Institutional Effectiveness Assessment Plan
for Georgia State University Library

Department/Unit: University Library
Created: September 16, 2009
Revised: September 30, 2009
October 6, 2009
October 14, 2009
October 28, 2009

Mission Statement: The Georgia State University Library, as a partner in Georgia State University's mission of teaching, research, and service, provides leadership in accessing and using information for Georgia's urban research university. Additionally, the Library is part of a wide network of information providers that serves the citizens of Atlanta, the state of Georgia, and the scholarly community worldwide.

The Library collaborates in the pursuit of the University's initiatives, as expressed in the University's Strategic Plan, of excellence and distinctiveness by
- ensuring high quality service, consultation, and comprehensive reference services to students, faculty and other clients
- providing enhanced access to information and contributing to global, networked information resources
- acquiring, managing, and preserving information resources in a broad range of formats
- creating an environment conducive to learning and research
- recognizing the importance of the library as a place on a university campus with inviting, comfortable, secure and networked spaces for learning and research
- teaching information retrieval and evaluation using current and emerging technologies
- building an organization that fosters cultural diversity
- providing leadership in a variety of cooperative and reciprocal programs.
- In pursuit of its mission and vision, the University Library is equally committed to the six core values described on the About the Library web page, http://www.library.gsu.edu/about/.

Goal: To improve the research and teaching experience of faculty and graduate students by creating positive associations with the library. The library may generate such associations by improving the usability of resources, services, and spaces and providing superior customer service.

Intended Outcome 1: Graduate students have the opportunity to provide input on the designation of dedicated space for graduate students in the library.

Measure 1*: The library assesses graduate students' study space needs and desires.

‣ **Target 1**:** The library will conduct at least three focus groups with graduate students to gather feedback about dedicated library space.

Data Collection and Analysis and Responsibility:
- Assessment & Staff Development: Conduct focus groups with graduate students and write summary reports of results

Utilization of Findings***:
Data gathered from focus groups will be presented to the Library Administrative Council for review and to inform decisions regarding whether to designate library space for graduate students.

‣ **Target 2:** The library will create a method of soliciting ongoing feedback on the use of library space during graduate student orientations and other meetings.

Data Collection and Analysis and Responsibility:
- Research Services, Special Collections, and Assessment & Staff Development: Work together to develop a method of soliciting feedback

Utilization of Findings:
The method of soliciting ongoing feedback from graduate students will be implemented during FY11.

1.1.1: Training & Assessment has conducted 2 focus groups with graduate students and will conduct 1 or 2 more before the end of the fiscal year.

1.1.2: This group has been formed, and there probably isn't a need for this group. During focus groups, graduate students indicated that short, directed surveys would be the best way to gather ongoing feedback, so this is the method that will be used.

Intended Outcome 2: Faculty and graduate students have access to a redesigned library website more tailored to their research and teaching needs.

Measure 1: The library conducts usability studies on a prototype of the redesigned web site with graduate students and faculty.

▸ **Target 1:** The library will conduct one round of task-based usability studies on the new library web site with graduate students and/or faculty before the redesigned site is launched.

Data Collection and Analysis and Responsibility:
- Web Redesign Working Group: Conducts usability studies with faculty and graduate students and write summary reports

Utilization of Findings:
Data gathered from usability studies will direct changes to the new web site design.

2.2.2: Representatives from IS&T conducted usability tests on behalf of the Web Redesign group.

Measure 2: The library creates web resources specifically for faculty and graduate students.

▶ **Target 1:** The Creative Manager will create a digital faculty brochure and make it available from the web site.

Data Collection and Analysis and Responsibility:
- Creative Manager, Web Development Librarian: Creative Manager creates digital brochure and works with Web Development Librarian to provide it from the library web site

Utilization of Findings:
If the Creative Manager does not produce and publish a digital faculty brochure, he will provide details to the Library Administrative Council on why the project was not completed.

▶ **Target 2:** The library will publish at least one blog post per week that is targeted to faculty and graduate students.

