Iowa State University Library Assessment Plan

Fiscal Year 2018 Report

September 2018

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

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Contents

List of Figures ............................................................................................................................................ 4
Introduction .............................................................................................................................................. 6
Report ....................................................................................................................................................... 8
Stop Light Indicators ............................................................................................................................. 8
Strategy Map – Service Perspective.................................................................................................... 12
  Objective S1. Strengthen information literacy skills for the ISU community and beyond ............ 12
    Objective S1 Performance Indicators Observations and Discussion ............................................ 15
  Objective S2. User needs and priorities are met and/or exceeded .................................................. 17
    Objective S2. Usability Studies Key Findings and Action Items .................................................... 19
    Objective S2 Performance Indicators Observations and Discussion ........................................... 21
  Objective S3. Grow the use of archival and other university produced materials while expanding
  the scope of digital and special collection services ........................................................................ 22
    Objective S3 Performance Indicators Observations and Discussion ........................................... 26
Strategy Map – Financial Perspective ................................................................................................. 27
  Objective F1. Increase financial resources through partnerships with donors and stakeholders as
  well as consortiums............................................................................................................................... 27
    Objective F1 Performance Indicators Observations and Discussion ............................................ 29
  Objective F2. Align financial resources with priorities.................................................................... 30
    Objective F2 Performance Indicators Observations and Discussion ............................................ 32
  Objective F3. Be data driven with material acquisition decisions and when promoting the value of
  investment in the library ...................................................................................................................... 33
    Objective F3 Performance Indicators Observations and Discussion ............................................ 35
Strategy Map – Internal Perspective................................................................................................... 36
  Objective I1. Support a physical environment that inspires learning ............................................. 36
    Objective I1 Performance Indicators Observations and Discussion ............................................ 38
  Objective I2. Support both physical and online environments that are inclusive, accessible, and
  inspire scholarship .............................................................................................................................. 39
    Objective I2 Performance Indicators Observations and Discussion ............................................ 40
  Objective I3. Easy access to superb collections that enable transformational research and
learning ................................................................................................................................................ 41
    Objective I3 Performance Indicators Observations and Discussion ............................................ 43
  Objective I4. Communicate effectively with internal and external stakeholders .......................... 44
    Objective I4 Performance Indicators Observations and Discussion ............................................ 45
Strategy Map – Learning Perspective ................................................................. 46

Objective L1. Partner with users to stimulate new ways of working, thinking, and responding to their needs ................................................................. 46

Objective L1 Performance Indicators Observations and Discussion .................. 46

Objective L2. Create a workplace culture that invites collaboration, innovation, and continuous growth ................................................................. 47

Objective L2 Performance Indicators Observations and Discussion .................. 51

Objective L3. Promote and convey a culture of assessment and accountability .......... 52

Objective L3 Performance Indicators Observations and Discussion .................. 53

Next Steps ........................................................................................................... 54

Calendar of FY19 Assessment Activities .............................................................. 54
Figure 44. Principles of Community responses ................................................................. 47
Figure 45. Principles of Community survey score averages ............................................ 48
Figure 46. Principles of Community survey scores by division ..................................... 48
Figure 47. Campus Climate procedures for advancement are clear .................................. 49
Figure 48. Campus Climate staff are provided resources to pursue professional development .......... 49
Figure 49. Campus Climate salaries are competitive ..................................................... 50
Figure 50. Objective L2 Indicators .................................................................................... 51
Figure 51. Library assessment communication tasks .................................................... 52
Figure 52. Alma analytics usage .................................................................................... 53
Figure 53. Objective L3 Indicators .................................................................................... 53
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.

The assessment plan is aligned with the library’s five year strategic plan (2015-2020) and is intended to support strategic decision-making in the library. The assessment plan’s guiding principles are:

- Data-driven: Strive to stay objective, impartial, and grounded in research and analysis.
- Impactful: Focus on the usefulness and impact of library services on users and recommend library process changes based on expertise and findings.
- Productive: Produce and promote innovative, creative, user-friendly, trustworthy, and timely products.
- Efficient: Repurpose assessment data to support the ongoing review of library operations and tell the Library's story.
- Integrated: Help all ISUL units tell their stories and promote their services. Find and present relevant data in the most valid and effective ways.
- Open: Advance library communication and evidence-based librarianship by sharing and promoting work with the ISUL community.

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. The strategy map provides 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 objectives. 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 those 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**
- S1. Strengthen information literacy skills for the ISU community and beyond
- S2. User needs and priorities are met and/or exceeded
- S3. Grow the use of archival and other university-produced materials while expanding the scope of digital and special collection services

**Financial Perspective**
- F1. Increase financial resources through partnerships with donors and stakeholders as well as consortia.
- F2. Align financial resources with priorities.
- F3. Be data driven with material acquisition decisions and when promoting the value of investment in the library.

**Internal Perspective**
- I1. Support a physical environment that inspires learning
- I2. Support both physical and online environments that are inclusive, accessible, and inspire scholarship
- I3. Easy access to superb collections that enable transformational research and learning
- I4. Communicate effectively with internal and external stakeholders

**Learning and Growth Perspective**
- L1. Partner with users to stimulate new ways of working, thinking, and responding to their needs
- L2. Create a workplace culture that invites collaboration, innovation, and continuous growth
- L3. Promote and convey a culture of assessment and accountability

The Iowa State University Library serves as a Knowledge Broker by creating, collecting, curating, and communicating information.
Report

This report is the first annual Iowa State University Library Assessment Plan Report. It includes selected data visualizations along with narrative descriptions of measures and analysis in support of the library’s assessment plan. This report is intended to provide an update on the library’s progress related to the goals and objectives articulated in the library’s assessment plan strategy map.

The structure of this report has been aligned with the library’s strategy map. The strategy map contains thirteen objectives. The body of this report will contain a section for each strategy map objective. Those sections will contain a review of performance indicators and the associated targets that have been established for each strategy map objective.

Stop Light Indicators

Each performance metric identified in the report will have an accompanying target measure. Stop light indicators are used throughout the report to indicate the level of success for each performance metric. A green mark (▲) indicates measurable progress has been shown on this objective in fiscal year 2018 (FY18). A yellow mark (●) indicates measurable performance on this objective was flat in FY18. A red mark (▼) indicates measurable performance declined for this objective in FY18.

