Assessment Resource Office
Year-end Report for Fiscal:
March 2012-2013

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Executive Summary

This year was very dynamic for the Assessment Resource Office, with multiple changes being implemented. With the change in UL, several new projects and possible research studies were considered and explored; as well, Pia Russell was added to the ARO as a new part-time Assessment Projects Librarian, adding capacity, particularly in qualitative areas. This year, ARO staff supported projects in both statistics and assessment, as well as supporting librarian-led research projects. ARO staff also participated in regional workgroups and in conference organizing via COPPUL and CARL.

ARO staff provided support for library staff completing Ethics reviews, assisting with document preparation and submission, as well as liaising with the Ethics office and University Secretary’s Office where necessary.

ARO staff also provided support for research projects being undertaken in the libraries, creating or assisting in the creation of online surveys, completing data analysis, and writing reports. The main research method used by library researchers and supported by the ARO was surveys. The ARO also implemented LibQUAL+ 2013, as part of a consortial run of the survey organized by CARL.

Projects supported by the ARO this fiscal were undertaken at campus, provincial and national scales. ARO staff provided internal quality assessment support to many library units; for example the Curriculum Library Food Policy Pilot, the Instructional Video Assessment, the Music and Media Headphones Survey and the Strategic Plan Surveys. These opportunities to work with other units across the libraries also allowed for ARO staff to familiarise library staff with the services provided by the ARO.

Regular statistics projects, such as the monthly Client Services statistics, and the annual CARL and CPSLD statistics also engaged ARO staff time over the year.

For 2013-2014, the main goals for the ARO are:

1. To continue providing existing assessment and statistics services to library staff and expand to include the provision of more qualitative advising, based on skills held by the Assessment Projects Librarian and the Director.
2. To continue providing support to both individual research projects, such as study leaves and specialised librarian research projects, and internal quality assessment projects.
3. To explore new ways of demonstrating library value, and support the university’s needs through the delivery of library value data.
4. To examine in detail collections assessment issues in collaboration with Collections Management Services.
5. To work with Research and Learning librarians to evaluate the libraries’ workshops and instructional programs, as mandated in the Libraries’ Strategic Plan.
1.0 Projects and Achievements

1.1 Statistics

1.1.1 Client Services Statistics
As in previous years, monthly summarized statistics were prepared for all seven service points within Client Services, and were reported on the libraries’ SharePoint webpage. ARO staff responded to requests for Client Services data from all units, providing both raw data and more formal reports. Changes to the online statistics widget were coordinated with and implemented by John Durno. Data entry for times where data were submitted past the time period was completed by John Durno or Ben Sheaff. Systems staff also corrected input errors where necessary.

1.1.2 Unit statistics
Unit statistics were prepared in April/May 2012, with data collected from the following units: Archives and Special Collections, Client Services, Continuing Studies, Law, Reference and Collection Management Services. These data were then evaluated for accuracy and collated in an MS Excel worksheet.

1.1.3 CARL statistics
CARL statistics were reported in November/December 2012, and were entered in the CARL web-form. Historically UVic has not reported Question 5 (electronic usage data) to CARL, however we will begin reporting these data in 2013-14. The ARO is in discussion with Lisa Petrachenko, Acquisitions and Electronic Resources Librarian, on how best to collect and report these numbers.

1.1.4 CPSLD statistics
CPSLD statistics were requested in June 2012, and were collated from the unit year-end data submitted by all units. Statistics were submitted in an Excel format to CPSLD. There was some discussion regarding potential errors in the data (e.g. comparing our hours with UBC, it appears that we need to re-examine how we are calculating this as they are calculating it differently). This issue will be investigated in the following fiscal.

1.1.5 Library equivalent volumes
ARO staff prepared statistics to be reported to the BC Ministry of Advanced Education by UVic’s Institutional Analysis and Planning Unit using Ministry guidelines.

1.1.6 Stack Maintenance Review
ARO staff provided graphs and data for the Stack Maintenance Review completed by Gwen Bird (COPPUL executive director), Lisa Petrachenko and Paul Totzke.
1.1.7 General statistics requests
ARO staff also provided statistics on demand to library staff, and to campus and external requestors. These requests generally were either for data or graphs, or both. One to three requests per month were common for most of the year.

