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Five Ways to Inspire your Library's Tomorrow, Today

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Five Ways to Inspire your Library's Tomorrow, Today

Abstract

Academic libraries are learning how to demonstrate their value via evidence based assessment. This is a complex process for the long term road ahead, which is currently under heavy construction. In the meantime, this presentation will guide you through thinking about practices you are currently performing and how to evaluate them in order to provide a more immediate overview of your value and support of academic learning on your campus. Lavery Library has chosen five areas of service to share during this presentation. These five areas each demonstrate a different influence the library has on facilitating learning. They also demonstrate trends within the library which inform decisions for change as well as value sound bites to be shared with stakeholders. Learn how to take a creative and inspiring approach to the services you provide your patrons and show your library's value at the same time!

Disciplines

Library and Information Science

Comments

Presented at the State University of New York Librarians Association Conference, Buffalo State, June 12-14, 2013.

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Five Ways to Inspire your Library's Tomorrow, Today

*Kate Ross and Micquel Little
St. John Fisher College
SUNYLA 2013*

Agenda

How it all began:

- Strategic Planning
- Assessment Plan Implementation
- Totality

A look at Services

- Outreach
- Collections
- Space
- Research Assistance
- Information Literacy

Where we are now: The value-added package

Environmental Scan

The state of our Library when we began to approach assessment:

- The College was developing a Strategic Plan
- The library was developing and aligning a Strategic Plan
- The library's Mission and Vision statements were revised
- The library was developing assessment plan

Assessment

What to assess?

Where to begin?

What to do?

How to collect data?

How to analyze data?

What happens after first year?

Who is involved?

Who *should* be involved?

What are we already doing?

What can we share *right now* to help us get started?

What is our end goal and how can we stay focused?

Totality

ACRL:

- There's actually a name for this way of thinking!
- Method for bringing all philosophy statements and goals together was introduced and brought back to library.

Why should we develop a tagline?

- To empower staff and guide decision making
- Provide a consistent and quality user experience
- Evoke the spirit of our brand/environment
- Share with others the philosophy of the library

Lavery has done the work to develop a mission and vision statement, strategic goals, etc.
A totality statement will tie all of these “dots” together with our services and touchpoints to assist in the everyday embodiment of these values and goals by the library staff.

Outreach

- Current social media outreach
 - Facebook
 - Twitter

- Approach with Strategic Plan and assessment in mind
 - Hashtags were developed for each strategic goal
 - A posting schedule was set up for all library departments
 - Consistent sharing of information relevant to our goals began
 - Side effect: the future collection of goal related activities

#lavery...



Lavery Library @LaveryLibrary

Director Melissa Jados interviewed by #Wroc_news
Douglass digitization project #laveryexperts

Expand



Lavery Library @LaveryLibrary

Online collection of Frederick Douglass Newspapers will debut on
News Channel 8 tonight. goo.gl/7HuFg #laveryaccess

Expand



Lavery Library @LaveryLibrary

College & Undergraduate Libraries accepted Ben and Micquel's
article for the special issue on #Assessment! #laveryexperts
[@micq13](https://twitter.com/micq13)

Expand



Lavery Library @LaveryLibrary

Remember to go to "START MY RESEARCH" from
homepage to see Subject Guides for all academi
[#laveryaccess](https://twitter.com/laveryaccess)

Expand



Lavery Library @LaveryLibrary

Lavery's ebrary db delivers 80,000+ academic eb
downloadable site.ebrary.com/lib/sjfc/home... #lav

Expand



Lavery Library @LaveryLibrary

Learning Commons macs have video editing software! RE: Video
Killed the... Traditional Paper? wp.me/p2FBiB-6q @toddsodano

[#laveryspace](#)
[View summary](#)

21 Mar

3 Apr



Lavery Library @LaveryLibrary

Do you have an opinion about e-books? Take a quick survey at:bit.ly/Zf6DfN Thanks! [#laveryaccess](https://twitter.com/laveryaccess)

Expand

12 Mar



Lavery Library @LaveryLibrary

What's behind the curtain on the main level? [#laveryspace](https://twitter.com/laveryspace)
pic.twitter.com/G6YM7uNXtl

[View photo](#)

