Administrative Unit Assessment Template

Assessment Period: (for office use only	

Library Services
Goal 1: Staff Development –Offer an environment that inspires and supports skill development, personal achievement, strategic career planning, and team diversity.

University Related Strategic Goal/Action Step:
Goal 5. Advance innovation in experiential teaching styles, methods of delivery, and research   **Action Step b. Faculty and Staff Development**

Objective:
1. The library will offer at least one in-house professional development opportunity for all staff each semester.

Time Frame:	Fall 2019, Spring 2020, Summer 2020
Achievement Target: (Required level of Achievement):	The professional development opportunities will be accessible to, applicable to, and attended by all library employees. Sessions will be attended by 90% of library employees. Survey results will show that 80% of attendees report that the sessions were useful to their work.
Measurement Tool(s):	Attendance records Staff survey
Data Collection Process: *(Who will collect/where/when)*	A link to an online survey will be shared shortly after the conclusion of each session. All staff members will be required to attend and any absences recorded by supervisors.
Findings & Status:	Every library employee attended each session. Responses of Agree or Strongly Agree to the survey item "This experience will be useful in my work." Ranged from 89% - 100% with an overall average of 91%. The criteria for attendance and usefulness were both met. Professional Development Days were offered during semester breaks or other times that the library could close to visitors and all employees would be free to attend. Dates were selected in advance to avoid conflicts so that every employee could attend. Session attendees consistently rated training events as useful to their work. This is due to the design of the library's professional development program and to the use of assessment results. First, each department in the library is tasked with presenting a training session on a topic of their choice. This ensures that each area of the library is represented. Second, an open-ended survey question asks employees what additional training they would like and these topics are added to future training plans. Source Documents Professional Development Day Evaluation Results.

	Source Documents
	Professional Development Day Evaluation Results.
Discussion of Results & Action Plan:	Future professional development opportunities will take into consideration feedback from the evaluation surveys about content, format, and timeframe. Results suggest a desire for outside presenters either from other campus departments or external guest speakers.
	Future training topics for consideration include:
	Qualtrics
	•Alma and Alma Analytics (e.g. All about.., new features, quick tips, running/creating reports)
	•Joint Professional Development Day with another institution
	•Conducting effective meetings
	•Learning about campus departments and their areas of responsibilities including faculty/departments (e.g. best practices, campus events)
	•Project Management
	•Fair use & copyright basics – in general and for resource sharing
	•Show and Tell (e.g., productivity tools, Teams, Evernote, Pocket, Dropbox, Trello, Rocketbook)
	•Creative thinking &/or problem solving skills
	•Student engagement during library instruction (e.g. ideas/activities)
	•Advanced database searching techniques – peer led (e.g. wildcards, truncation, proximity operators)
	•Handling Uncooperative library users
	•Teamwork, teambuilding, morale, work culture and environment (e.g. eliminate isolation/separation)
	•Customer service and internal communication training
	•Library Department updates and training (e.g. take charge for the day, what do each department do and how it impact other library departments)
	•Games and social time
	•OneButton Studio training
	•Accreditation and library role (e.g. information we report)
	•Marketing, Outreach, and programming
	•Collection management
	•Budgets and funding
	•Partnerships and collaborations
	•Multicultural competence, diversity (e.g. how to serve as well as focusing on the underserved)
	•Personnel management and leadership
	•Space planning
	•Library safety and emergencies
	•How to deliver library services and provide technology
	•Cataloging and metadata
	•Access Services
	•Digital Collection
	•Web Development

Objective:
2. Allow faculty/staff to attend, professional conferences and/or workshops

Time Frame:	FY20

Achievement Target: (Required level of Achievement):	Every department will demonstrate engagement in professional development opportunities.
Measurement Tool(s):	Monthly reports
Data Collection Process: *(Who will collect/where/when)*	Employees submit monthly reports of professional development activities.
Findings & Status:	Review of departmental monthly reports revealed that employees in each department participated in professional development opportunities. This target was MET.
Discussion of Results & Action Plan:	To further expand the reach of professional development activities throughout the Library, employees are encouraged to share what they've learned with the rest of the staff through a special channel on Teams.

Library Services **Goal 2:** Communications –Advance effective, clear, and comprehensive communication that ensures stakeholders are well-informed and understand the value of library activities.	

