

Killing It.



Successful strategies to boost your culture of assessment

Want to flip through a PDF of some examples?

<http://bit.ly/2iWmuBk>

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Successful strategies to boost your culture of assessment

Emily Guhde

Director of Library Assessment, Georgetown University Library
eg716@georgetown.edu

A growth spurt in Library Assessment

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55%

FTE
increase
in Library
Assessment

Assessment professionals often wear many hats.



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BUT YOU GOT THIS. LET'S TALK IT OUT.

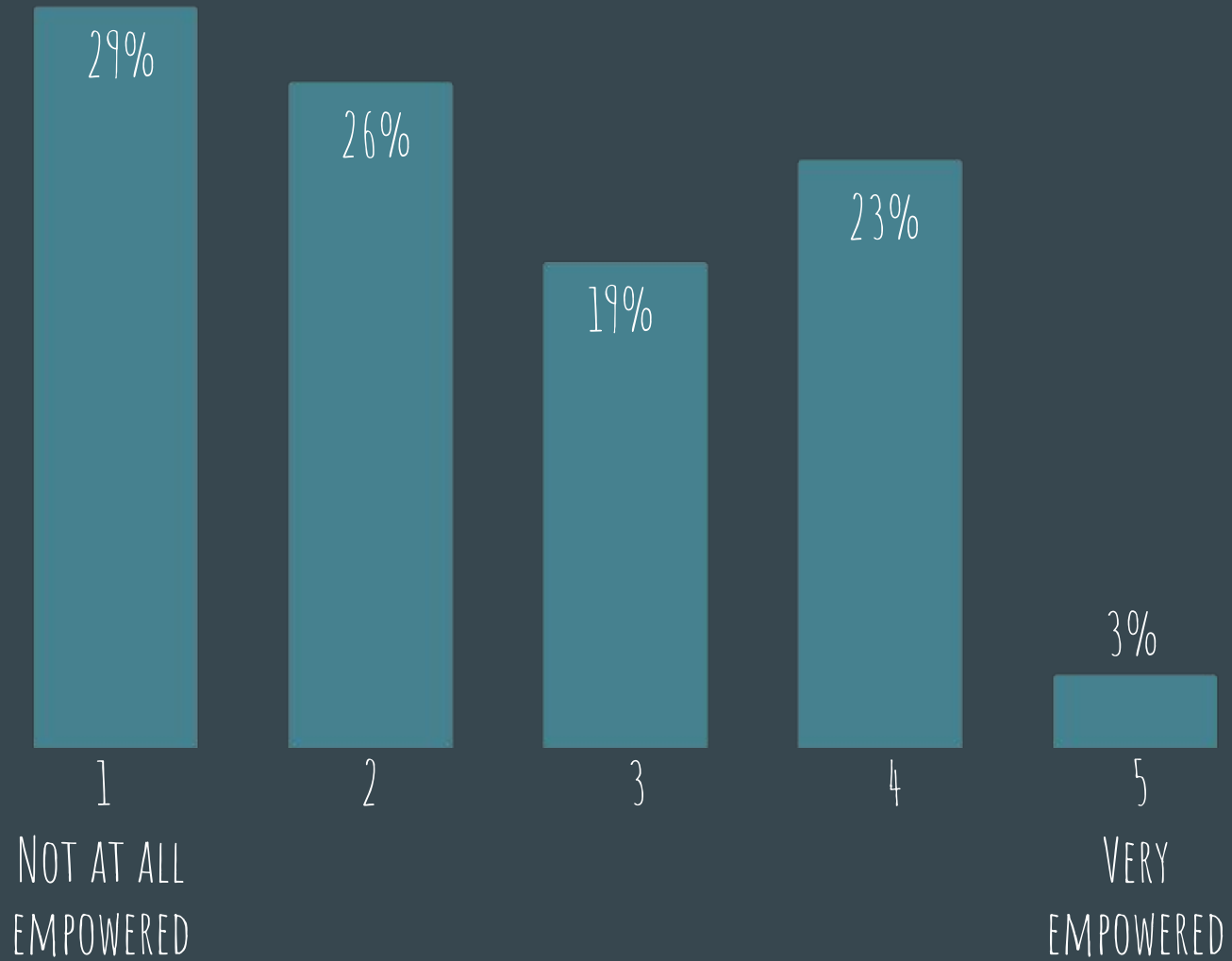
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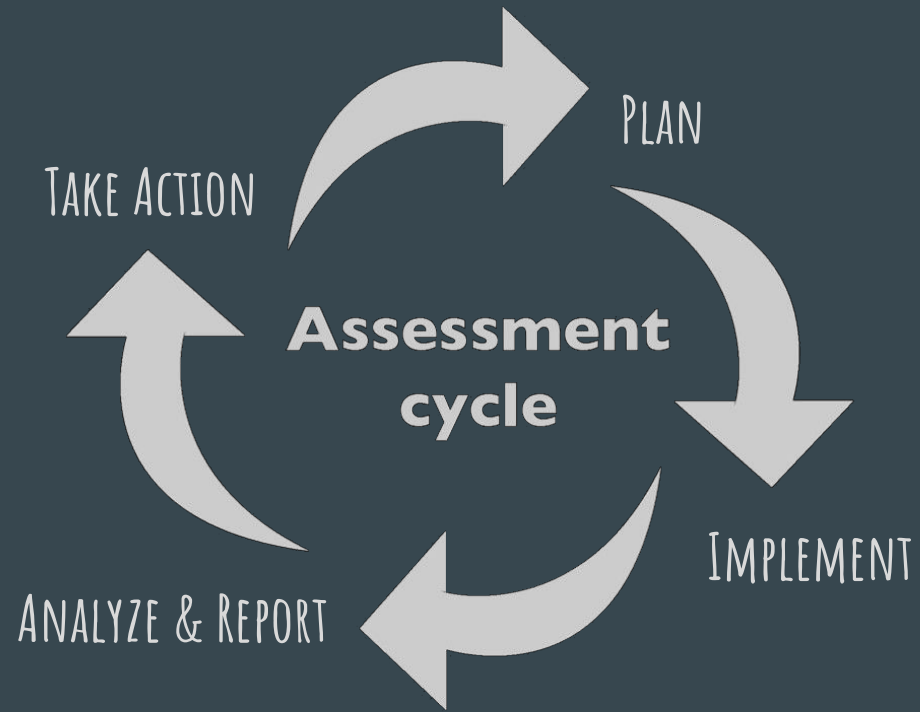
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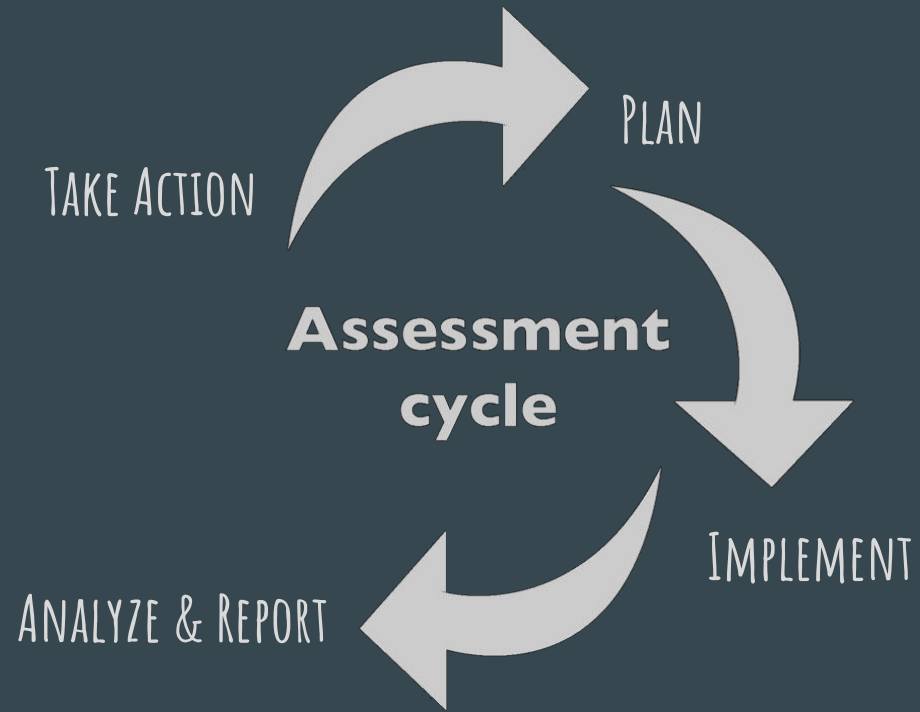
1. HOLDING COLLEAGUES ACCOUNTABLE
2. BUILDING YOUR TEAM
3. MANAGING USABILITY STUDIES
4. INSPIRING OTHERS WITH YOUR "MAGIC"
5. QUESTIONING WITHOUT HURTING RELATIONSHIPS