Figure 2 shows the complete list of performance metrics, target measures, and their stop light status at this time.
### Figure 2. List of performance metrics

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library LibGuide Average Views</td>
<td>Maintain average views in FY18 compared to FY17</td>
</tr>
<tr>
<td>Library LibGuide Total Views</td>
<td>Maintain total views in FY18 compared to FY17</td>
</tr>
<tr>
<td>Library Workshop Average Attendance</td>
<td>Maintain average attendance in FY18 compared to FY17</td>
</tr>
<tr>
<td>Library Workshop Total Attendance</td>
<td>Maintain total attendance in FY18 compared to FY17</td>
</tr>
<tr>
<td>User needs and priorities are met and/or exceeded</td>
<td></td>
</tr>
<tr>
<td>Library Chat Statistics Totals</td>
<td>Maintain chat totals in FY18 compared to FY17</td>
</tr>
<tr>
<td>Library Chat Statistics Trends</td>
<td>Upward trend in the number of chats from July 2016 through June 2018</td>
</tr>
<tr>
<td>Library Study Room Bookings</td>
<td>Increase in the total number of room bookings in FY18 compared to FY17</td>
</tr>
<tr>
<td>Grow the use of archival and other university produced materials while expanding the scope of digital and special collection services</td>
<td></td>
</tr>
<tr>
<td>Total Digital Initiatives Active Users by Collection</td>
<td>Increase in the total number of active DI users in FY18 compared to FY17</td>
</tr>
<tr>
<td>Total Digital Initiatives Page Views by Collection</td>
<td>Increase in the total number of DI page views in FY18 compared to FY17</td>
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<tr>
<td>Total Digital Repository Active Users</td>
<td>Increase in the total number of DR active users in FY18 compared to FY17</td>
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<td>Total Digital Repository Downloads</td>
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<tr>
<td>Total Digital Repository Uploads</td>
<td>Increase in the total number of DR uploads in FY18 compared to FY17</td>
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</tbody>
</table>
### Strategy Map Key Performance Indicator Summary - Financial Perspective FY18

<table>
<thead>
<tr>
<th>Strategy Map Objective</th>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase financial resources through partnerships with donors and stakeholders as well as consortums.</td>
<td>Courier Service Partnership Savings</td>
<td>Increase in the total savings generated by the courier service in FY18 compared to FY17</td>
</tr>
<tr>
<td></td>
<td>ISU Foundation Total Revenue Trend</td>
<td>Upward trend in the total revenue provided by the ISU Foundation</td>
</tr>
<tr>
<td>Align financial resources with priorities</td>
<td>LMT Rating of Satisfaction and Importance of Strategic Plan Objectives</td>
<td>Satisfaction scores will be higher than importance scores for over half of the strategic plan objectives</td>
</tr>
<tr>
<td></td>
<td>Trend in expenditures for print and electronic materials</td>
<td>Increasing trend in the total expenditures for electronic materials</td>
</tr>
<tr>
<td></td>
<td>Trend in expenditures for salaries by employee classification</td>
<td>Increasing trend in the FTE and total salary expenditures for the academic librarian employee classification</td>
</tr>
<tr>
<td>Be data driven when promoting the value of investment in the library</td>
<td>Percent of Materials in Overall Expense Budget</td>
<td>Ranked in the top half of ISU peer institutions for this metric</td>
</tr>
<tr>
<td></td>
<td>Salary per Student</td>
<td>Ranked in the lower half of the ISU peer institutions for this metric</td>
</tr>
</tbody>
</table>

### Strategy Map Key Performance Indicator Summary - Internal Perspective FY18

<table>
<thead>
<tr>
<th>Strategy Map Objective</th>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support a physical environment that inspires learning</td>
<td>Equipment Checkout Usage - Laptops</td>
<td>Increase in the number of laptop checkouts in FY18 compared to FY17</td>
</tr>
<tr>
<td></td>
<td>Equipment Checkout Usage - Unique Users</td>
<td>Increase in the number of unique users of equipment checkout services in FY18 compared to FY17</td>
</tr>
<tr>
<td></td>
<td>Student Ratings of Technology and Spaces</td>
<td>Increase in the overall average rating score in FY18 compared to FY17</td>
</tr>
<tr>
<td>Support both physical and online environments that are inclusive, accessible, and inspire scholarship</td>
<td>Accessibility Action Items Identified by Usability Studies</td>
<td>Completion of one or more action items to improve library accessibility, identified by usability studies</td>
</tr>
<tr>
<td></td>
<td>Campus Climate - Department Climate Comfort Level</td>
<td>No difference in response distribution between Library staff and other university staff</td>
</tr>
<tr>
<td>Easy access to superb collections that enable transformational research and learning</td>
<td>Primo Search Statistics</td>
<td>Increase in the number of Primo searches in FY18 compared to FY17</td>
</tr>
<tr>
<td>Communicate effectively with internal and external stakeholders</td>
<td>Improve the Library Website News Feature</td>
<td>Successful launch of the redesigned library website news feature</td>
</tr>
<tr>
<td>Strategy Map Objective</td>
<td>Indicator</td>
<td>Target</td>
</tr>
<tr>
<td>------------------------</td>
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</tr>
<tr>
<td>Partner with users to stimulate new ways of working, thinking, and responding to their needs</td>
<td>Patron Surveys and Studies</td>
<td>Four or more patron related studies conducted in FY18</td>
</tr>
<tr>
<td>Create a workplace culture that invites collaboration, innovation, and continuous growth</td>
<td>Principles of Community (POC)</td>
<td>Library wide POC performance ratings equal to or greater than individual staff performance ratings</td>
</tr>
<tr>
<td></td>
<td>Campus Climate - Procedures for advancement are clear</td>
<td>No difference in response distribution between Library staff and other university staff</td>
</tr>
<tr>
<td></td>
<td>Campus Climate - Salaries are competitive</td>
<td>No difference in response distribution between Library staff and other university staff</td>
</tr>
<tr>
<td></td>
<td>Campus Climate - Staff are provided resources to pursue professional development</td>
<td>No difference in response distribution between Library staff and other university staff</td>
</tr>
<tr>
<td>Promote and convey a culture of assessment and accountability</td>
<td>Alma Analytics Usage</td>
<td>An increasing trend in the number of Alma Analytics queries by library staff (non-IT)</td>
</tr>
<tr>
<td></td>
<td>Library Assessment Communication Tasks</td>
<td>Maintain the number of assessment communication tasks in FY18 compared to FY17</td>
</tr>
</tbody>
</table>
Objective S1. Strengthen information literacy skills for the ISU community and beyond

This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal to “Empower users through teaching information literacy and research skills: Develop and strengthen the library’s information literacy instruction and outreach to support education and research at all levels of the university.”

