Iowa State University Library Assessment Plan

Fiscal Year 2019 Report

November 2019

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

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Acknowledgement

Thanks to library staff members Susan Vega-Garcia and Norma Dowell for their assistance and contributions to this report. Thanks to members of the Library Management Team for their feedback and suggestions related to the library’s assessment plan and the development of the annual assessment report.

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

**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

**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

**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 second 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 (FY19). A yellow mark (●) indicates measurable performance on this objective was flat in FY19. A red mark (▼) indicates measurable performance declined for this objective in FY19.

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>Strategy Map Objective</th>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthen information literacy skills for the ISU community and beyond</td>
<td>Library LibGuide Average Views</td>
<td>Maintain the average views in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Library LibGuide Total Views</td>
<td>Maintain the total views in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Library Workshop Average</td>
<td>Maintain the average attendance in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Attendance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Library Workshop Total</td>
<td>Maintain the total attendance in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Attendance</td>
<td></td>
</tr>
<tr>
<td>User needs and priorities are met and/or exceeded</td>
<td>Library Chat Statistics Totals</td>
<td>Maintain chat totals in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Library Chat Statistics Trends</td>
<td>Level trend in the number of chats from July 2015 through June 2019</td>
</tr>
<tr>
<td></td>
<td>Library Study Room Bookings</td>
<td>Maintain the total number of room bookings in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Library Website Pageviews</td>
<td>Maintain the total number of library website pageviews in FY19 compared to FY18</td>
</tr>
<tr>
<td>Grow the use of archival and other university produced materials while expanding the</td>
<td>Total Digital Collections Page</td>
<td>Maintain the total number of Digital Collection page views in FY19</td>
</tr>
<tr>
<td>scope of digital and special collection services</td>
<td>Views</td>
<td>compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Total Digital Repository Downloads</td>
<td>Maintain the total number of DR downloads in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Total Digital Repository Uploads</td>
<td>Maintain the total number of DR uploads in FY19 compared to FY18</td>
</tr>
<tr>
<td>Strategy Map Objective</td>
<td>Indicator</td>
<td>Target</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------</td>
<td>--------</td>
</tr>
<tr>
<td>Increase financial resources through partnerships with donors and stakeholders as well as consortiums.</td>
<td>Courier Service Partnership Savings</td>
<td>Maintain the total savings generated by the courier service in FY19 compared to FY18</td>
</tr>
<tr>
<td>ISU Foundation Total Revenue Trend</td>
<td>Level trend in the total revenue provided by the ISU Foundation</td>
<td>![Exceeding Symbol]</td>
</tr>
<tr>
<td>Align financial resources with priorities</td>
<td>Trend in expenditures for print and electronic materials</td>
<td>Maintain the trend in the total expenditures for materials</td>
</tr>
<tr>
<td></td>
<td>Trend in expenditures for salaries by employee classification</td>
<td>Maintain the trend in total salary expenditures</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 at the mid-point of the ISU peer institutions for this metric</td>
</tr>
<tr>
<td></td>
<td>Salary per Student</td>
<td>Ranked at the mid-point of the ISU peer institutions for this metric</td>
</tr>
</tbody>
</table>
### Strategy Map Key Performance Indicator Summary - Internal Perspective FY19

<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>Maintain the number of laptop checkouts in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Equipment Checkout Usage - Unique Users</td>
<td>Maintain the number of unique users of equipment checkout services in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Student Ratings of Technology and Spaces</td>
<td>Maintain the overall average rating score in FY19 compared to FY18</td>
</tr>
<tr>
<td>Support both physical and online environments that are inclusive, accessible, and inspire scholarship</td>
<td>Happy/Sad Face Score</td>
<td>50% of responses are Excellent, Good, or Fair</td>
</tr>
<tr>
<td></td>
<td>Welcomeness Score from Student Survey</td>
<td>Mean score of 4.0 on 5 point scale for all respondents</td>
</tr>
<tr>
<td>Easy access to superb collections that enable transformational research and learning</td>
<td>Primo Search Statistics Totals</td>
<td>Maintain the number of Primo searches in FY19 compared to FY18</td>
</tr>
<tr>
<td></td>
<td>Primo Search Statistics Trend</td>
<td>Level trend in the Primo searches in FY17 through FY19</td>
</tr>
<tr>
<td>Communicate effectively with internal and external stakeholders</td>
<td>Improve the Library Website News Feature</td>
<td>Maintain the number of news item pageviews in FY19 compared to FY18</td>
</tr>
</tbody>
</table>