Data Collection and Analysis and Responsibility:
- Web Development Librarian: Creates "For faculty," "For graduate students," and "University publication" blog subject categories
- Creative Manager: Creates guidelines for blog posts
- All library employees: While all library employees are responsible for posting and tagging appropriate content, the following employees have primary responsibility for publishing content: Jason Puckett, Sarah Steiner, Christian Steinmetz, Tammy Sugarman, Bill Walsh.
- Assessment & Staff Development: Investigates a more qualitative measurement of the usefulness of blog posts targeted to faculty and graduate student audiences

Utilization of Findings:
Blog posts will be filtered by category to determine how many are published in each category. If there are low numbers in the three identified categories, the Library Administrative Council will determine better methods of balancing the work of posting to the blog and investigate the appropriateness of the blog medium as a communication channel with faculty and graduate students. The Assessment & Staff Development Librarian will report on whether a more qualitative measurement of usefulness of blog posts can and should be implemented.

2.2.1: Christian Steinmetz

2.2.2:
- The Web Development Librarian has created the blog categories, and they're being used.
- The Creative Manager created guidelines for blog posts.
- Employees are actively contributing appropriate items to the blog.
- The Web Development Librarian added a rating system to the blog.

Intended Outcome 3: Faculty and graduate students experience improved library services.

Measure 1: Faculty and graduate students are satisfied with customer service provided by library employees.

▸ **Target 1:** Results of a survey indicate that the majority of faculty and graduate students responding to the survey are satisfied or extremely satisfied with the customer service provided by library employees.

Data Collection and Analysis and Responsibility:
- Assessment & Staff Development: Administers LibQUAL+™ Lite and an internally produced survey to gauge customer service satisfaction

Utilization of Findings:
Survey results that do not meet or exceed "satisfied" or an equivalent level on a numeric scale will be reported to the Library Administrative Council in order to generate ideas for improving customer service.

▸ **Target 2:** Results of a secret shopper assessment project indicate that the customer service provided by library employees is rated as excellent or good the majority of the time.

Data Collection and Analysis and Responsibility:
- Research Services, Access & Media Services, Special Collections, Assessment & Staff Development: Work together to produce a rubric against which service will be evaluated. Recruit and train secret shoppers.

Utilization of Findings:
If assessment results do not meet or exceed "good," they will be reported to the Library Administrative Council in order to generate ideas for improving customer service.

3.1.1: LibQUAL+, which was sent to faculty and graduate students, closed on April 12. The custom survey we developed internally and that also was sent to faculty and graduate students will close on April 14. Both surveys contained items that will help evaluate customer service.

3.1.2: The secret shopper program is underway. The scripts and evaluation rubrics have been developed. We are working with an MLS program to recruit shoppers.

Intended Outcome 3, continued: Faculty and graduate students experience improved library services.

Measure 2: The library provides enhanced services for faculty and graduate students.

▸ **Target 1:** The policy is changed to allow graduate students to check out bound periodicals.

Data Collection and Analysis and Responsibility:
- Access & Media Services

Utilization of Findings:
If the policy is not changed, Access & Media Services will report back to the Library Administrative Council and provide an explanation.

▸ **Target 2:** Access & Media Services investigates the implementation of a desk-to-desk, in-person delivery service for physical materials requested by faculty.

Data Collection and Analysis and Responsibility:
- Access & Media Services

Utilization of Findings:
Access & Media Services will report to the Library Administrative Council on the requirements and feasibility of implementing the service. LAC will determine whether the service should be implemented.

▸ **Target 3:** Access & Media Services investigates the implementation of a service to pull books upon request by faculty and graduate students and hold them at the Circulation Desk.

Data Collection and Analysis and Responsibility:
- Access & Media Services

Utilization of Findings:
Access & Media Services will report to the Library Administrative Council on the requirements and feasibility of implementing the service. LAC will determine whether the service should be implemented.

3.2.1: Bound periodicals checkout by grad students - Access & Media Services

3.2.2: Feasibility of in-person delivery of physical items requested by faculty - Access & Media Services

3.2.3: Feasibility of request and hold service for faculty and graduate students - Access & Media Services

Intended Outcome 3, continued: Faculty and graduate students experience improved library services.

