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Hash Marks to Hashtags; Turning Statistics into Strategic Value Statements

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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
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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.

Hash Marks to Hash Tags

Turning Statistics into Strategic Value Statements

Old Forms

New GoogleDocs Form

Easier Data Retrieval . . .

Tweetering Strategically

See what faculty, staff, and students have written and posted at the Science Scholars meeting. I love being a science librarian! #laverylearn

See what faculty, staff, and students have written and posted at the Science Scholars meeting. I love being a science librarian! #laverylearn

How have Branches helped you? Happy National Library Week #laveryspace

Wish everyone got good results on test! Check first and aware. What is it to go to the library? #laverylearn

Wish everyone got good results on test! Check first and aware. What is it to go to the library? #laverylearn

Library Information Literacy Goals

What did you add in this session? Check all that apply:

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