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Statistics, Standards, and Strategies: Leveraging Assessment in Library Strategic Planning

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Strategic Plan

Mission and Vision

Goals/Outcomes

Strategies/Actions

(Resources and Responsibilities)
Assessment Data in Strategic Planning

- **Documenting & Diagnostic**
  - Inform Decision-making

- **Monitoring**
  - Assess Implementation Fidelity

- **Evaluating**
  - Judge Success
Strategic Planning

- Taking Stock (SWOT)
- Possible Futures (Scenarios)
- Benchmarks & Metrics
- Prioritization
- Context: Institutional Goals & Priorities

Adapted from ACRL Standards for Libraries in Higher Education Webinar #2: Strategic Planning and Benchmarking
Context: Institutional Goals & Priorities

- Environmental Scan
- Industry Trends
- Thought Leaders
- Stakeholder Perspectives
- Budgets – Expended and Planned
Possible Futures (Scenarios)

- Current?
- Probable?
- Desirable?
- Impact?

THE ARL 2030 SCENARIOS

FUTURES THINKING FOR ACADEMIC LIBRARIANS: HIGHER EDUCATION IN 2025
“Benchmarking is commonly used as an evaluation and self-improvement tool in higher education. Many academic institutions use benchmarks to compare themselves with similar institutions in order to identify their comparative strengths and weaknesses. Benchmarking is widely used as a strategy to enhance institutional quality and effectiveness.

Internal comparisons from one year to the next within the same institution, while useful for tracking internal progress, are limited. External comparisons reveal how an institution is performing with respect to similar schools (peers). The judicious selection and use of metrics can be used to develop a more informed picture of institutional standing within the higher education marketplace.”

(ACRL Standards for Libraries in Higher Education)
Prioritization

- Abundance of Possibilities
- Challenge: Choose Good from Good
- Consensus on Criteria for Choosing
- Apply Criteria to Identify Priorities
  (Top Picks vs. Approval Voting)
- Aligning with Resources and Timeframes
Data Characteristics

- Available
- Valid and Reliable
- Relevant
- Individual or Analyzed
- Episodic or Time-Series
Figure 1.2  Stages of evidence-based practice in the context of required practitioner expertise.
Strengthen Demand for/Use of Data

- Assess and improve data use context (information flow, barriers, quality)
- Identify, engage, and involve data users and data producers
- Improve data quality
- Improve data availability (access, synthesis, communication)

- Identify information needs
- Build capacity (training, technical assistance, coaching)
- Strengthen organizational data demand and use infrastructure
- Monitor, evaluate, and communicate data demand and use successes

Synthesized from Tara Nutley, “Improving Data Use in Decision Making: An Intervention to Strengthen Health Systems” (MEASURE Evaluation Special Report), 2012
Report details activities, tools, outputs, immediate outcomes, and long-term outcomes.
Experiences? Advice? Questions? Comments?

THANK YOU!
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