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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
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?
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
  o Facebook
  o Twitter

• Approach with Strategic Plan and assessment in mind
  o Hashtags were developed for each strategic goal
  o A posting schedule was set up for all library departments
  o Consistent sharing of information relevant to our goals began
    ▪ Side effect: the future collection of goal related activities
Lavery Library @LaveryLibrary
Director Melissa Jadas interviewed by #Wroc_newspaper Douglass digitization project #laveryexperts

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

Lavery Library @LaveryLibrary
College & Undergraduate Libraries accepted Ben and Micquel's article for the special issue on #Assessment! #laveryexperts @micq13

Lavery Library @LaveryLibrary
Remember to go to "START MY RESEARCH" from homepage to see Subject Guides for all academic #laveryaccess

Lavery Library @LaveryLibrary
Lavery's ebrary db delivers 80,000+ academic e-books downloadable site.ebrary.com/lib/sjf/home.... #laveryexperts

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

Lavery Library @LaveryLibrary
Do you have an opinion about e-books? Take a quick survey at bit.ly/ZTB6DN Thanks! #laveryaccess

Lavery Library @LaveryLibrary
What's behind the curtain on the main level? #laveryspace

Lavery Library @LaveryLibrary
Just submitted 2 grant proposals. Wish us luck! #laveryexperts
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.

![Submitted Loan Request Fill Rate](chart.png)
Realigning Collections with Usage

Circulation study continued...

- Statistics were used to show checkout percentages of POD titles vs titles added through traditional collection development.
• Library space has continually changed over the past five years
• Statistics are used to show the changing use of the library in different ways
  o 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

Patron Usage by Floor

Fall 2012 Main Level Usage

- Main level in LC: 56%
- Main level not in LC: 44%
• Data collection transition
  o Collecting data and modifying our approach to collecting this data
  o In the early stages but potential benefits are apparent
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
IL was chosen as our Year 1 assessment focus
  o Library connected strongly with First Year Program
  o Paving the road with originality!
  o Implementing more effective assessments in connection with ACRL IL standards
  o Publication of article in *C&UL*

![First Year Program Library Sessions](image)
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