Assessment @ CUL

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Columbia University Libraries
ARL Presentation 2007
Program Coordinator for Marketing & Assessment

- New Position – March 2006
- Report to Director of Access Services
- Work with 20 departmental libraries and all divisions of the Libraries
- Responsibilities include:
  - Oversee assessment program
    - Surveys
    - Focus groups
    - Web usability studies
    - Observational studies
    - Data analysis
  - Chair Assessment Working Group
  - LibQual+ (every three years)
  - Do **not** report ARL statistics
Assessment Plan: The Process

• Form a posse
• Review guiding documents:
  – LibQual+ Surveys
  – User Input Interviews
  – Libraries Strategic Plan, 2006-2009
• Interview staff:
  – Collect examples of existing data
  – Discuss current practices, needs and barriers
Assessment Plan

• Three year plan
• Goals:
  – Understand our assessment needs
  – Outline project priorities
  – Build a culture of assessment
  – Support data-driven decision making
  – Create an environment of information transparency
  – Provide support for staff

“...simple... it's tricky.”

Seth Godin
Assessment Working Group

- Membership structure
- Responsibilities:
  - Manage assessment projects and liaise with clients
  - Assessment Forums for staff
  - Assessment Center website
Current Projects

• Quality Service Feedback Project
  – Access Services

• Usability Studies
  – Archives & Finding Aids Website
  – Course Reserves Interface

• Virtual Reference Assessment, Part II
  – Gathering user input
Long term…

• Develop a data center
• Create a User Research Program
• Find effective ways to communicate results
• Build a culture of assessment
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Thanks!

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