### Strategy Map Key Performance Indicator Summary - Learning Perspective FY19

<table>
<thead>
<tr>
<th>Strategy Map Objective</th>
<th>Indicator</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<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 patron related studies conducted in FY19</td>
</tr>
<tr>
<td>Create a workplace culture that invites collaboration, innovation, and continuous growth</td>
<td>Library Diversity, Equity, and Inclusion (DEI) Indicators</td>
<td>Develop one DEI Indicator</td>
</tr>
<tr>
<td>Promote and convey a culture of assessment and accountability</td>
<td>Alma Analytics Usage</td>
<td>Level 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 FY19 compared to FY18</td>
</tr>
</tbody>
</table>
Strategy Map – Service Perspective

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 FY18 and FY19. 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
This chart compares total library workshop attendance for FY17, FY18, and FY19. Total attendance in FY19 was 144, up from 85 in FY18.

This chart compares average library workshop attendance for FY17, FY18 and FY19. Average attendance in FY19 was 11.07, up from 5.313 in FY18.
Figure 4. Library LibGuides

Total Number of LibGuide Views - FY17, FY18, and FY19

This chart compares the total number of LibGuide views for FY17, FY18, and FY19. In FY19 there were 380,857 LibGuide views, up from 213,903 views in FY18 and 138,511 views in FY17.

Average Number of LibGuide Views - FY17, FY18, and FY19

This chart compares the average number of LibGuide views for FY17 and FY18. In FY18 there were an average of 724.1 LibGuide views, up from 468.1 in FY18 and 297.8 in FY17.
This chart shows the top ten library libguides, as measured by total views in FY19 (red bar). Total FY18 (orange) and FY17 (blue) views for each of the selected libguides is also shown.
Objective S1 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S1 are shown in Figure 6.

**Objective S1 Indicators**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>FY18</th>
<th>FY19</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library LibGuide Average Views</td>
<td>Maintain the average views in FY19 compared to FY18</td>
<td></td>
<td></td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Library LibGuide Total Views</td>
<td>Maintain the total views in FY19 compared to FY18</td>
<td></td>
<td></td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Library Workshop Average Attendance</td>
<td>Maintain the average attendance in FY19 compared to FY18</td>
<td></td>
<td></td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Library Workshop Total Attendance</td>
<td>Maintain the total attendance in FY19 compared to FY18</td>
<td></td>
<td></td>
<td>Exceeding Target</td>
</tr>
</tbody>
</table>

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, FY18, and FY19, and Figure 4 shows the LibGuide performance measures comparing FY17, FY18, and FY19.

The expectation for these four performance measures were that levels attained in FY18 would be maintained in FY19. All four performance measures exceeded this goal by showing increases in FY19.

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 FY19. The chart compares the number of views for each of these guides in FY19 with the number of views they had in FY18. Many of these guides had increases in the number of views from FY18 to FY19.
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 a comparison of the usage of the library’s chat service for FY18 and FY19, the comparison of library study room reservations for FY18 and FY19, and the comparison of website pageviews for FY18 and FY19.

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 and Chat Trend
- Figure 9. Objective S2 Performance Indicator – Website pageviews

*Figure 7. Study room usage*

This chart shows the comparison of the total number of study room bookings for FY17, FY18 and FY19. The total number of room bookings in FY19 was 15,144, down from 16,325 in FY18.
Figure 8. Chat counts

Chat Count Trends FY16-FY19

This chart shows the trend in number of chats has remained flat from FY16 through FY2019.

