

Assessment in Process:

Three Ongoing Projects at the Wayne State Libraries

Paul Gallagher, Paul Beavers, Judith Arnold, and Elliot Polak



“What is the value of an
academic library?”

NOVEMBER 19, 2014

MANAGE YOUR ACCOUNT

CONTACT US

AWARDS

SUBMISSIONS

ABOUT

LIBRARYJOURNAL

Google™ Custom Search

Search

LATEST STORIES

INFODOCKET

SPECIAL FEATURES

MANAGING LIBRARIES

CAREERS

REVIEWS

TECHNOLOGY

OPINION

SUBSCRIBE

You are here

High

By [Steve](#)

No one is

colleges

enrollment

We academic librarians work in a frustrating position in the

higher education hierarchy. Filling that no-man's-land between nonlibrary

faculty and administrative staff can lead to some frustration when we

think our contributions to the success of the students and institution are

going unrecognized. One day the academic library is the "heart of the

campus" and the next it's some "black hole" that sucks money from the

budget into a bottomless pit of book stacks. That can be a tough position from which to work. Now, if

this happens to bring you down, there is one thing you can do to cheer up. Just remind yourself that you

do not work in the enrollment and admissions department. Though the academic library's value to the

institution is oftentimes questioned, heads are rolling over in the enrollment offices. While it may be that

**"One day the academic library is the
"heart of the campus" and the next it's
some "black hole" that sucks money from
the budget into a bottomless pit of book
stacks."**



[Indie Client Services Expand,
Experiment | PubCrawl](#)



[It's About Time | Office Hours](#)



[Money Still Talks!: ALA's
endowment must support its](#)



You are at: [ALA.org](#) » [News](#) » House budget proposal dismisses role of IMLS

Division Committees
[ALA Press Releases](#)
Joint Committees
Round Table Committees
[ALA Social Media Channels](#)
Special Committees
[Press Center](#)
Volunteer

Press

Press

State

State

Archives

Submit

Open

Recent

Member Tools

ALAnews

House budget proposal dismisses role of IMLS

“federal government not have a role in libraries and that Congress shift the federal agency’s responsibilities to the private sector”

Today, American Library Association (ALA) President Barbara Stripling released the following statement in response to Rep. Ryan’s [budget](#) (pdf):

“We were shocked to learn that Representative Paul Ryan recommended eliminating IMLS, the agency that promotes library services for the American public. We are disappointed by the House Budget Committee’s outright dismissal of IMLS, the agency that administers the primary source of federal funding to libraries. Libraries depend on the support they receive from IMLS to help patrons learn new skills, find job opportunities and access reading materials that they otherwise could not afford. More than \$180 million has been appropriated to the Institute for Museum and Library Services through September 2014 to help libraries make information and services available to the citizens they serve.

In Rep. Ryan’s own state of Wisconsin, more than 65 percent of libraries report that they are the only free access point to Internet in their communities. Just a few blocks from Rep. Ryan’s Wisconsin office, more than 716,000 visitors used the Hedberg Public Library in Janesville, Wisconsin to access library computers and research databases, check out books and receive job training in 2013. The Institute of Museum and Library Services administered more than \$2.8 million in the 2014

Share this page:



[Send via email](#)

[Print](#) [Cite](#)

Our charge:

- **Demonstrate the value of library services and collections against university strategic goals.**
- Demonstrate the need to continue – or increase – investment in library collections.
- Develop more “data driven” decision making processes.

