



**Scholarly Communication
Assessment Forum**————

**Measuring Campus Engagement for
Scholarly Communication Services:
A Mixed Methods Study of U.S Public
Teaching Institutions**

International Conference on Performance Measurement in Libraries
November 2-4, 2021

Presenters

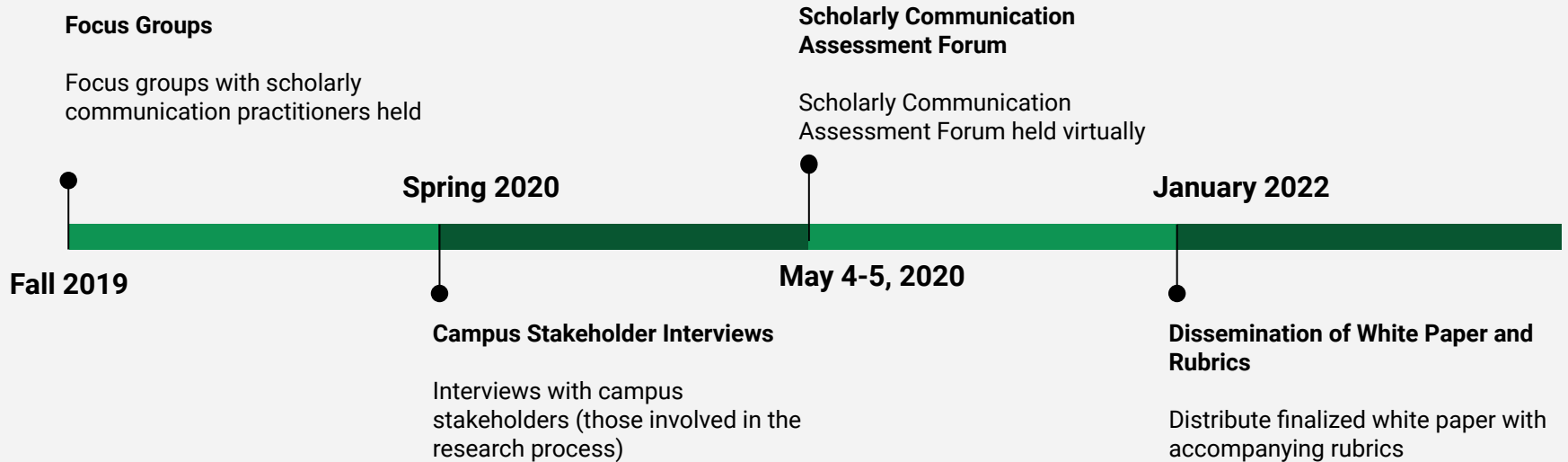
- **Emily K. Chan**, Associate Dean for Research & Scholarship, San José State University, @ekchan35
- **Nicole Lawson**, Associate Dean for Academic Services, California State University, Sacramento

Also on the Project Team

- **Suzanna Conrad**, Dean of University Libraries, Towson University, @tbytelibrarian
- **Daina Dickman**, Assistant Director, National Library of Medicine Region 5 at the University of Washington

About the Project

- In August 2019 California State University, Sacramento and San José State University were awarded an IMLS National Forum Grant to identify standards and best practices in evaluating scholarly communication programs at M1 Carnegie-classified public universities in the United States



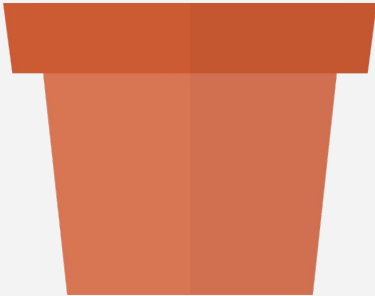
This project was made possible in part by the Institute of Museum and Library Services (LG-35-19-0066-19).

Research Question

How are academic libraries reporting on the outcomes or impact of scholarly communication services, programs, and activities?

Adding:

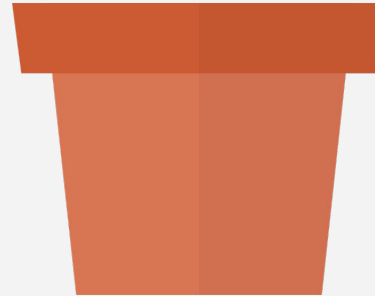
- Staffing
- Resources
- Establishing/Investing in technical infrastructure



