

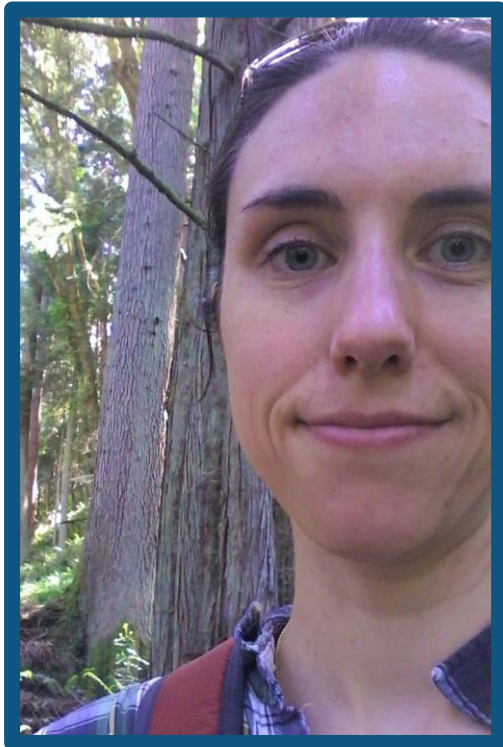


Realize Your Assessment Dreams

*Practical Strategies for Making Collection
Analysis a Reality*

ASERL WEBINAR | MARCH 22, 2021

Welcome!



WELCOME!

ASERL Webinar:

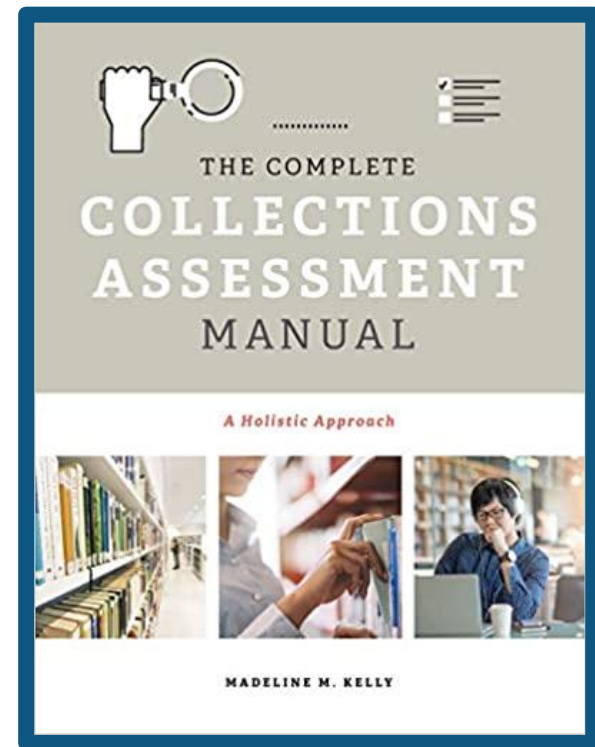
**What is
“Good Enough Collection Assessment?”**

February 9, 2016



TODAY'S PRESENTER:

MADELINE KELLY – Head of Collection Development,
George Mason University Libraries

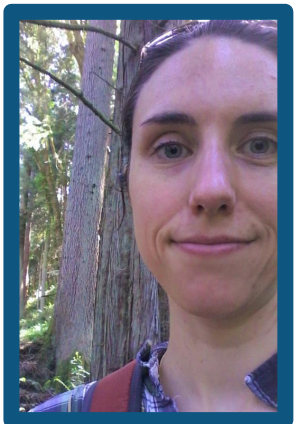


Learning Outcomes

- ▶ Gain practical strategies for collection assessment
- ▶ See strategies in action in three example projects
- ▶ Learn where to find easy-to-apply methodologies
- ▶ Ask questions or share assessment tips and tricks



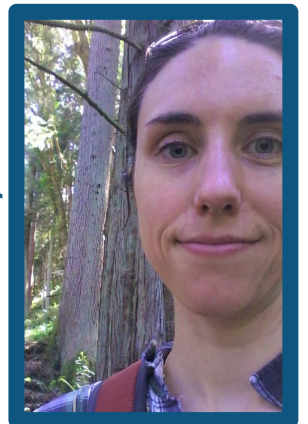
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Guiding Principles



