

OCLC Research Library Partnership

Library Assessment Interest Group

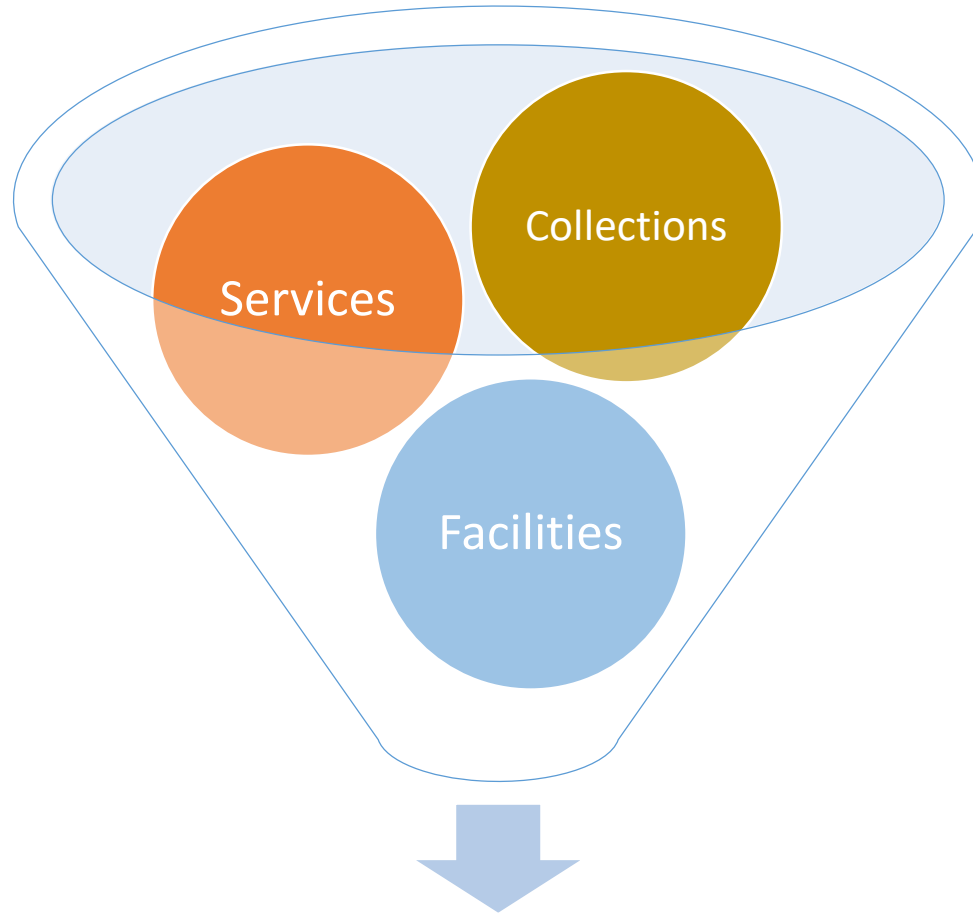
Esther Woo

Deputy University Librarian

The University of Hong Kong



PAST: Routine collection of statistics



Decision making, management of resources,
communication with stakeholders

PRESENT: A bigger tool box for more complicated assessments



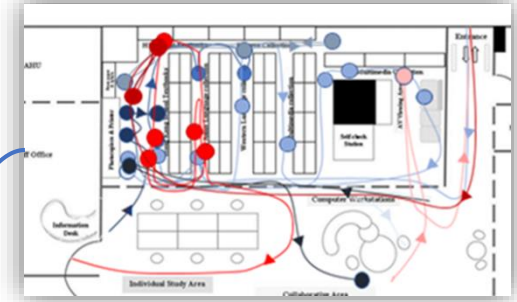
Non-Participant observation



Focus groups



Survey



Behavioral mapping



V&R research



User perceptions



New learning spaces



User behaviors



Webpage

CHALLENGE: Measuring impact





Related Topics

- [Advocacy](#)
- [Assessment, Evaluation & Planning](#)

Webinar Series: Evaluating and Sharing Your Library's Impact

WebJunction and OCLC Research / 08 March 2018



Ensure your library's programs and services are meeting patrons' needs and exceeding expectations by using evaluation techniques that demonstrate results. This three-part webinar series on user-centered assessment and evaluation will help you go from gut instinct to data-supported proof.

Bringing together research and practice from across library sectors, the series will cover the ins and outs of creating assessments that provide useful, actionable data. From figuring out what information you need for an effective assessment to applying your findings, the webinars will feature experts who will teach you to evaluate your programs and services in a way that empowers you to meet the unique and evolving needs of your patrons and make the case for how your library plays a critical role in your community.

This webinar series will include opportunities for questions and discussion with the presenters and fellow participants, so join us on your own or gather your whole team. And we have provided a [learner guide](#) with activities to complete between sessions to help you get the most out of the experience.

Who should attend?

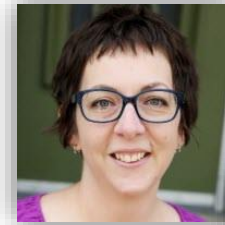
Public, academic, or research library staff who:

- have never worked with data before,
- have some experience but need a refresher, or
- would like to learn how to best leverage assessment data to benefit their library.



