Tell a Vision: 3 Vignettes

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DLF Forum – November 2001
Assessment Scene Investigation

- How & why libraries assess
- Assessment methods & tools
- Issues & challenges
- Organization of assessment
- Trends indicative of practice
- Agenda for future work
ASI Methods

- Qualitative DLF telephone survey
- Collection & review of instruments
- Desk-based research
- Peer review
- Follow-up quantitative survey
ASI

<table>
<thead>
<tr>
<th>Rate</th>
<th>Institutions</th>
<th>92%</th>
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<tbody>
<tr>
<td></td>
<td>Individuals</td>
<td>86%</td>
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Case ID  2001-ASI-DT

EVIDENCE:

- Similar purposes & methods
- Different organizations & approaches
- Different resource commitments & expertise
- Diverse outcomes
Case ID  2001-ASI-DT

EVIDENCE – Diverse outcomes

- Reinforce assumptions & preferences
- Challenge assumptions & preferences
- Provide problematic information
- Often a breakdown in the research process
Articulate research purpose
Assess available resources
Choose research method
Assign responsibilities
Prepare schedule
Prepare & test instruments
Conduct
Analyze & interpret
Present, interpret, & plan
Implement the plans
Conduct
Instruments
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CRIME – Assessment slaughter 2
- Purposeless data collection
- Discouraged staff & users
- Inadvertent negligence
- Involuntary harm

Assessing rapidly moving targets
Issues & Challenges
Surveys

- Survey fatigue
- Cost & benefits
- Composing questions
- Lack of analysis & application
- Lack of resources, comprehensive plans, & commitment
- Recruiting representative research subjects
Focus Groups & Protocols

- Lack of skilled moderators & observers
- Lack of prior agreement about what to observe & how to record the observations
- Analyzing, interpreting, & using qualitative data
- Recruiting representative research subjects
- Lack of resources, comprehensive plans, & commitment
Transaction Log Analysis

- Volume of data
- Getting the right data
- Analyzing & interpreting the data
- Managing, presenting, & using the data
- Lack of resources, comprehensive plans, & commitment
- User privacy
Perceptions of Weakest Links

- More time
- More money
- More people
- More training
- Standards

- Administrators
- Middle Managers
- Other
Perceptions of Weakest Links

- Best practices
- Understand importance
- Leadership & commitment
- Reorganize units & jobs

- Administrators
- Middle Managers
- Other
Conclusions & Next Steps
Organize Assessment

- Develop case studies & best practices
- Build consensus for e-metrics lite
- Gather baseline data & benchmarks
- Develop specification for an MIS
Develop How-To Manuals

- Research process & methods
- Planning & scheduling
- Resource commitment & skill development
- Field-tested schedules, budgets, workflows, & instruments
Acquire Interpretive Framework

- DLF & Outsell, Inc. survey of students & faculty
  - Understand why library use is changing
  - Evaluate current & future role
  - Inform strategic planning & resource allocation
  - Focus library efforts appropriately
  - Facilitate development of tools & services
And thanks to Dan Greenstein, CLIR, DLF library directors, survey respondents, ARL, authors, & readers