Focus Groups

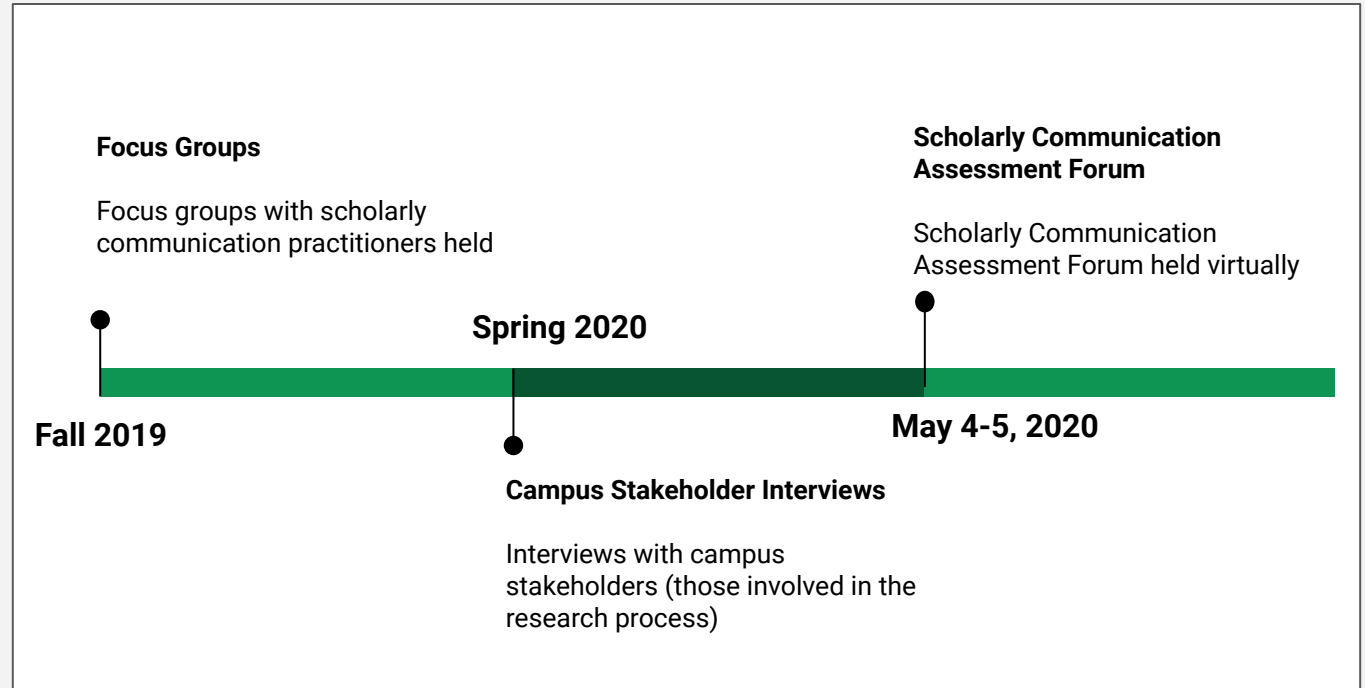
Interviews

National Forum



Methodology

- Focus groups: 1 in-person at the Digital Library Federation Forum, 2 virtual sessions (n=20) via Zoom
- Interviews: 13 sessions conducted via Zoom
- National Forum: 43 participants convened virtually via Zoom

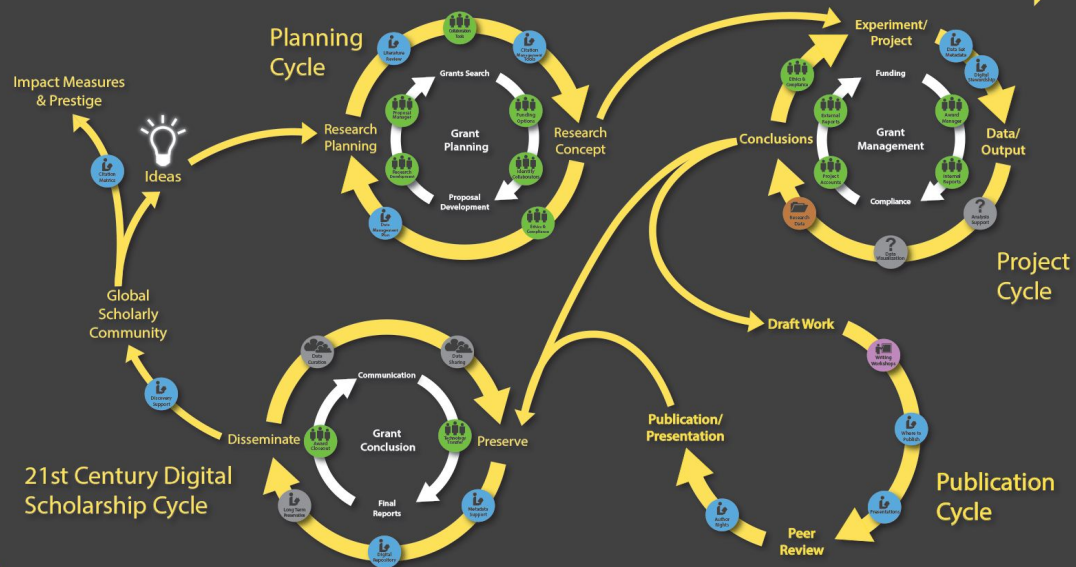


Framing the Discussions

Research Lifecycle at University of Central FL

Version 2.0

A library-led institutional collaboration to develop a mental model of research support and services



