS**| | | |
|Reading room survey | Survey Monday | Malene Griffin | 2011-2012|
|Digital Collections interface usability testing | In-person | Barbara Lewis and Malene Griffin | 2011-2012|
Assessment Inventory Results

- often an administrative function
- closing the loop
- modest level of activity by individuals
- lack of ongoing support
- acknowledgement of past efforts
Assessment Toolkit

- Collect useful and consistent data
  - common location to access data
  - best practices for assessment
  - planning tools and forms
  - reporting tools and forms
  - newsletters and announcements
  - training opportunities

- Assessment LibGuide = http://guides.lib.usf.edu/assessment
Assessment LibGuide

USF Tampa Library Assessment

WHAT IS ASSESSMENT?

Assessment is a continuous process that ensures the effective evaluation of the services and resources of the USF Tampa Library.

Outcomes

Statistics
Library-wide Assessment Meeting

- all staff invited
- refreshments served
  - food always helps!
- allay fears
- move forward together
- part of the cycle
USF Tampa Library Assessment Project Plans
Submit this form as you begin working on a formal Library assessment project. The information collected is intended to help share information about assessment projects within the Library; this is not an application.

- Project Title *
- Library Department / Unit *
- Primary Email *
- Timeline *
- Outcome and Objective of Assessment *

Submit
USF Tampa Library Assessment Report
Submit this form after you complete a formal Library assessment project. The information collected is intended to help share information about assessment projects within the Library.

Project Title *

Library Department/Unit *

Primary Email *

Method(s) of Assessment *

Assessment Results

Action Plan *
Assessment Newsletter

WELCOME!

At the end of each semester the Assessment Committee will update and distribute this newsletter/blog post to keep you informed about progress of ongoing assessments and new assessments. As information, announcements, training opportunities, readings, etc. about assessment come up, it will be posted here.
Continuing Challenges

- maintain momentum
- disseminate information
- persuade stakeholders
- incorporate assessment in planning and daily activities
- close the loop
- plan for the future
Successes

- assessment libguide
- training opportunities
- assessment newsletters
- communication

Training Opportunities

Tuesday, April 26th, 2016 | Posted in Announcements, Spring 2016, Training Opportunities by Audrey Powers | Edit | No Comments »

Training Opportunities: Trello

Trello, plain and simple and powerful, is free software useful to anyone or any group working together to plan an event or project. It consists of multiple "to do" lists. It helps you organize a simple project or a major event involving thousands of people. Its ease of setup and use makes Trello worth a try. You will be amazed how useful this program is and wonder how you ever got by without it. Training by Barbara Lewis. This training is limited to 5 people in order to get the most out of it.

WHEN: Wednesday, June 1, 2016

TIME: 10am

LOCATION: LB 201

REGISTER
Future Plans

- distribute newsletters
- additional training
- mini-grant program
- communicate with departments and personnel
- public facing site
- open forums
Public Facing Website
Assessment Measures = ROI

- Library metrics prove:
  - value of the academic library to student success
  - value of the academic library to the institution!
THE END

Questions

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