

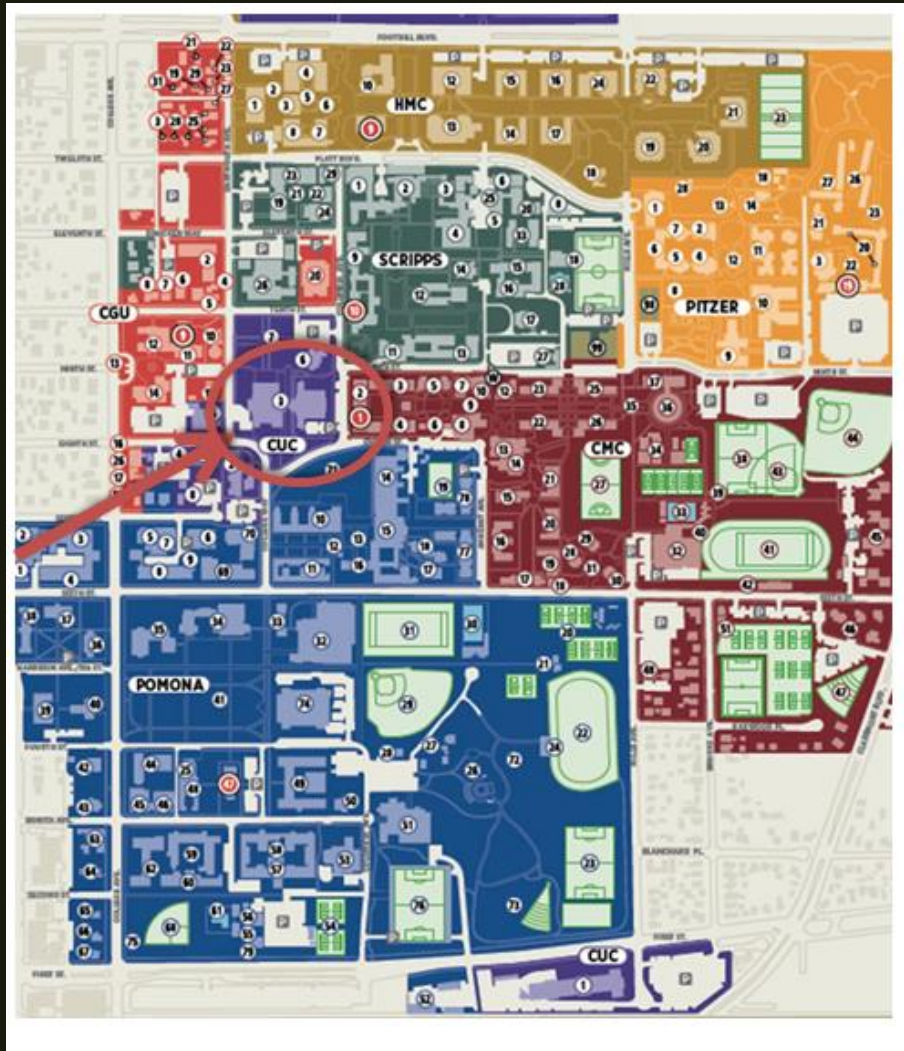
A large, thick black L-shaped graphic is positioned on the left side of the slide, extending from the top-left corner towards the center. A second, identical L-shaped graphic is positioned on the right side, extending from the top-right corner towards the center. These two shapes together form a partial rectangular frame around the central text.

ASSESSMENT 101

Micquel Little | The Claremont Colleges Library



CLAREMONT,
CA



THE CLAREMONT COLLEGES LIBRARY

Today's agenda:

■ Data

- *What... story are you trying to tell?*
- *Who... is your audience?*
- *Where... is your data?*

■ Assessment

- *Why... does your audience care about this story?*
- *How... will you tell the story for each audience?*

Data & Assessment Debrief

Traditional

- Borrowing Filled/Unfilled
- Lending Filled/Unfilled
- Doc Del
- Collection Development
 - Journal articles requested
 - Books requested (i.e. Call#)
- Users

Transformational

- Turnaround Times
- Fill Rates
- User Sticking Points
- Purchase vs Borrow
- Shared Print Insights
- Doc Del Potentials
- Geography of Access
- Mapping Communications



HOW DO YOU KNOW?

HOW DO YOU SHOW?



What... story are you trying to tell?



- Our service matters! (value)
- Our collections are international!
 - *Or, why it takes longer than 3 days sometimes*
- We are great library partners!
 - *Traditional fill rates*
 - *Or, why strategic reciprocal agreements matter*
- We are the heart of the library
 - *External*
 - *Internal*

What... story are you trying to tell?



- For your team:
 - *We're making workflow changes and this is why it is a good thing*
 - *We're adding a service and here's how we can do it sustainably*
- We need more staff
 - *Here's how much money we saved through those reciprocal agreements.*

Who is your audience?

- Library administration
- Patrons
 - *Community*
 - *Students/faculty*
- Librarians/colleagues
- Your team
- Yourself
- Other libraries
- Everyone
- ???



Where... is your data?

Qualitative

- ILL systems
- OCLC
- Consortia systems

Quantitative

- Your inbox
- Your head/heart

Where... is your data?

