

Assessment and Evaluation in Academic Libraries

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A PCI Webinar

What is assessment?

- “In education, the term **assessment** refers to the wide variety of methods or tools that educators use to evaluate, measure, and document the academic readiness, learning progress, skill acquisition, or educational needs of students.” (edglossary.org)
- “**Library assessment** is a process undertaken by libraries to learn about the needs of users (and non-users) and to evaluate how well they support these needs, in order to improve library facilities, services and resources. In many libraries successful library assessment is dependent on the existence of a 'culture of assessment' in the library^[1] whose goal is to involve the entire library staff in the assessment process and to improve customer service.” (Wikipedia)

What is evaluation?

- 1 : to determine or fix the value of
 - 2 : to determine the significance, worth, or condition of usually by careful appraisal and study
- Merriam-Webster Dictionary

Assessment leads to
evaluation

Why does
assessment
and
evaluation
matter?

Accreditation requirement

Student learning

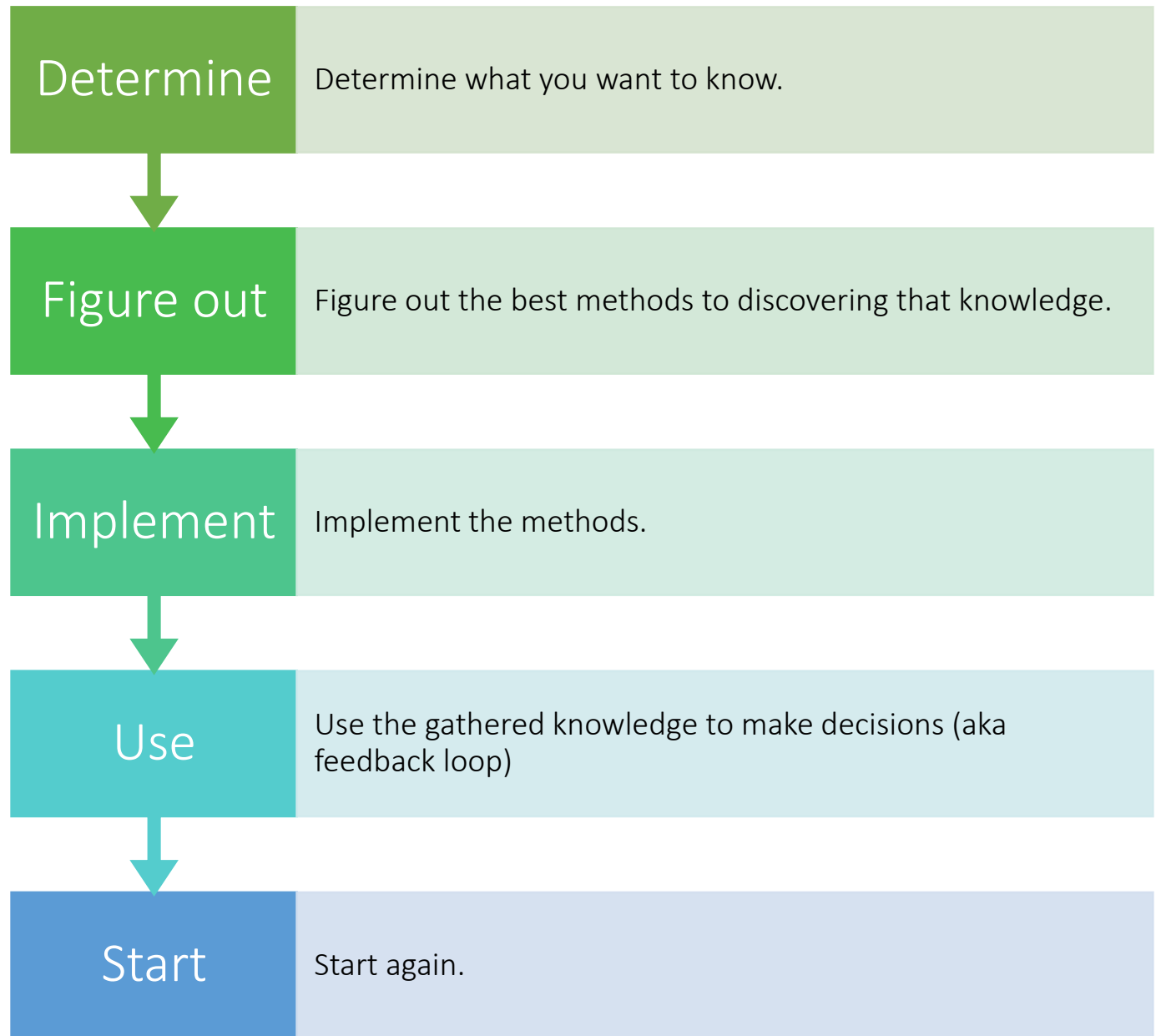
Funding decisions

Justification of services and
resources

ACRL Proficiencies for Assessment Librarians and Coordinators

- Knowledge of Assessment in Libraries and Higher Education
- Ethics
- Assessment Methods and Strategies
- Research Design
- Data Collection & Analysis
- Communication & Reporting
- Advocacy & Marketing
- Collaboration & Partnerships
- Leadership
- Management
- Mentoring, Training, and Coaching

How to develop an assessment plan?



