**Toolkit for Demonstrating the Value of Libraries**

**May 17, 2013**

**Oklahoma Christian University, Williams-Branch Center for Biblical Studies**

**Agenda**

**9:00 - 9:30... Registration**

**9:30 - 10:15 … Presentation Session 1  
*Option 1*: A DIY User Survey**

***Option 2*: Strategic Plan, Assessment Plan, and Transformative Change**

**10:15 - 10:30… Break**

**10:30 - 11:15 ... Presentation Session 2**

***Option 1*: The Value of Database Statistics**

.***Option 2*: LEAP Day in the Library - Using Focus Groups for Assessment**

**11:30 - 12:30 ... Lunch with Table Topics**

Assessment, Information Literacy, Accreditation

**12:45 - 1:30 … Presentation Session 3**

***Option 1*: Using Focus Groups to Collect Data**

***Option 2:* SAILS Testing in the Library**

**1:30 - 1:45 … Break**

**1:45 - 2:30 … Presentation Session 4**

***Option 1*: Ethnographic Research Methods in Library Assessment**

***Option 2:* LibQUAL+®, A Tool for Measuring User Satisfaction Panel**

**2:30 – 2:45… Complete evaluation forms**

**A DIY User Survey/ Lee Webb, Oklahoma City University**

As part of our assessment plan, the librarians at OCU’s Dulaney-Browne Library survey students and faculty biannually on the quality of library services, collections, and facilities. Lee Webb has twice coordinated the survey and will discuss the process of adapting the paper survey for online distribution, the formulation and reformulation of questions, the survey results and how they have been applied to service improvement.

**Strategic Plan, Assessment Plan, and Transformative Change / Sharon Morrison & Susan Webb, Southeastern Oklahoma State University**

**The Value of Database Statistics / Dona Davidson, Oklahoma State University – Tulsa**

Does your library gather database statistics? Are these data used to make subscription decisions? This information, although often a challenge to collect, is extremely important to your library, and provides libraries with the opportunity to make informed decisions. I will discuss barriers to obtaining statistics, the efforts of Project Counter, and show how we at OSU-Tulsa go about acquiring and organizing the statistics. Examples of our decision making process, regarding database subscriptions, will also be shared.

**LEAP Day in the Library - Using Focus Groups for Assessment / Katie King – Southern Nazarene University**

For the first time, the SNU Library participated in LEAP Day, Southern Nazarene's campus-wide assessment day. Come to this session to find out how the library successfully used focus groups to engage with students and improve its services!

**Using Focus Groups to Collect Data / Karen Rupp-Serrano, University of Oklahoma**

This session will help you determine when a focus group is appropriate for your data needs, what kinds of questions are most effective in these settings, how to handle different personalities in a session, ground rules for effective moderating, and analyzing data gathered in focus groups.

**SAILS Testing in the Library / Dr. Adrianna Lancaster, East Central University**

This session will discuss the Standardized Assessment of Information Literacy Skills (SAILS) including such topics as administration decisions, cost, test options, test results, incentives, and uses.

**Ethnographic Research Methods in Library Assessment / Elizabeth Jones, OU Health Sciences Center**

Ethnography – the study of cultural groups and their practices – and ethnographic research methods are becoming increasingly prevalent in library assessment. . Library users and potential users on a particular campus make up a cultural group. Through a variety of observational and interactive methods, we may learn more about how and why they use libraries, collections and services, and the feelings, beliefs and needs that influence their use. This presentation will introduce various methods and examples for conducting ethnographies in libraries.

**LibQUAL+®, A Tool For Measuring User Satisfaction / Moderator: Karen Neurohr, Oklahoma State University (Panel: Sarah Clark, Rogers State University; Kate Corbett, Langston University, & Casey Ashe, Tulsa Community College**

This panel presentation will provide first-hand information about the survey and will include pros and cons, cost, planning and results.

**Hotel Information:**

Sleep Inn, Inn and Suites

3608 South Broadway

Edmond, OK 73013

(405) 844-3000 FREE (405) 844-3000

www.sleepinnedmond.com

Normal Rate: $98.99

University Rate: $81.50

Fairfield Inn by Marriott

301 Meline Drive

Edmond, OK 73034

(405) 341-4818

FREE (405) 341-4818

www.marriott.com

Normal Rate: $109 plus tax

University Rate: $83 plus tax

Hampton Inn

300 Meline Drive

Edmond, OK 73034

(405) 844-3037 FREE (405) 844-3037

www.hamptoninn.com

Holiday Inn Express, Hotel and Suites

3840 East Second Street

Edmond, OK 73034

(405) 844-3700 FREE (405) 844-3700 [www.hiexpress.com/esedmondok](http://www.hiexpress.com/esedmondok)

**Thank you to the following:**

Oklahoma Council of Academic Library Directors

Oklahoma State Regents for Higher Education

Oklahoma Christian University

Oklahoma City University

**Directions:**

**Registration Form**

Oklahoma Christian University is located on Memorial Road just one mile east of the Broadway Extension and 2 miles west of I-35. (See [Edmond map](http://maps.google.com/maps?q=2501+East+Memorial+Road,+Edmond,+OK&hl=en&sll=35.611473,-97.469244&sspn=0.005713,0.008723&vpsrc=0&hnear=2501+E+Memorial+Rd,+Edmond,+Oklahoma+73013&t=m&z=16)) (See [campus map](http://www.oc.edu/campus/map))

The Williams-Branch Center for Biblical Studies

is number 8 on the campus map. Parking is

available in the front or to the east of the building.

**From North**: Follow I-35 South to Edmond. Exit and turn west on Memorial Road.

**From South**: Follow I-35 North to Oklahoma City. Take the Broadway Extension (also called I-235 and Highway 77) to Edmond. Exit and turn east on Memorial Road.

**From East**: Continue on the Kilpatrick Turnpike when the H.E. Bailey Turnpike Ends (The Kilpatrick Turnpike costs $1). Exit on Eastern. Turn right on Eastern (north). Turn Right on Memorial Road, which is the first light. Oklahoma Christian will be on your left.

**From West**: Follow I-40 East to Oklahoma City. Take the Broadway Extension (also called I-235 and Highway 77) north to Edmond. Exit and turn east on Memorial Road.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School/Library: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City, State, Zip \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Meal Preference: Vegetarian

Chicken Florentine

Registration Fee: $35.00, includes lunch

Method of Payment

Check PO

Checks & Purchase Orders payable to

Oklahoma City University

Send registration form & payments to

Victoria K. Swinney, Ph.D.

Dulaney-Browne Library

Oklahoma City University

2501 North Blackwelder

Oklahoma City, OK 73106

For information, contact

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*Registration Deadline: May 10th*