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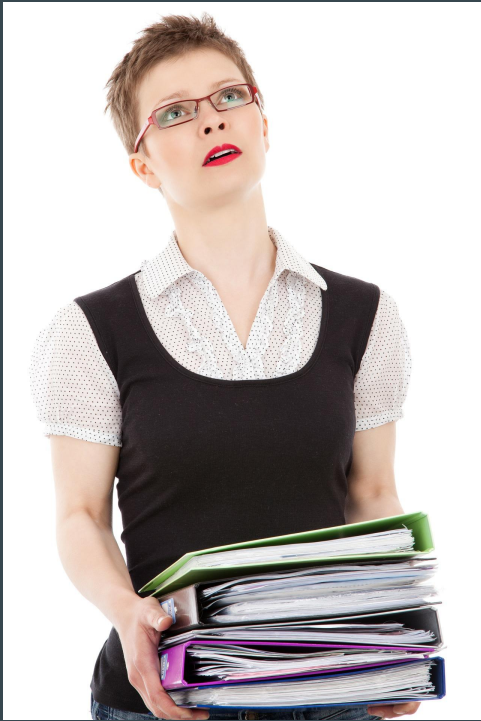
TO WHAT EXTENT DO YOU FEEL EMPOWERED TO HOLD LIBRARY
COLLEAGUES ACCOUNTABLE FOR OUTCOMES OR RECOMMENDATIONS FOR
ACTION RESULTING FROM ASSESSMENT PROJECTS?



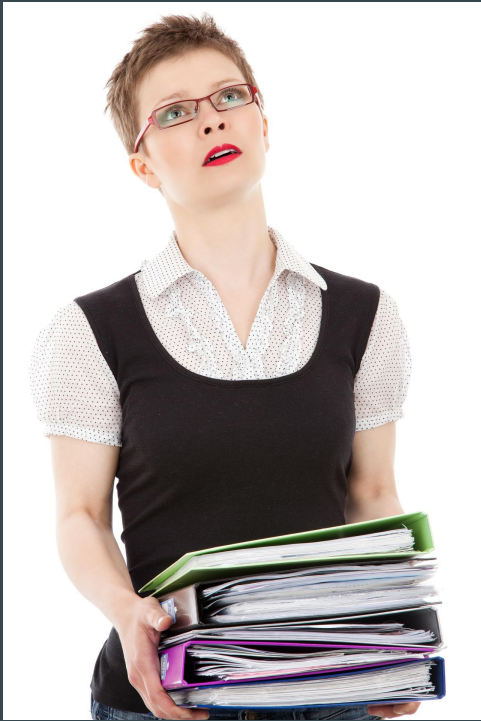




This is what an overwhelmed colleague looks like.



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"THANK YOU FOR YOUR CUTE ASSESSMENT PROJECT, BUT WE'RE TOO BUSY TO IMPROVE ANYTHING."