11 Mar



Lavery Library @LaveryLibrary

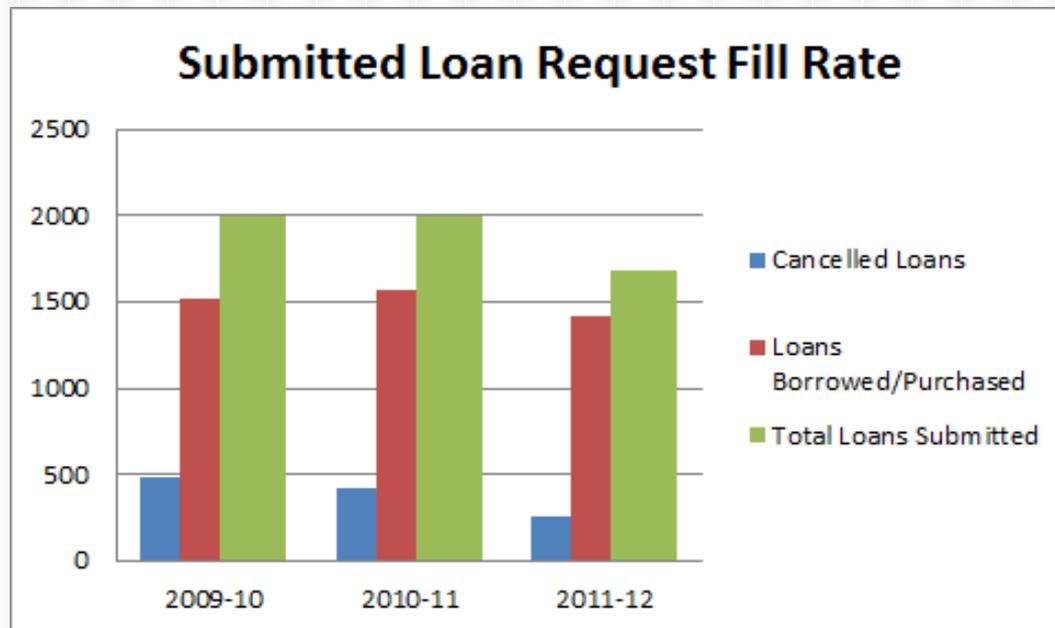
Just submitted 2 grant proposals. Wish us luck! [#laveryexperts](https://twitter.com/laveryexperts)

Expand

8 Mar

Realigning Collections with Access

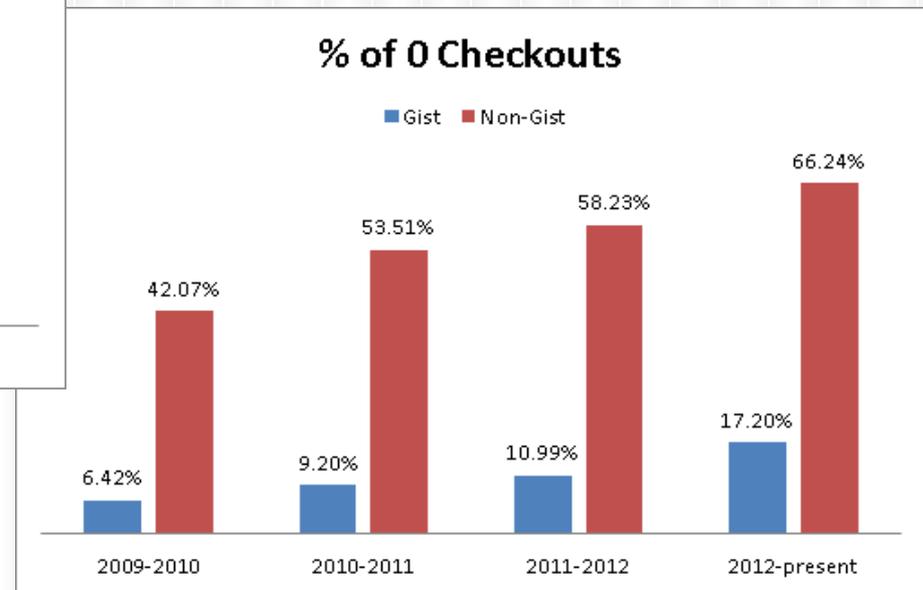
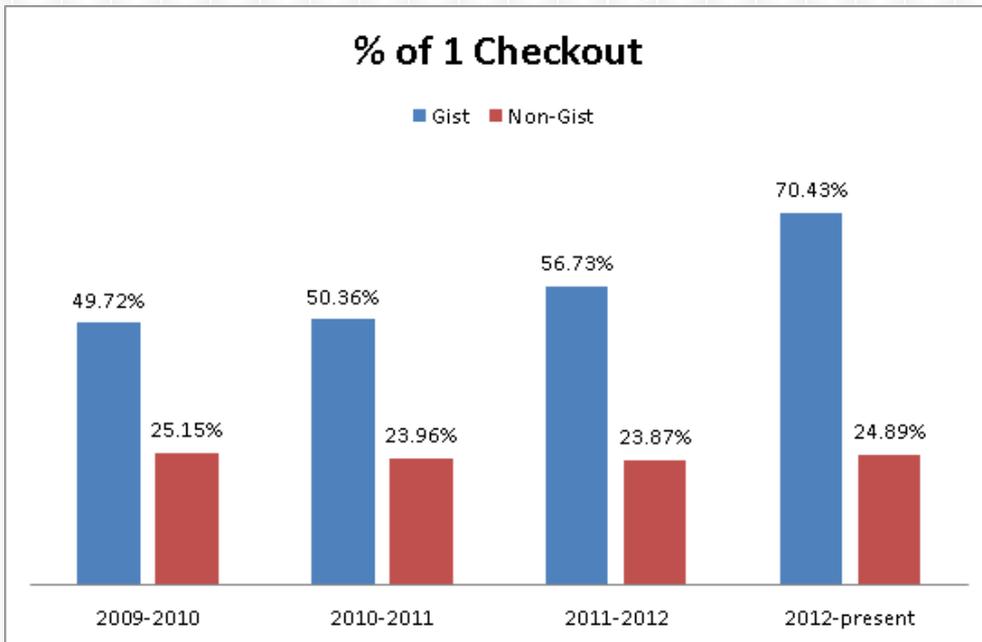
- A study of circulations for POD titles vs traditional collection development purchases was done
- The use of collections should be shared with relevant parties to show value of library
 - ILL Cancellations dropped from 24% in 2009/10 to 16% in 2011/12