University Related Strategic Goal/Action Step:
    Goal 4. Promote the brand through an integrated marketing communication program
    Action Step a. Strategic Marketing Plan	

Objective: **1.** Promote library events and services using web page and social media	
Time Frame:	FY20
Achievement Target: (Required level of Achievement):	Increase social media reach and followers compared to FY19.
Measurement Tool(s):	Social media analytics
Data Collection Process: *(Who will collect/where/when)*	The Assessment & Marketing Librarian gathers, compiles, and analyzes monthly statistics from social media platforms.
Findings & Status:	Social media posts and engagement decreased from FY19. Posts: FY20=398, FY19=415 (a decrease of 4.1%). Post likes: FY20=1195, FY19=1418 (a decrease of 15.7%). This target was not MET. Followers increased overall by 47. FY20=1123, FY19=1076 (an increase of 4.3%). This target was MET
Discussion of Results & Action Plan:	Engagement decreased across platforms but the largest change was with Facebook. Changes to Facebook's algorithm has changed how posts are displayed to users. Analytics suggest that posts with photos and about individuals receive more engagement. A future objective will be to determine which types of posts on which platforms result in the most engagement.

	The increase in follower count was primarily due to gains in Instagram followers. We will continue to focus on efforts and platforms that result in the most engagement and highest reach.
Objective: **2.** Promote University Archives	
Time Frame:	FY20
Achievement Target: (Required level of Achievement):	Coordinate with Archivist to develop messaging for exhibits. Target: Library will publish at least five social media posts across platforms about the Archives, exhibits, or projects during the fiscal year indicated.
Measurement Tool(s):	Social Media analytics
Data Collection Process: *(Who will collect/where/when)*	The Assessment & Marketing Librarian will review social media analytics compiled from all platforms.
Findings & Status:	There were seven posts across platforms related to the Archives. Facebook: 3 Twitter: 1 Instagram: 2 Blog: 1 This target was MET.
Discussion of Results **& Action Plan:**	The posts did not receive much engagement. We will review successful posts to determine what strategies to use to better cross-promote the Archives.
Objective: **3.** Identify method for seeking input from student body regarding library services and resources	
Time Frame:	Fall 2019, Spring 2020
Achievement Target: (Required level of Achievement):	Previous student surveys had response rates between 5-7%. Target for new methods is 10%.
Measurement Tool(s):	Calculate number of responses as a percentage of number of survey recipients.
Data Collection Process: *(Who will collect/where/when)*	Fall survey invitations will be sent by direct email to targeted recipients. Spring survey will be posted on D2L for all students. Library Dean met with SGA and shared Spring survey information.
Findings & Status:	Fall survey – 80 responses/ 764 invitations = 10.5% response rate Spring survey – 830 responses/ 6,872 students = 12.7% response rate. The target was MET.

Discussion of Results & Action Plan:	Future surveys will employ these methods as appropriate. When available, direct invitations with engaging subject lines will be sent to targeted recipients. Broader surveys will be posted in spaces frequented by the potential survey takers, like D2L for students.

Library Services **Goal 3: Engagement –Facilitate inclusive interaction, ensuring that all stake holders have an active role in collaborative learning.**

University Related Strategic Goal/Action Step:
    Goal 3. Build brand through community engagement and program development focused on career preparation and success.
    Action Step I.

Objective: **1.** Re-establish the Library Committee	
Time Frame:	Fall 2019 (ongoing)
Achievement Target: (Required level of Achievement):	Library committee will form with representation from each department. The Library Dean will serve as committee chair. Committee will meet at least once during each semester.
Measurement Tool(s):	Roster and Meeting minutes
Data Collection Process: *(Who will collect/where/when)*	The Dean of Libraries maintains meeting minutes and rosters in the Library Committee Team files.
Findings & Status:	There are seven faculty members on the Library Committee. COB: 1, CAS: 3, CIMS: 1, COH: 2. This target was MET. The committee met once during the fall semester and communicated virtually in the spring semester. This target was MET.
Discussion of Results & Action Plan:	Topics covered included: requesting feedback on 1) journal subscriptions and licensed databases, 2) library updates on revised mission, vision, and core statements, 3) library hours and services during pandemic, 4) communications, 5) promotion document, and 6) updates on institutional repository. Feedback from committee members resulted in changes to the print collection and electronic subscriptions. Committee members were tasked with sharing messages with their departments' faculty and students.

Objective: **2.** Seek faculty/staff input regarding library resources and services to support instruction and research	
Time Frame:	Spring 2020
Achievement Target: (Required level of Achievement):	Survey of faculty will net 10% response rate. Identify at least two areas to plan improvement in services, resources, or communication.
Measurement Tool(s):	In-house developed survey