The primary key performance indicator for this objective was the comparison of library workshop data for FY17 and FY18. A secondary indicator for this objective was the comparison of usage analytics information for library LibGuide materials.

The following figures show information related to the performance indicators for Objective S1.

- Figure 3. Objective S1 Performance Indicator – Library Workshops
- Figure 4. Objective S1 Performance Indicator – LibGuide Analytics
- Figure 5. Objective S1 Supplemental Material – Top Ten LibGuides based on page views
Figure 3. Library workshops

Library Total Workshop Attendance - FY17 compared to FY18

This chart compares total library workshop attendance for FY17 and FY18. Average attendance in FY18 was 85, up from 82 in FY17.

Library Average Workshop Attendance - FY17 compared to FY18

This chart compares average library workshop attendance for FY17 and FY18. Average attendance in FY18 was 5.313, down from 6.833 in FY17.
Figure 4. Library LibGuides

Total Number of LibGuide Views - FY17 compared to FY18

This chart compares the total number of LibGuide views for FY17 and FY18. In FY18 there were 213,903 LibGuide views, up from 138,511 in FY17.

Average Number of LibGuide Views - FY17 compared to FY18

This chart compares the average number of LibGuide views for FY17 and FY18. In FY18 there were an average of 468.1 LibGuide views, up from 297.8 in FY17.
Objective S1 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S1 are shown in Figure 6.
Four performance indicators were developed for this objective. Two were based on LibGuide usage data (average LibGuide views and total LibGuide views), and two were based on library workshop attendance data (average workshop attendance, and total workshop attendance). Figure 3 shows the workshop related performance measures comparing FY17 with FY18, and Figure 4 shows the LibGuide performance measures comparing FY17 with FY18.

The expectation for these four performance measures were that levels attained in FY17 would be maintained in FY18. For three of the four performance measures an increase was seen in FY18. Only the performance measure related to average workshop attendance declined in FY18 (average = 5.313) when compared with FY17 (average = 6.883).

An added piece of information related to LibGuide usage was included in this section of the report. Figure 5 shows the top 10 most viewed LibGuides in FY18. The chart compares the number of views for each of these guides in FY18 with the number of views they had in FY17. Many of these guides had increases in the number of views from FY17 to FY18.
Objective S2. User needs and priorities are met and/or exceeded

This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal to provide “Responsible and anticipatory resources and services: Anticipate the diverse needs our users. Respect and respond to each user’s request.”

The primary key performance indicators for this objective were obtained from usability studies conducted over the course of FY18. Secondary indicators for this objective were the comparison of the usage of the library’s chat service for FY17 and FY18, and the comparison of library study room reservations for FY17 and FY18.

The following figures show information related to the performance indicators for Objective S2.

- Figure 7. Objective S2 Performance Indicator – Study Room Usage
- Figure 8. Objective S2 Performance Indicator – Chat Counts

Figure 7. Study room usage

This chart shows the comparison of the total number of study room bookings for FY17 and FY18. The total number of room bookings in FY18 was 15,969, down from 16,650 in FY17.
**Figure 8. Chat counts**

This chart shows the trend in number of chats has steadily increased from FY2016 through FY2018.

**Chat Count by Hour of Day FY16-FY18**

This chart shows the total number of chats, by hour of the day. In FY16 there were 1,115 total chats. In FY17 there were 1,412 total chats. In FY18 there were 1,417 total chats.
Objective S2. Usability Studies Key Findings and Action Items

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 and spring semesters.

Figure 9. Group space reservations page views

Website user experience testing on the new LibGuides Article Indexes and Databases page (implemented in June 2017) uncovered possible sources of confusion, notably the use of the search box. Participants at times used the search box for specific topic searches. Examination of the top 400 search terms from the March LibGuides statistics showed about half of these searches were for specific topics.

About 15% of the searches for a specific database were for some variation of Ebsco or Ebscohost. Academic Search Complete (highlighted in the upper right corner of the page) might be the intended target for these searches. Adding “Ebscohost” to the description might help students find this database.

The Vendors/Providers dropdown presents a source of confusion, as some users seem to think they should make selections using all features. Removal of this feature should be considered.

The Duke University Library AID page may present some ways to address these issues, including ways to make the page feel less chaotic (as described by one participant).

The findings were presented to the Discovery User Experience Team. Action items will be implemented after consultation with the Research Services Department. The action items will be communicated to the Discovery User Experience Team.
Figure 10. AID page views as a percentage of website home page views

Figure 11. AID page views
Objective S2 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S2 are shown in Figure 12.

Figure 12. Objective S2 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the User Experience</td>
<td>Complete at least one action item identified by user experience studies</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Library Chat Statistics Totals</td>
<td>Maintain chat totals in FY18 compared to FY17</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Library Chat Statistics Trends</td>
<td>Upward trend in the number of chats from July 2015 through June 2018</td>
<td>Meeting Target</td>
</tr>
<tr>
<td>Library Study Room Bookings</td>
<td>Increase in the total number of room bookings in FY18 compared to FY17</td>
<td>Missed Target</td>
</tr>
</tbody>
</table>

Four performance indicators were developed for this objective. One was based on library study room booking data (see Figure 7), two were based on library chat data (see Figure 8), and one was based on work related to user experience studies (see Figures 9-11). Targets for three of four performance indicators were met. Only the performance measure related to study room usage declined in FY18 (total bookings = 15,969) when compared with FY17 (total bookings = 16,650).
**Objective S3. Grow the use of archival and other university produced materials while expanding the scope of digital and special collection services**

This objective connects to the university’s strategic goal to “Enhance the university’s research profile by conducting high impact research that addresses the grand challenges of the 21st century.” This objective also connects to the library’s strategic goal to provide “Dynamic collections: Collect, preserve, and make accessible our information resources and collections, in line with the university’s strategy to produce and share transformational research and creativity.”

The primary key performance indicators for this objective were obtained from download and usage analytics for the digital repository and digital initiatives websites. A secondary indicator for this objective was the comparison of the growth of the university digital repository for FY17 and FY18.

The following figures show information related to the performance indicators for Objective S3.

