Iowa State University Library Assessment Plan
Fiscal Year 2018 Mid-Year Update
January 2018

Iowa State University Library Assessment and Planning
(http://assess.lib.iastate.edu)

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Introduction

The Iowa State University Library Assessment Plan was developed over the course of 2017, and adopted in October of 2017. The plan provides a framework for efforts related to the creation, assembly, and analysis of library data and information. The assessment plan and supporting information related to it can be found on the Iowa State Library Assessment website at http://assess.lib.iastate.edu.

The assessment plan is aligned with the library’s five year strategic plan and is intended to support both strategic and operational decision-making in the library. Assessment plan guiding principles include:

- Strives to stay objective, impartial, and grounded in research and analysis.
- Focuses on the usefulness and impact of library services on users and recommends library process changes based on its expertise and findings.
- Produces and promotes innovative, creative, user-friendly, trustworthy, and timely products.
- Repurposes assessment data to support the ongoing review of library operations and tell the Library's story.
- Helps all ISUL units tell their stories and promote their services. Finds and presents relevant data in the most valid and effective ways.
- Advances library communication and evidence-based librarianship by sharing and promoting its work with the ISUL community as well as in professional circles.

At the heart of the Iowa State University Library Assessment Plan is a strategy map (Figure 1). A strategy map is a diagram that is used to document the primary strategic objectives being pursued by an organization and represents a logic model for the strategy of the organization. A well designed strategy map provides a condensed (one side of one piece of paper) view of an organization’s strategic plan. By providing a simple visual representation of the organization’s most important strategic objectives, the strategy map is useful as a tool to enable discussions within the library related to ongoing strategic objectives and consideration of measured progress towards those objectives.
The Iowa State University Library advances the university’s academic excellence and land-grant mission by collecting, disseminating, and preserving world knowledge.

Service Perspective
- Information Literacy
- User Experience
- Curation

Financial Perspective
- Expansion
- Alignment
- Data Driven

Internal Perspective
- Facilities
- Accommodating
- Collections
- Communicate

Learning and Growth Perspective
- Partner
- Culture
- Accountability

The Iowa State University Library serves as a Knowledge Broker by creating, collecting, curating, and communicating information.
Report
This report is the first Iowa State University Library Assessment Plan Mid-year update. It includes selected data visualizations along with descriptions of measures and analysis completed during the first half of fiscal year 2018 in support of the Library’s assessment plan. This mid-year update report is intended to provide a simple, high level overview of current library assessment efforts and plans.

Chat Count Trend

![Chat Count Trend FY16-FY18 (through Dec 2017)](image)

The trend in the number of Chat events beginning in FY16 through December of FY18.

Strategy Map Connection(s)

Service Perspective: Objective S1. Strengthen information literacy skills for the ISU community and beyond; Objective S2. User needs and priorities are met and/or exceeded.

Discussion and Key Findings

The library provides the ability for patrons to connect with a reference desk expert. The chart above shows the trend in chat usage from the Fall of 2015 to today. While chat usage fluctuates from day to day, the overall trend in chat usage over this period of time is positive.

[Click here](link) to view the full collection of chat related visualizations.
Strategy Map Connection(s)

Service Perspective: Objective S2. User needs and priorities are met and/or exceeded.

Discussion and Key Findings

From user experience work done in 2016 (see the 2016 Spring Xs and Os Students report), Reserve a Library Space was the fifth-highest ranking item on the home page for the participating students (after major items like Quick Search), and in eight of nine comments about it, they requested that the link be more prominent. This was done in the 2017 website home page redesign. Page views for the link increased in the fall semester.

Usability testing for the new design was conducted in July of 2017. There were changes made after the testing, however, and further testing is planned. The usability report is available on SharePoint, as are the 2017 Library Website Page View Stats.
George Washington Carver Page Views

![Graph representing George Washington Carver page views]

**Strategy Map Connection(s)**

Service Perspective: Objective S3. Grow the use of archival and other university produced materials while expanding the scope of digital and special collection services.

**Discussion and Key Findings**

Presented information about web statistics and time series analysis at the Digital Initiatives retreat. The above graph, displaying George Washington Carver page views for the digital collection and the finding aid on the same scale as Google Trends data, opened a discussion about improving search engine optimization as the digital collection page views are no longer following the world-wide trend.
Peer Comparison – Library Material Expenses

**Strategy Map Connection(s)**

Financial Perspective: Objective F2. Align financial resources with priorities; Objective F3. Be data driven when promoting the value of investment in the library.