WSU Volumes Added, Gross 2006 - 2010

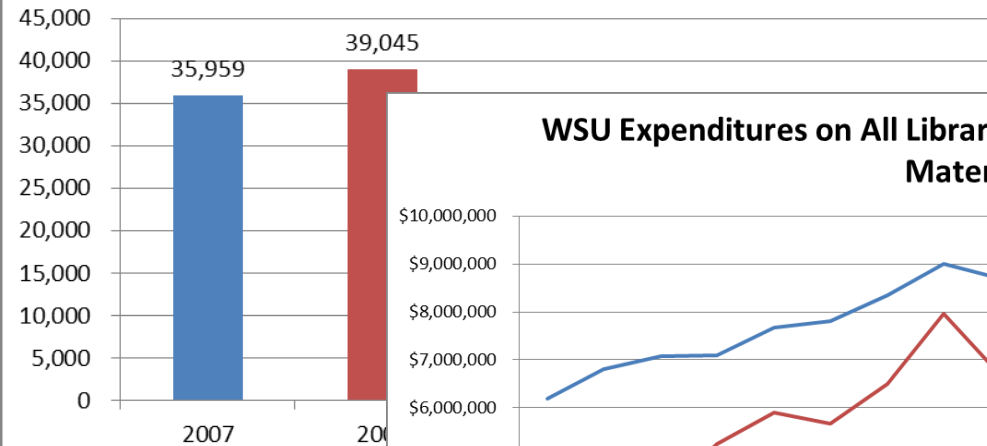
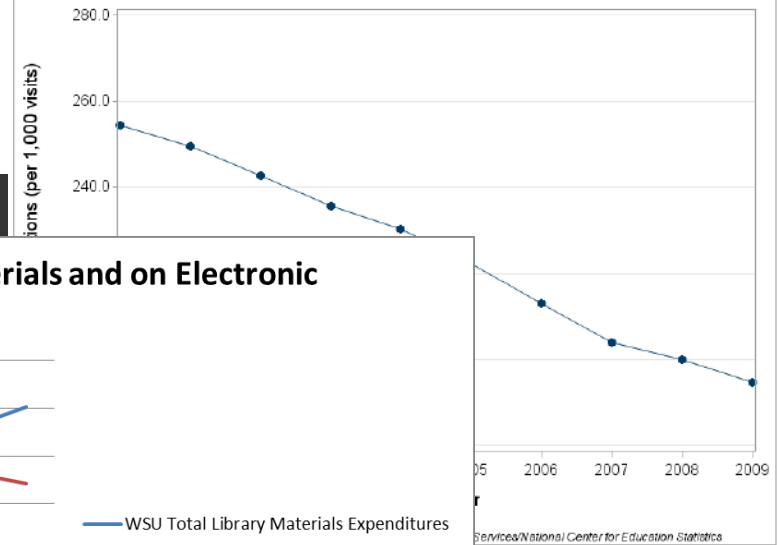
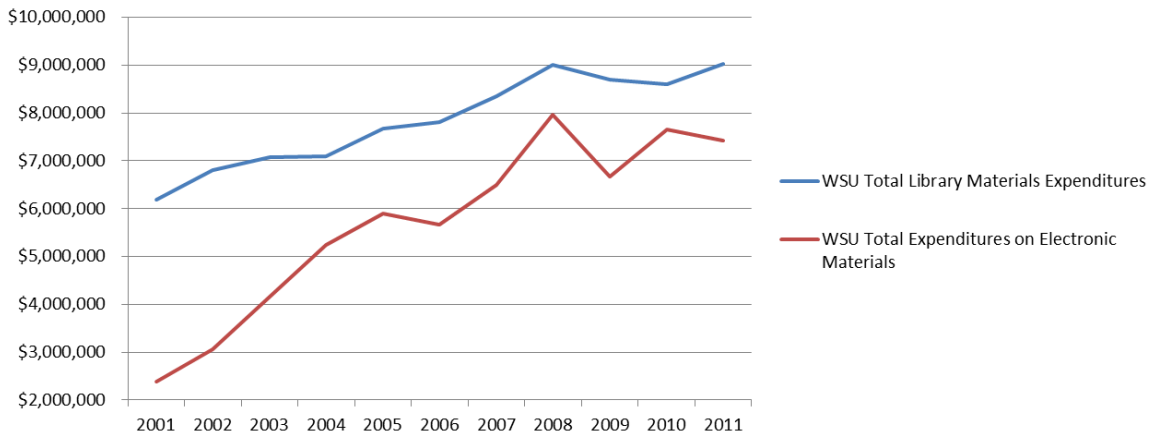


Figure 8. US Public Library - Reference Transactions per 1,000 visits, FY 2000-2009