What works

What does
not work

What can be
improved

How
something can
be improved

Why things
are occurring

What
challenges
exist

Determine what you want to know

Determining best methods

Articulate

Articulate assessment questions

Identify

Identify what data will answer the questions

Select

Select method that will best collect the needed data

- E.g. survey, user counts, interviews, etc.

Implement methods

Identify

Identify who is responsible

Create

Create timeline

Determine

Determine where you will keep the data

Decide

Decide possible methods for how to package the data

Using the gathered data

Package

- Package the data in ways that answer the assessment questions

Review

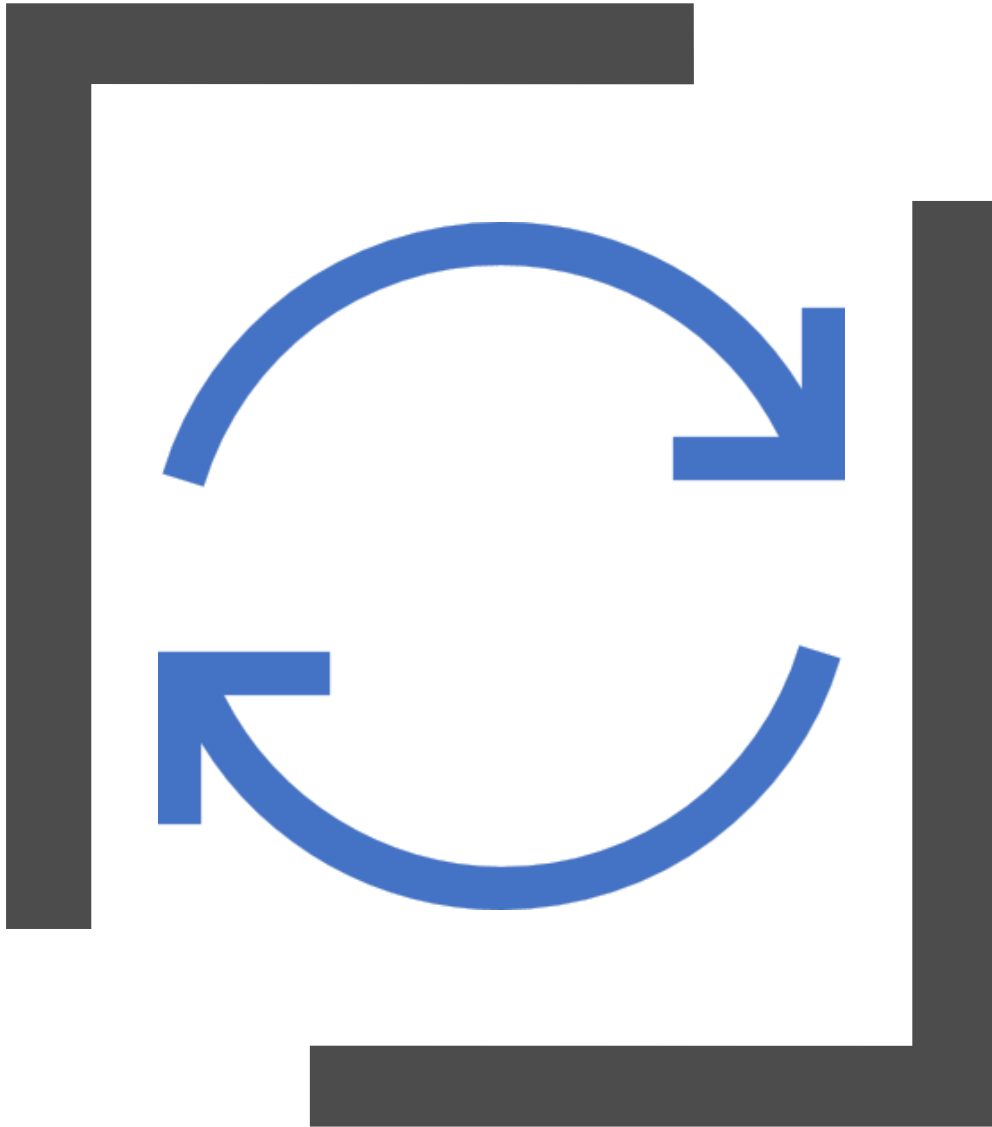
- Review the data individually

Review

- Review the data as a group

Decide

- Decide what needs to change based on data



Create a feedback loop

- Share the data with others to get their insights
- Explain what was done based on the assessments and evaluations
- Based on the data identify new assessment questions
- Start again

Summary

Determine	Determine what you want to know.
Figure out	Figure out the best methods to discovering that knowledge.
Implement	Implement the methods.
Use	Use the gathered knowledge to make decisions (aka feedback loop)
Start	Start again.