1.1.8 Collections Budget Analysis
The ARO analyst is working with Lisa Petrachenko and Ken Cooley to design a review of the collections budget, in the event that Jonathan would like to take a collections budget forward to university administration to request more money be allocated to the collections budget. The analyst’s role is to prepare graphs and visual materials for the report.

1.2 External Working/Task Groups

1.2.1 COPPUL ROI / Library Value Working Group
The ARO analyst is a member of this working group, which is tasked with examining the topics of ROI and library value as they relate to COPPUL members. The group is designing a workshop for COPPUL directors that will be held in fall 2013, focusing on the assessment of ROI and value as related to collections.

1.2.2 Inaugural Canadian Library Assessment Workshop (CLAW)
The ARO analyst is a member of the organizing committee for CLAW 2013. This workshop is aimed mainly at CARL member libraries wanting to conduct assessment, and will include the CARL statistics, an “Assessment 101” session, and sessions on measuring the library’s impact on research, the value of collections, and communicating assessment results.

1.3 Software

1.3.1 Fluid Surveys
The ARO analyst researched and recommended the adoption of a new survey software, Fluid Surveys, which will provide better survey customization while addressing privacy issues from the previous survey software, SurveyMonkey, which was hosted in the US, where data were exposed to the risk of being accessed via the US Patriot Act. The analyst downloaded all historical surveys and the data collected from SurveyMonkey, and transferred current surveys to the new software.
1.4 Research Support

1.4.1 Support for ethics applications for research projects
ARO staff provided support to individuals in the library who needed to complete applications for research to the Human Research Ethics Committee. Assistance generally took the form of consulting with the project investigators, providing advice on the Ethics Review process, providing recommendations on how best to fill in the application based on research project criteria, and preparing the application or assisting in preparing the application.

1.4.2 Asian Studies Reference Services Pilot Survey
ARO staff assisted Ying Liu and her colleague Jing Liu of UBC with a project to survey Asian Studies librarians about their observations regarding the delivery of Asian Studies reference services. ARO staff assisted with preparing the Ethics application and securing Ethics approval for the project, survey design, survey implementation and management, and results reporting. The results of the pilot survey showed that there have been changes in both the volume and type of Asian Studies reference questions; these results were published in an article in 2012.

1.4.3 Research Librarian Study
The ARO analyst assisted Shailoo Bedi and Christine Walde in preparing their Human Research Ethics application for this project, a qualitative study to examine the experiences of academic librarians embedded in faculty research teams.

1.5 Assessment

1.5.1 General support for assessment projects
ARO staff provided support where necessary for brief questions about assessment, e.g. reviewing focus group questions or survey questions.

1.5.2 LibQUAL+ 2013
The LibQUAL+ 2013 survey was implemented in February/March 2013, with a total of 4,250 undergraduate, graduate and faculty invited to participate in the survey. ARO staff managed the survey settings, liaised with University Systems to have an email sample created and have invite emails sent, monitored survey progress, closed the survey, filled in the representativeness questionnaire and downloaded results. Raw comments will be coded in the next fiscal year, and results presentations will be presented to library staff and Senate Committee on Libraries in April 2013.

1.5.3 Curriculum Library Study
ARO staff finalized the report on the assessment of the Curriculum Library; the assessment was completed during the previous fiscal year.
1.5.4 **Library Help Videos Assessment**
ARO staff completed an assessment of the library help video tutorials created by Justin Harrison, Learning Commons Librarian, and Abby Pollen, a co-op student, in order to assess student reactions to the videos. ARO staff designed and implemented a questionnaire for each of seven selected help videos in an interview format with 25 student volunteers. Students were asked to view the help video, then answer questions about video speed, voice-over, and content. ARO staff completed the interviews/questionnaires in writing, asking questions to increase detail where necessary. The results were then written up into a report, which was shared with Justin.

1.5.5 **Music and Media Headphones Survey**
The ARO implemented a survey of Music and Media headphones borrowers to examine their feelings around two different types of headphones, since Bill Blair, Music Librarian, was interested in knowing whether borrowers preferred the more expensive and dual purpose noise-cancelling headphones or the cheaper studio headphones. ARO staff designed the survey in coordination with Bill, printed surveys, entered data, and created a report. Overall, most users preferred the noise-cancelling headphones since they were more comfortable and were dual purpose, allowing users to choose either music or silence depending on their need.