- Figure 13. Objective S3 Performance Indicator – Digital Repository Page View Analytics
- Figure 14. Objective S3 Performance Indicator – Digital Repository Active User Analytics
- Figure 15. Objective S3 Performance Indicator – Digital Repository Total Downloads
- Figure 16. Objective S3 Performance Indicator – Digital Repository Uploads
- Figure 17. Objective S3 Performance Indicator – Digital Initiatives Page View Analytics
- Figure 18. Objective S3 Performance Indicator – Digital Initiatives Active User Analytics

**Figure 13. Digital Repository page view analytics**

This chart compares the number of digital repository page views for FY17 and FY18. The number of page views increased from 735,813 in FY17 to 800,816 in FY18.
Figure 14. Digital Repository active user analytics

Digital Repository Active Users - FY18 compared to FY17

This chart compares the number of digital repository active users for FY17 and FY18. The number of active users increased from 322,369 in FY17 to 349,171 in FY18.

Figure 15. Digital Repository total downloads

Digital Repository Total Downloads - FY18 compared to FY17

This chart compares the total number of downloads from the ISU Library digital repository for FY18 with FY17. The orange bar shows the total number of downloads in FY18 (3,987,271). The blue bar shows the total number of downloads in FY17 (3,767,074). There was a 6% increase in downloads in FY18 compared to FY17.
Figure 16. Digital Repository uploads

Digital Repository Total Uploads - FY18 compared to FY17

This chart compares the total number of uploads from the ISU Library digital repository for FY18 with FY17. The orange bar shows the total number of uploads in FY18 (20,247). The blue bar shows the total number of uploads in FY17 (17,823). There was a 14% increase in uploads in FY18 compared to FY17.

Figure 17. Digital Initiatives page view analytics

Digital Collections Page Views - FY18 compared to FY17

This chart shows the number of page views for selected ISU Library digital content collections. The orange bar shows the total page views in FY18. The blue bar shows the total page views in FY17.
Figure 18. Digital Initiatives active user analytics

This chart shows the number of active users for selected ISU Library digital content collections. The orange bar shows the total number of active users in FY18. The blue bar shows the total number of active users in FY17. In FY18 there were 45,717 active users, down 17% from 54,931 active users in FY17.
Objective S3 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S3 are shown in Figure 19.

Figure 19. Objective S3 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Digital Repository Page Views</td>
<td>Increase in the total number of DR page views in FY18 compared to FY17</td>
</tr>
<tr>
<td>Total Digital Repository Active Users</td>
<td>Increase in the total number of DR active users in FY18 compared to FY17</td>
</tr>
<tr>
<td>Total Digital Repository Downloads</td>
<td>Increase in the total number of DR downloads in FY18 compared to FY17</td>
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<tr>
<td>Total Digital Repository Uploads</td>
<td>Increase in the total number of DR uploads in FY18 compared to FY17</td>
</tr>
<tr>
<td>Total Digital Initiatives Page Views by Collection</td>
<td>Increase in the total number of DI page views in FY18 compared to FY17</td>
</tr>
<tr>
<td>Total Digital Initiatives Active Users by Collection</td>
<td>Increase in the total number of active DI users in FY18 compared to FY17</td>
</tr>
</tbody>
</table>

The increase in page views, active users, total downloads, and total uploads in FY18 compared to FY17 for the digital repository was expected, as additional content continues to be added to the digital repository, which in turn attracts a larger audience of scholars who use the digital repository. Library scholarly communications outreach efforts promoting the ISU digital repository also contributes to increasing awareness about the digital repository on the ISU campus.

The decrease overall page views and active users for the broad collection of Digital Initiatives sites can be attributed to a one time burst in activity in FY17 related to the Iowa State University Library Digital Initiatives yearbook (Bomb) crowdsourcing transcription project. Digital Initiatives did bring new content online in FY18. For example: the Ada Hayden collection of digital materials. All Digital Initiative projects identified for completion in FY18 were completed on time and on budget.

Looking forward to FY19, it may be useful to identify the collections that the Digital Initiative team plans to actively promote and track the page views and active users for those specific collections.
Objective F1. Increase financial resources through partnerships with donors and stakeholders as well as consortia

This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal for “Healthy Culture: Create a workplace culture that invites collaboration, innovation, and continuous growth, in line with the university’s strategy to foster a culture and work environment that rewards faculty and staff for their contributions, supports a balance between work and life, and inspires individuals to work together to achieve at the highest level of their abilities.”

The primary key performance indicator for this objective was produced by the ISU Foundation. A secondary indicator for this objective was the comparison of interlibrary loan expenditures associated with the new Iowa distribution network.

The following figures show information related to the performance indicators for Objective F1.

- Figure 20. Objective F1 Performance Indicator – Courier Partnership Savings
- Figure 21. Objective F1 Performance Indicator – ISU Foundation Total Revenue

Figure 20. Courier partnership savings

Academic libraries across the state of Iowa, including the Iowa State University Library, established a statewide courier service partnership in 2016. This partnership produced an estimated savings of $3,954.50 in FY17 and $6,861.95 in FY18 (an increase of 73%).
Figure 21. Trend in ISU Foundation Total Revenue FY14 – FY18

This chart shows the increasing trend for total revenue provided to the ISU Library through the partnership with the ISU Foundation.
Objective F1 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective F1 are shown in Figure 22.

Figure 22. Objective F1 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Meeting Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courier Service Partnership Savings</td>
<td>Increase in the total savings generated by the courier service in FY18 compared to FY17</td>
<td></td>
</tr>
<tr>
<td>ISU Foundation Total Revenue Trend</td>
<td>Upward trend in the total revenue provided by the ISU Foundation</td>
<td></td>
</tr>
</tbody>
</table>

Figure 20 shows that savings related to the courier service partnership that the library participates in increased between FY17 and FY18 by 73%.

Figure 21 shows the increasing trend in revenue related to the ISU Foundation, from FY14 through FY18.
**Objective F2. Align financial resources with priorities**

This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal for “Agile Organizational Structure: Work together to create and agile organizational structure that will stimulate new ways of working, thinking, and responding to user demands and a changing service environment.”

The primary key performance indicator for this objective was generated through a survey of the library’s management team designed to measure workplace priorities.

The following figures show information related to the performance indicators for Objective F2.