Realigning Collections with Usage

Circulation study continued...

- Statistics were used to show checkout percentages of POD titles vs titles added through traditional collection development.



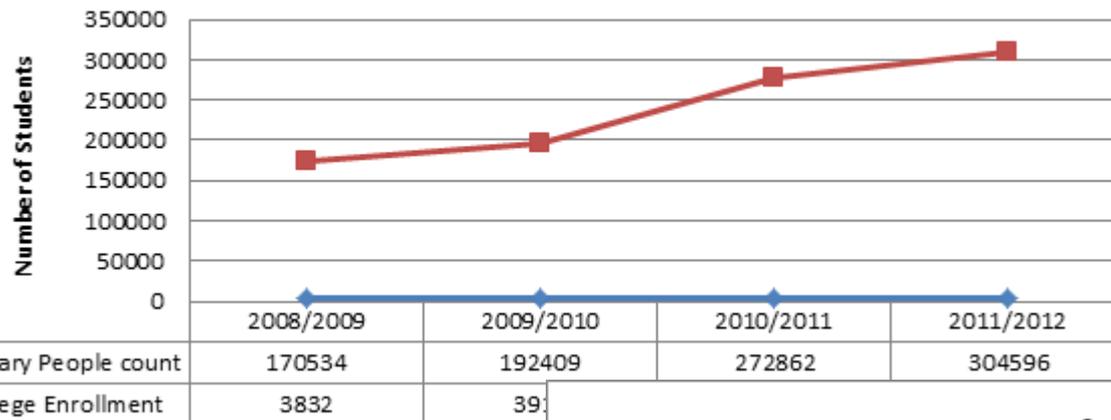
Space

- Library space has continually changed over the past five years
- Statistics are used to show the changing use of the library in different ways
 - growth, location usage, etc.
- An iPad allows for a creative way to collect data in real time which then turned into effective visual representation of that data