Chat Count by Hour of Day FY16-FY19

This chart shows the 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, and in FY19 there were 1,094 total chats.
Figure 9. Website page views

Website Pageview Totals - FY18 and FY19

This chart compares the number of pageviews for the library home page as reported by Google Analytics. Pageviews went from 1,234,165 in FY18 to 612,144 in FY19, a 50% decrease.

Website Pageview Comparison - FY18 and FY19

This chart compares the number of pageviews for various library website pages. Comparing FY18 and FY19, pageviews for the AID page went down, while pageviews for library spaces pages went down, while pageviews for library hours, ILL, equipment checkout, and library job information went up.
Objective S2 Usability Studies Key Findings and Action Items

Note: This section of the report provides an update from usability testing associated with the library homepage redesign. Testing was conducted in the Fall of 2018.

Overall, the redesign seems to be largely successful in terms of being able to find information. Four out of nine participants clearly said that it was well-organized or easy to use or find what they need. No one said the opposite (full usability report).

Both the navigation bar and the icon area seemed to be useful, although some individuals gravitated to one more than the other. The mega menus we had previously may have made some pages more visible than they are now, as an example, the “Get Something That’s Not Available” page:

Figure 10. Get Something That’s Not Available page views

There may be too much content on the home page. Comments included “I never scroll down,” “there’s too much stuff.” Home page views have declined (by 27% in the server side statistics, 50% in Google Analytics), and it appears this steeper downward trend started at the time of the redesign, although it’s unknown whether it was caused by the redesign. Links to the library from Canvas may have contributed, or it could be part of an ongoing trend.

Figure 11. Home page views
Possible problems found in Fall 2018 Usability Study:

- Terminology: it was unclear to participants what Digital Repository, Special Collections and University Archives, and Digital Initiatives mean, as they clicked on them to find other things. The Digital Repository has a clear explanation of what it is, but participants can become really lost in the SCUA site while they are searching for an unrelated topic. Participants were also confused by the scope choices in Quick Search.
- In Quick Search, the Locate button was not easy to see and not as easy to deal with as having the floor link displayed in the result, as it formerly was. Addressed by the StackMap solution (not tested for usability yet).
- It is difficult to find out how to request an item. Request dialog is rather cryptic. If searching ISU Libraries, it doesn’t say what kind of request it is (recall/hold, interlibrary loan). In the usability interviews, “Sign in to see more features” did not seem to be compelling. Changed to “Sign in to request, save searches, and more”. The number of sign-ins almost tripled after the banner was added with “Sign in to see more features” but remained constant after the text was changed. The same pattern was seen for Alma physical requests. Document Delivery requests went up then went down (Figure 12). There’s also no easily found explanations of Partner Libraries.

Figure 12. Trends in sign-ins, physical item requests, and document deliveries after implementation of sign-in banner and text change in Quick Search.
Objective S2 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S2 are shown in Figure 13.

Figure 13. Objective S2 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library Chat Statistics Totals</td>
<td>Maintain chat totals in FY19 compared to FY18</td>
<td>Missed Target</td>
</tr>
<tr>
<td>Library Chat Statistics Trends</td>
<td>Level 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>Maintain the total number of room bookings in FY19 compared to FY18</td>
<td>Missed Target</td>
</tr>
<tr>
<td>Library Website Pageviews</td>
<td>Maintain the total number of library website pageviews in FY19 compared to FY18</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 website page views (see Figures 9). The target for the library chat trend performance indicator was met. The other performance indicator targets for this objective were not met.

Even though website page views were down by 50% (Google Analytics, 27% in server logs) in FY18 compared to FY19, several specific library website pages saw increases in page views in FY19. Examples of these pages were interlibrary loan, equipment checkout, library job information, and library hours.
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 FY18 and FY19.