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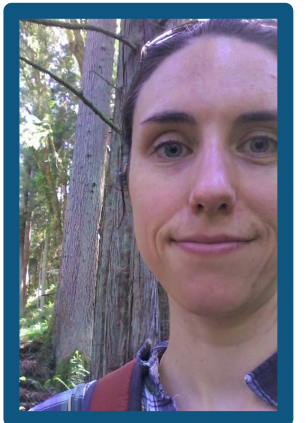


Guiding Principles

Be Purpose-Driven



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Guiding Principles

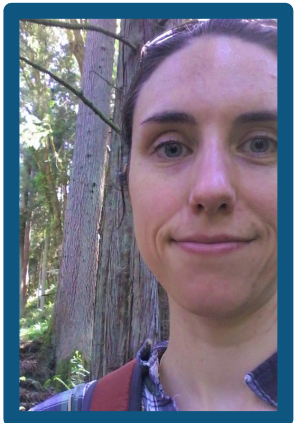
Be Purpose-Driven



Start Small



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Guiding Principles

Be Purpose-Driven



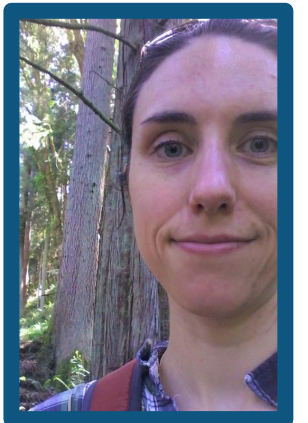
Start Small



Plan Ahead



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Guiding Principles

Be Purpose-Driven



Start Small



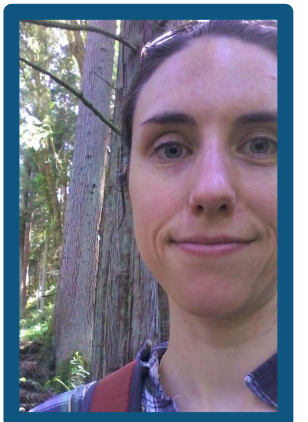
Plan Ahead



Be Realistic



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Guiding Principles

Be Purpose-Driven



Start Small



Plan Ahead



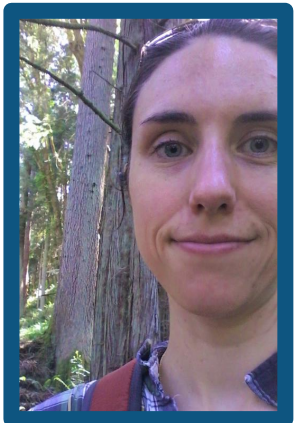
Be Realistic



Think “Good Enough”



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Guiding Principles

Be Purpose-Driven



Start Small



Plan Ahead



Be Realistic



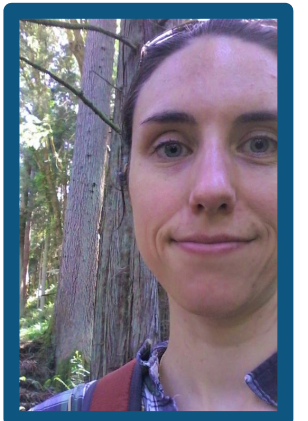
Think “Good Enough”



Stay Sustainable



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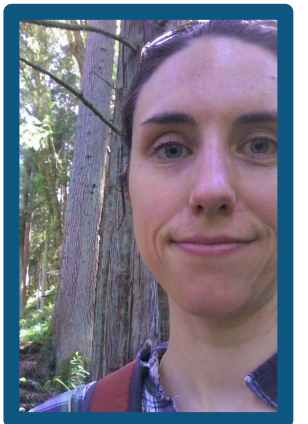
Principles in Action: Three Case Studies

1. Subject Snapshots

(George Mason University, 2013-2017)



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Principles in Action: Three Case Studies

1. Subject Snapshots

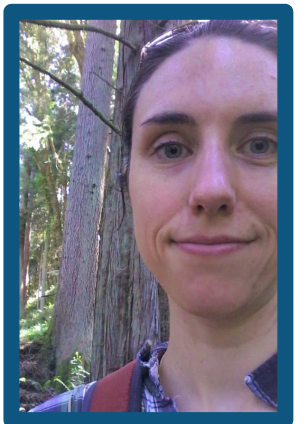
(George Mason University, 2013-2017)