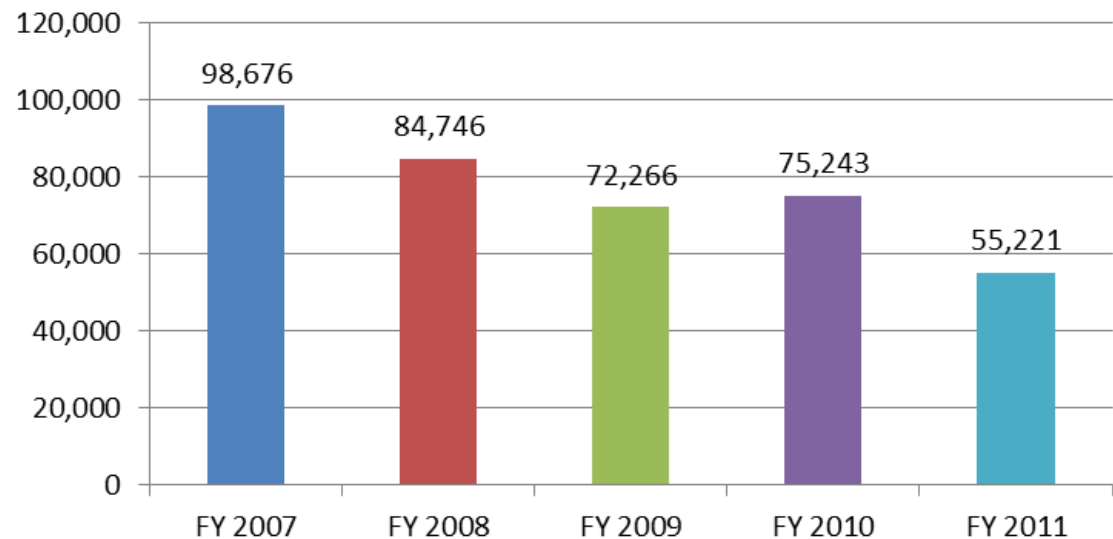
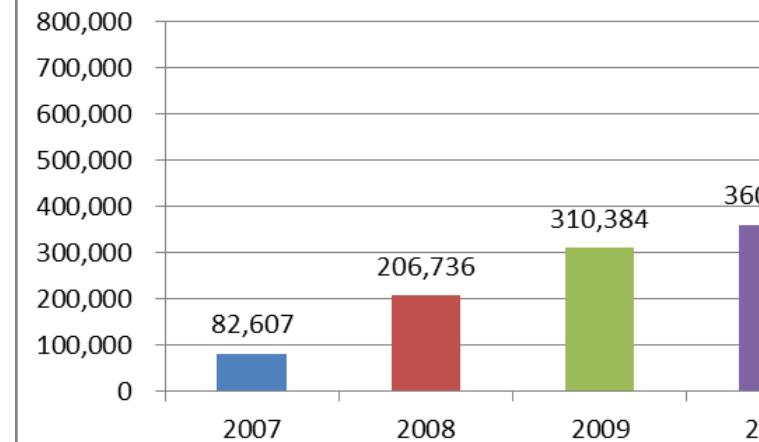