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

- Figure 14. Objective S3 Performance Indicator – Digital Collection Page View Analytics
- Figure 15. Objective S3 Performance Indicator – Digital Repository Total Downloads
- Figure 16. Objective S3 Performance Indicator – Digital Repository Uploads

Figure 14. Digital Repository page view analytics

Digital Collections Pageviews - FY17, FY18, and FY19

<table>
<thead>
<tr>
<th>Year</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2017</td>
<td>140K</td>
</tr>
<tr>
<td>FY2018</td>
<td>130K</td>
</tr>
<tr>
<td>FY2019</td>
<td>120K</td>
</tr>
</tbody>
</table>

Sum of Value for each Day Index (group). Color shows details about Day Index (group). The data is filtered on Category, which keeps Digital Collections Pageviews.
Figure 15. Digital Repository total downloads

This chart compares the total number of downloads from the ISU Library digital repository for FY17, FY18, and FY19. There was a 42% increase in downloads in FY19 compared to FY18.

Figure 16. Digital Repository uploads

This chart compares the total number of uploads from the ISU Library digital repository for FY17, FY18, and FY19. There was a 52% decrease in uploads in FY19 compared to FY18.
Objective S3 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective S3 are shown in Figure 17.

**Figure 17. Objective S3 Indicators**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Digital Collections Page Views</td>
<td>Maintain the total number of Digital Collection page views in FY19 compared to FY18</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Total Digital Repository Downloads</td>
<td>Maintain the total number of DR downloads in FY19 compared to FY18</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Total Digital Repository Uploads</td>
<td>Maintain the total number of DR uploads in FY19 compared to FY18</td>
<td>Missed Target</td>
</tr>
</tbody>
</table>

The increase in total digital repository downloads as well as the decrease in digital repository uploads in FY19 compared to FY18 was expected. While content is being added to the repository at a slower rate than in the past, the additional content that is added 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 and use of the digital repository on the ISU campus.

The increase in overall page views for the digital collection’s sites indicate that the content is being used more often. Looking forward to FY20, 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.
Strategy Map – Financial Perspective

Objective F1. Increase financial resources through partnerships with donors and stakeholders as well as consortiums

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 18. Objective F1 Performance Indicator – Courier Partnership Savings
- Figure 19. Objective F1 Performance Indicator – ISU Foundation Total Revenue

Figure 18. Courier partnership savings

[Graph showing savings for FY17, FY18, and FY19]
Figure 19. Trend in ISU Foundation Total Revenue FY14 – FY19

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 20.

Figure 20. Objective F1 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courier Service Partnership Savings</td>
<td>Maintain the total savings generated by the courier service in FY19 compared to FY18</td>
<td>Missed Target</td>
</tr>
<tr>
<td>ISU Foundation Total Revenue Trend</td>
<td>Level trend in the total revenue provided by the ISU Foundation</td>
<td>Exceeding Target</td>
</tr>
</tbody>
</table>

Figure 18 shows that savings related to the courier service partnership that the library participates in decreased by 90% in FY19 compared to FY18.

Figure 19 shows the increasing trend in revenue related to the ISU Foundation, from FY14 through FY19. There was a significant increase in revenue in FY19 compared to 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 21. Objective F2 Performance Indicator – Trend in material expenditures
- Figure 22. Objective F2 Performance Indicator – Trend in salary expenditures

*Figure 21. Trends in material expenditures*

This chart shows the overall trend for library materials is increasing.

*Figure 22. Trends in Library Expenditures for Print and Electronic Format Types FY12 - FY19*

This chart shows the trend in electronic format material expenditures is increasing, while print format related expenditures are decreasing.
**Figure 22. Trends in salary expenditures**

This chart shows the trend in total salary expenditures is increasing.

**Trends in Library Salary Expenditures and FTE Counts for Employee Classification Groups FY14 - FY19**

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 23.