2. E-Resource Scorecards

(Virtual Library of Virginia, 2016-2017; Western Washington University, 2019-2021)



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Principles in Action: Three Case Studies

1. Subject Snapshots

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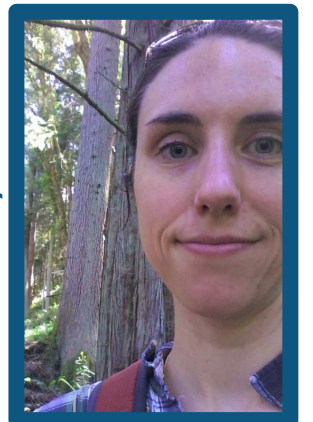
(Virtual Library of Virginia, 2016-2017; Western Washington University, 2019-2021)

3. Monograph Acquisitions Pilots

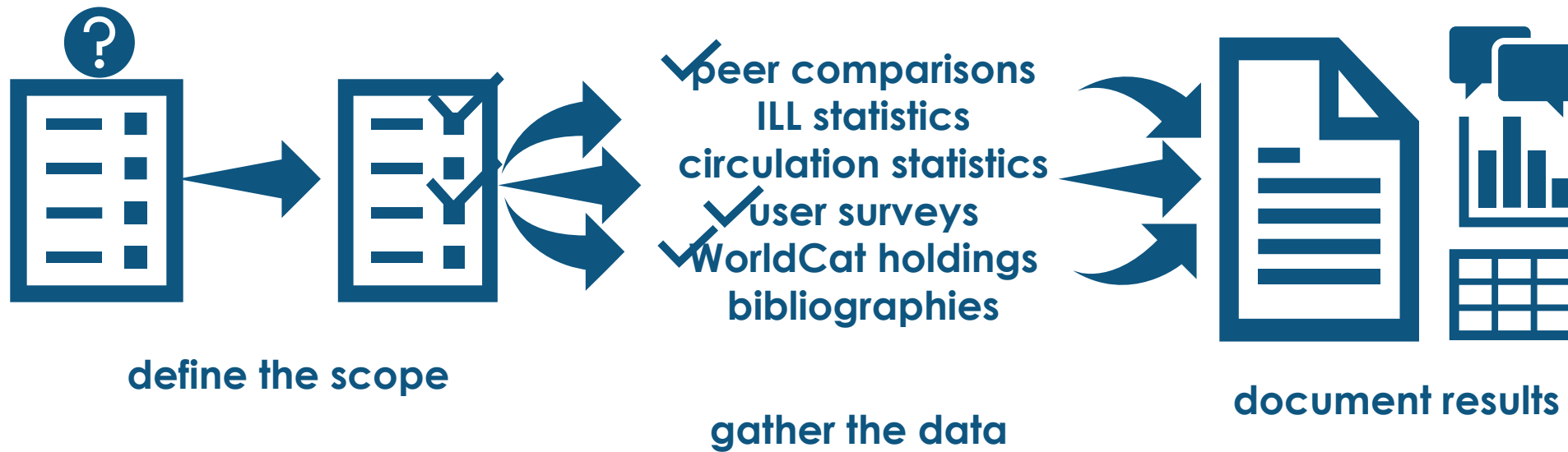
(Western Washington University, 2020-)



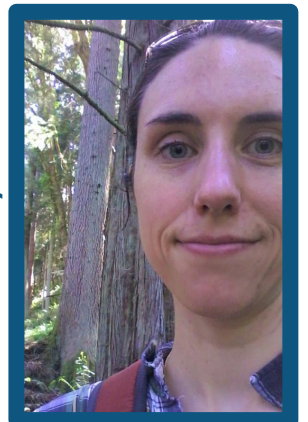
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Subject Snapshots



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Subject Snapshots

Be Purpose-Driven. Exploration! Broad goal = flexible assessment. Pick tools and metrics that appeal.

Start Small. Test drive with a trio of subjects, then proceed one at a time.