WSU Expenditures on All Library Materials and on Electronic Materials



Electronic

2006 - 2010



Distinctively Wayne State University

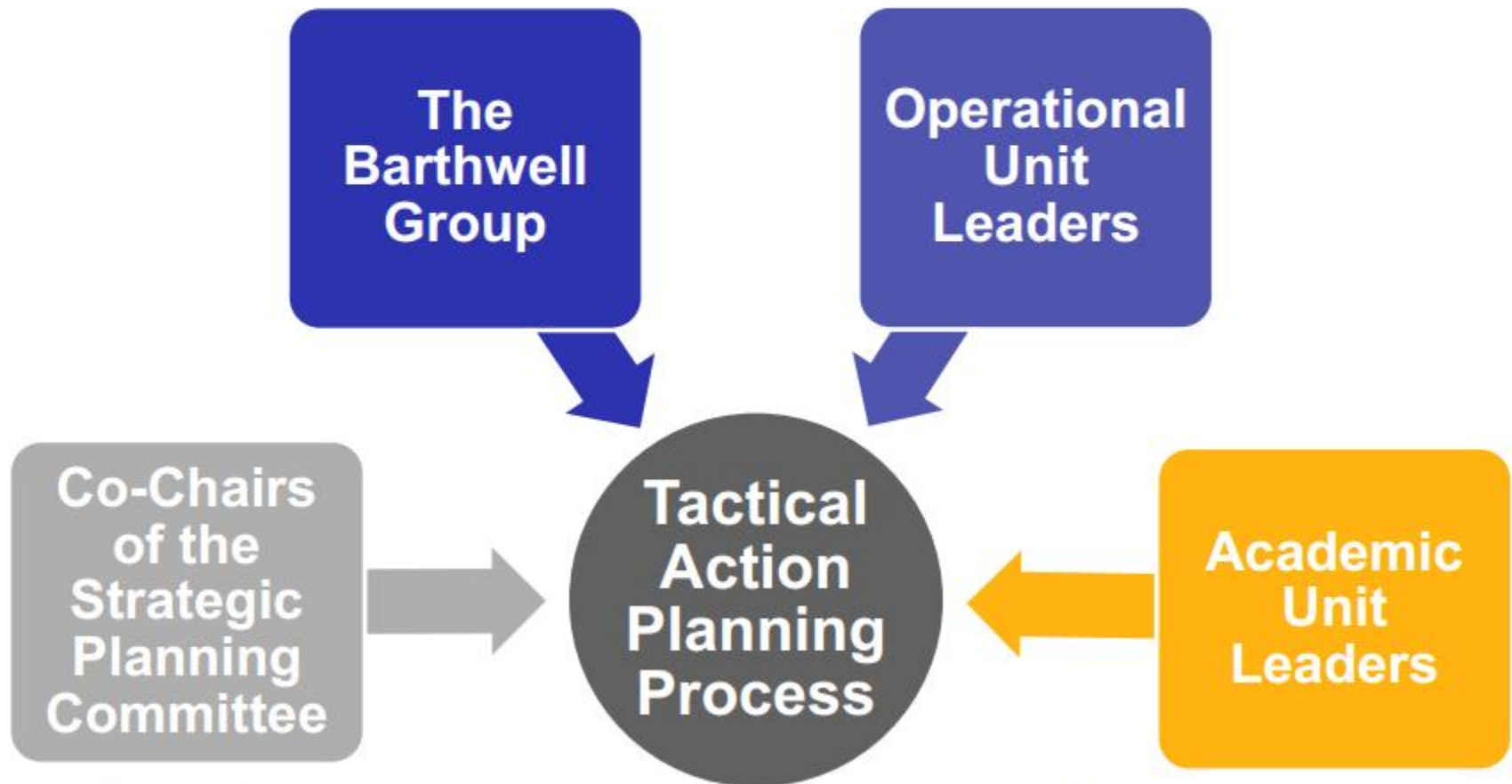
Strategic Plan 2014-2019



WAYNE STATE
UNIVERSITY

Tactical Action Planning Process – Design

The Tactical Action Planning Process is designed to enable operational and academic units to develop strategic goals, objectives, and implementation plans which are aligned with the University's Strategic Plan



We are striving to ensure an engaging, well-coordinated process to ensure implementation of the University's Strategic Plan

Tactical Action Plan Template

Every participant will receive detailed instructions and a Tactical Action Planning Template

[Strategic Focus Area]

[Goal]

[Objective]

Action			
Completion Date	Quantifiable Metric	Responsible Party	Financial Impact (difference between existing and needed resources)
Equipment / Technology Needed (new)	Personnel Needed (full time equivalent)	Space Needed (additional)	Comments
Action			
Completion Date	Quantifiable Metric	Responsible Party	Financial Impact
Equipment / Technology Needed	Personnel Needed	Space Needed	Comments
Action			
Completion Date	Quantifiable Metric	Responsible Party	Financial Impact
Equipment / Technology Needed	Personnel Needed	Space Needed	Comments

Goal 2: Develop the Infrastructure and Processes Necessary to Support Research, Knowledge Application, and Broad Programmatic Initiatives

Through the Office of Research Development we will provide greater coordination and funding support which will enable us to enhance the scale of our research.

Objectives

- Establish an Office of Research Development to support broad programmatic initiatives and funding application success
- Optimize workflow processes impacting research operations
- Maintain high quality core facilities that serve the research mission
- Establish strong strategic partnerships with external entities
- Translate discoveries into applied knowledge for the benefit of society

scholarscooperative

The Scholars Cooperative aids, educates and empowers the Wayne State community to advance the creation, distribution and preservation of scholarship beyond traditional academic publishing models.

