

# Assessment in a Day: Public Services

## Web Site Elements

1. Who has control of the library website at your institution?
2. How does your library include user feedback in website redesigns and modifications?
3. How does your library keep its webpage current?

# **Assessment in a Day: Public Services Shared Reference Desk & Tech Support**

1. Does your institution have merged reference desk and tech support services? Do you gather transaction data? What method/software is used to record your user transaction data?
2. Have you evaluated the service you provide based on an analysis of your user transaction data? Based upon this analysis, have you revised your operations? If so, how? If you could gather additional statistics, what types would you find useful? After analyzing your data, did you modify your planning and training for your joint library-tech support services? If yes, how?
3. Feedback Do you collect user feedback for your joint library-tech support services? If your user feedback is anecdotal, how is it used in review of services?

# Assessment in a Day: Public Services

## Reference

1. What changes have you made in the last few years to reference/information desk services and what measures prompted your library to make them?
2. How do you measure the value and impact of library instruction sessions/classes?
3. What significant changes have you implemented in the collection development of print and electronic reference materials? Please describe your assessment/analysis process.

# Assessment in a Day: Public Services

## Access Services / Circulation

1. Do you depend only on quantitative reports (ex. gate counts) or do you also use qualitative methods (ex. observational studies) to assess library usage?
2. Do you use ILS reports to determine which patron groups (ex. sophomores, adjunct faculty) are using library resources?
3. Is this data connected with other campus datasets to establish connections between Library resource usage and student achievement and/or retention?
4. How do you gauge user satisfaction?

# Purpose of Collecting and Relating Data

---

## Internal

- Understanding circulation and collection patterns
- Marketing
- Identifying opportunities
- Informing liaison activities