Figure 23. Objective F2 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Exceeding Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trend in expenditures for print and electronic materials</td>
<td>Maintain the trend in the total expenditures for materials</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td>Trend in expenditures for salaries by employee classification</td>
<td>Maintain the trend in total salary expenditures</td>
<td>Exceeding Target</td>
</tr>
</tbody>
</table>

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 21 shows the trend in library expenditures related to materials. For over five years now, more library collection expenditures are being allocated to electronic format materials, and less to print format materials. The overall trend in material expenditures is increasing.

Figure 22 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.

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

- Figure 24. Objective F3 Performance Indicator – Peer Comparison Material Expenditures
- Figure 25. Objective F3 Performance Indicator – Peer Comparison Staff Compensation per Student

Figure 24. 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 FY18.
Figure 25. 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 FY18.
Objective F3 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective F3 are shown in Figure 26.

Figure 26. Objective F3 Indicators

In FY18 (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 FY18, the ISU Library had the lowest salary per student value when compared with ISU peer institutions.
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, FY18 and FY19. 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 27. Objective I1 Performance Indicator – Student Rating Score Comparison
- Figure 28. Objective I1 Performance Indicator – Laptop Checkout
- Figure 29. Objective I1 Performance Indicator – Equipment Checkout Unique Users

Figure 27. Student ratings comparison

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%, and continued to increase to 3.39 in FY19 (a 2% increase).
Figure 28. Use of equipment checkout – laptop checkout

Laptop Equipment Checkout - FY17, FY18, and FY19

The number of laptop check-outs through the library’s equipment checkout program increased from 4,874 in FY17 to 7,142 in FY18, to 7,357 in FY19. This is an increase of 51% from FY17 through FY19.

Figure 29. Use of equipment checkout – unique users

Count of Unique Users of the Library Equipment Checkout Program - FY17, FY18, and FY19

The number of unique users of the library’s equipment checkout program increased from 1,130 in FY17 to 2,221 in FY18, to 2,725 in FY19. This is an increase of 140% between FY17 and FY19.
Objective I1 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective I1 are shown in Figure 30.

Figure 30. Objective I1 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student Ratings of Technology and Spaces</strong></td>
<td>Maintain the overall average rating score in FY19 compared to FY18</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td><strong>Equipment Checkout Usage - Laptops</strong></td>
<td>Maintain the number of laptop checkouts in FY19 compared to FY18</td>
<td>Exceeding Target</td>
</tr>
<tr>
<td><strong>Equipment Checkout Usage - Unique Users</strong></td>
<td>Maintain the number of unique users of equipment checkout services in FY19 compared to FY18</td>
<td>Exceeding Target</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 FY19 when compared with FY18. 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 FY19 when compared to FY18. 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 obtained from results of the 2019 student survey. In the survey, students were asked to rate four different welcomeness indicators:

- I am welcome in the library
- I am comfortable in the library
- I feel respected in the library
- I work best in the library

A secondary indicator was from a Happy/Sad face feedback device in the library. The device collects feedback to the question “How are you doing today?”

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

- Figure 31. Objective I2 Performance Indicator – Welcomeness results from 2019 student survey
- Figure 32. Objective I2 Performance Indicator – Happy/Sad face survey results
Figure 31. 2019 Student Survey Welcomeness results

Average Score on Welcomeness Questions in Student Survey - FY19

Figure 32. Happy/Sad feedback

Happy/Sad Face Survey - How are you doing today

During the second half of FY19, a Happy/Sad face device was used to collect climate feedback from users of the library. The device prompt was “How are you feeling today?” This chart shows the percentage for each available choice (Excellent - Good - Fair - Poor - Very Poor).
Objective I2 Review of prediction analysis from the 2019 Student Survey

For the question “I feel able to get my best work done at the library” from the 2019 Spring Student Survey, an analysis compared the probability of agreeing to that statement by averages of importance and satisfaction respondents had with three other items, while adjusting for gender, race/ethnicity, discipline, and frequency of building use:

- Space to work individually
- Space to work collaboratively
- Electrical outlets and chargers.

These items were compared by averaging importance and satisfaction ratings for each, and predicting the probability of agreeing that “I feel able to get my best work done at the library” at an average of 4 (out of a 5 point scale) to an average of 3 for each of the items.

