ULS Strategic Assessment Unit plan for 2020-2023

Mission

The ULS Assessment and Quality Assurance Unit's mission is to coordinate data collection, analysis, and dissemination in order to support both strategic and operational priorities of the ULS, assess ULS services for maximizing their value to and impact on patrons, as well as to help ULS demonstrate value of its services to all its stakeholders.

Objectives

The objectives of the Unit include:

1. Implementation and maintenance of a robust library data management infrastructure, which will allow for capture, storage, analysis and reporting of ULS statistics.

2. Ongoing evaluation efforts relating to implementation of the annual planning process and quintennial strategic planning.

3. Development and implementation of innovative approaches to demonstrate value of ULS to the University, profession, and wider community.

4. Ongoing support for routine and ad hoc data and assessment requests aimed at optimizing outputs and outcomes of ULS services.

5. Increase awareness of benefits of and approaches to outcomes-based planning and assessment among ULS staff.

6. Support activities relating to Hillman reinvention program (over the 5-year span of the project)

Stakeholder needs

Internal stakeholders	*External stakeholders*
ULS Senior Management needs to: • demonstrate value/impact of ULS and its services • promote ULS and its services • fundraise • budget • understand ranking and peer comparisons • report to University and external bodies • understand staff culture and satisfaction *ULS service managers and committee chairs need:*	*University administration (faculties and central) need:* • periodic and ad hoc reports (rankings, trends, impact, strategic directions) • support for grant proposals, accreditations, etc. *Professional bodies and peer institutions need:* • libraries to share the best practice • periodic and ad hoc reports on inputs, outputs and outcomes

• evaluation of services: user needs, awareness, satisfaction and usage, measured and perceived value and impact • evidence-based prioritization and development of new services • to track progress towards set goals • to carry out staff performance assessment • to develop ability to plan and implement assessment activities	*Library users need to:* • see service changes resulting from user feedback • understand value/impact of ULS and its services • understand ranking and peer comparisons

Activities

Objective 1*: Implementation and maintenance of a robust library data management infrastructure, which will allow for capture, storage and reporting of ULS statistics.*

1. Lead the implementation of Alma Analytics module for effective reporting from the new LMS (complete by Fall 2020)

   a. Facilitate and guide the work of the Alma Analytics Working group

   b. Communicate with HSLS, Law & ULS colleagues to gather feedback regarding reporting needs, provide updates and ensure that we make recommendations based on best practices

2. Monitor implementation of Alma to ensure continuity in data capture and reporting as well as recognizing and taking advantages of the new opportunities for enhanced reporting. (Complete by Fall 2020)

   a. Assist with planning the data migration

   b. Provide input on system configurations and field mapping

   c. Review all pertinent documentation and complete all necessary Alma training

   d. Communicate with colleagues to collect feedback regarding data needed and provide updates.

3. Maintain ongoing usage of are suite of Springshare products and develop systematic data collection from:

   a. LibCal data for group study room bookings, workshop/event participation, liaison/specialist appointments/bookable hours, and patron activity.

   b. LibWizard data for learning outcomes assessment.

   c. LibGuides has data on resource guides, databases, and e-reserves data (volume and usage).

> d. Develop program for onboarding/offboarding with Springshare data collection tools.
>
> e. Provide reminders to ensure continuous engagement with statistics recording.

4. Update and market the Unit website to serve as a main gateway to ULS data, reports for both internal and external audiences. (Complete by Spring 2020)

5. Explore options for supplying anonymized ULS user-level data to include in student predictive analytics modeling at the University. (with the Provost's Office) (Complete by Fall 2020)

> a. Work with colleagues to develop guidelines for collection and use of anonymized data in Alma Analytics, LibCal, and others.

6. Develop the case for creation of a ULS data warehouse (Complete by Fall 2020)

Objective 2: *Ongoing support of evaluation efforts relating to implementation of the annual planning process and quintennial strategic planning.*

1. Provide support to the PBC in its efforts to develop outcomes-based project proposals

2. Provide support to owners of projects with data collection and analysis as part of the project design and implementation

3. Provide support to project owners with further development of outcomes-based assessment for their projects

4. Collect and present data in support of strategic planning

Objective 3: Ongoing support for routine and ad hoc data and assessment requests aimed at optimizing outputs and outcomes of ULS services.

1. Manage ULS, HSLS, and Law annual data reporting to ARL, IPEDS, Institutional Research Office, and others, as required

2. Manage user and user needs data collection: development of survey instruments, delivery, analysis and dissemination of findings (periodic surveys, focus groups, interviews, etc.)

3. Support all other data collection/analyses requested from ULS in support of the organizational mission

4. Support ULS Departments in analyzing their workflows for effective patron service

Objective 4: *Development and implementation of innovative approaches to demonstrate value of the ULS to the University, profession and wider community.*

1. Participation in national initiatives aiming at the development of new tools and metrics for assessing value of library services and present findings at relevant fora

2. Implementation of new assessment tools and data presentation to improve processes and analytical capabilities, including:

    a. Master use of tools for collection, analysis and presentation of data: Qualtrics, Tableau, NVivo, OpenRefine, and R

    b. Improve skills in social science research methods

    c. Continue use of infographics and accelerate use of interactive dashboards for public and internal facing presentations of data

3. Develop relationships with other university units to support measuring student learning outcomes resulting from:

    a. Library instruction, use of library resources (physical circulation, e-journal access, turnstiles), space redesign, and development of new services

Objective 5: Increase awareness of the benefits of and approaches to outcomes-based planning and assessment among ULS staff.

1) Promote and publicize availability of new assessment tools (e.g. Alma Analytics), and train colleagues in their use.

    a)   Develop and present training to different user groups

    b) Develop Libguides, other "quick start" guides and document for easy reference

2) Meet with each service unit to understand data needs and assist with evaluation and assessment efforts

Objective 6: *Support of activities relating to Hillman renovation program (over the 5-year span of the project)*

1. Participate in developing principles for moving of collections to enable renovation to Hillman spaces as well as provide data modelling for different Hillman programming scenarios

2. Assist in development of public-facing visualizations related to the communication of the project progress (e.g. timelines, interactive floor plans, etc.)

3. Share findings and data from recent studies of space use in Hillman and develop and carry out new studies, as required