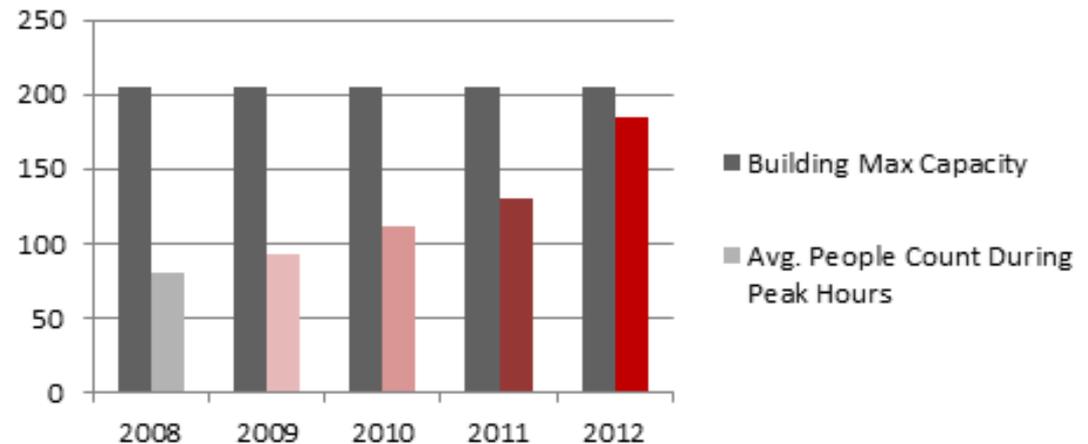


Space

Library Use Growth vs. College Enrollment Growth

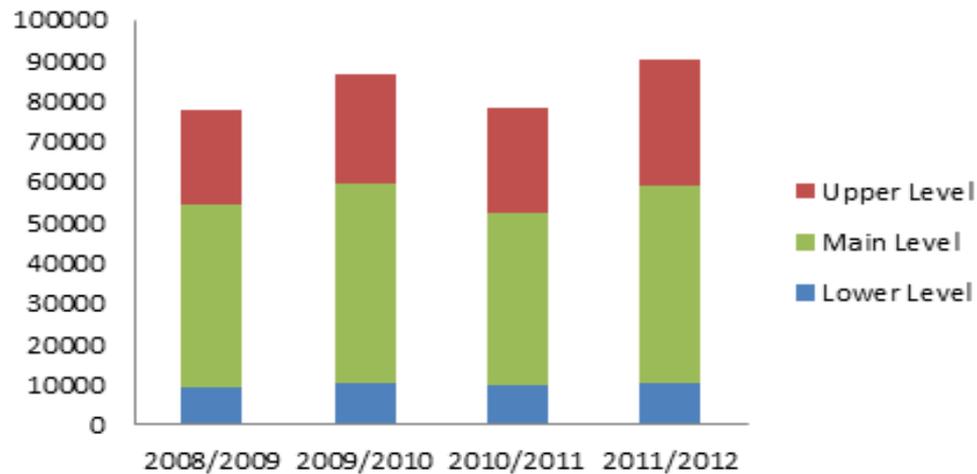


Occupancy Capacity vs Library Usage

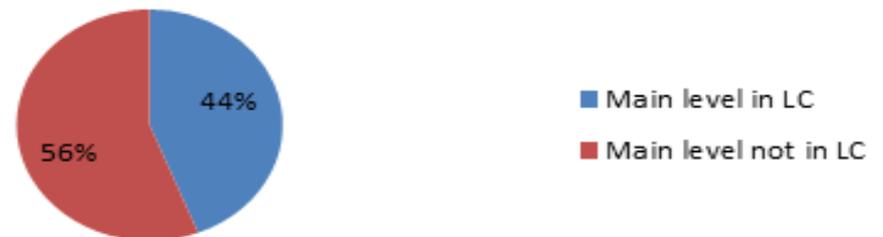


Space

Patron Usage by Floor



Fall 2012 Main Level Usage



Research Statistics

- Data collection transition
 - Collecting data and modifying our approach to collecting this data
 - In the early stages but potential benefits are apparent

DAILY REPORT OF REFERENCE QUESTIONS
DAY (CIRCLE) S M T W T F Sa DATE // / /

SHORT REFERENCE QUESTIONS

	Academic	Equipment	Directional	General Library Use
8:30-9:30 am				
9:30-10:30 am				
10:30-11:30 am	/			
11:30-12:30 pm	/			/
12:30-1:30 pm	//	/		/
1:30-2:30 pm				
2:30-3:30 pm				
3:30-4:30 pm			/	
4:30-5:30 pm				
5:30-6:30 pm				
6:30-7:30 pm				
7:30-8:30 pm	/			/
8:30-9:00 pm	/			/

EXTENDED REFERENCE QUESTIONS

	Academic	Equipment	Directional	General Library Use
8:30-9:30 am				
9:30-10:30 am				
10:30-11:30 am				
11:30-12:30 pm	/			
12:30-1:30 pm	//	/		/
1:30-2:30 pm	/			/
2:30-3:30 pm				
3:30-4:30 pm			/	
4:30-5:30 pm				
5:30-6:30 pm	/			/
6:30-7:30 pm	/			/
7:30-8:30 pm	/			/
8:30-9:00 pm	/			/



 Research Statistics

These statistics are based on all research questions, regardless of location!
* Required

Patron Type *
Choose from the list:

Patron Name
Patron Name and Department are for follow up purposes only and are not required.