Plan Ahead. Develop menu of tools, instruction manual, and schedule.

Be Realistic. Commit to 1-2 subjects at a time, 3-5 per year. Jettison tools and metrics that exceed bandwidth or skill level.

Think “Good Enough.” Deploy a variety of tools and metrics. Move on if “perfection” is too time-consuming.

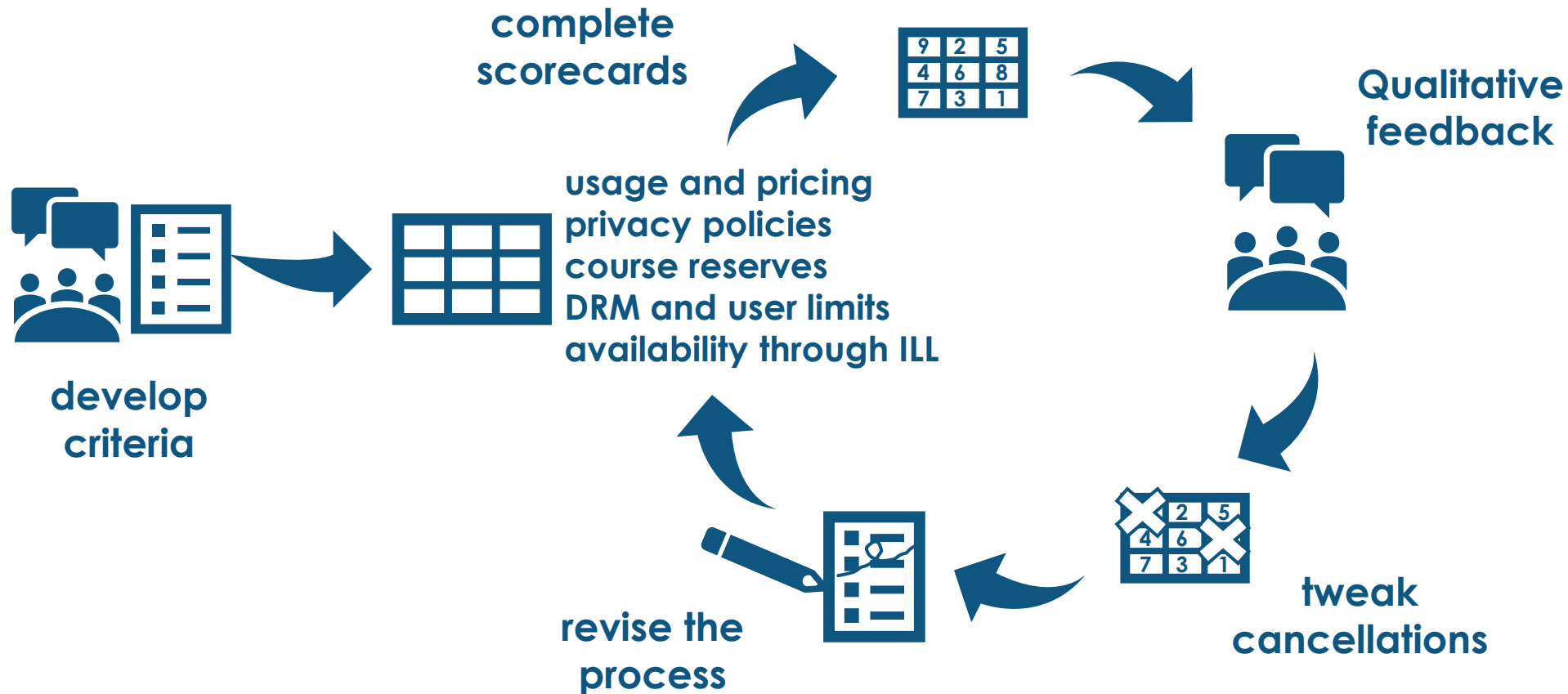
Stay Sustainable. Drop tools and metrics that take too much time without yielding actionable results.



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E-Resource Scorecards



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E-Resource Scorecards

Be Purpose-Driven. Adding or dropping subscriptions. Tools and metrics capture “value” of subscriptions. Project should be cyclical.

Start Small. Just subscriptions. One year at a time.

