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Building on Success: Using Assessment to Expand Library Outreach Services

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Building on Success:

Using Assessment to Expand Library Outreach Services

Katie Bishop & Tammi Owens,
University of Nebraska at Omaha

How can we use the positive results of assessment to expand outreach to student support communities?

Discussion

- A needs assessment intake form standardizing program director interviews is important; original system of interview notes was not viable long-term
- Workshops were well-attended when marketed to students who were rewarded for attendance: TLC primary audience in fall, Comp II in spring
- Unpopular fall workshops were removed from the spring schedule
- Because roving was less successful at OMVS we will teach library skills to their peer tutoring staff
- Data sharing with OMVS uncovered unfilled need; led to outreach plan to support underachieving Comp II students

Programs Involved

- Project Achieve - Local TRIO program
- Thompson Learning Community (TLC)
- Office of Military and Veteran Services (OMVS)
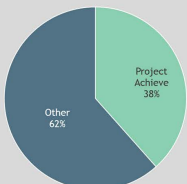- Intensive English (ILUNO)

Phase One Methods

- One librarian provided roving research assistance at the Project Achieve office three hours per week for an academic year
  - Students completed pre- and post-assessment surveys rating their satisfaction, confidence, and use of library resources
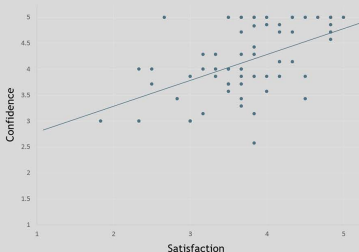
Phase One Results

Roving comparison

Other 62%

Project Achieve 38%

Correlation between satisfaction and confidence

Confidence / Satisfaction

Phase Two Methods

Conduct needs assessment interviews

30- to 60-minute discussions with program directors

- Program mission and outcomes
- Student population/demographics
- Typical service models (programs, advising, etc.)
- Opportunities for the library to align with mission

Internal Qualtrics intake form (36 questions)

Plan interventions

- Roving (Project Achieve, OMVS)
- Undergraduate workshop series (TLC, open to all)
- Outreach programming (ILUNO)
- Online tutorials and guides (multiple)
- Training for library and OMVS staff (OMVS)

ILUNO Conversation Hour, Spring 2017

Conduct follow-ups

- Reevaluate interventions
- Share data
- Confirm next steps with programs

Phase Two Results

Outreach by the numbers

Programming
7 Events
78 Attendees

Orientations
5 Events
140 Attendees

Programming n = 7 ILUNO Conversation Hours
Orientations n = 1 ILUNO, 4 OMVS

Roving comparisons

AY16

Other 69%

Project Achieve/ OMVS 31%

AY17

Other 48%
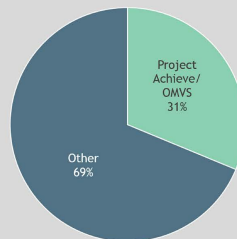
Project Achieve/ OMVS 52%
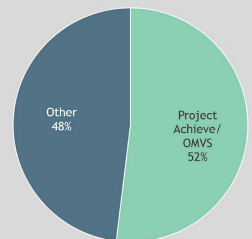
Roving growth primarily at Project Achieve/TRIO with addition of second librarian; roving was less successful at OMVS

Workshops by the numbers

Fall 2016
5 Workshops
65 Attendees

Spring 2017
3 Workshops
57 Attendees

Fall 2016 in-class assessments and Spring 2017 exit slips determined Fall 2016 attendees were primarily TLC students and Spring 2017 attendees were primarily students receiving extra credit