

The ABCs of Strategic Assessment

Building Blocks for Creating a New Plan in Challenging Times



UNIVERSITY LIBRARIES

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BACKGROUND



Environment:

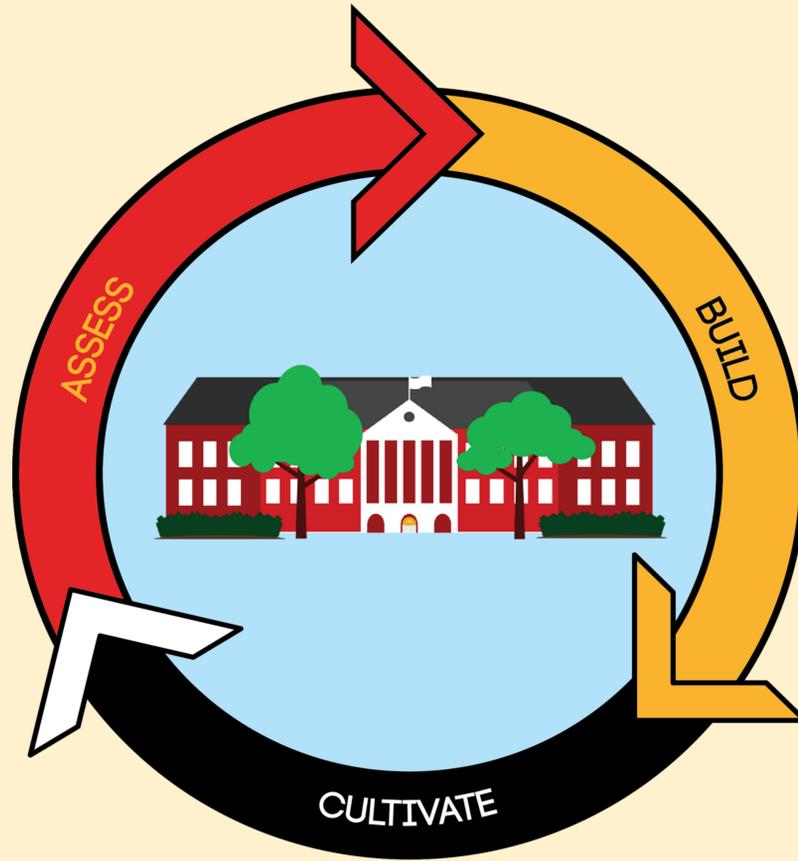
The University of Maryland Libraries have experienced growth in new services, spaces, equipment and technology, and community engagement in support of campus initiatives and the university's mission. With tightening budgets came increased expectation to show impact on teaching, learning, and research.

A coordinated approach to library assessment had stalled as key people left. The Libraries' Dean was soon to retire which complicated current and future strategy. Using a bottom-up approach, staff initiated conversations across the Libraries to kick start assessment again and work with management to use it strategically.



Need:

The Libraries needed a structure to coordinate assessment activities, including a group or person to coordinate requests and responses to data inquiries from internal and external stakeholders. A sustained assessment structure would better coordinate assessment plans and projects responsive to the organizations strategic priorities.



ASSESS



- Formed a diverse task force
- Researched external literature
- Interviewed stakeholders on campus and across library divisions
- Performed SWOT Analysis

BUILD



- Recommended new assessment structure with coordinator and group
- Created assessment development plan
- Established assessment best practices everyone will use

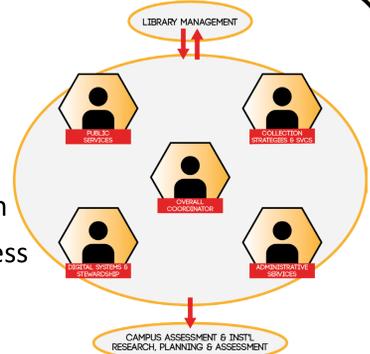
CULTIVATE



- Promoted importance and value of assessment with library staff
- Worked with library management to understand their strategic needs
- Communicated report and began conversation of next steps

Recommendations:

1. Coordinate assessment
2. Develop staff and support with resources
3. Foster a culture of learning and collaboration
4. Facilitate data transparency and ease of access
5. Use assessment to inform strategic planning



Building Blocks for a New Assessment Program:

Assessment Best Practices

- Coordinate assessment systematically
- Everyday assessment every day
- Central locations for reporting, requests, and data
- Be transparent
- Maintain and teach current standards and practices

Assessment Development Plan

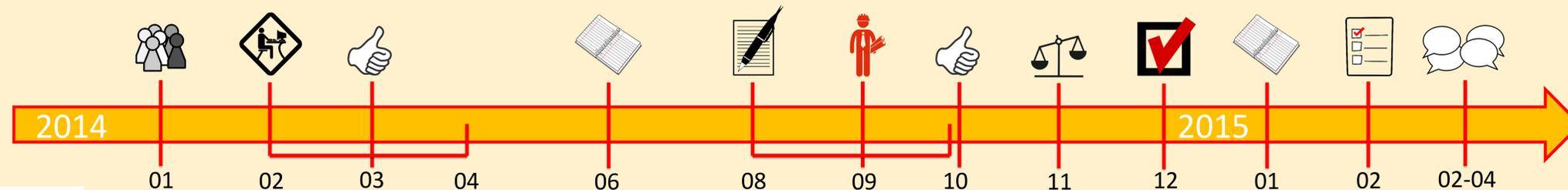
- Assess:** Investigate our ability to evaluate and learn
- Build:** Coordinate assessment through collaboration and skill development
- Cultivate:** Share our learned outcomes and use them in strategic decision-making



Strategic Assessment Plan

- Link to strategic priorities
- Use performance indicators and outcomes

TIMELINE



Future Plans:

- Work with new Dean of Libraries and library leadership to move forward with the task force's recommendations
- Use Assessment Best Practices and Development Plan to build a culture of strategic assessment
- Develop Strategic Assessment Plan based on aligned library and university priorities

View the entire assessment report:



Read the full report: [\[http://www.lib.umd.edu/tl/2015assessmentreport\]](http://www.lib.umd.edu/tl/2015assessmentreport)

Contact us for more information: lib-assessment@umd.edu



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