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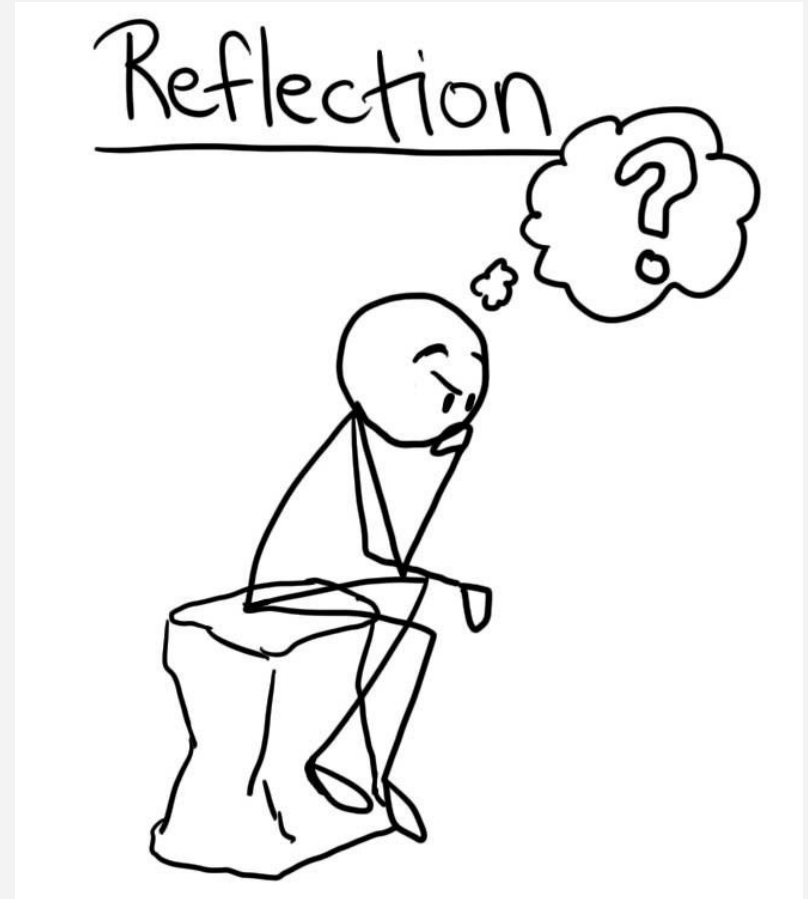
- Legend**
- Research Data Management
 - Faculty Center for Teaching and Learning
 - Libraries
 - Office of Research and Commercialization
 - Institute for Simulation & Training
 - Not yet supported

library.ucf.edu/ScholarlyCommunication

Design Inspiration by OpenWebWare

Focus Groups

- How are the library's scholarly communication programs and services supporting campus goals?
- Are your library's assessment efforts addressing scholarly communication?
- What are the success metrics for your campus' scholarly communication services?