We offer a wide range of services including self-archiving, promoting and distributing scholarship, providing alternative forms of Scholarly Publishing, retaining author rights, advancing open access, DigitalCommons@WayneState, consulting on copyright and research data management, and much more.



Inform

SC provides programs, workshops and discussions on topics relating to your scholarly publishing activities, crafted for a range of audiences.



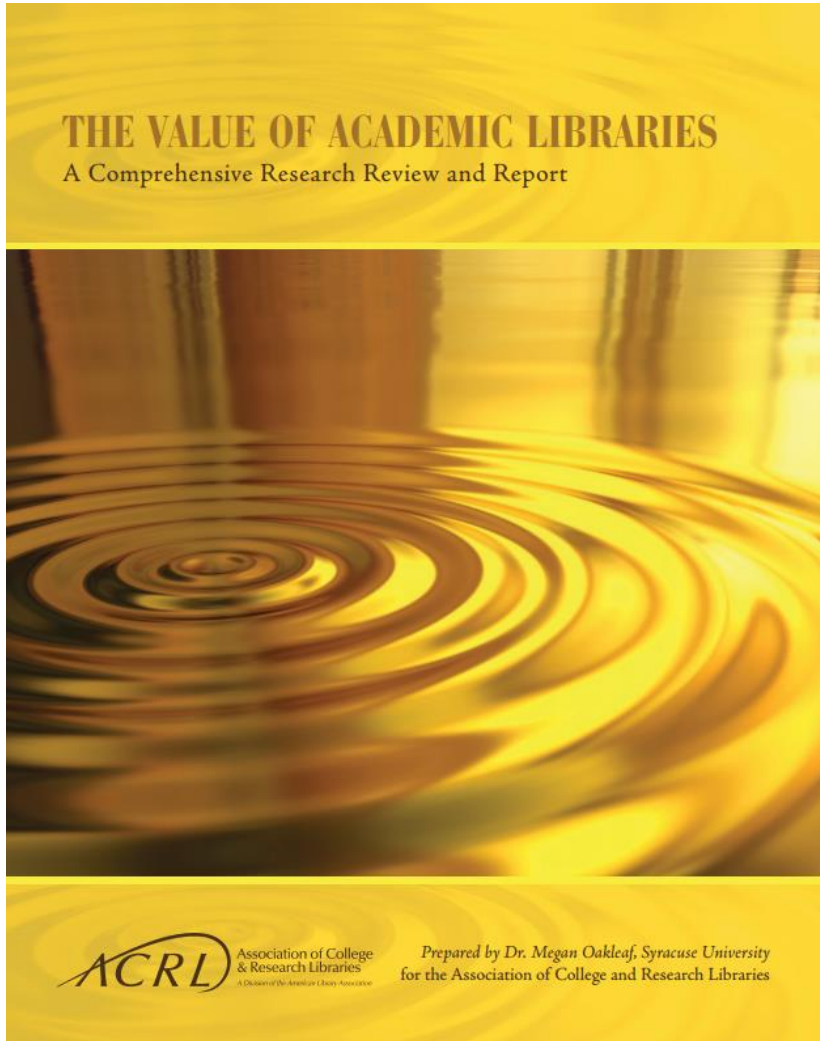
Consult

SC gives individual consults on a range of topics relating to publishing, teaching and scholarship.



Publish

SC offers a number of publishing support services to help you disseminate your scholarship more broadly and effectively.



- **Define outcomes (institutional).**
- Create or adopt systems for assessment management.
- Determine what libraries enable students, faculty, student affairs... to do.
- Link libraries to improved student retention and graduation rates.