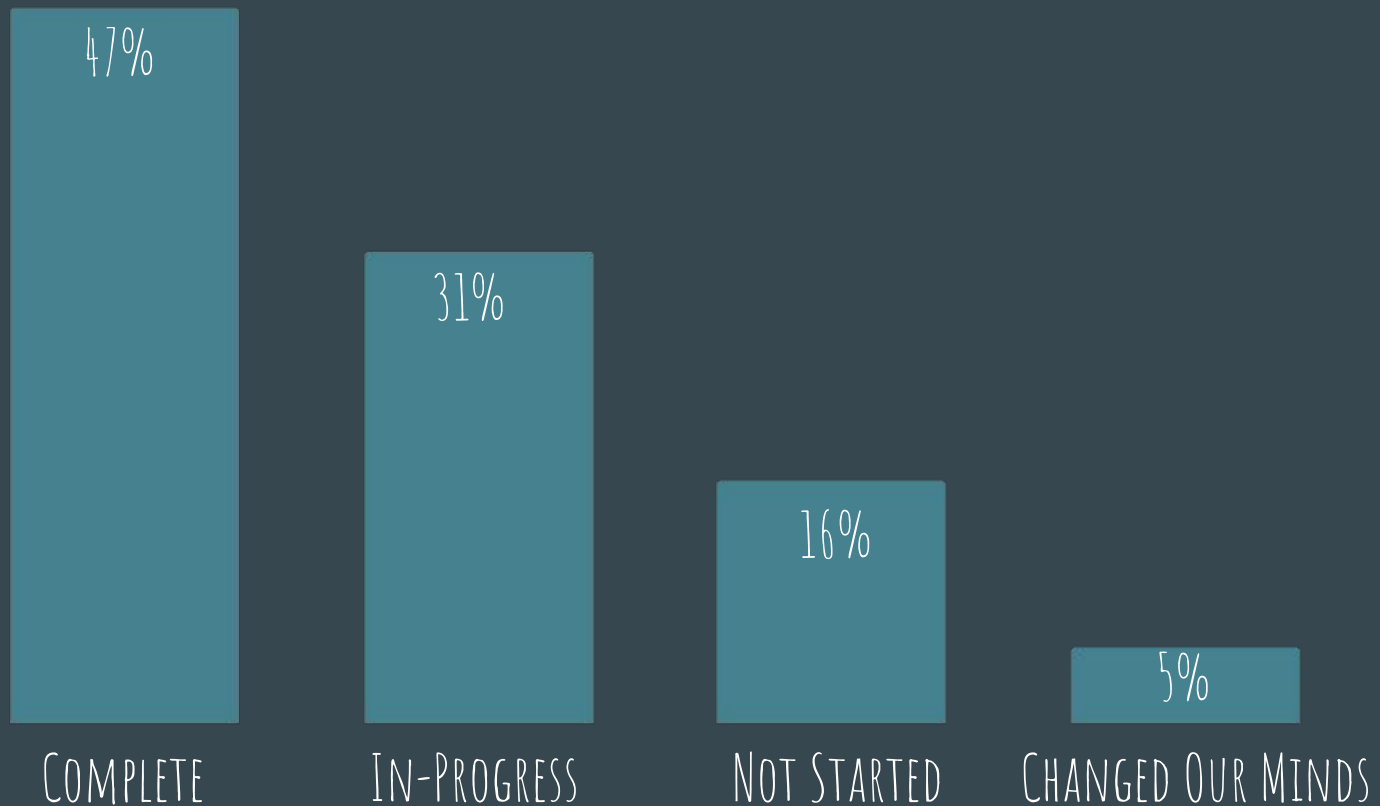
"BEFORE WE DECIDE TO TAKE ANY ACTION, WE MUST FIRST SOLVE THE EXISTENTIAL CRISIS OF LIBRARIES IN THE 21ST CENTURY."

We bake accountability into our assessment projects.

1. DEFINE THE PURPOSE FOR THE ASSESSMENT PROJECT UP FRONT ("TO IMPROVE X...")
2. CLOSE THE LOOP ON ASSESSMENT PROJECTS BY USING AN ASSESSMENT PROJECT RESPONSE



Status Check: 2016-2017 Academic Year Assessment Project Outcomes (n=55)



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WHICH IS THE MOST COMMON REACTION YOU RECEIVE WHEN YOU INVITE COLLEAGUES TO WORK ON AN ASSESSMENT PROJECT WITH YOU?

"I CAN CONFIDENTLY SUPPORT THIS PROJECT, AS LONG AS I DON'T HAVE TO DO TOO MUCH WORK."



45%

"I HAVE SOME IDEAS! SO GLAD YOU ASKED!"



23%

"BUT I'M SO BUSY. FIIIIINE."



16%

"UM, NO THANKS."



10%

"GOOD LUCK WITH THAT!"