- Figure 23. Objective F2 Performance Indicator – LMT Survey

**Figure 23. Survey of LMT on library priorities**

- Gap Analysis - Satisfaction minus Importance - Top Ten
  - Design work and study spaces with an eye to flexibility and user needs for portability.
  - Develop a more visible library brand by strengthening our marketing and public relations efforts.
  - Conduct regular assessments of the library's current and future use of physical spaces to inform strategic changes to meet user needs.
  - Strengthen and expand relationships with our constituents by promoting our expertise through partnerships with campus units and the community.
  - Pursue designation of the library as the official university archives.
  - Increase the coordinated development of online tutorials and instruction materials for use both on the library website and in classroom sessions.
  - Prepare our undergraduate and graduate students with skills to find, evaluate, and use information in their personal, civic, and professional lives.
  - Ensure that work areas and collection space in branch and offsite locations are sufficient to provide excellent service.
  - Increase the efficiency, capacity and accessibility of our collection spaces.
  - Expand our efforts to educate users about the new information paradigms and evolving information practices.

- Gap
  - -2.0
  - -1.5
  - -1.0
  - -0.5
  - 0.0
  - 0.5
  - 1.0
  - 1.5
  - 2.0
  - 0.0000

Fiscal Year 2018 Report 30 September 26, 2018
**Figure 24. Trends in material expenditures**

This chart shows the trend in electronic format material expenditures is increasing, while print format related expenditures are decreasing.

**Figure 25. Trends in salary expenditures**

This chart shows the trends in FTE counts and total salary expenditures for the different employee classifications in place in the library.
Objective F2 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective F2 are shown in Figure 26.

Figure 26. Objective F2 Indicators

The Library Management Team (LMT) was asked to rate (5 point scale) the importance of library strategic plan objectives, and rate (5 point scale) their satisfaction with the library’s progress towards those objectives. By subtracting the average of the importance scores from the average of the satisfaction scores, gaps between importance and satisfaction were identified. The items with the largest gaps would be the objectives with relatively high ratings of importance, and relatively low ratings of satisfaction. Figure 23 shows the ten objectives (out of 32) with the largest gaps.

Note that four of the ten items shown in Figure 23 are related to library space issues. The library recently completed a comprehensive study of the library spaces, and is starting a multi-year phased approach to addressing library space issues. It will be interesting to track the impact these efforts have on these ratings in future years.

The library’s budget is adjusted on a year by year basis to align library financial resources with library priorities. Two examples of this are provided in this year’s report.

Figure 24 shows the trend in library expenditures related to electronic and print materials. For over five years now, more library collection expenditures are being allocated to electronic format materials, and less to print format materials.

Figure 25 shows the trend in library expenditures related to staff and their associated job classifications. In FY13, the library established the classification of academic librarian (within the Professional and Scientific classification category). Since establishing the academic librarian classification, more library resources, in both compensation and FTE counts, have been associated with the academic librarian classification.
Objective F3. Be data driven with material acquisition decisions and when promoting the value of investment in the library

This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal for “Dynamic collections: Collect, preserve, and make accessible our information resources and collections, in line with the university’s strategy to produce and share transformational research and creativity.”

The primary key performance indicators for this objective were created through comparisons of trends in selected monetized collection metrics for Iowa State University and our peer institutions. A secondary indicator for this objective was a review of ACRL metrics with the greatest increases and decreases from calendar year 2016 to calendar year 2017.

The following figures show information related to the performance indicators for Objective F3.

- Figure 27. Objective F3 Performance Indicator – Peer Comparison Material Expenditures
- Figure 28. Objective F3 Performance Indicator – Peer Comparison Staff Compensation per Student
- Figure 29. Objective F3 Supporting Information – Selected ACRL Metrics

Figure 27. Peer comparison material percentage of total library expense budget

This chart shows the Iowa State University Library, when compared to our peer institutions, was in the top five for ratio of material expenditures to total expenditures, as reported to the Association of Research Libraries for FY17.
Figure 28. Peer comparison salary per student

This chart shows the Iowa State University Library, when compared to our peer institutions, had the lowest ratio of salary expenditures per student FTE, as reported to the Association of Research Libraries in FY17.

Figure 29. ACRL metrics with greatest percentage increases and decreases between 2016 and 2017

This chart shows ACRL KPIs for the Iowa State University Library and their associated percentage change (either positive or negative) between 2016 and 2017. Note: Between 2016 - 2017, ACRL made changes to the definitions of some metrics related to reference and consultation services. These metrics have been excluded from this analysis.
Objective F3 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective F3 are shown in Figure 30.

Figure 30. Objective F3 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target Description</th>
<th>Meeting Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Materials in Overall Expense Budget</td>
<td>Ranked in the top half of ISU peer institutions for this metric</td>
<td>yellow</td>
</tr>
<tr>
<td>Salary per Student</td>
<td>Ranked in the lower half of the ISU peer institutions for this metric</td>
<td>yellow</td>
</tr>
</tbody>
</table>

In FY17 (the most current year available), the Iowa State University library had the highest percentage of materials expenses to total expenses when compared with ISU peer institutions. Also, in FY17, the ISU Library had the lowest salary per student value when compared with ISU peer institutions. Both these values meet the targets established for Objective F3.

Information showing the largest changes in reported ACRL metrics for the ISU Library was also provided in this section (Figure 29). While no targets were set related to this information for this year’s report, this information may be of interest in identifying operational objectives for FY19. Note that many of the selected items in the chart are related to a shift in an increasing number of librarian FTE positions in the library.
Objective I1. Support a physical environment that inspires learning
This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal for “Physical Space: Pursue continuous improvement of the library’s internal and external physical spaces to provide an ambience conducive to learning and an environment that is safe for all users.”

The primary key performance indicator for this objective was a comparison of results of the annual CAC survey of library student workers for FY17 and FY18. Secondary indicators related to the use of the library’s equipment checkout program were also developed for Objective I1.

The following figures show information related to the performance indicators for Objective I1.