Plan Ahead. Map out renewal cycles and academic calendar. Consult with stakeholders. Develop criteria early.

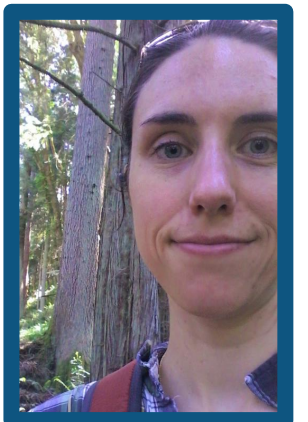
Be Realistic. Only criteria that are feasible. More challenging data gathered every other year.

Think “Good Enough.” Variety of tools and metrics. Supplement quantitative data with qualitative input.

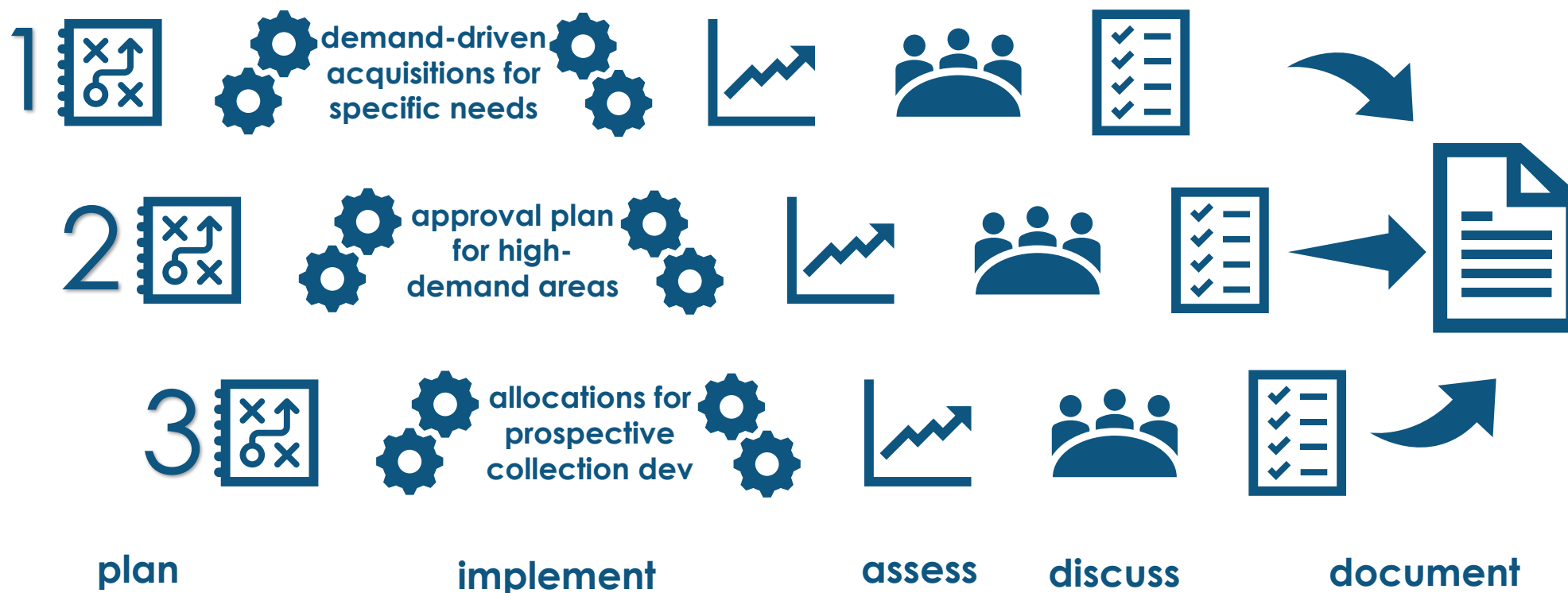
Stay Sustainable. Drop—or space out—labor-intensive metrics.



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Monograph Acquisitions Pilots



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Monograph Acquisitions Pilots

Be Purpose-Driven. Each pilot focused on specific monographic need (student need; specific faculty need; prospective collection development).

Start Small. Each pilot focuses on a specific need, lasts a specific span of time, and is allotted only a portion of the monograph budget.

Plan Ahead. Each pilot mapped out in advance.