Data Collection Process: *(Who will collect/where/when)*	Survey invitations were sent to academic departments by library liaisons and through Library Committee. Links to the survey were shared in the Campus News update, D2L, and the Academic Affairs newsletter. Results were shared with Library Leadership.
Findings & Status:	Sixty-seven responses make up less than 10% of current faculty, staff, and students. This target was NOT MET. Library identified improvements needed in the following areas: communication and resources. This target was MET.
Discussion of Results **& Action Plan:**	We will explore alternate methods of encouraging survey participation. Survey results indicate faculty prefer email communication. Dean increased targeted communication w/university leadership about library activities. For example, increased email communications with the deans and vice presidents as well as increased verbal announcements made during the monthly Academic Affairs Council with Department Heads meetings has occurred. Library used alternate funding sources to supplement library budget and maintain electronic resource subscriptions and make one-time purchases.
Objective: **3.** Establish new and continue growing existing partnerships	
Time Frame:	Fall 2019 (ongoing)
Achievement Target: (Required level of Achievement):	Partner with at least one new department or internal or external organization to promote Library resources and services and/or to increase community engagement.
Measurement Tool(s):	Correspondence documentation
Data Collection Process: *(Who will collect/where/when)*	During program/ event planning, library staff will identify and reach out to an organization and invite them to partner with us.
Findings & Status:	Acting on a lead from the University Archives, the Assessment & Marketing Librarian coordinated volunteer efforts from the Morrow Civic Women's Club for a voter registration drive in September 2019. Reestablished partnership with Our Genealogy Group and offered a library orientation with them on February 2, 2020. This target was MET.
Discussion of Results **& Action Plan:**	The library will continue this partnership with future voter registration drives and continue to seek out new community partners.

Library Services **Goal 4: Transparency –Support a culture of transparency through open, honest, and continuous communication among all stakeholders.**
University Related Strategic Goal/Action Step: **Goal A.**

Action Step I.	
Core value: Transparency We support open, honest and continuous communication.	
Objective:	
1. Review all library policies and procedures	
Time Frame:	FY2020 (ongoing)
Achievement Target: (Required level of Achievement):	Library Leadership team will review 60% of current library policies by the end of the fiscal year.
Measurement Tool(s):	Leadership meeting agenda and files
Data Collection Process: *(Who will collect/where/when)*	Policies under review are posted in a shared folder at least 2 weeks prior to inclusion on Leadership team meeting agenda. After approval, finalized policies are moved to a separate folder and posted on the library website (if public).
Findings & Status:	Library leadership initiated the review of 25 policies and finalized 22 (88%) of them. This target was MET.
Discussion of Results **& Action Plan:**	Regular policy review allows us to respond to changing needs of the library and our users. Clarity of policies allows every library staff member to consistently and fairly enforce them when dealing with the campus community. Policy revisions allowed the library staff to better explain expectations when policies may have been violated. This process will continue for all new policies. Adopted policies will be reviewed every 3 years or more often as needed.
Objective:	
2. Review all databases and journal subscriptions	
Time Frame:	Fall 2019
Achievement Target: (Required level of Achievement):	85% of the academic departments will complete library journal rating form and 85 % of the Library Committee members will complete the resource rating form.
Measurement Tool(s):	Subscription review rating forms.
Data Collection Process: *(Who will collect/where/when)*	Rating forms were shared with departments via librarian liaisons and library committee members. Academic departments were asked to rate each library journal and resource subscription.
Findings & Status:	11 of 18 (61%) departments returned the journal review form and 3 of the 7 (43%) library committee members returned the electronic resource review form. This target was NOT MET.
Discussion of Results **& Action Plan:**	Feedback was used to allocate funding to retain required resources. To increase response rate on future resource reviews, we will revise the rating form, clearly describe the purpose of the forms, and encourage library committee members to request input from the faculty they represent.
Objective:	
3. Review library mission, vision, and core values	

Time Frame:	Fall 2019
Achievement Target: (Required level of Achievement):	Updated mission, vision, and values will be approved by library staff by the end of 2019.
Measurement Tool(s):	Meeting records indicate approval of mission documents
Data Collection Process: *(Who will collect/where/when)*	Library staff will provide input on strategic documents through group discussion and anonymous surveys. The compiled feedback will be submitted for review during the December professional development event.
Findings & Status:	Library staff reviewed and edited the proposed documents during the December 2019 meeting and voted for their approval. This target was MET.
Discussion of Results & Action Plan:	The updated mission, vision and values are posted on the library website. https://www.clayton.edu/library/mission Future planning and assessment goals and objectives will be based on these documents. **Our Mission** The Clayton State University Library supports the campus community by providing quality instruction, collections, spaces, and services to promote and enhance an environment of life-long learning, student success, and active community engagement. **Our Vision** The Clayton State University Library aspires to be the core of the University's academic endeavors by investing in partnerships with educational stakeholders and securing equitable access to essential resources. **Our Core Values** • **Access** – Ensuring equitable access to all library users seeking information resources and services. • **Confidentiality** – Protection of user's privacy by keeping their information, access, and service activities secure. • **Integrity** – Promotion of honest, impartial, and ethical practices within all interactions and activities. • **Collaboration** – Foster alliances with library stakeholders contributing to academic success. • **Service** – Responsibility to deliver inclusive, courteous professional information assistance to support teaching and learning.