- Figure 31. Objective I1 Performance Indicator – Student Rating Scores
- Figure 32. Objective I1 Performance Indicator – Student Rating Score Comparison
- Figure 33. Objective I1 Performance Indicator – Laptop Checkout
- Figure 34. Objective I1 Performance Indicator – Equipment Checkout Unique Users
**Figure 32. Student ratings comparison**

<table>
<thead>
<tr>
<th>Student Ratings of Library Technology and Spaces - FY18 compared to FY17</th>
</tr>
</thead>
<tbody>
<tr>
<td>THERE ARE AN ADEQUATE NUMBER OF PUBLIC-USE COMPUTERS IN THE MAIN LIBRARY</td>
</tr>
<tr>
<td>THERE ARE AN ADEQUATE NUMBER OF BLACK AND WHITE PRINTERS IN THE MAIN LIBRARY</td>
</tr>
<tr>
<td>THERE ARE AN ADEQUATE NUMBER OF SCANNERS IN THE MAIN LIBRARY</td>
</tr>
<tr>
<td>THE USAGE OF DIGITAL SIGNAGE IN THE LIBRARY TO PROVIDE HELP AND ASSISTANCE IS ADEQUATE</td>
</tr>
<tr>
<td>THERE ARE AN ADEQUATE NUMBER OF GROUP/COLLABORATIVE STUDY SPACES</td>
</tr>
<tr>
<td>THERE ARE AN ADEQUATE NUMBER OF INDIVIDUAL STUDY SPACES</td>
</tr>
<tr>
<td>OVERALL AVERAGE</td>
</tr>
<tr>
<td>THERE ARE AN ADEQUATE NUMBER OF COLOR PRINTERS IN THE MAIN LIBRARY</td>
</tr>
<tr>
<td>THE CAPACITY OF THE WIRELESS NETWORK IS ADEQUATE IN THE MAIN LIBRARY</td>
</tr>
<tr>
<td>THE AVAILABILITY OF ELECTRICAL POWER IS ADEQUATE IN THE MAIN LIBRARY</td>
</tr>
</tbody>
</table>

This chart shows the average student rating (5 point scale with 5 = high) for various library technology and space items. The overall rating on these items increased from 3.18 in FY17 to 3.33 in FY18, an increase of 5%.

**Figure 33. Use of equipment checkout – laptop checkout**

The number of laptops checkouted through the library’s equipment checkout program increased from 4,874 in FY17 to 7,142 in FY18, an increase of 46%.
Objective I1 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S3 are shown in Figure 35.

Figure 35. Objective I1 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Meeting Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Ratings of Technology and Spaces</td>
<td>Increase in the overall average rating score in FY18 compared to FY17</td>
<td></td>
</tr>
<tr>
<td>Equipment Checkout Usage - Laptops</td>
<td>Increase in the number of laptop checkouts in FY18 compared to FY17</td>
<td></td>
</tr>
<tr>
<td>Equipment Checkout Usage - Unique Users</td>
<td>Increase in the number of unique users of equipment checkout services in FY18 compared to FY17</td>
<td></td>
</tr>
</tbody>
</table>

Based on results of the library’s annual CAC survey of student employees, the average rating for satisfaction with library spaces and technology was higher in FY18 when compared with FY17. The library’s equipment checkout program also saw an increase in the number of laptop checkouts, and the number of unique users of the equipment checkout services, in FY18 when compared to FY17. Based on this information, stop-light ratings of “meets target” was assigned to the performance indicators for Objective I1.
**Objective I2. Support both physical and online environments that are inclusive, accessible, and inspire scholarship**

This objective connects to the university’s strategic goal to “Continue to enhance and cultivate the ISU Experience where faculty, staff, students, and visitors are safe and feel welcomed, supported, included, and valued by the university and each other.” This objective also connects to the library’s strategic goal for “Responsible and anticipatory resources and services: Anticipate the diverse needs our users. Respect and respond to each user's request.”

The primary key performance indicator for this objective was generated by a review of user experience related action items resulting from usability studies conducted in FY18. Here is a list of action items identified and completed in FY18:

- Implementation of the new Primo user interface
- Facet group order rearrangement
- Moving format type position in results list
- Advanced search link visibility improved

A secondary indicator was a review of results specific to the library from the campus-wide climate survey conducted in FY18. The survey question related to staff comfort level with department climate was selected as an indicator related to the library’s goal to provide an inclusive environment.

The following figure shows information related to the performance indicators for Objective I2.

- Figure 36. Objective I2 Performance Indicator – Comfort level with department climate
Objective I2 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective I2 are shown in Figure 37.

Figure 37. Objective I2 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Meeting Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility Action Items Identified by Usability Studies</td>
<td>Completion of one or more action items to improve library accessibility, identified by usability studies</td>
<td>Yellow</td>
</tr>
<tr>
<td>Campus Climate - Department Climate Comfort Level</td>
<td>No difference in response distribution between library staff and other university staff</td>
<td>Yellow</td>
</tr>
</tbody>
</table>

The Library’s Quick Search was switched to Ex Libris’ Primo New User Interface (UI) in June 2017. The new UI puts all information about an item in one panel, rather than using separate tabs as before. Utility functions, such as Citation, Print, and Email are easily found by a set of icons. The font is larger with more space, making it easier to read. Nine user experience test participants in Spring 2018 were able to complete their tasks and made favorable remarks about the ease of using Quick Search, except for one participant who believed there are too many reviews in the results.

User experience testing of Quick Search resulted in changes aimed at making it easier to refine a search. The facet group order was rearranged, moving the Format Type up to the second position, under Availability. The Advanced Search link was made more visible, as some users were not aware of it.

Unfortunately, the new UI does not work with the NVDA screen reader, so a link to the old version was retained for accessibility. The problem has been submitted to Ex Libris.

For the performance indicator tied to usability study work in FY18, the target for FY18 was to conduct user experience studies and use results from those studies to identify and complete one or more action items to improve the usability and accessibility of the library’s online platform. The FY18 target was met for this performance indicator (see list of action items above).

For the performance indicator tied to library staff’s comfort level with their department’s climate, no significant difference was found between the response distribution of library staff and other university professional staff that responded to the Campus Climate survey conducted in FY18. This indicator suggests that the comfort level of library staff with their department’s climate is like the comfort level of other staff across the campus, with their respective departments.
Objective I3. Easy access to superb collections that enable transformational research and learning

This objective connects to the university’s strategic goal to “Enhance the university’s research profile by conducting high impact research that addresses the grand challenges of the 21st century.” This objective also connects to the library’s strategic goal for “Dynamic collections: Collect, preserve, and make accessible our information resources and collections, in line with the university’s strategy to produce and share transformational research and creativity.”

The primary key performance indicator for this objective was a comparison of Primo search statistics for FY17 and FY18.

The following figures show information related to the performance indicators for Objective I3.