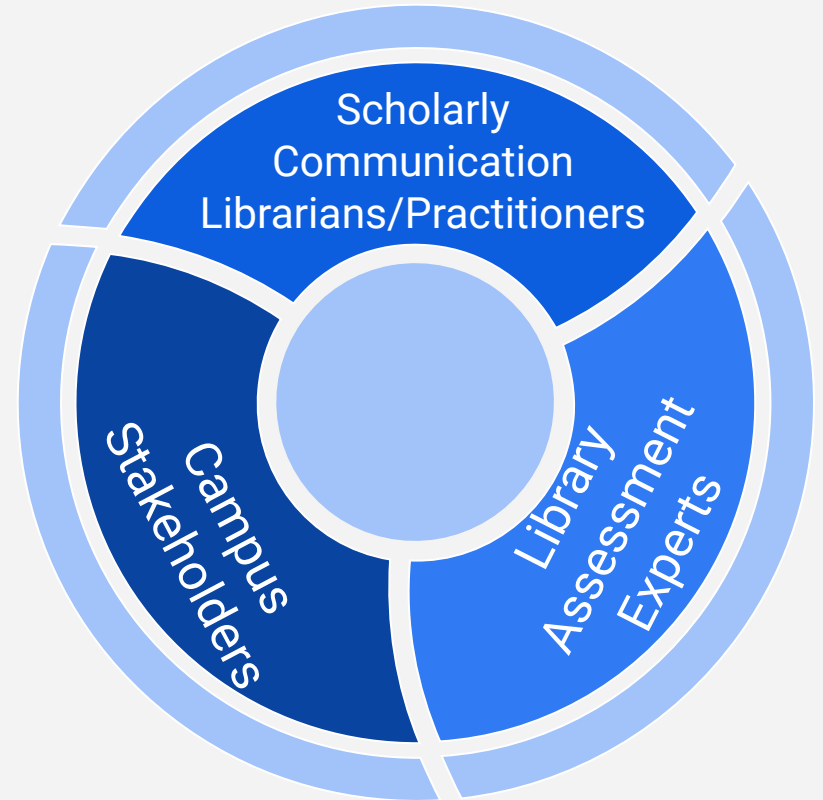
Campus Stakeholder Interviews



- How is the library providing services to support this stage?
- What are ways in which the library may support this stage?
- What might be some measurable outcomes to that service?
- What evaluative data generated by the library might be particularly useful to you?

National Forum

- How do we measure scholarly communication intangibles?
- How could rubrics enable and facilitate academic libraries' ability to identify and flexibly respond to their local campus' needs?
- What elements could appear on an evaluative rubric for scholarly communication development and success?



Findings & Limitations

Key thematic areas:

**Education &
Outreach**



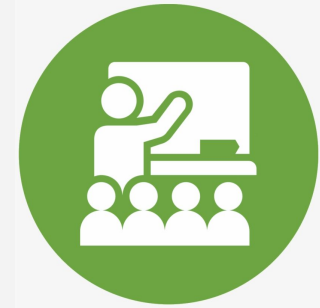
**Support for
Open Access**



Impact



Education and Outreach



Metrics

- Number and types of sessions offered
- Attendance, knowledge acquisition (via pre- and post-surveys), affect (satisfaction) and confidence
- Follow-up requests for more information and their corresponding complexity
- Presentation topics
- Collaboration or co-sponsorship with campus partners
- Improved dissemination channels and results

Key takeaway

- SC Librarians state that presentation topics and collaboration/ co-sponsorship with other units are indicative of a program's maturity and the extensiveness of campus relationships
- External stakeholders focused on the need to educate faculty on “Where to Publish” topics to maximize dissemination opportunities, prestige, and efficiency
- SCAF participants indicated that having adequate numbers of library personnel who are highly trained in supporting the research lifecycle are just as important as providing the software tools and programs



Support for Open Access

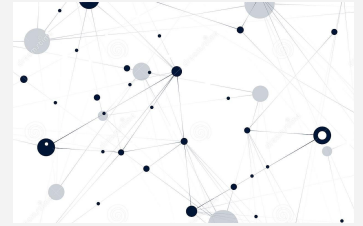
Metrics

- Awareness of IR, data repository, and journal-hosting services, their associated brands, and corresponding positive associations with the platforms
- Faculty deposits of publications and datasets
- Campus support for open access, including local policy, OER adoption, and open access publishing funds

Key takeaways

- SC Librarian efforts to help create policy and dispel myths around open access scholarship are significant and continuous, but difficult to quantify with traditional metrics
- SCAF participants emphasized the need for metrics to be sensitive to disciplinary norms, specifically in relation to potential impacts on promotion and tenure systems
- OA visibility helps to educate student researchers on the scholarly publishing ecosystem

Impact



Metrics

- Number of items available for download vs. open-to-read
- Number of downloads in given period
- Geographic distribution of downloads
- Percentage of accessible or ADA-compliant documents available in IR

Key takeaways

- OER adoption can help to change faculty perception of OA materials while also removing barriers to student success
- External stakeholders view impact through the quality of grant proposals and overall public access to research output

Conclusions

- Current library reporting systems for scholarly communication services collect short-term data (e.g. attendance at a workshop), but cannot quantify the potential long-term impacts of education and outreach.
- The framework for counting librarian education and outreach often lacks the granularity needed to capture data important to scholarly communication (e.g. differentiating between student and faculty engagement).
- Unfunded research is mostly absent from current conversations around campus support for faculty scholarship.
- Caution is important when implementing scholarly communication metrics, as uninformed usage can skew resource allocation and/or tenure and promotion considerations.



Scholarly Communication Assessment Forum

Learn More about Our Project

- [Scholarly Communication Assessment Forum | Sac State Library \(csus.edu\)](https://www.library.csus.edu/scholarly-communication-assessment-forum/)
- View the full proposal:
<https://www.imls.gov/sites/default/files/grants/lg-35-19-0066-19/proposals/lg-35-19-0066-19-full-proposal.pdf>
- January 2022 - White paper with accompanying rubrics will be distributed



Scholarly Communication Assessment Forum

Thank You and Questions

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