

University of North Carolina Wilmington

Educational Program Assessment Plan and Report

William Madison Randall Library

Assessment Plan for 2008-2009

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Program Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
What is the intended or desired effect of your programming or services? What Strategic Goal does it link to?	Tools or measures of program outcomes must address the outcome directly	Identify who will be responsible for implementation; what data will be collected.	What was learned from the collection and analysis of data for the program outcome?	What changes were made because of what you learned?
PO 1: Improve direct support for teaching, learning, research and creative inquiry. Goal I	1. LibQUAL+® Survey	1. Associate University Librarian/Public Services LibQUAL+® + Survey Team 1. Survey was a random sample of the entire population	1. LibQUAL+® Survey results showed high satisfaction with staff	1. Survey results shared with staff to encourage continued excellent service
	2. Information Literacy Instruction statistics	2. Instructional Services Librarian	2. 81% of student respondents evaluated information literacy instruction as “Excellent.”	2. Course content for LIB credit courses was reviewed and tied to national professional information literacy standards (ACRL)
	3. Public service statistics (in person/F2F, email, phone, chat, text)	3. Public Service Librarians/Circulation Staff 3. Chat software loaded at both public service desks	3. Chat reference transactions doubled to 3. 18,856 transactions captured 3. Busiest hours and days Identified	3. Tutorials were developed to answer common issues, e.g., finding periodical articles 3. Used reference transaction information to build FAQ web pages 3. Re-aligned staff schedules

				for better coverage at Circulation desk
	4. New University Studies curriculum includes Information Literacy as a key goal.	4. University Librarian, University Studies Committee/Associate University Librarian for Public Services	4. Primary responsibility for teaching Freshman Seminar courses transferred to instruction librarians	4. Realigned the position of Instructional Services Librarian as First Year Experience/Programming Librarian to focus on coordinating with University College on Freshman Seminar

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PO2: Improve search and discovery for students, faculty and staff. Goal 1	1. LibQUAL+® Survey	1. Associate University Librarians (Computing Services, Technical and Collection Management Services) 1. Benchmarking data was collected for databases at UNC and Peer institutions.	1. LibQUAL+® results showed faculty and graduate students not satisfied with information resource options	1. Scholarly Stats used to compile database usage 1. Upgraded ejournal access, e.g. Science Direct
	2. Usability study of library website and Web analytics	2. Associate University Librarians for Computing Services 2. Focus groups invited to gain input 2. Web analytics applied to website	2. Focus group participants had difficulty navigating library website, finding needed information	2. Investigated use of Drupal for web content management

	3. Enhance Integrated Library System	3. Associate University Librarians (Computing Services, Public Services)	3. Holdings data and linking capabilities needed upgrading	3. Millennium ILS Beta-tested and implemented 3. Implemented Innovative's CASE product for serials holdings
	4. Preserve and make available digital copies of UNCW theses	4, Graduate School, Associate University Librarians (Computing Services, Technical and Collection Management Services)	4. 460 theses, from 2003 forward, needed to be converted to digital format	4. Implemented CONTENTdm to create this digital collection 4. Seahawk DOCKS, Institutional Repository, implemented

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PO 3: Provide a safe, attractive and inspiring learning environment in which users, regardless of location or information, have the opportunity to access and use diverse resources and services. Goal 6	1.LibQUAL+® Survey Focus groups	1.University Librarian, Associate University Librarians (Computing Services, Public Services, Technical and Collection Management Services), Assistant University Librarian/Coordinator of Access Services, Facility and Events Coordinator	1.LibQUAL+® Survey and focus group results showed dissatisfaction with hours of operation, general facility and group/quiet study environments 1. Additional technology help needed	1.Library requested funding and received funding for 24/5 hours of operation 1. Began planning for the Learning Commons 1. Began planning for other facility enhancements (repurposed spaces, new spaces) 1.Technology Assistance Center was relocated to the Library
	2.Academic and cultural programming activities and events	2.University Librarian, Associate University Librarian for Public Services,	2. Gate counts and attendance records indicated which	2.Public Programming events offered: Literacy Live (monthly); Flash Fiction

		Library Events and Programming Committee	programming events were most popular	(writing contest and art exhibit w/ publication); African-American Read-In; Immigration Brown Bag Discussion; Halloween Theatre; One Book, One Community Lecture; Synergy Common Reading Coffee Conversation; September Project; Silents Please (film); Thirsty Tome (reading). The North Carolina Living Treasure Award and Exhibit honored artists Cynthia Bringle and Norman Schulman
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