- Figure 38. Objective I3 Performance Indicator – Primo Search Statistics
Figure 38. Primo search statistics

This chart compares the total number of Primo searches in FY17 (1,185,640) and in FY18 (1,061,721), a decline of 10%.

This chart shows the declining trend in the number of Primo searches over the last two fiscal years.
Objective I3 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S3 are shown in Figure 39.

Figure 39. Objective I3 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Missed Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primo Search Statistics</td>
<td>Increase in the number of Primo searches in FY18 compared to FY17</td>
<td></td>
</tr>
</tbody>
</table>

As shown in Figure 38, the number of searches using the library’s discovery tool is declining. While the target for this indicator was to see an increase in the number of searches, the actual decline in searches may not be a good indicator of the ease of access to library collections. The decline in the use of the library search tool may simply be an indicator that library patrons are finding alternative paths to collection materials. A deeper assessment of Objective I3, using COUNTER analytics, will be a library assessment work task in FY19.
Objective I4. Communicate effectively with internal and external stakeholders

This objective connects to the university’s strategic goal to “Continue to enhance and cultivate the ISU Experience where faculty, staff, students, and visitors are safe and feel welcomed, supported, included, and valued by the university and each other.” This objective also connects to the library’s strategic goal for “Engagement: Engage our stakeholders as we demonstrate the library’s value to the campus, in line with the university’s strategy to provide high quality experiences for students, faculty and staff.”

The primary key performance indicator for this objective was an analysis of the web analytics related to the news and events feature of the library website.

The following figures show information related to the performance indicators for Objective I4.

- Figure 40. Objective I4 Performance Indicator – Library total news article views
- Figure 41. Objective I4 Performance Indicator – Library individual news article views
Objective I4 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective I4 are shown in Figure 42.

Figure 42. Objective I4 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Meeting Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the Library Website News Feature</td>
<td>Successful launch of the redesigned library website news feature</td>
<td>🟢</td>
</tr>
</tbody>
</table>

A redesign of the news section of the library website was implemented with the redesign of the home page in August 2017. Between August and December, data on news article page views are not available. After December the total views over all news items increased.

Comparing the seven months before the redesign and the seven months after data became available, individual articles have been viewed for a longer period of time after the redesign, with an average 1.9 months before and average 2.9 months after. (Medians: 1 month before the redesign and 2 after).

Most viewed news items since December (AWStats page views):

- Free digital access to the New York Times and Wall Street Journal is available to the campus community. (677)
- Register now for University Library spring workshops (539)
- New Miller Grants available for Iowa State instructors (506)
- Iowa State University Library will preserve historical films thanks to CLIR grant (414)
- Parks Library is open 24/7 April 22-May 4, 2018. (332)

The target for Objective I4 was to have a successful launch of the redesigned library news feature. Figure 40 and 41 show total views of news items has increased, and news items are being viewed longer, following the redesign launch. Based on this, an assignment of a “meets target” stop-light rating for the I4 target was made.
Strategy Map – Learning Perspective

Objective L1. Partner with users to stimulate new ways of working, thinking, and responding to their needs

This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal for “Engagement: Engage our stakeholders as we demonstrate the library's value to the campus, in line with the university's strategy to provide high quality experiences for students, faculty and staff.”

The primary key performance indicator for this objective was to track library user experience studies and surveys conducted in FY18.

Over the course of FY18, the library assessment team engaged patrons through a variety of surveys, studies, and data analysis. Here is a list of some of these activities:

- LMT Survey
- CAC Survey
- Principles of Community Survey
- Quick Search Website User Experience Study
- Article Indexes and Databases Website User Experience Study
- Library Website Home Page User Experience Study (in progress)
- User Survey GPA and Master Thesis Analysis (in progress)

Objective L1 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective L1 are shown in Figure 43.

Figure 43. Objective L1 Indicators

The FY18 target for Objective L1 was to conduct four or more surveys/studies seeking feedback from patrons and/or staff related to their needs and user experience with the library. The list of patron and staff surveys above shows selected examples of this work in FY18. The FY18 target was met for this performance indicator.
Objective L2. Create a workplace culture that invites collaboration, innovation, and continuous growth

This objective connects to the university’s strategic goal to “Continue to enhance and cultivate the ISU Experience where faculty, staff, students, and visitors are safe and feel welcomed, supported, included, and valued by the university and each other.” This objective also connects to the library’s strategic goal for “Healthy Culture: Create a workplace culture that invites collaboration, innovation, and continuous growth, in line with the university’s strategy to foster a culture and work environment that rewards faculty and staff for their contributions, supports a balance between work and life, and inspires individuals to work together to achieve at the highest level of their abilities.”

The primary key performance indicator for this objective was a review of results specific to the library from the campus-wide climate survey conducted in FY18. A secondary indicator was a review of results from a feedback survey related to a Principles of Community Workshop provided to all library staff.

The following figures show information related to the performance indicators for Objective L2.

- Figure 44. Objective L2 Performance Indicator – Principles of Community Survey Responses
- Figure 45. Objective L2 Performance Indicator – Principles of Community Survey Score Averages
- Figure 46. Objective L2 Performance Indicator – Principles of Community Survey Scores by Division
- Figure 47. Objective L2 Performance Indicator – Campus Climate procedures for advancement are clear
- Figure 48. Objective L2 Performance Indicator – Campus Climate staff are provided resources to pursue professional development
- Figure 49. Objective L2 Performance Indicator – Campus Climate salaries are competitive

Figure 44. Principles of Community responses
Library staff were asked to rate each Principle of Community area as a strength, acceptable, or area for improvement. Staff were asked to rate themselves (individual), their department, and the library overall. This chart shows the average score for each area by each rating category.

Respondents were asked: How effective was the session in getting conversations started in the library related to the Principles of Community? Scores could range from 0 - 100. The scoring guide was: Extremely Ineffective (0-25), Ineffective (26-50), Effective (51-75), Extremely Effective (76-100).
Figure 47. Campus Climate procedures for advancement are clear

2017 Campus Climate Survey - Procedures for advancement are clear - ISU library staff compared to university staff

Library staff were statistically different from other P&S staff. Forty-three percent of library workers agreed or strongly agreed that there were clear procedures on how to advance at ISU compared to 21% of Other P&S staff.

