

SILOS TO STORIES

Making Assessment More Meaningful for Everyone

Emily Mann, Kirsten Kinsley & Travis Jordan
Florida State University Libraries

Introduction:

In 2018 FSU Libraries expanded the Public Service statistics group to a new structure called Storytelling and Statistics (SAS). There were several reasons for this change including a need for:

- Inclusivity
- Holistic Storytelling
- Support for all departments of Library

Storytelling and Statistics (SAS) aims to tell the story of the library to internal and external stakeholders using statistics and stories gathered by the library. In order to facilitate this move three working groups were created.

Working Group Charges:

LibInsight

- Administrate and train staff in consultation with Springshare, LLC
- Teach departments how to pull information and create datasets
- Analyze and create reports
- Normalize data management practices

Assessment

- Initiate, support, and monitor a sustainable assessment program
- Identify and maintain assessment priorities
- Ensure appropriate training support for all staff
- Advocate a culture of assessment at the Libraries

Communication & Marketing

- Identify internal and external stakeholders
- Identify information that should be shared with stakeholders
- Establish best information sharing methods
- Identify stories that reflect the brand and mission of the FSU Libraries

Fall 2018 Goals:

- Re-Work LibInsight datasets, create manual, and provide training
- Promote SAS to the entire Library
- Communicate about SAS to entire Library
- Initiate Blog Content Calendar
- Conduct Data Inventory
- Standardize LibInsight
- Write Procedural Manuals
- Meet at least 2x semesterly (all groups)
- Get feedback from key stakeholders

Design & Methodology:

Getting Started:

In order to ensure success for the Storytelling and Statistics (SAS) group, several meetings with library administration, division and department heads were held in hopes of securing stakeholder buy-in. The chair of the Public Service Statistics group met with department heads to understand which statistics were already being gathered and what kind of stories were told through their data. The goal was to identify the stories departments most wanted to tell, as well as determine the most effective method of doing so. To address these concerns, the Assessment Librarian, the Director of Marketing & Communication, and the chair of the former Public Services Statistics group created a reorganization memo, which included the rationale behind a charge for the new group. It proposed corresponding working groups with respective charges and accompanying action items. Library administration enthusiastically approved the final proposal of the group. From there, all department heads and associate deans were asked to nominate their staff members to participate in the overall SAS group, as well as its working groups.



Organization:

The larger Storytelling and Statistics group meets twice a semester with the working groups meeting monthly. Members are able to choose what working group they want to participate in and some are members of multiple groups. Each working group has a chair and these chairs make up the advisory board for the larger group. The working groups also act as advisors for their particular areas and meet with staff members. As this group continues we will evaluate the working groups and decide if the current ones continue to be valuable. If not, we are open to changing the working groups as needed for the best results.



Fall 2018 Working Group Accomplishments:

LibInsight

- Held Open Forums on current datasets
- Updated datasets
- Worked with Outreach staff members to change dataset
- Developed in-person and online training curriculum

Assessment

- Conducted and implemented a library-wide data inventory
- Involved and received input from colleagues with experience in assessment and data services library-wide
- Informed group of possible statewide cooperative initiative to change the way we collect EZproxy data
- Prompted group conversations about data privacy issues & concerns

Communication & Marketing

- Posted library blog stories
- Increased reach of social media
- Planned staff survey to collect stories

Moving Forward:

- Create manual to keep SAS sustainable
- Use SAS output for annual reporting
- Cultivate more stewardship of library data
- Set-up synchronous and asynchronous training
- Empower internal stakeholders to tell our story using qualitative and quantitative data
- Institute new data collection protocols
- Align with university archives requirements
- Use SAS data to help build our own "LibCube"
- Analyze and report on data inventory
- Involve newly hired Marketing & Communications Director in SAS



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