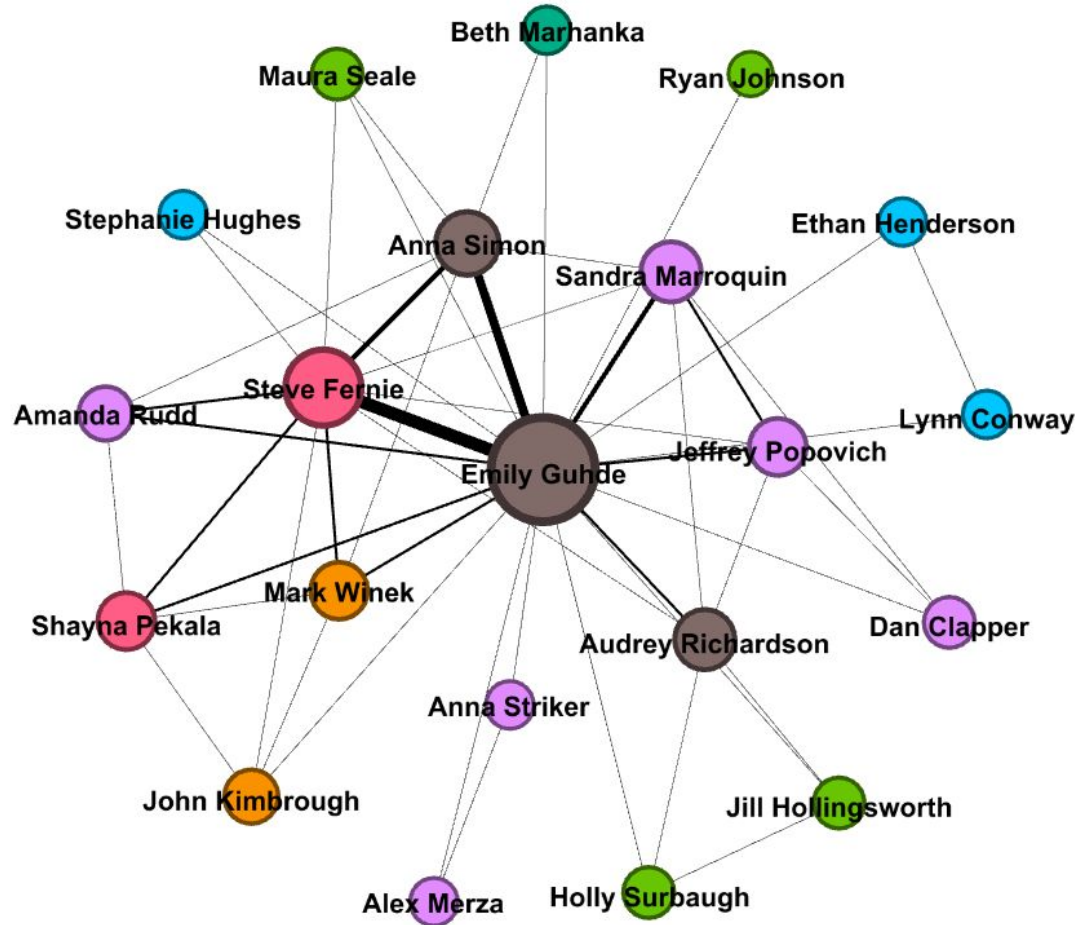
6%

"WHY WOULD YOU EVEN ASK ME THAT?"



0%

This is what our team looks like.



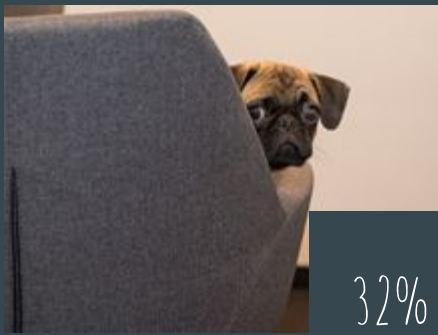
We make teamwork work well.

1. LOOK FOR COLLEAGUES WHO WANT TO LEARN A NEW SKILL OR HAVE ASSESSMENT-RELATED STRENGTHS
2. SET EXPECTATIONS FOR TIME-COMMITMENTS WITH A SOLID PLAN THAT WE CAN STICK TO



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WHICH OF THESE IMAGES BEST CAPTURES HOW YOU FEEL ABOUT
CONDUCTING USABILITY STUDIES FOR YOUR LIBRARY'S WEBSITE OR
OTHER ONLINE PLATFORMS?



32%

BECAUSE I KNOW THERE ARE GOOD THINGS THAT CAN/WILL COME OUT OF THE ASSESSMENT BUT I ALSO FEAR THOSE RESULTS.



10%

...WENT WITH THIS BECAUSE WE OFTEN FIND OUT MORE THAN JUST STUFF ABOUT USABILITY...CRAFTY, LIKE A...



16%

WE NEED TO SWOOP IN ON WHAT PEOPLE ACTUALLY WANT



6%

FULL STEAM AHEAD!



16%

THE CAT SEEMS TO BE THINKING. I OFTEN WONDER IF I KNOW WHAT I AM DOING.



3%

I AM A HUNTER ON THE PROWL FOR DATA. ROAR!