Figure 48. Campus Climate staff are provided resources to pursue professional development

2017 Campus Climate Survey - Provided resources to pursue professional development - ISU library staff compared to university staff

Library personnel were significantly more likely than other professional staff to agree or strongly agree that their supervisors provided training and professional development opportunities.
Figure 49. Campus Climate salaries are competitive

2017 Campus Climate Survey - Salaries are competitive - ISU library staff compared to university staff

- 45% agreed or strongly agreed
- 28% disagreed or strongly disagreed
- 27% neutral

Compared to non-library professional staff, library workers were significantly more positive with salary competitiveness.
Objective L2 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective L2 are shown in Figure 50.

**Figure 50. Objective L2 Indicators**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Missed Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Community (PoC)</td>
<td>Library wide PoC performance ratings equal to or greater than individual staff performance ratings</td>
<td></td>
</tr>
<tr>
<td>Campus Climate - Procedures for advancement are clear</td>
<td>No difference in response distribution between Library staff and other university staff</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Campus Climate - Salaries are competitive</td>
<td>No difference in response distribution between Library staff and other university staff</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Campus Climate - Staff are provided resources to pursue professional development</td>
<td>No difference in response distribution between Library staff and other university staff</td>
<td>Exceeding Target</td>
</tr>
</tbody>
</table>

Library staff were asked to rate each Principle of Community (PoC) area as a strength, acceptable, or area for improvement. Staff were asked to rate themselves (individual), their department, and the library overall. Figure 44 shows the percentage of responses for each PoC area by each rating category. Figure 45 shows the average score for each area by each rating category.

The expectation is that library staff would recognize the collective work being done across the library and tend to rate library wide performance higher than individual or department level performance. Instead, this survey found staff rating their individual efforts higher than department and library-wide efforts.

Figure 46 is included to show PoC average rating scores by library division. All division average scores were in the “effective” rating range (51-75), with the average overall score of the “Other” group coming in highest at 73 (out of 100). There was no specific performance indicator tied to this piece of information.

Figures 47, 48, and 49 show comparisons of response distributions for selected questions from the Campus Climate survey between library staff and other professional staff that responded to the survey conducted in the fall of 2017. Overall, library personnel reported being optimistic and satisfied in their work at ISU. When compared with other Professional and Scientific staff, they were more positive than non-library staff about salary, opportunities for advancement, and professional development opportunities.
Objective L3. Promote and convey a culture of assessment and accountability

This objective connects to the university’s strategic goal to “Ensure access to the ISU Experience – including an exceptional education offering practical, global, and leadership experiences that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.” This objective also connects to the library’s strategic goal for “Agile Organizational Structure: Work together to create and agile organizational structure that will stimulate new ways of working, thinking, and responding to user demands and a changing service environment.”

The primary key performance indicator for this objective was a comparison of library assessment related information sharing tasks in FY17 and FY18. A secondary indicator was a comparison of Alma and Primo Analytics usage in FY17 and FY18.

The following figures show information related to the performance indicators for Objective L3.

- Figure 51. Objective L3 Performance Indicator – Assessment Communication Tasks
- Figure 52. Objective L3 Performance Indicator – Alma Analytics Usage

Figure 51. Library assessment communication tasks

<table>
<thead>
<tr>
<th>Task</th>
<th>Fiscal Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>1 on 1 meetings with LMT Members</td>
<td></td>
</tr>
<tr>
<td>Content added to the Library Assessment Website</td>
<td></td>
</tr>
<tr>
<td>Library Operational Data Collection</td>
<td></td>
</tr>
<tr>
<td>Monthly LMT Library Assessment Updates</td>
<td></td>
</tr>
<tr>
<td>Usability Reports for the Discovery User Experience Team</td>
<td></td>
</tr>
<tr>
<td>Usability Reports for the Website User Experience Team</td>
<td></td>
</tr>
<tr>
<td>Mid-Year Library Assessment Update</td>
<td></td>
</tr>
<tr>
<td>Monitized Indicator Report to the Library Advisory Committee</td>
<td></td>
</tr>
<tr>
<td>Report to the Librarian Assembly</td>
<td></td>
</tr>
<tr>
<td>Year-End Library Assessment Report</td>
<td></td>
</tr>
</tbody>
</table>

Library assessment communication channels used in FY18 compared to FY17.
Objective L3 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective L3 are shown in Figure 52.

Library assessment related information is shared with library stakeholders using a variety of communication channels. Library assessment communication activities were greater and more varied in FY18 compared to FY17 (see Figure 51).

The collection of information related to the usage of Alma Analytics by library staff began in May of 2018. With only two months of data reported, this information is not yet useful as a performance indicator. But as Alma Analytics usage data is collected going forward, the trend in Alma Analytics usage by library staff will be a good indicator of growth of “self-service” data analysis trends in the library.

Figure 52 is included in this year’s report in order to establish a baseline measure, and as an example of what to expect to see in future years related to this performance indicator.
Next Steps
Library assessment tasks can emerge quickly. The Library Assessment Team strives to be agile in our work. Our work cannot be complete without the assessment tasks completed by many of our colleagues in the library. For every task we are engaged with there are multiple colleagues that contribute their portion of time and effort engaging in assessment, evaluation, strategy, and wise decision making for the library operations day in and day out.

The following Calendar of Actives provides an outline of assessment related work known at this time that is expected to be conducted throughout FY19.

Calendar of FY19 Assessment Activities

**July**
- Fiscal Year End Report Draft

**August**
- Fiscal Year End Report Final

**September**
- Library Assessment Plan annual updates and target setting

**October**
- Presentation at UMWUG
- Special project work (TBD)

**November**
- Special project work (TBD)

**December**
- Presentation at ARL Assessment Conference
- Prep for mid-year report

**January**
- Mid-year report

**February**
- Spring survey and special projects (TBD)

**March**
- Spring survey and special projects (TBD)

**April**
- Spring survey and special projects (TBD)

**May**
- Spring survey and special projects (TBD)

**June**
- Prep for year-end report

**Ongoing**
- Tableau Visualization Maintenance
  - Gate Counts
  - Chat Statistics
  - Wireless Statistics
  - ARL Peer Comparisons
  - ACRL Metrics
  - Digital Initiatives Analytics
- TRAC monthly fulfillment report
- Alma and Primo Analytics Report Development
- Google Analytics Analysis

**Project topics under consideration**
- Diversity, equity, and inclusion (DEI) assessment framework development
- ACRL Project Outcomes Task Force
- Regent level outreach and collaboration
- Assessment in support of library culture
- Student panel sample survey
- Library analysis of learning indicators