COLLABORATING TO BUILD AN ASSESSMENT INFRASTRUCTURE

TEAM MEMBERS
Craig Schroer, (AiA Team Leader) Systems Librarian
Debra Cobia, Associate Dean for Assessment and Research in the College of Education
Catherine Jenks, Associate Vice President for Institutional Effectiveness & Assessment
Naomi Stuesser, Instructional Services Librarian
Dean Sullivan, Instructional Services Librarian

PROJECT DESCRIPTION
The University System of Georgia will be moving to a performance-based funding model in FY2017, and at the University of West Georgia (UWG) this has prompted a comprehensive review of how we assess student outcomes. Ingram Library has historically collected traditional library metrics: gate counts, circulation, collection size, online resources, etc. While useful, these metrics do not demonstrate the effect of library use on student outcomes.

Ingram Library’s participation in AiA has focused on creating a foundation for measuring library usage on a more granular level and evaluating this information in relation to student outcomes (RPQ and GPA). Our project links the following library resource usages to academic outcomes:

- Off-campus login to academic databases
- Asking questions of library staff at information desks
- Checking out library materials
- Checking out laptop computers
- Checking out keys to group study rooms
- Attending library instruction sessions
- Logging into public computers within the library

The results of this project will be shared with university administrators as part of UWG’s ongoing project to identify student behaviors most strongly associated with academic success.

PROJECT MILESTONES
- IRB Application and approval
- Meetings with stakeholders: ITS, Enrollment Management, GALILEO Consortium, Office of Institutional Effectiveness & Assessment, Provost, etc.
- Evaluation of data collection options for recording student contact with on-campus service points: hardware/software (card swipe), back-end databases, campus standards, etc.
- Implementation and training of library staff in use of swipe-card system
- Collaborating with ITS to create and configure a new EZproxy server, and integrate it into the library’s website, in order to route students through the single sign-on server in order to log off-campus database usage
- Integration of library data with enrollment management student data

PRELIMINARY DATA

<table>
<thead>
<tr>
<th>Library Interaction</th>
<th>Total Uses</th>
<th>Unique Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>EZproxy*</td>
<td>1976</td>
<td>883</td>
</tr>
<tr>
<td>Circ Technology Checkout†</td>
<td>1847</td>
<td>920</td>
</tr>
<tr>
<td>Circ Room Checkout†</td>
<td>537</td>
<td>435</td>
</tr>
<tr>
<td>Circ Reference Questions†</td>
<td>51</td>
<td>50</td>
</tr>
<tr>
<td>Circ General Checkout†</td>
<td>501</td>
<td>410</td>
</tr>
</tbody>
</table>

*Doesn’t measure all off-campus database access due to continuing phase-out of legacy system.
†Circulation data began collection on March 10, 2015
Note: Banner enrollment data not yet available.

ADDITIONAL CAMPUS & EXTERNAL PARTNERS
Sarah Gourley, Circulation Manager
Winston Tripp, Director of the Data Analysis and Visualization Lab
Information Technology Services (ITS)
Banner Enrollment Management
GALILEO Online Library Portal, University System of Georgia

ISSUES & CHALLENGES
Ambitious scope of project
Difficult IRB approval
Coordination with campus and consortium ITS
Getting “buy-in” from library staff and stakeholders
Availability of staff to work on project
Data not yet collected due to timing/technical issues:
- Library instruction sessions
- Questions asked at standalone information desks
- Student logins to public computers in library

FUTURE DIRECTIONS
Our AiA project served as the first step in a longitudinal project: creation of an infrastructure to measure student library use data and compare it to outcomes. Aspects of this project will be reevaluated in terms of how readily we can continue to collect data as well as meet IRB requirements:

- Consider alterations to our project that would earn it exempt status, from campus IRB, without impacting research purpose or the integrity of our data.
- Some points of student/library contact (e.g., information desks) need additional training to increase data collection.
- Resolving technical issues with logging library computer usage may be of insufficient value to warrant further pursuit.

This project is part of the program “Assessment in Action: Academic Libraries and Student Success” which is undertaken by the Association of College and Research Libraries (ACRL) in partnership with the Association for Institutional Research and the Association of Public and Land-grant Universities. The program, a cornerstone of ACRL’s Value of Academic Libraries initiative, is made possible by the Institute of Museum and Library Services.