Hash Marks to Hashtags; Turning Statistics into Strategic Value Statements

Melissa Jadlos  
St. John Fisher College, mjadlos@sjfc.edu

Christina Hillman  
St. John Fisher College, chillman@sjfc.edu

How has open access to Fisher Digital Publications benefited you?
Hash Marks to Hashtags; Turning Statistics into Strategic Value Statements

Abstract
The poster will describe an innovative method for tracking library statistics and mapping them to Strategic Plans and Learning Goals. In addition to standard library statistics, previously untracked contributions are documented, such as internal projects and professional development. Using Google Forms, library interactions are collected in one place and turned into value statements. Using Twitter, the library is able to connect these value statements to the library strategic plan by creating a hashtag for each strategic goal. For example: Librarians spend over 200 hours in one-on-one research consultations #laverylearn

Keywords
fsc2015

Disciplines
Educational Assessment, Evaluation, and Research | Library and Information Science

Comments
Poster presented at the conference Reinventing Libraries: Reinventing Assessment held at Baruch College, June 6, 2014

Creative Commons License
This work is licensed under a Creative Commons Attribution 4.0 License.

This poster presentation is available at Fisher Digital Publications: https://fisherpub.sjfc.edu/library_pub/14
Mission Statement
Lavery Library actively participates in the research and teaching of the St. John Fisher community by providing a responsive, collegial team committed to connecting people and ideas worldwide. In a welcoming environment, the library innovatively guides discovery for a lifetime of informed decision-making.

Twitter Hash Tags
Related to our Vision Statement:
#laverylearn
Promote learning, scholarship, and innovation.
#laveryaccess
Provide the best contemporary and traditional resources.
#laveryexperts
Develop and share our skills to advance intellectual discovery.
#laveryspace
Create a blend of academic and social spaces where people are empowered to connect with information and each other.

New GoogleDocs Form

Hash Marks to Hash Tags
Turning Statistics into Strategic Value Statements

Old Forms

Group Session Data Sheet

Librarian’s Name ___________________________________________________
Faculty member’s name ______________________________________________
Course title & number _________________________________________________
Approximate # of students in class ____________________________
Date of Library Session ___________
Session Location ________________
Length of Session ________________

Databases, key concepts, or library resources in the session
Circle the number for any that includes a hands-on or active student response component.

1. __________
2. __________
3. __________
4. __________
5. __________
6. __________
7. __________
8. __________
9. __________
10. __________

Easier Data Retrieval . . .

. . . and a Dashboard for Sharing and Visualizing Data

Scan the above code for more information.

LAVERY LIBRARY
St. John Fisher College
Rochester, NY  © 2014