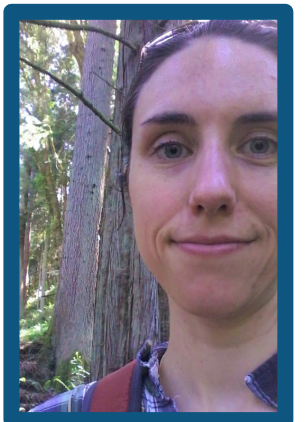
Be Realistic. Pilots launched one at a time. Given multiple years to take effect, plus additional time for assessment.

Think “Good Enough.” A small pilot is better than nothing.

Stay Sustainable. One pilot at a time. Think critically about things like slips and large allocations.



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Actionable Assessment Resources

▶ Subject Snapshots

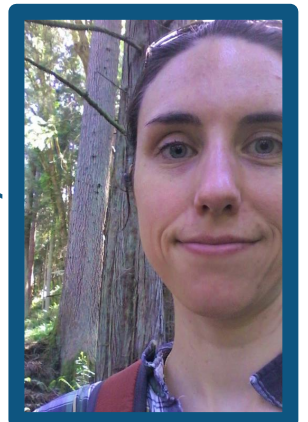
- ▶ Kelly, M. (2014). "Applying the tiers of assessment: A holistic and systematic approach to assessing library collections." *The Journal of Academic Librarianship*, 40, 585–591.
- ▶ Duncan, C.J. and O’Gara, G.M. (2015). "Building Holistic and Agile Collection Development and Assessment." *Performance Measurement and Metrics*, 16 (1), 62–85.

▶ E-Resource Scorecards

- ▶ Western Washington University – Western Libraries – 2019-20 Subscription Review "Subscription Scoring" <https://library.wvu.edu/satf/2019-20-subscription-scoring>
- ▶ VIVA Value Metric Task Force <https://vivalib.org/va/collections/vmtf>
 - ▶ [Determining Value: The Development of Evaluation Metrics for Shared Content](#)
 - ▶ [Valuing Consortial Resources: A Framework for Assessment](#)



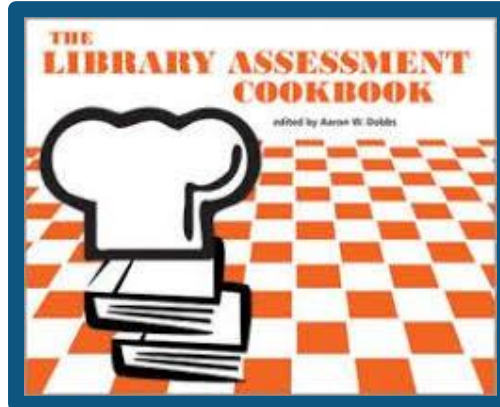
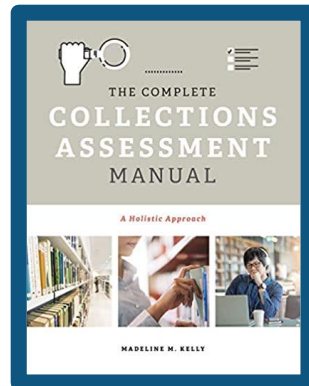
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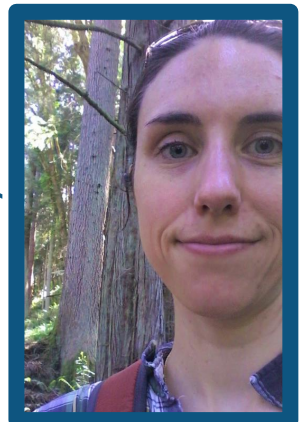
Actionable Assessment Resources

► General Resources

- [The Complete Collections Assessment Manual: A Holistic Approach](#) book & [downloadable CC-BY-NC worksheets](#) from ALA Web Extras (<http://alaeditions.org/webextras/>)
- [Collections Assessment: Developing Sustainable Programs & Projects](#) (Kelly & O'Gara 2017)
- [The Library Assessment Cookbook](#) (ed. Aaron Dobbs)
- [Academic Library Value: The Impact Starter Kit](#) (Megan Oakleaf)



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Questions?
Tips?



Thank you!

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