Webinars with assessment experts

- *User-centered Assessment: Leveraging What You Know and Filling the Gaps* (24 Apr 2018)
Kara Reuter
- *Digging into Assessment Data: Tips, Tricks, and Tools of the Trade* (14 Aug 2018)
Linda Hofschire
- *Take action: Using and Presenting Research Findings to Make Your Case* (3 Oct 2018)
Melissa Bowles-Terry
- Moderator / co-presenter
Lynn Connaway & Marie Radford



Interest group WebEx discussion

- Accommodate different time zones (Asia Pacific friendly + European friendly)
- Access to a wealth of resources incl. recording, slides, chat, learner guide, and related links
<https://www.webjunction.org/events/webjunction/presenting-research-findings.html>
- Post-webinar reflection and communication
- Survey by OCLC
- OCLC Research Hanging Together blog
<http://hangingtogether.org/?p=6795>
- SPECIAL NISO TRAINING SERIES - Assessment Practices and Metrics for the 21st Century

What, when, where, how?



Learning points and benefits

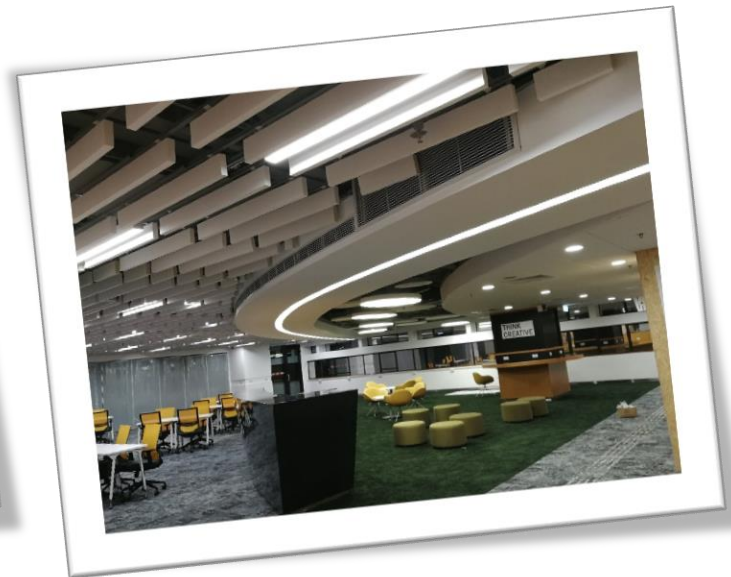
- Research question setting technique (no more gut feeling)
- Use of mixed & data driven methods (Qualitative + Quantitative – data triangulation & complementation)
- Sharing of projects and experience from individual participants/institutions
- Tailor made advice from OCLC - Assessment positions, story telling, etc.
- Building of connection internally and globally (Community of practice)

Janet Chow
Academic Services Librarian
St John's College
Cambridge



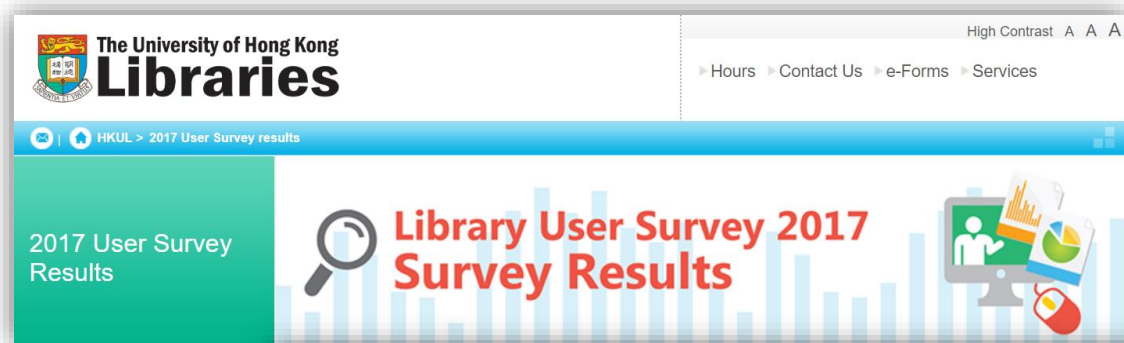
COMING: Application and innovation

- Usability test for revamped library webpage
- Brainstorming ideas for Annual Planning Day
- Identify areas of needs in budget submission
- Facilities and services in new learning spaces – compare pre and post usage of library facilities & user behaviors



COMING: Application and innovation

- Next biennial survey
- New ILS better use of analytics
- Spread the ideas to other librarians and institutions, e.g. 2019 HKUL Leadership Institute
- Research Assessment Exercise in Hong Kong (RAE 2020)





Merrilee Proffitt

Senior Program Officer, OCLC Research Library Partnership

Rebecca Bryant

Senior Program Officer, OCLC Research Library Partnership

Titia van der Werf

Senior Program Officer, Research, EMEA

Jennifer Peterson

WebJunction Community Manager, OCLC