13%

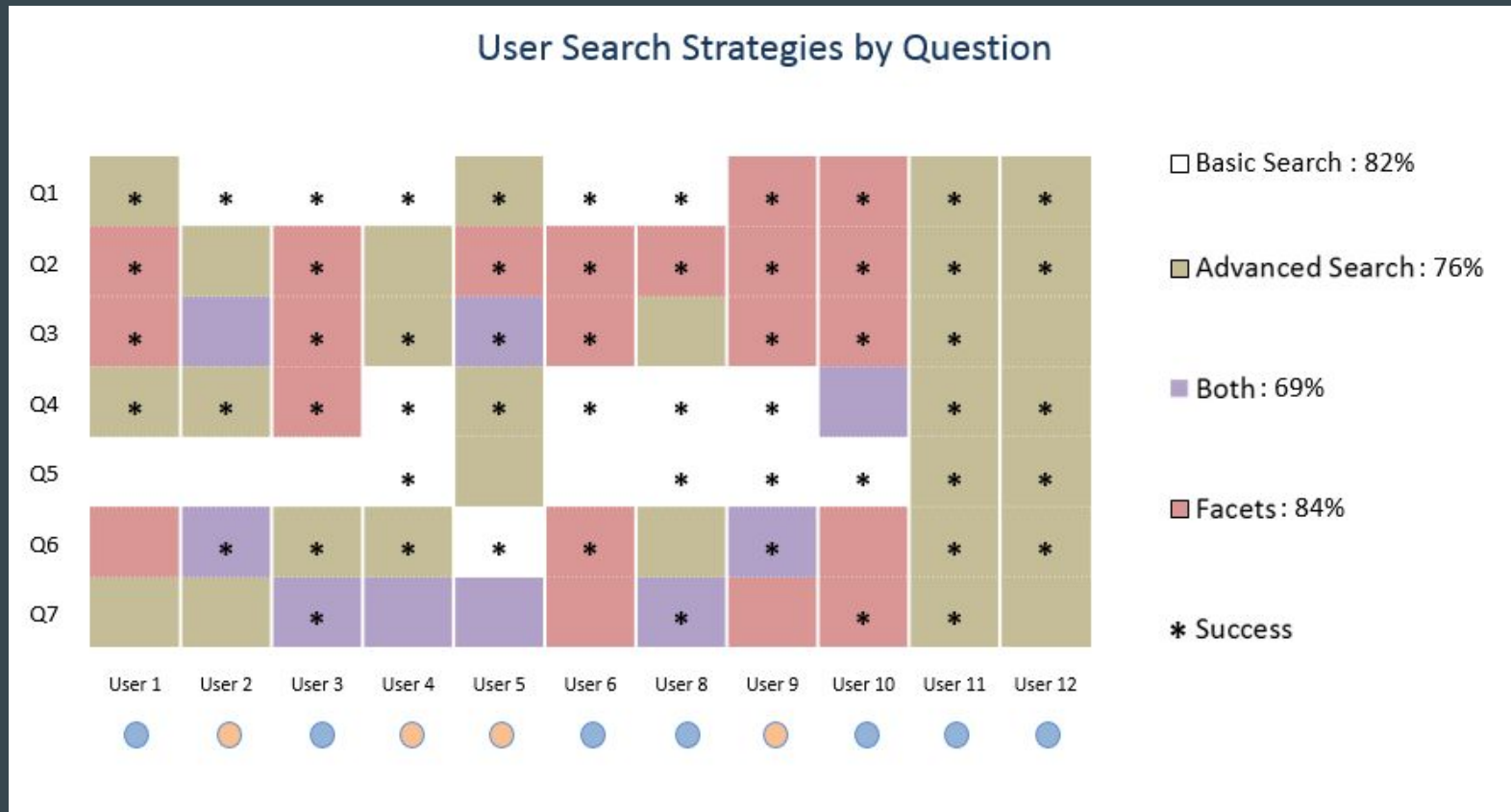
I FEEL LIKE I KNOW A THING OR TWO ABOUT HOW TO DO IT, BUT ONLY A THING OR TWO! I'M HESITANT BECAUSE I FEEL LIKE THERE'S A LOT MORE I HAVE TO LEARN IN THAT AREA.