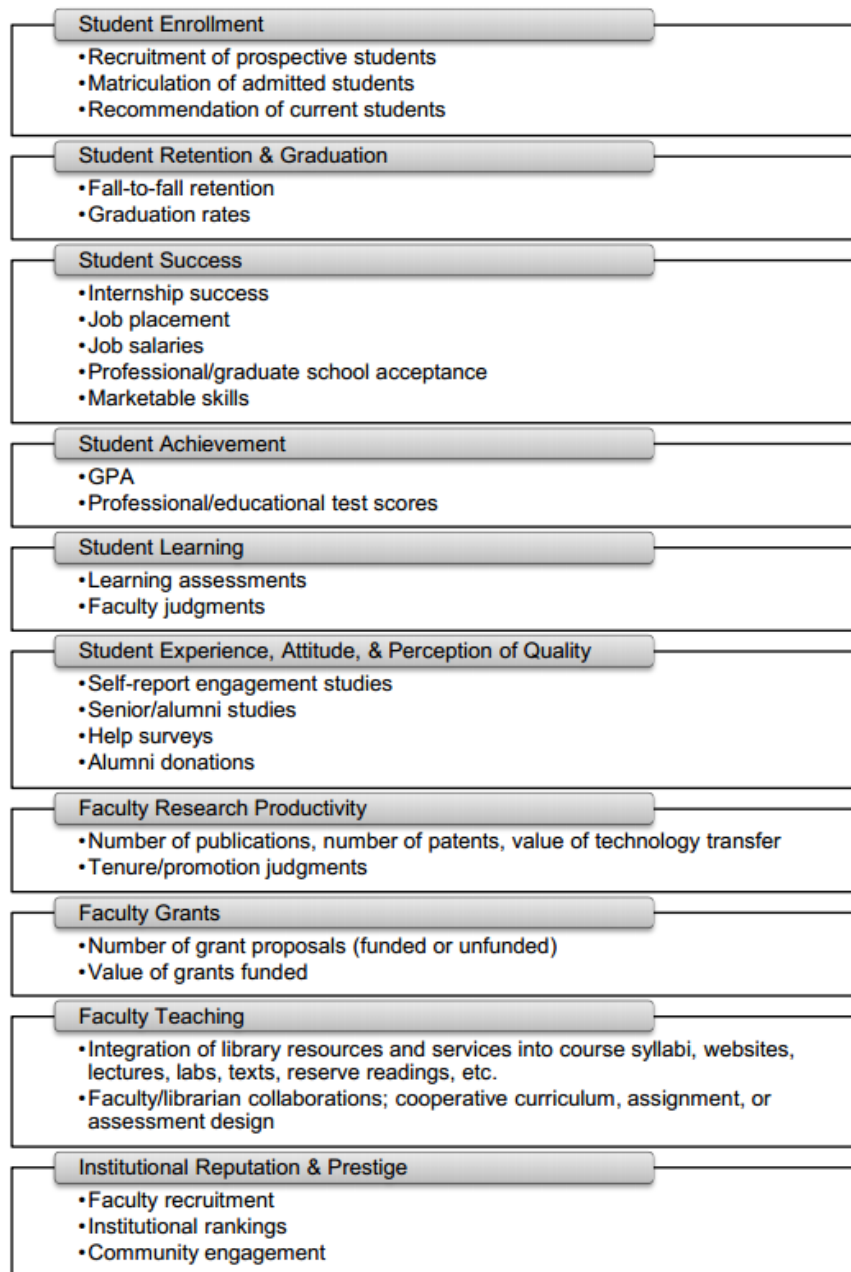


Figure 1. Areas of Library Value and Potential Surrogates

JULY-AUGUST 2009

HOME » REPORTS & PUBLICATIONS » PUBLICATIONS » ACADEME » JULY-AUGUST 2009

[Current Issue](#)

[Previous Issues](#)

[Contact](#)

[Advertising](#)

[Submissions](#)

[Subscriptions](#)



2



2



96

Establishing a Culture of Assessment

Fifteen elements of assessment success—how many does your campus have?

By Wendy F. Weiner

Related Content:

[Preparing for the Visiting Team](#)

College representatives typically start accreditation visits by talking to the visiting team about their institution's culture of assessment. Too often, however, the speakers lack an understanding of what that truly means. To determine whether an assessment culture exists—that is, whether the predominating attitudes and behaviors that characterize the functioning of an institution support the assessment of student learning outcomes—one must look at the attitudes and behaviors of individuals within that institution.

