Visualizing Success: Tracking and Reporting Progress Toward Library Strategic Goals

February 17, 2017
STAR website launched. Organized around 5 areas with medals list indicating action item progress.

February 28, 2017
“Share Your Progress” form created to enable self-reporting of activity toward action item.

January 2017
Strategic Achievement Review (STAR) team formed. Mission: to facilitate keeping the Libraries’ strategic goals in the forefront of everyone’s minds, by systematically tracking and communicating progress toward strategic goals.

March 20, 2017
“Priority Selection Tool” created enabling individuals and groups to generate custom lists of action items from the strategic plan.

Summer, 2017
STAR consults with groups and departments developing goals for the upcoming year including liaisons and branch libraries.

Aug - Oct, 2017
Mine departmental reports from previous academic year to extract unreported progress toward action items.

November, 2017
STAR presents at the Southeastern Library Assessment Conference.

December, 2017
STAR reports progress toward action items at all library staff meeting.

January, 2018
STAR hosts party to celebrate 1 year of progress. Slideshow featuring contributions of individuals, departments, and groups.

Spring Semester 2018
Keep STAR site running: add medals for progress reported, create regular blog posts, and periodically remind committees and groups of where, what, and how to report.

Strategies

Strategy 1 - Build a strong foundation
- Created website organized around 5 strategic areas.
- Designed StAR logo and graphic elements.
- Created blog and initial post to announce StAR.

Strategy 2 - Create multiple channels for two-way communication
- The guiding principle for communication out was, “when they are sick of hearing it, they’ve heard it for the last time.”
- Created “Share Your Progress” form to individuals can report activity.
- Designed “Priority Selection Tool” to generate customized lists of goals and action items.
- Created blog post to be six blogs of department and committee meetings to discuss StAR initiative and facilitate planning.
- Solicit stories of significant accomplishments for the StAR blog.

Strategy 3 - Celebrate success
- From parties to a special award to small incentives for those who report, we found multiple ways to celebrate our successes.
- All activity reported, big or small, is reflected with a medal and bullet summary on website.
- Significant work completed toward a goal or action item featured on the StAR blog and shared via email.
- Party hosted at completion of first year to celebrate accomplishments across the library.

Library award created for annual Library Spirit Awards given to an individual who significantly contributed to a library strategic initiative.

Strategy 4 - Make it automatic
- To make the process sustainable, we found ways to integrate it into already existing annual planning workflows.
- Developed website template for annual Departmental Annual Report template created, organized around 5 strategic areas.
- Created blog and initial post to announce StAR.

Less time intensive

The Dashboard 2017-2018
In order to get the most input out of the organizations and administrators, the STAR committee organized a dashboard of accomplishments reported during the 2017-2018 academic year. This dashboard provided an overview for the year and areas in which to focus our attention as a whole. The guide also showed those involved in those areas to report their accomplishments not yet reported to the team and maintain current actionable items that were possibly no longer relevant or not easily assessible.

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Tell Us Your Progress Form
Perhaps the most important part of this website, the Tell Us Your Progress Form is the easiest way for library staff to alert StAR when progress has been made toward an action item. Upon completion of this form, located on the StAR website, individuals should report any accomplishment they’re going to with the StAR. By sharing this form, librarians can help keep track of what has been done.

Priority Selection Tool
After receiving feedback regarding the effectiveness of the dashboard, the STAR committee outlined a dashboard of 5 areas and a list of 154 action items. After analyzing the results, it was determined that the StAR website needed to be more user-friendly. The guiding principle for communication out was, “when they are sick of hearing it, they’ve heard it for the last time.”

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