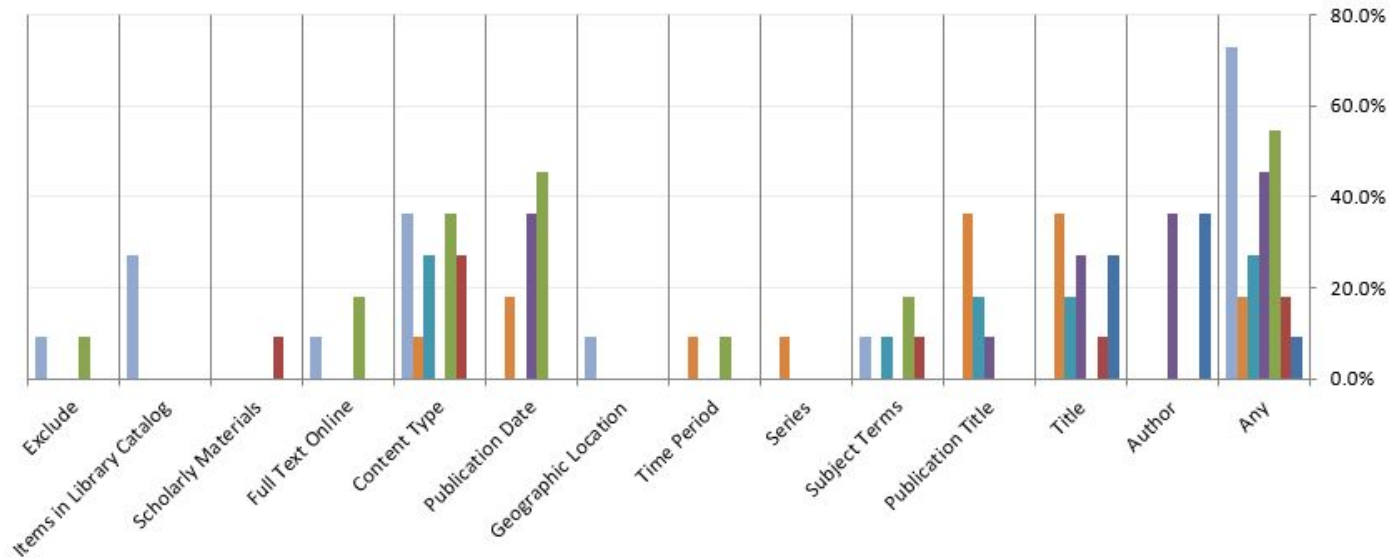
3%

FEAR--HOW DO I START? HOW DO WE GO ABOUT IT AND WHAT DO WE DO WITH RESULTS?

This is what our usability data sets looked like.



Advanced Search Use by Question



■ Search for the book "Rivers of Gold" by Hugh Thomas. Are there any copies available in this library?

■ Find a scholarly journal article on "South Park."

■ Find a full-text newspaper article from the 1970s about the 26th Amendment.

■ Locate a full-text, online copy of the article "Efficient disruption of small asteroids by Earth's atmosphere." Please go to the second page of the article.

■ You have to write a paper in a linguistics course. Can you find the name of the journal in which the article "Structuralism and Autonomy: From Saussure to Chomsky" appeared?

■ Find an article from the most recent issue of the Journal of Economic and Social Policy.

■ You are working on a paper about the 1917 communist revolution in the Soviet Union. Is there a way to get a relevant set of books, (let's say less than 200 books), that are available at Georgetown on your topic?

Issues reported to ProQuest as a result of testing

- Date picker always interprets two-digit years as being from the 1900s.
(Scheduled for fix with May 12 release)
https://www.youtube.com/watch?v=b_NRgSBbd9Q
- Users can bypass form validation on Advanced Search page with the Enter key. (Scheduled for fix with May 12 release)
<https://www.youtube.com/watch?v=IB-CAI3Th8Q>
- Multiple trips to the Advanced Search page result in concatenated results.
(Scheduled for fix with May 12 release)
<https://www.youtube.com/watch?v=JAE3nB1mb7k>
- Some facets not retained when moving from Basic Search to Advanced Search.
<https://www.youtube.com/watch?v=ykKQizyJEp4>

We make the process (and the data) work for us.

1. REDUCE RECRUITMENT HEADACHES THROUGH PARTNERSHIPS
2. ANTICIPATE HOW WE WANT TO REPORT THE DATA, CREATE A FORM TO CAPTURE WHAT WE PLAN TO USE



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This is what Excel “magic” looks like.



“I’M FEELING SO PROUD OF MYSELF!! I JUST CREATED A PIVOT TABLE USING LIBANALYTICS DATA AND THEN A CLUSTERED COLUMN CHART (WHICH IS SOMETHING I COULD NOT HAVE DONE 2 MONTHS AGO.)”

We host workshops to boost time-saving skills.

1. USE TOOLS THAT ARE ALREADY FAMILIAR, AND BUILD ON SKILLS THAT STAFF ALREADY HAVE TO "EXPAND THE MENU"
2. USE DATA SETS THAT ARE RELEVANT TO DAY-TO-DAY WORK



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WHAT IS THE MOST FRUSTRATING CHALLENGE TO SUPPORTING A SUCCESSFUL CULTURE OF ASSESSMENT AT YOUR LIBRARY THAT YOU WISH YOU COULD OVERCOME?