**Discussion and Key Findings**

Among our peer institutions, the Iowa State Library has the greatest ratio of material to total library expenditures. This is an indication that the ISU Library allocates a higher percentage of their budget to materials.

[Click here](#) to find more information about trends in material expenditures in the ISU Library.
Peer Comparison – Library Salary Expenses

Strategy Map Connection(s)
Financial Perspective: Objective F2. Align financial resources with priorities; Objective F3. Be data driven when promoting the value of investment in the library.

Discussion and Key Findings
Among our peer institutions, the Iowa State Library has the lowest total salary per student measure. This is an indication that the ISU Library allocates a lower percentage of our budget to salary, on a per student basis.
Library Website Re-design Feedback

Strategic Map Connection(s)

Service Perspective: Objective S2. User needs and priorities are met and/or exceeded

Internal Perspective: Objective I2. Support both physical and online environments that are inclusive, accessible, and inspire scholarship

Learning Perspective: Objective L3. Promote and convey a culture of assessment and accountability

Discussion and Key Findings

The Iowa State University Library launched a re-design of the library website at the start of the Fall 2017 semester. In order to obtain some early feedback related to the new design, library staff were surveyed in the fall of 2017. Overall, ratings and comments related to the new website design were favorable and supportive. For example, the chart above shows over 60% of respondents were positive or neutral in response to the question “Is the new design an improvement?”

Click here to see more information related to the staff survey of the new website redesign.
Library Workshop Attendee Type

**Strategy Map Connection(s)**

Service Perspective: Objective S1. Strengthen information literacy skills for the ISU community and beyond

**Discussion and Key Findings**

The ISU Library’s Instruction Department works to track the type of participants (staff, student, etc.) that attend library workshops. The chart above reflects the distribution of these participant types.

[Click here](#) to see more information related to library workshops.
Library Gate Count Trend

Strategy Map Connection(s)
Internal Perspective: Objective I1. Support a physical environment that inspires learning; Objective I2. Support both physical and online environments that are inclusive, accessible, and inspire scholarship

Discussion and Key Findings
As shown in the chart above, Library gate counts have been trending upward over the last three years. Click here to see more information related to library gate counts.
Library 24 Hour by 7 Day Gate Counts

24X7 Gate Counts

<table>
<thead>
<tr>
<th></th>
<th>1st Sun</th>
<th>1st Mon</th>
<th>1st Tue</th>
<th>1st Wed</th>
<th>1st Thu</th>
<th>1st Fri</th>
<th>2nd Sun</th>
<th>2nd Mon</th>
<th>2nd Wed</th>
<th>2nd Thu</th>
<th>2nd Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2016</td>
<td>5,025</td>
<td>15,402</td>
<td>15,545</td>
<td>15,089</td>
<td>13,292</td>
<td>12,152</td>
<td>6,566</td>
<td>9,075</td>
<td>14,489</td>
<td>12,893</td>
<td>11,066</td>
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<tr>
<td>Spring 2017</td>
<td>4,825</td>
<td>14,444</td>
<td>13,920</td>
<td>14,609</td>
<td>13,856</td>
<td>10,512</td>
<td>6,041</td>
<td>7,380</td>
<td>14,417</td>
<td>14,411</td>
<td>12,039</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>5,505</td>
<td>14,930</td>
<td>14,034</td>
<td>14,367</td>
<td>12,854</td>
<td>12,210</td>
<td>6,303</td>
<td>8,642</td>
<td>13,841</td>
<td>12,458</td>
<td>10,874</td>
</tr>
</tbody>
</table>

Strategy Map Connection(s)

Service Perspective: Objective S2. User needs and priorities are met and/or exceeded

Internal Perspective: Objective I2. Support both physical and online environments that are inclusive, accessible, and inspire scholarship

Discussion and Key Findings

In the Fall of 2017, the library began to remain open (i.e. 24X7) during Dead and Finals week. The chart above provides a comparison of daily gate counts for Fall 2017, Spring 2018, and Fall 2018, for these two week periods.