For undergraduates, space to work individually and space to work collaboratively were nearly equally important (about 5% more likely to agree), and more important than electrical outlets in predicting that they would agree that “I feel able to get my best work done at the library.” For graduate students, collaborative space made no difference, while individual space also predicted about 5% higher probability of agreeing. International students were more likely to agree that they were able to get their best work done at the library than other groups.

In contrast, for the question “To what extent have the Library’s resources and services contributed to your academic success?” a higher view of collaborative space for both undergraduates and graduate students predicted little change in the probability of responding “Very much.” For undergraduates, individual space was important. Undergraduates who had an average importance and satisfaction of 4 on a 5-point scale were 9% more likely to respond “very much” compared to those who averaged 3.

More building use (4 times per month compared to 1 time per month) was almost as important a predictor as library resource usage for undergraduates (10% higher probability of saying the library contributes “very much” to their success.)
Figure 34. Analysis of predictors for responding that the library's resources and services contribute “very much” to academic success.

Difference in probability of responding that the library’s resources and services contribute “very much” to academic success, at different levels of each predictor. Collaborative space and individual space compared at an average importance and satisfaction of 4 to an average importance and satisfaction of 3 (five-point scale, with 5 being the highest importance/satisfaction). Resource use and building use compared at 1 time per month and 4 times per month. Race/ethnic groups compared to white group as baseline.
Objective I2 Performance Indicators Observations and Discussion
The collection of stoplight indicators for Objective I2 are shown in Figure 35.

*Figure 35. Objective I2 Indicators*

<table>
<thead>
<tr>
<th>Objective I2. Support both physical and online environments that are inclusive, accessible, and inspire scholarship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indicator</td>
</tr>
<tr>
<td>Happy/Sad Face Score</td>
</tr>
<tr>
<td>Welcomeness Score from Student Survey</td>
</tr>
</tbody>
</table>

During the Spring 2019 semester, the library acquired a survey kiosk from a company called ViewPoint. The device is designed to use a simple happy/sad face interface to collect feedback about how users are feeling. Users are prompted with a question like “Overall, how satisfied were you with your visit today?” and they can select from five emoji faces in response.
Over 60% of users using the device responded either excellent, good, or fair to the prompt “How are you feeling today.

The Library conducted a customer feedback survey of students during the Spring semester. Undergraduate, graduate, and post-doc students were surveyed. The survey included a set of questions designed to measure the Welcomeness of the library.

- I feel welcome in the library
- I feel comfortable in the library
- I feel respected in the library
- I work best in the library

The mean score for all four questions on a five-point scale exceeded 4.0.
**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 FY18 and FY19.

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

- Figure 36. Objective I3 Performance Indicator – Primo Search Statistics
Figure 36. Primo search statistics

This chart compares the total number of Primo searches in FY17 (1,185,640), FY18 (1,061,721), and FY19 (960,992). From FY17 to FY19 this was a decline of 19%.

Trend in Primo Searches FY17 - FY19

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 I3 are shown in Figure 37.

Figure 37. Objective I3 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Missed Target</th>
<th>Exceeding Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primo Search Statistics Totals</td>
<td>Maintain the number of Primo searches in FY19 compared to FY18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primo Search Statistics Trend</td>
<td>Level trend in the Primo searches in FY17 through FY19</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As shown in Figure 36, the number of searches using the library’s Primo discovery tool is declining. While the target for this indicator was to maintain 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 FY20.
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 items posted on the library website.

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

- Figure 38. Objective I4 Performance Indicator – News item page views
A redesign of the news section of the library website was implemented with the redesign of the home page in August 2017. To update last year’s report, the previous 12 months (October 2018 through September 2019) are compared to the last 12 months of the old design.

In this comparison, again individual articles have been viewed for a longer period of time after the redesign, with median time periods of 2 months before the redesign and 6 months after.