Department
Patron Name and Department are for follow up purposes only and are not required.

Choose from the list:

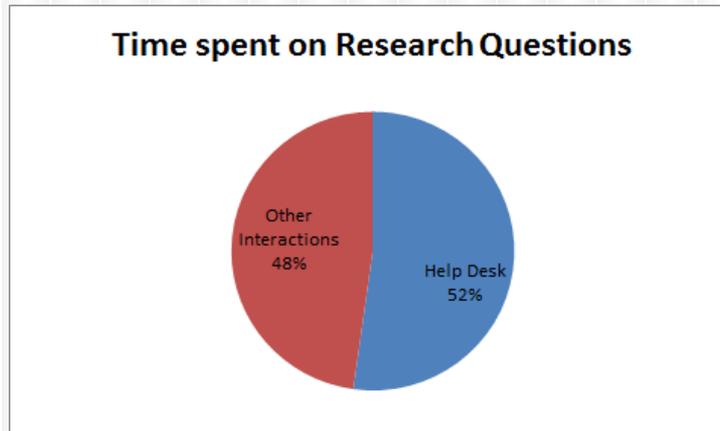
Class
Be sure to input your class the same way everytime to make later analysis easier.

Question Length *
For ease of statistic manipulation, all times are in minutes. If submitting time in Other, please use number of minutes.

1
 5
 10
 15
 Other:

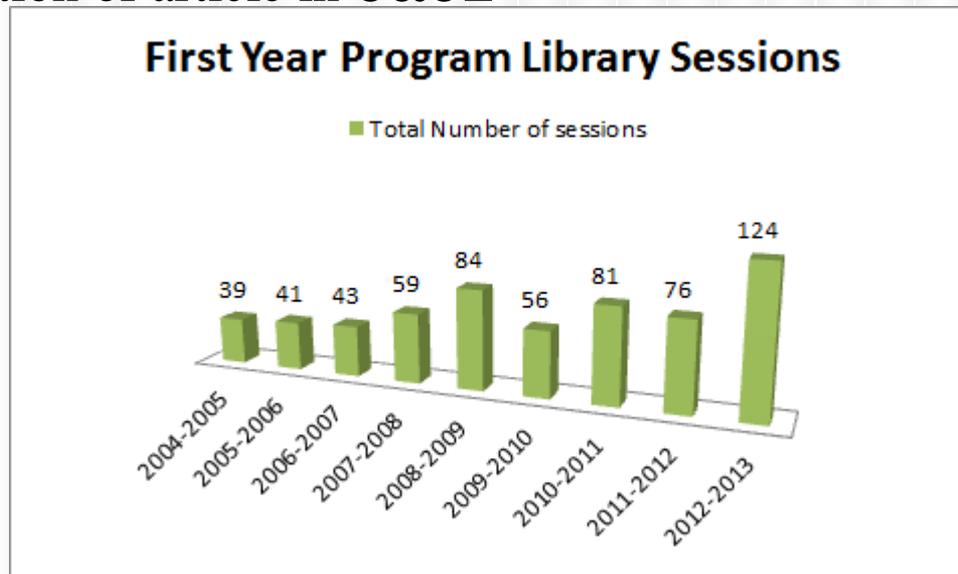
Research Statistics

- Potential uses
 - Identify trends
 - Make the case for added librarian
 - Assess correlations with research assistance and classroom instruction
 - Pinpoint value to patrons in supporting their research
 - Quantifiable way to share our value externally
 - Evaluate time spent on research support across locations, not just at Help Desk



Information Literacy

- IL was chosen as our Year 1 assessment focus
 - Library connected strongly with First Year Program
 - Paving the road with originality!
 - Implementing more effective assessments in connection with ACRL IL standards
 - Publication of article in *C&UL*



What now?

Current and next steps for Lavery

- Continually revisit totality statement created Summer 2013
- Year 2 assessment focus: Library services
- Document Document Document!
- Embrace external information sharing to move forward
- Continue making improved decisions based on strategic laser focus

"Lavery facilitates success"



LAVERY LIBRARY
St. John Fisher College