

Strategic Assessment: Aligning with your University's Strategic Plan

Kathryn M. Crowe

Associate Dean for Public Services

University of North Carolina at Greensboro (UNCG)

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THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

University Libraries

Recommendations from ACRL:

- Match Library Assessment to Institution's Mission
- Include Library Data in Institutional Data Collection

[ACRL Academic Library Impact: Improving Practice and Essential Areas to Research, 2017](#)



Outline for today:

- Strategic planning and assessment processes at UNCG
- Libraries' strategic planning process
- Libraries' assessment planning process
- Putting it all together
- You get to plan!

About UNCG

- Public University
- University of North Carolina system
- 19,922 students
- 1,056 faculty

 CELEBRATING 125 YEARS OF
OPPORTUNITY & EXCELLENCE



About the University Libraries

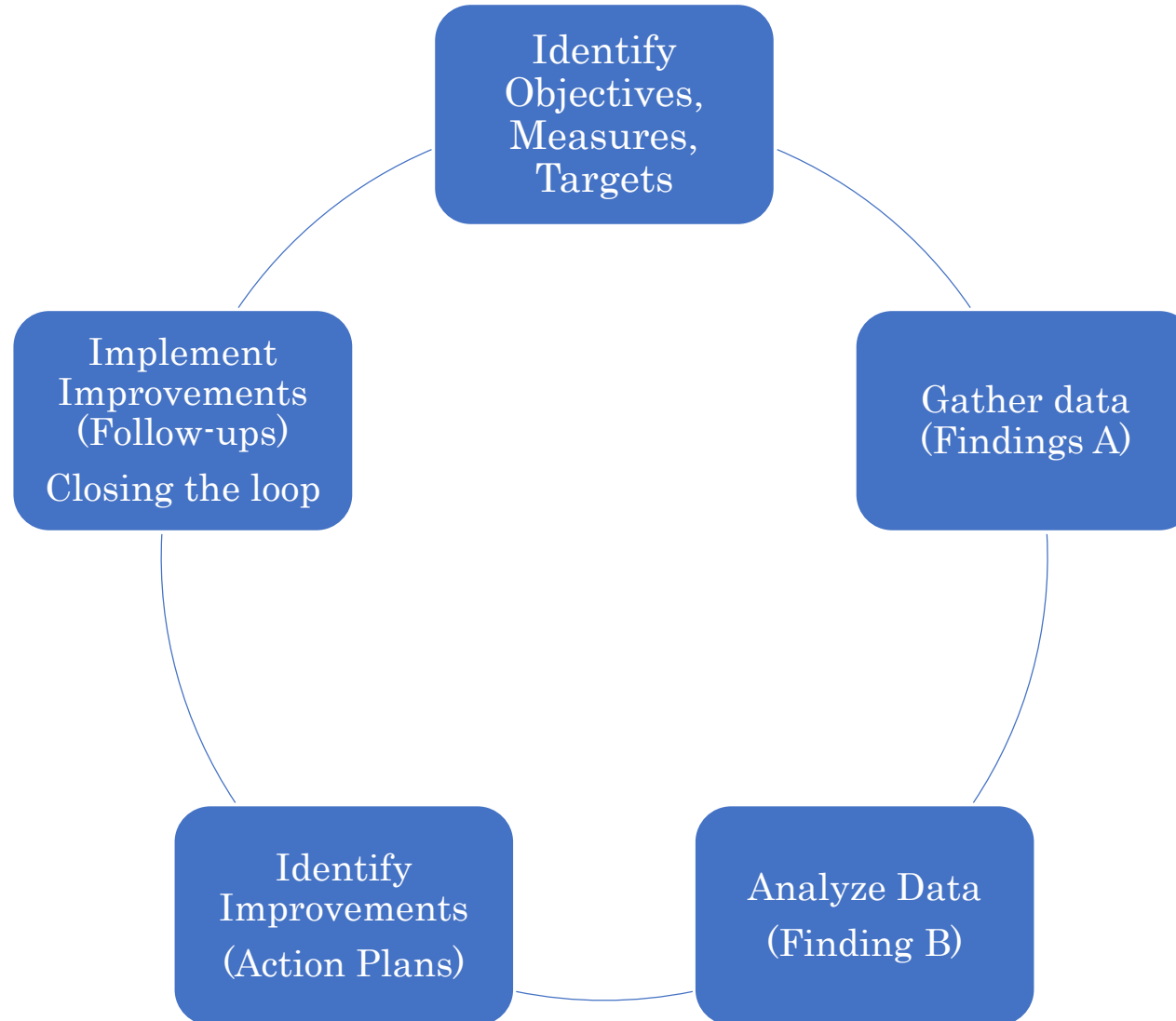
- Jackson Library
- Schiffman Music Library
- 1.2 million book volumes
- 844,000 e-books
- 90,000+ e-journals
- 600+ databases
- Approximately 100 faculty and staff