## External

- Communicating with administration
- Benchmarking

# Exploring Relationships

---

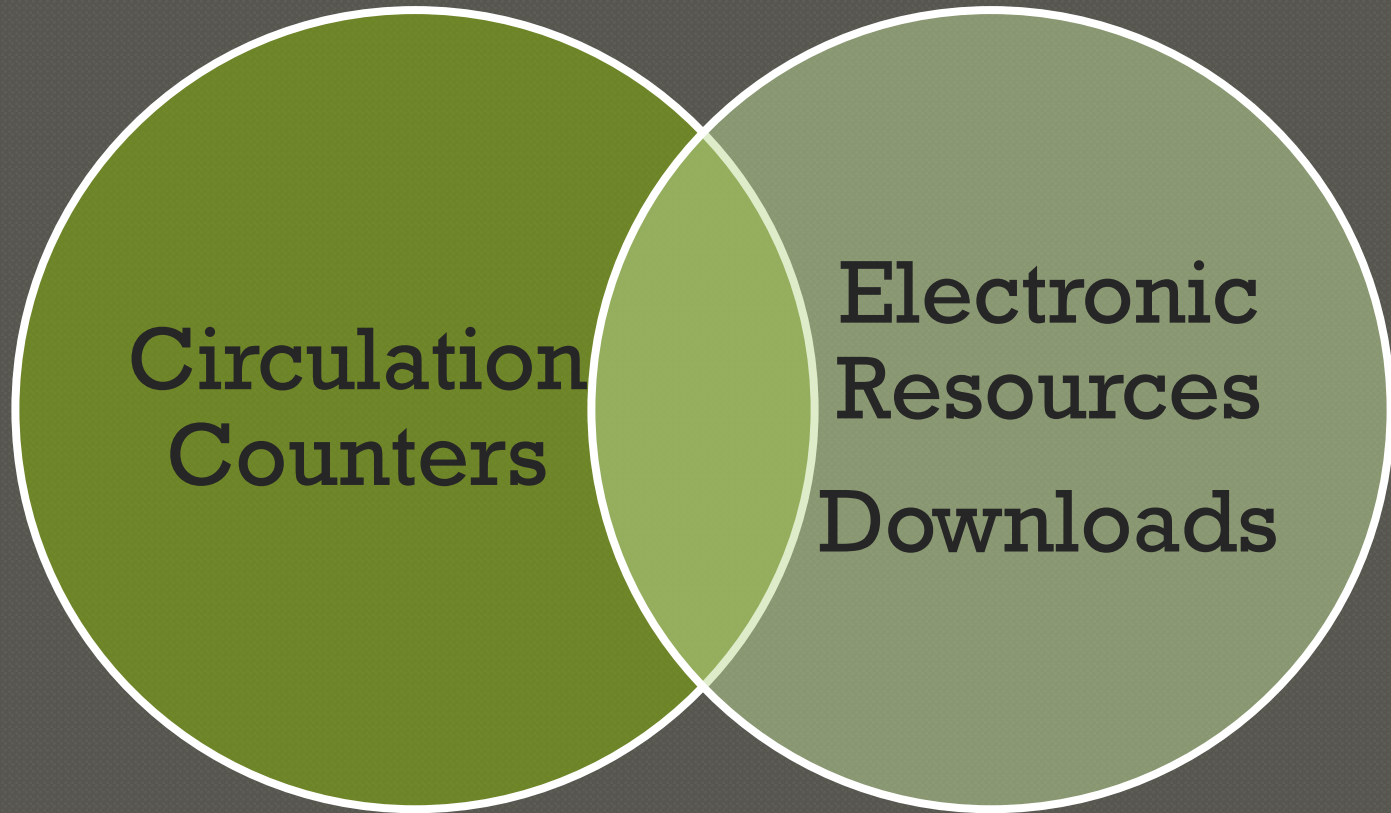
## Circulation Activity



Circulation  
Counter  
Data

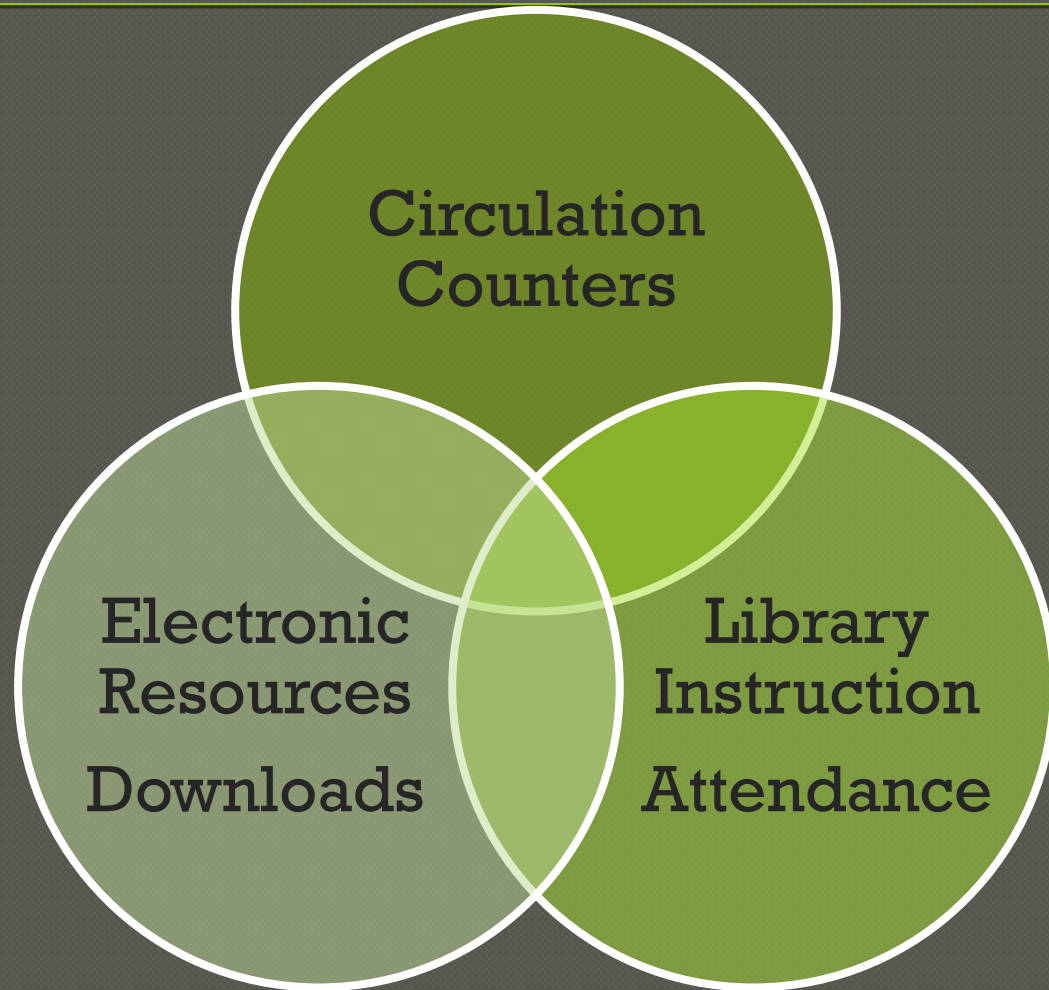
# Exploring Relationships

---



# Exploring Relationships

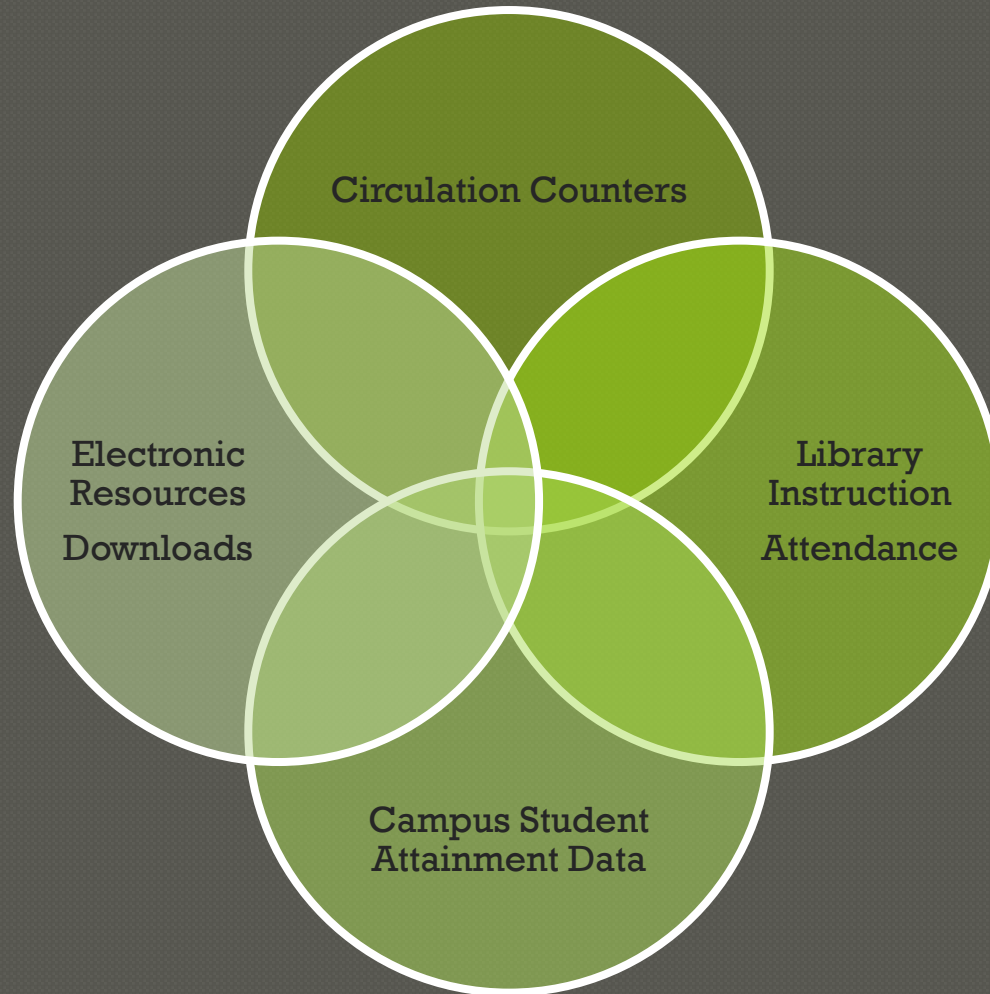
---





# Exploring Relationships

---



# Discussion

Are you currently using patron usage data from your ILS? If so, what kind?

Is it being connected with student data from other campus units such as GPA?

What methods, tools, etc. have worked well?

# Suggested Reading:

---

Jantti, M. & Cox, B. (2013). Measuring the value of library resources and student academic performance through relational datasets. *Evidence Based Library and Information Practice*. 8(2), 163-171. Retrieved from <https://ejournals.library.ualberta.ca/index.php/EBLIP/article/view/19574>

Stone, G. , & Ramsden, B. (2013). Library impact data project: Looking for the link between library usage and student attainment. *College & Research Libraries*, 74(6), 546-559.  
<http://crl.acrl.org/content/74/6/546.full.pdf+html?sid=90b24369-8e43-4137-9708-abf790992905>