Measure 3: The library provides training on resources specifically for faculty and graduate students.

▸**Target 1:** The library conducts at least 10 non-course-specific workshops or training sessions for faculty and graduate students on library tools and resources.

Data Collection and Analysis and Responsibility:
- Collection Development: Works with vendor representatives to schedule training sessions on products for faculty and graduate students
- Research Services, Special Collections: Create, schedule, market/announce, and present workshops on various products and resources

Utilization of Findings:
If fewer than 10 workshops are conducted (due to zero attendance), representatives from Collection Development, Research Services, and Special Collections will meet to discuss ways to improve marketing and attendance and report them to the Library Administrative Council.

Intended Outcome 4: Faculty and graduate students have a forum within the library for promotion and presentation of their research.

Measure 1: The library recognizes newly tenured/promoted faculty.

▸**Target 1:** The library honors each faculty member tenured/promoted in spring 2010 with a book plate in the book of their choice and a virtual book plate in the corresponding library catalog record.

Responsibility:
- Library Administration: Solicits list of newly tenured/promoted faculty from university administration.
- Creative Manager: Designs book plates
- Collection Development: Contacts newly tenured/promoted faculty and solicits from them book titles they would like the library to purchase in their honor. Determines what is owned and what needs to be ordered. Monitors number of items to which book plates will be added.
- Technical Services: Adds physical book plates to items selected by faculty. Adds virtual book plates to catalog records.

Utilization of Findings:
If the target is not reached, then it will be reexamined to determine whether it is reasonable and whether it should be updated or eliminated.

▸**Target 2:** The library plans a reception for faculty tenured/promoted in spring 2010.

Responsibility:
- Library Administration: Solicits list of newly tenured/promoted faculty from university administration. Plans all aspects of a reception to be held in fall 2010.

Utilization of Findings:
If the target is not reached, an explanation will be provided by Library Administration to the Library Administrative Council.

Intended Outcome 4, continued: Faculty and graduate students have a forum within the library for promotion and presentation of their research.

Measure 2: The library promotes faculty research and publications.

▸ **Target 1:** The librarian(s) responsible for each academic department will post to the library blog at least four summaries or reviews of faculty publications per department, per year.

Responsibility:
- Research Services: Monitor publications produced in academic departments and write summaries of selected faculty publications
- Creative Manager: Creates guidelines for blog posts

Utilization of Findings:
If fewer than four summaries are posted per academic department, then librarians will provide justification to the Library Administrative Council. Based on the justification, the target might be revised.

▸ **Target 2:** The library prepares an exhibit highlighting monographs published by faculty during 2009 for display in the library.

Responsibility:
- Research Services: Monitors new faculty monographs and sends titles to Collection Development
- Collection Development: Determines which titles need to be ordered
- Creative Manager: Oversees the exhibit
- Technical Services: Makes changes in location fields in GIL records of displayed monographs

Utilization of Findings:
If the exhibit is not produced, then the responsible parties will provide justification to the Library Administrative Council. Based on the justification, the target might be revised.

▸ **Target 3:** The library hosts a reception to honor faculty who have published during 2009.

Responsibility:
- Library Administration: Solicits list of published faculty from university administration. Plans all aspects of a reception to be held in spring 2010.

Utilization of Findings:
If the target is not reached, an explanation will be provided by Library Administration to the Library Administrative Council.

Intended Outcome 4, continued: Faculty and graduate students have a forum within the library for promotion and presentation of their research.

Measure 3: The library promotes graduate student research and publications.

▸ **Target 1:** The Development Officer finds a sponsor for the Graduate Student Research Award.

Responsibility:
- Development Officer

Utilization of Findings:
If the Development Officer is unable to find a sponsor, then the target will be reexamined and the future of the award discussed by the Library Administrative Council.

▸ **Target 2:** The library prepares an exhibit of graduate student work published in 2009 for display in the library.

Responsibility:
- Research Services: Solicits published graduate student work and sends items to the Creative Manager
- Creative Manager: Oversees the exhibit

Utilization of Findings:
If the exhibit is not produced, then the responsible parties will provide justification to the Library Administrative Council. Based on the justification, the target might be revised.