CHECK OUT THE CURRENT ISSUE



Culture of Assessment

“whether the predominating attitudes and behaviors that characterize the functioning of an institution support the assessment of student learning outcomes”

ACRL: Assessment in Action

- Background of the Project (Paul Beavers)
- What the Wayne State AiA (Assessment in Action) Project is all about (Judith Arnold)

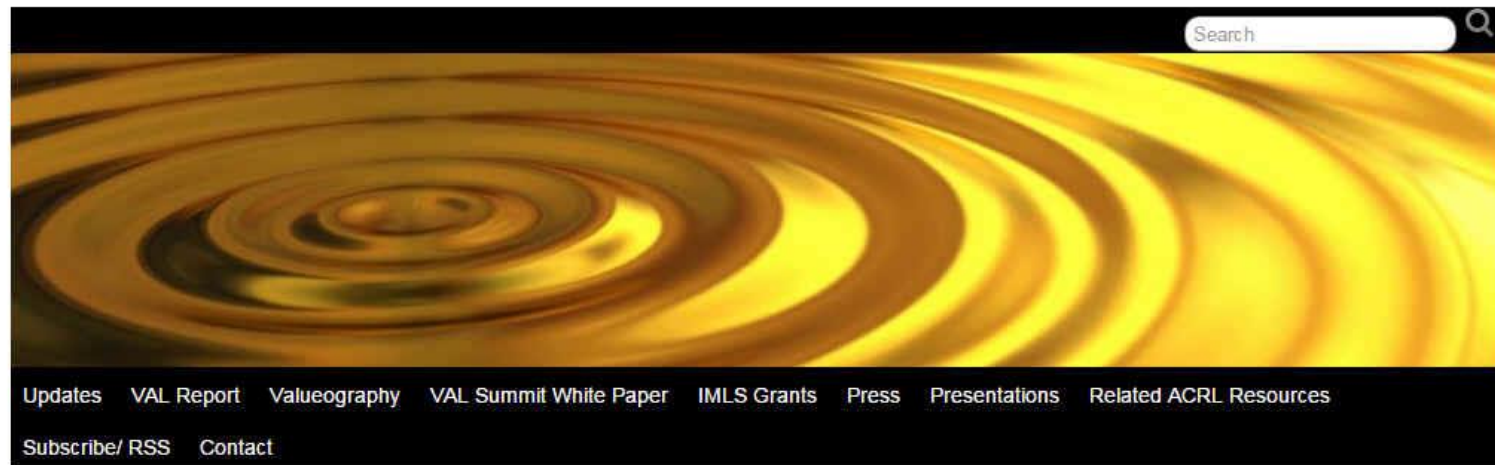


Value of Academic Libraries: A Comprehensive Research Review and Report

■ <http://www.acrl.ala.org/value/>

ACRL Value of Academic Libraries

AN INITIATIVE FROM THE ASSOCIATION OF COLLEGE AND RESEARCH LIBRARIES, A DIVISION OF THE AMERICAN LIBRARY ASSOCIATION



Nov
17
2014

ACRL Liaisons and Key Issues for Higher Education

Posted by Melissa Bowles-Terry at 5:43 pm

Communicating Value, Value Summits

No Responses »

Change across all facets of society—including demographic, technological, and economic change—has the potential to greatly impact higher education and the

Assessment in Action (AiA) Project Goals

<http://www.ala.org/acrl/AiA>

The AiA program has three broad goals:

- **GOAL 1:** Develop the professional competencies of librarians to document and communicate the value of their academic libraries primarily in relation to their institution's goals for student learning and success.
- **GOAL 2:** Build and strengthen collaborative relationships with higher education stakeholders around the issue of library value.
- **GOAL 3:** Contribute to higher education assessment work by creating approaches, strategies, and practices that document the contribution of academic libraries to the overall goals and missions of their institutions.

The 2014-2015 AiA Cohort

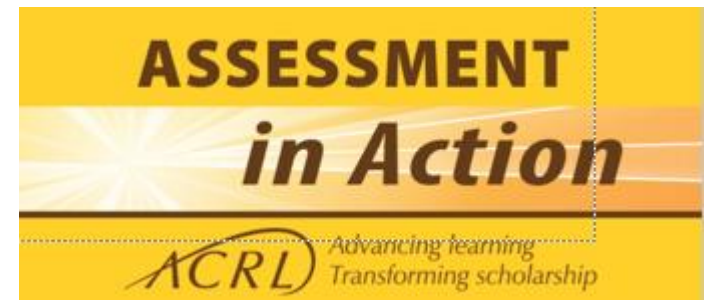
- Theme
- Number of participants
- Participants from Michigan
- Program requirements