Most viewed news items since October 2018 (AWStats (server log) page views):

<table>
<thead>
<tr>
<th>News article</th>
<th>Date published</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>New works of art at Parks Library highlight contemporary women artists</td>
<td>May 24, 2019</td>
<td>391</td>
</tr>
<tr>
<td>New Miller Grants available for Iowa State instructors</td>
<td>Feb 13, 2018</td>
<td>399</td>
</tr>
<tr>
<td>Parks Library is open 24/7 Dec. 2-14, 2018</td>
<td>Nov 28, 2018</td>
<td>433</td>
</tr>
<tr>
<td>Open and Affordable Education Committee launches new website.</td>
<td>Feb 08, 2019</td>
<td>493</td>
</tr>
<tr>
<td>New York Times subscription will continue.</td>
<td>Jan 10, 2018</td>
<td>756</td>
</tr>
<tr>
<td>EBSCOHost Academic Search Elite</td>
<td>Aug 24, 2005</td>
<td>796</td>
</tr>
<tr>
<td>Your Privacy – protected by the law and librarians for over a century</td>
<td>Apr 09, 2019</td>
<td>873</td>
</tr>
<tr>
<td>Checkout various types of technology from Tech Lending in Parks Library</td>
<td>Sep 20, 2017</td>
<td>1125</td>
</tr>
<tr>
<td>2018-19 budget book is available.</td>
<td>Sep 11, 2018</td>
<td>1173</td>
</tr>
<tr>
<td>Free digital access to the New York Times and Wall Street Journal is available to the campus community.</td>
<td>Mar 14, 2018</td>
<td>2636</td>
</tr>
</tbody>
</table>

The target for Objective I4 was for the continued success of the redesigned library news feature. Figure 39 show total views of news items has remained higher, and individual news items are being viewed longer, following the redesign launch. The table also shows that specific resources are important (New York Times, Wall Street Journal, and the EBSCOHost general search database). The number of views for the out-of-date EBSCOHost news page suggests a need for this general search database to be easier to find.

About 15% of the searches for a specific database in the new LibGuides Article Indexes and Databases page 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. R&I is adding “Ebsco” or “ProQuest” to database descriptions.
Figure 39. News article page view trends, aggregate and individual.

Objective I4. Communicate effectively with internal and external stakeholders

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Exceeding Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the Library Website News Feature</td>
<td>Maintain the number of news item pageviews in FY19 compared to FY18</td>
<td>Exceeding Target</td>
</tr>
</tbody>
</table>
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 FY19.

Over the course of FY19, the library assessment team engaged patrons through a variety of surveys, studies, and data analysis. Here is a list of some of these activities:

- 2019 Student Survey
- CAC Survey
- Library staff technology training survey
- Project Outcome equipment survey
- Project Outcome study room survey
- Library Website Home Page User Experience Study
- User Survey GPA and Master Thesis Analysis

Objective L1 Performance Indicators Observations and Discussion
The collection of stoplight indicators for Objective L1 are shown in Figure 41.

Figure 41. Objective L1 Indicators

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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Exceeding Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patron Surveys and Studies</td>
<td>Four patron related studies conducted in FY19</td>
<td></td>
</tr>
</tbody>
</table>

The FY19 target for Objective L1 was to conduct four 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 FY19. The FY19 target was exceeded 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 to develop at least one indicator related to the library’s diversity, inclusion and equity efforts.

Thanks to the assistance of Susan Vega-Garcia, Library Assistant Dean for Inclusion and Equity, three indicator were provided for inclusion in the FY19 report.