1.5.6 **Local Survey Research**
To support the new strategic directions for the Libraries, the ARO has begun to investigate using our own locally-developed user experience survey, similar to the University of Washington and others who have decided not to participate in LibQUAL+, but rather to develop their own survey. Given the limitations of LibQUAL+, the ARO will be putting more effort into developing such a survey. The related work this year involved researching locally-developed surveys in both the literature and through listservs. Examples of qualitative research initiatives were also researched.

1.5.7 **Strategic Plan Surveys**
The ARO managed two strategic plan surveys this year, the first an all-staff survey, the second a librarians-only survey. ARO staff created surveys, edited them, collaborated with the UL and other stakeholders, collected and analysed data, and created results reports. These projects involved the purchase and use of a new software, ThoughtStream, the implementation of which the ARO managed.

1.5.8 **UVic Libraries Website User and Staff Surveys**
The ARO analyst worked with the Website Redesign Committee to create two surveys to assist with gathering user feedback for the website redesign process. The first survey was designed to assess user opinions and use of the libraries website, and the second to assess staff opinions about the website. ARO staff created and managed the online surveys, downloaded the results and created results reports and reports summarizing the results’ major themes, which were presented to the Committee.
1.5.9 **Curriculum Library Food Policy Pilot**
This food policy pilot was evaluated by the ARO in several ways. First, the ARO created a table where staff could note any observations around food in the library; second, the ARO created a regular observation sheet where staff would conduct observations about people eating and the impact on library space. ARO staff also interviewed students with a short questionnaire about the pilot; the response was overwhelmingly positive from the students interviewed, and they had no major concerns about the pilot.

1.5.10 **Analytics**
The ARO began investigating how analytics might support demonstrating the libraries’ value to university administration, including research on what other institutions are doing with analytics, and meetings with UVic parties to discuss potential projects. These discussions involved University Systems and Institutional Planning and Analysis, as they would be supporting any data management project.

1.5.11 **Librarian Grants and Research Survey**
This project was undertaken to assess librarian research interests and grant-funding experience. The ARO assisted Christine Walde, Grants and Awards Librarian, to create the survey. ARO staff managed the survey, downloaded and analysed data, and created a results spreadsheet and report.

1.5.12 **2013 Student Assistant and Library Monitor Survey**
ARO staff worked with Marthease Cassar and Chris Smith to update the previous survey while maintaining the survey goals. The ARO created and maintained the online survey, downloaded and analysed results, and prepared a results report which was delivered to the Circulation and Technical Support Units.

1.5.13 **Music and Media Equipment Assessment**
The ARO worked with Bill Blair and Rich McCue to create a brief assessment of the video cameras lent out at the Music and Media service point. The assessment was intended to provide data on how and for what purposes the students were using the cameras in order to inform decision-making on purchases of new equipment. The ARO created paper surveys, entered and analysed the data, and created a results report.

1.5.14 **Staff Training Survey**
The ARO worked with the SDO to create a new training survey assessing staff training interests, in order to better prioritise the training offered by the SDO. The survey will be implemented in summer 2013.

1.5.15 **Collections Assessment Projects**
The ARO is working with Lisa Petrachenko and Ken Cooley to investigate potential assessment projects that relate to assessing the use of collections. The first project which will be undertaken will be to assess the use of books purchased on an approval plan compared to those purchased by request of the subject selectors. Currently, a brief project overview has been created, and implementation and analysis will follow in the new fiscal.
2.0 Goals and future projects for 2013-14

The ARO will focus in the coming year on assessment projects that support operations and the implementation of the libraries new strategic directions, focusing on student success, measuring library value, and supporting learning and research. ARO staff will continue to offer support to library staff in study leave, research, assessment and statistics projects, expanding to also offer more support for qualitative forms of assessment.

Major assessment goals include creating a locally-developed undergraduate survey that will be ready to piloted in the spring of 2014, working on assessing the use of the collection in conjunction with Ken Cooley and Lisa Petrachenko, supporting librarian research projects and study leaves, and conducting assessments at the service points within the Academic Commons, including the Loan Desk, Music and Media, the LCAs and the Curriculum Library.

Goals related to statistics are to continue collecting statistics and to consider new ways of presenting these data so that they may be the most useful possible, as well as to re-evaluate our statistics collection on an ongoing basis to be sure that the stats collected are those providing sound data for planning and decision-making.

3.0 Contact information

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