What do you have?

- Patron information
- Citation information
- Costs
- Request data
- Patron questions and feedback

What do you need?

- Customized questions?
- Additional context?
 - *Survey*
 - *Focus groups*
- Additional analysis?
 - *Data from another service area?*

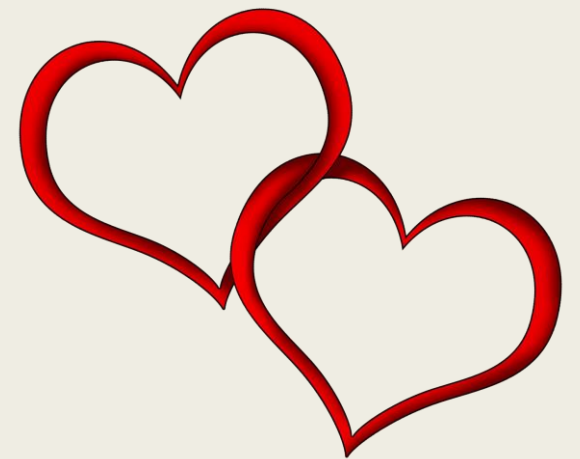
QUESTIONS AND PLANNING

Moving from how you know, to how you show.



Why... does your audience care about your story?

- Know your audience as you prepare to tell your story.
- Make your data resonate with **their** priorities
- Think about “why” they do/should care
 - *Be proactive in sharing*
 - *Be creative*
 - *Be bold*

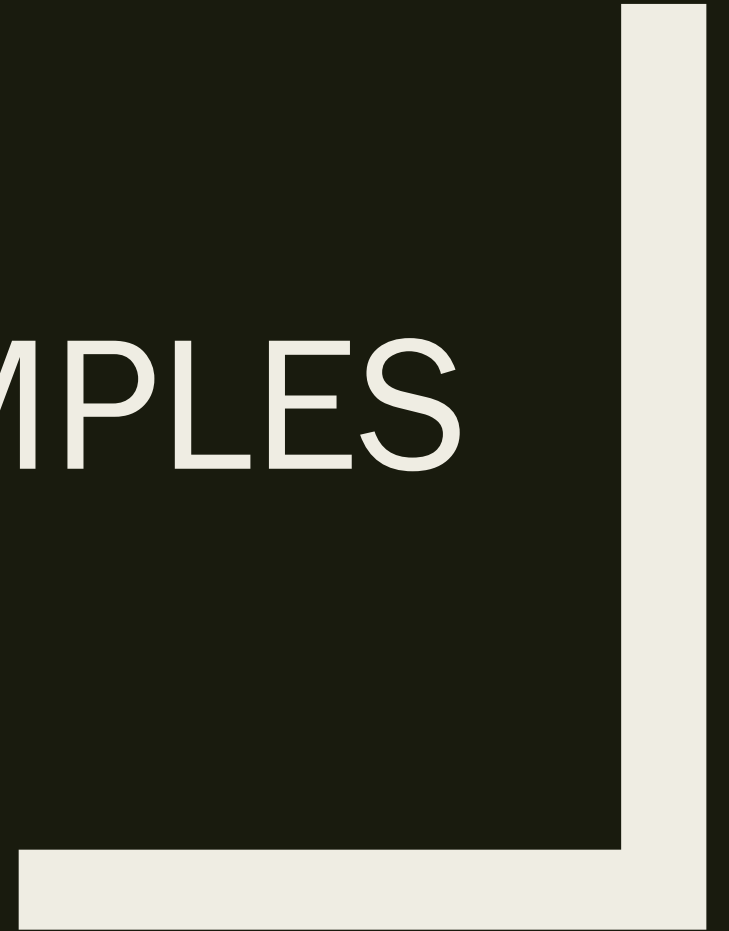


How... will you tell your story to each audience?



- Charts
- Graphs
- Data %'s with captions
- Maps
- Reports
- Profiles
- Infographics
- Budget impacts \$\$\$

EXAMPLES



Faculty – Doc Del service

Audience

- Administration
- Faculty

Story

- \$\$\$ saved
- Time saved and spent...
teaching? Publishing?
Applying for grants?

Resource Sharing - service

Audience

- Administration
- Community scholars

Story

- Profile of library in supporting authors, inventors, etc.
- Access to resources lost when left academia

International Borrowing

- \$\$\$ saved in travel
- Global support of research and learning
- Turnaround time context



Offsite storage decisions

Internal

- Costs of new workflow
- Prioritized lending
- Online archives purchased

External

- Usage of items accessed in last 5 years
- Online archives purchased
- Turnaround time of access



Data: day to day

- Staff schedule changes
- Cross-training catalysts
- Student training follow up
- Hold shelf timelines
- Returned receipts
- Notification surveys



Tips and Tricks

What **story** are you trying to tell?

What are the **better** questions for your organization?

Who are the audiences for those questions?

What information **DO** you have?

What information **COULD** you have?

What is the best **FORMAT** to share those stories? (charts, maps, %s, etc.? #funfactfriday)

And most importantly...



TALK TO
YOUR
COLLEAGUES!