Click here to see more information related to library gate counts.
Library Equipment Checkout Trend

Strategy Map Connection(s)

Service Perspective: Objective S2. User needs and priorities are met and/or exceeded

Internal Perspective: Objective I2. Support both physical and online environments that are inclusive, accessible, and inspire scholarship

Discussion and Key Findings

At the start of the Fall semester in 2017, the library launched an expanded equipment checkout service. As shown in the chart above, this service has been well used, and usage of this service has trended upward over the course of the semester.

Click here to see more information related to library equipment checkout.
Strategy Map Connection(s)

Internal Perspective: Objective I4. Communicate effectively with internal and external stakeholders. Objective I3. Easy access to superb collections that enable transformational research and learning.

Discussion and Key Findings

In response to a faculty member’s complaint about the new Primo interface, an interview was conducted in her office about how she uses Quick Search and the way she conducts research. She misses the dropdowns we had previously and would prefer not having the extra clicks to get to Advanced Search. She is usually searching for books and does not like to get articles and book reviews mixed with the results. Offered suggestions and sent a direct link to Advanced Search. She may be able to help recruit other faculty in her college for interviews. Reports for this and a series of past interviews are available on SharePoint.
Next Steps
Library assessment tasks can emerge quickly. The Library Assessment Team strives to be agile in our work. The following Calendar of Actives provides an outline of assessment related work known at this time that is expected to be conducted in the first half of 2018.

Calendar of 2018 (January – August) Assessment Activities

<table>
<thead>
<tr>
<th>January</th>
<th>May</th>
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<tbody>
<tr>
<td>Digital Initiatives Team Retreat</td>
<td>ELUNA presentation</td>
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<tr>
<td>Update Gate Count Metrics</td>
<td>Alma and Primo Analytics</td>
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<tr>
<td>Update Chat Metrics</td>
<td>Web traffic analytics</td>
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<tr>
<td>Update Library Workshop Metrics</td>
<td>Discovery analytics</td>
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<tr>
<td>Mid-Year Report Draft</td>
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<td>Cultural Proficiency Workshop</td>
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<tr>
<th>February</th>
<th>June</th>
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<tr>
<td>Planning related to web traffic analysis</td>
<td>Collection Management check-point (cost per use)</td>
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<tr>
<td>Planning related to discovery analysis</td>
<td>Alma and Primo Analytics</td>
</tr>
<tr>
<td>Mid-Year Report Final</td>
<td>Web traffic analytics</td>
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<tr>
<td>Alma and Primo Analytics</td>
<td>Discovery analytics</td>
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<tr>
<td>Digital Initiatives Retreat Follow-up</td>
<td>Graduate student diary study</td>
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<td>Presentation to Librarian Assembly</td>
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<tr>
<td>Primo usability testing</td>
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<td>Library value analysis (2016 survey data plus GPAs, if available)</td>
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<tr>
<th>March</th>
<th>July</th>
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<tr>
<td>Survey master planning</td>
<td>Update Gate Count Metrics</td>
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<tr>
<td>Collection management analysis check-point (COUNTER and SUSHI)</td>
<td>Update Chat Metrics</td>
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<tr>
<td>Alma and Primo Analytics</td>
<td>Update Library Workshop Metrics</td>
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<tr>
<td>Web traffic analytics</td>
<td>Fiscal Year End Report Draft</td>
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<tr>
<td>Discovery analytics</td>
<td>Alma and Primo Analytics</td>
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<td>Web traffic analytics</td>
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<td></td>
<td>Discovery analytics</td>
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<th>April</th>
<th>August</th>
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<tr>
<td>CAC Planning</td>
<td>Fiscal Year End Report Final</td>
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<tr>
<td>Alma and Primo Analytics</td>
<td>Update Strategy Map and Core Indicators</td>
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<tr>
<td>Web traffic analytics</td>
<td>Operational Data Metrics</td>
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<td>Discovery analytics</td>
<td>Alma and Primo Analytics</td>
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<td>Web traffic analytics</td>
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<td>Discovery analytics</td>
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<th>Other</th>
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<tr>
<td>ACRL Project Outcomes Task Force</td>
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<tr>
<td>Regent level outreach and collaboration</td>
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<tr>
<td>Assessment in support of library culture</td>
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<tr>
<td>Student panel sample survey</td>
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<tr>
<td>Library analysis of learning indicators</td>
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