*Figure 42. All staff training feedback rating*

The library conducted several all-staff diversity, equity, and inclusion (DEI) training sessions in FY2019. Training evaluation surveys were sent to staff, who were asked to rate session effectiveness and presenter effectiveness. Responses for all sessions were combined. In the combined data set, most responders rated both the session and presenter as very effective (70% and 82% respectively).
Figure 43. DEI library events

Diversity, Equity, and Inclusion (DEI) Library Events - FY2019

- Book Exhibit - APIDA Heritage Month
- Book Exhibit - Arab American Heritage Month
- Book Exhibit - Black History Month
- Book Exhibit - Indigenous Heritage Month
- Book Exhibit - Latinx Heritage Month
- Book Exhibit - Pride Month
- Book Exhibit - YWCA Stand Against Racism Week
- Film Night - APIDA Heritage Month
- Film Night - Black History Month
- Film Night - Indigenous Heritage Month
- Film Night - Latinx Heritage Month
- Other Events - Human Library: DEI Storytelling Event

Figure 44. Participation in library book study

Staff Participation in the White Fragility Book Study

Over the course of the FY2019 academic year, the library conducted studies of the book “White Fragility” by Robin DiAngelo. All staff were invited to participate.
Objective L2 Performance Indicators Observations and Discussion

The collection of spotlight indicators for Objective L2 are shown in Figure 45.

Figure 45. Objective L2 Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Exceeding Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library Diversity, Equity, and Inclusion (DEI) Indicators</td>
<td>Develop one DEI Indicator</td>
<td>△</td>
</tr>
</tbody>
</table>

The FY19 target for Objective L2 was to develop at least one indicator related to the library’s diversity, equity, and inclusion efforts. Three indicators are included in this report:

- Scores from staff feedback on DEI training events
- List of DEI events held in FY2019
- Staff participation in library DEI book study

The FY19 target was exceeded for this performance indicator.
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 FY18 and FY19. A secondary indicator was a comparison of Alma and Primo Analytics usage in FY18 and FY19.

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

- Figure 46. Objective L3 Performance Indicator – Assessment Communication Tasks
- Figure 47. Objective L3 Performance Indicator – Alma Analytics Usage

Figure 46. Library assessment communication tasks

<table>
<thead>
<tr>
<th>Task</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 on 1 meetings with LMT Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content added to the Library Assessment Website</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library Operational Data Collection</td>
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<td>Report to the Librarian Assembly</td>
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<td>Year-End Library Assessment Report</td>
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<td>Student Survey</td>
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Library assessment communication channels used in FY19 compared to FY18 and FY17.
Objective L3 Performance Indicators Observations and Discussion

The collection of stoplight indicators for Objective L3 are shown in Figure 48.

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 FY19 compared to FY18 (see Figure 46).

The collection of information related to the usage of Alma Analytics by library staff began in May of 2018. Figure 47 shows the increasing trend in the number of Alma Analytics reports being run by the ISU library. This trend in Alma Analytics usage by library staff is considered a good indicator of growth of “self-service” data analysis trends in the library.
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 data driven decision-making for the library operations, day in and day out.

It will be important in the coming year to develop assessments tied to the new library two-year strategic framework. The assessment team will work to communicate out accomplishments related to the framework as they happen over the two-year period.

The following Calendar of Actives provides an outline of assessment related work that is expected to be conducted throughout FY20.
Calendar of FY20 Assessment Activities

July
- Student Survey Report Draft
- Fiscal Year End Report Data Collection
- Library Strategic Framework planning

August
- Fiscal Year End Report Draft
- Resident Librarian OnBoarding
- Poster at IDEAL’19

September
- Student Survey Report Final
- Fiscal Year End Report Final

October
- ARL VPO meeting
- Presentation at CLAW
- Special project work (TBD)

November
- Special project work (TBD)

December
- Library Strategic Framework planning
- Presentation at CNI (proposed)

January
- OpenAthens go-live

February
- Special projects (TBD)

March
- LITA presentation
- Spring survey and special projects (TBD)

April
- Spring survey and special projects (TBD)

May
- ELUNA presentation
- 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
- Collection Development Support
- Project Outcome related work
- GWLA GPA project support

Project topics under consideration
- Diversity, equity, and inclusion (DEI) assessment framework development
- Digital Collections environmental scan
- Resident librarian rotations
- ACRL Project Outcomes Editorial Board
- Regent level outreach and collaboration