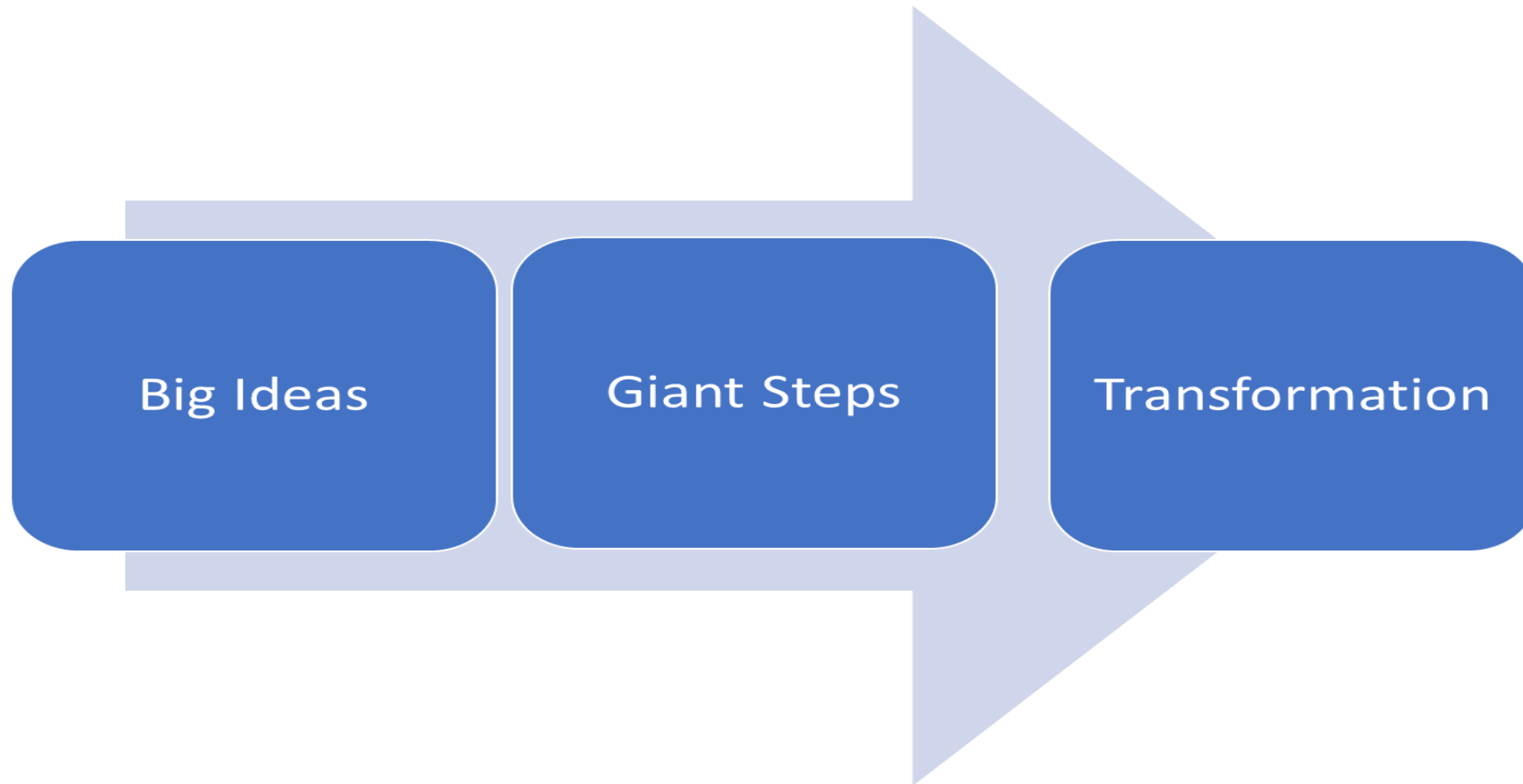
Libraries' annual strategic planning process



Annual Strategic Planning and Assessment Cycle at UNCG



New Chancellor – New Strategic Plan!



Outline of UNCG plan

Areas of Transformation

- Vibrant Communities
- Health & Wellness
- Global Connections

Areas of Focus

- Student Transformation
- Knowledge Transformation
- Regional Transformation

Connecting Libraries' goals to UNCG goals

- Goal: Undertake an information fluency initiative in order to expand information fluency on campus and in the community
- Vibrant Communities
 - Student Transformation
 - Knowledge Transformation
 - Regional Transformation

Connecting Libraries' goals to UNCG goals

- Make UNCG an OER leader within the state in order to reduce the cost of a college education for our students
- Vibrant Communities
 - Student Transformation
 - Knowledge Transformation
 - Regional Transformation

Libraries' annual assessment planning

- Assessment team
- Annual plan identifies projects
- Assign project team
- Determine assessment method
- Post report at the end of the year with results



Aligning assessment with planning goals

- Information literacy
- Renovations in Schiffman Music Libraries
- Furniture purchases
- OER
- Student success study
- Information literacy assessment
- Needs assessment
- Student survey
- Observational studies
- Student survey

Tying it together



And now it's your turn!

- Mini (or micro?) workshop
- Pair up or gather a group
- Discuss and complete worksheet
- Let's talk!

Recommendations

- Use strategic planning and assessment to show value of the library
 - Participate in campus planning and assessment committees
 - Submit data to campus system
 - Design assessment and strategic planning around university goals
 - Tell your story!

Worksheet

Identity a Library goal	Connect it to a University goal	What metric would provide evidence that you achieved your goal?	What assessment method would support your goal?

More information

- [UNCG Libraries' Assessment LibGuide](#)
 - Annual assessment plan and report
 - Annual strategic plan submitted to Office of Assessment and Accreditation
 - Reports on all assessment projects
- [UNCG Libraries' Mission, Values, Goals](#)
- [UNCG's Strategic Planning](#)
- kmcrowe@uncg.edu