Assessment @ CUL

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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)
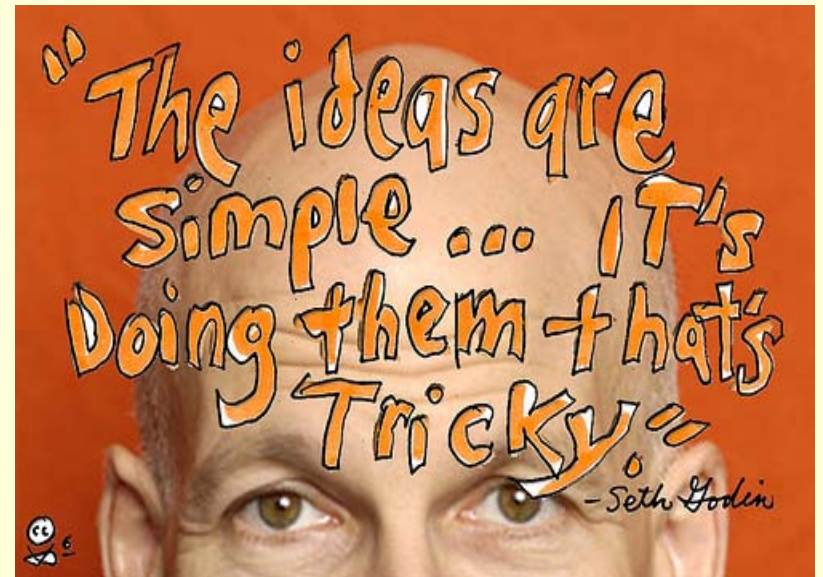 - Do **not** report ARL statistics

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

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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

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

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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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