DISTRUST - THAT SOMEHOW THE RESULTS

PROCESS WILL RESULT IN THEM LOSING A PET
PROJECT/INITIATIVE/THING THAT THEY DO

EVERYONE WANTS TO DO WHAT THEY FEEL MOST
COMFORTABLE DOING, AND THEY WANT THOSE ACTIVITIES

TO GO UNEXAMINED.

FEAR OF ASSESSMENT: THAT IT'S HARD, THAT
RESULTS WILL BE USED AGAINST THEM.

PERSONNEL FEELING TERRITORIAL.

PEOPLE ARE TERRITORIAL AND ARE AFRAID THEY WILL LOOK

BAD AND IT WILL BE HELD AGAINST THEM.

This is what building relationships looks like.

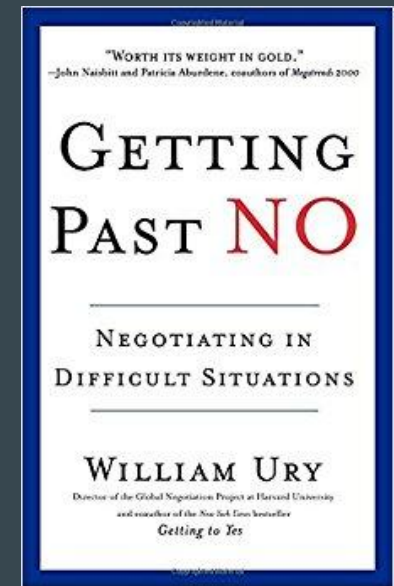


COLLEAGUE 1: "SHOULD WE GO GET DOUGHNUTS?"

COLLEAGUE 2: "YES."

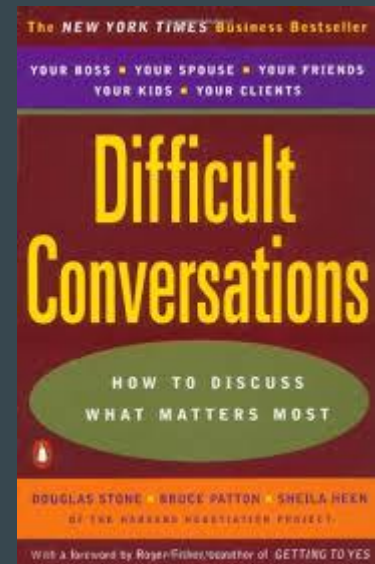
We dedicate time to difficult conversations.

1. PRACTICE A DIFFICULT CONVERSATION BY ANTICIPATING OBJECTIONS, CONCERNS, ARGUMENTS AND DEVELOP QUESTIONS TO UNPACK THESE STATEMENTS FURTHER (NOT COUNTER-ARGUMENTS)
2. FOCUS ON IDENTIFYING A MUTUAL INTEREST THAT WE CAN ACHIEVE TOGETHER



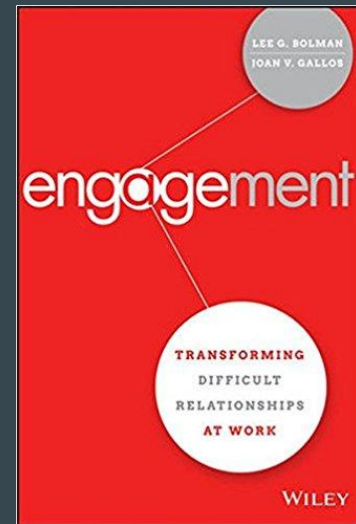
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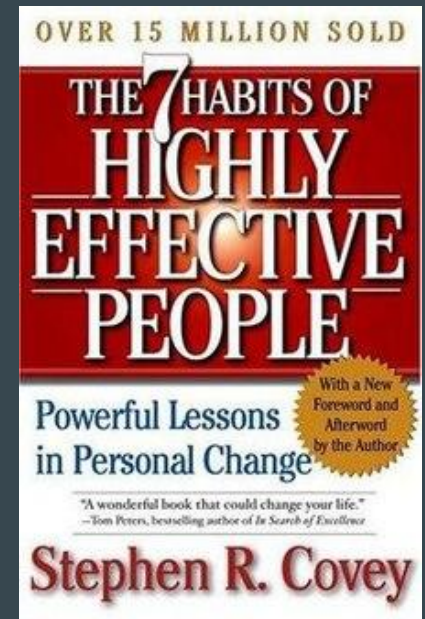
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Questions



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