Institution Types

13	Associate Colleges
15	Baccalaureate Colleges
11	Masters Colleges and Universities
4	Doctoral/Research Universities
23	Research Universities (High/Very High Research Activity)
6	Special Focus Institutions--Medical, Culinary, Theological Seminary)
1	Tribal college

About the Wayne State Project

- a qualitative study to investigate whether student use of librarian research consultations is associated with student perceptions of academic success.
- AiA Task Force & Campus Team
- Research question
- Methodology
- Status of the project



Stats Dashboard

- Both Librarians and Administrators had been looking for a way to understand how University Colleges and Departments use library resources.
- They also needed to know which departments incur the highest Copyright Clearance Fees.
- To respond to these requests we developed the our statistical dashboard:
- <http://stats.lib.wayne.edu/dashboard/>

Alteryx Statistical System

- Gale has partnered with an Alteryx an analytics software company to help libraries develop 'big data' applications
- Using data from our statistical dashboard and software from Alteryx we hope to answer two questions:
 - Do grants increase ILL/DocDel requests?
 - Is there a correlation between ILL/DocDel and student outcomes like graduation rates and GPA?
- Still in the early stages, but we hope to have more information in the next year.



[DOWNLOAD NOW](#)

[CONTACT US](#)

Search



[PRODUCTS](#) [SOLUTIONS](#) [PARTNERS](#) [CONNECT](#) [CUSTOMERS](#) [RESOURCES](#) [ABOUT](#)

Intuitive workflow for data blending and advanced analytics

Empowering data analysts to deliver deeper insights in hours, not weeks



[See Alteryx in Action](#)



[Try Alteryx for Free](#)



Data Blending for Dummies

[READ THE E-BOOK ›](#)



The Definitive Guide to Data Blending

[GET THE REPORT ›](#)



A Guide to Preparing Your Data for Tableau

[GET THE REPORT ›](#)

PARTNER WITH US - Pilot Evolution

- WSU branded Gallery
- AOD software free to the university (students, professors, all staff)
- For curriculum use
- For library use
- Use your own data and/or subscribe to Gale and 3rd party data 'stores'

The screenshot shows the Wayne State University Analytics Gallery. At the top, there's a navigation bar with links: About, Alteryx Designer, Community, Help, Feedback, and Contact. Below this, the Wayne State University logo and name are displayed, along with the text "Analytics Gallery" and "Welcome to The WSU Analytics Gallery" with a "Sign In" button. A sidebar on the left lists categories: Business, Science, Sociology, Technology, Medical, and Education. Below these are sections for "Public Gallery", "Private Studio", "Studios", and "Collections". The main content area is titled "Apps" and features a "Try Apps" section with a "Build Apps" section. Below these are "Popular" and "Latest" tabs, a search bar, and a grid of app cards. The app cards include: UK Census Dem..., Market Analysis..., SPED ViP, Site Selection D..., UK Site Territor..., Download Weat..., Time Series ETS..., Presidential Ele..., and Grand Prix Appl... Each card shows an icon, the app name, and the creator's name. At the bottom, there's a footer with "© Alteryx, Inc." and links for Support, Legal, and Version, along with social media icons for Twitter and Facebook.

Wayne State University Analytics Gallery

Welcome to The WSU Analytics Gallery [Sign In](#)

Public Gallery

Business
Science
Sociology
Technology
Medical
Education

Private Studio
Studios
Collections

Apps

Alteryx Analytics - How it works

Try Apps
Find apps, run apps and get your results

Build Apps
Download the Alteryx Designer & build your own

Share Apps
Publish and share your apps

Popular Latest

Search apps [Search Apps](#)

UK Census Dem...
Alteryx Products
Alteryx Studio

Market Analysis...
Alteryx Products
Alteryx Studio

SPED ViP
Renilton Oliveira
conjecto_desktop

Site Selection D...
Alteryx Products
Alteryx Studio

UK Site Territor...
Alteryx Products
Alteryx Studio

Download Weat...
Alteryx Products
Alteryx Studio

Time Series ETS...
Alteryx Products
Alteryx Studio

Presidential Ele...
Alteryx Products
Alteryx Studio

Grand Prix Appl...
Richard Snow
Alteryx SE Studio

© Alteryx, Inc. Support Legal Version

Questions?