

Southern Methodist University

Detailed Assessment Report 2013-14 CENTRAL UNIVERSITY LIBRARIES

As of: 2/12/2015 05:01 PM CENTRAL

(Includes those Action Plans with Budget Amounts marked **One-Time, Recurring, No Request**)

Mission / Purpose

The Central University Libraries supports and enriches SMU's academic mission and heritage. CUL serves students, faculty, staff and the general public by building collections, organizing information, providing high quality research assistance, and preserving, digitizing and showcasing library materials. CUL staff will provide outstanding professional assistance in the access of diverse resources, and create an environment that respects academic freedom, encourages open enquiry and excites the mind.

Goals

G 3: Play an active role in advancing the information literacy aptitude of students at SMU

Play an active role in promoting library resources to students and faculty, an active role in strengthening the working relationships with other learning programs on campus, and an active role regarding the University Curriculum information literacy proficiencies.

G 4: Implement new resources and programs to enable increased effectiveness of information literacy instruction.

Establish library-wide programs that support library staff in developing their information literacy instruction, and support university instructors in assessing the student learning outcomes of information literacy competencies as set forth in the University Curriculum.

Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 5: Freshman Information Literacy Learning Module

Freshmen in the mandatory first-year writing courses will be assigned an online information literacy module, with pre- and post-test of information literacy aptitude.

Relevant Associations:

General Education/Core Curriculum Associations

- 1.1.3 Students integrate diverse source material into their essays

Strategic Plan Associations

UNIVERSITY PRESIDENT

- 1.5 Strengthening of the University Library System as the heart of academic excellence
- 2.1 Enhancement of teaching & learning through curricula,... informed by research & advanced technologies

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 3: Expansion of librarian outreach initiatives and involvement in University Curriculum information literacy proficiencies

2012-2013: Develop standard liaison job description to include expectations for outreach. Continue outreach to campus programs including the Academic Bridge Program, the Center for Teaching Effectiveness, the Altshuler Learning Enhancement Center, and the Mast of Liberal Studies program. Provide training and support for liaisons to be active partners with faculty in addressing information literacy proficiencies in the new University Curriculum. 2013-2014: Establish coordinated approach to developing both the faculty/department librarian liaison program and the CUL information literacy instruction program. Establish User Experience Librarian position, revitalize CUL Student Advisory Council, improve library marketing content for incoming freshmen, strengthen campus partnerships, measure high-traffic usage items (Fondren Library Center info commons, Central University Libraries website) for potential improvements.

Relevant Associations:

Associated to University Strategic Goal 1.5 Strengthening of the University Library System as the heart of academic excellence. This association is self-evident. Associated to University Strategic Goal 4.2 Enhancement of critical student life programs related to student retention and growth. This association is based on research by Emmons & Wilkinson (2011) which shows a statistically significant positive association between "professional library staff-to-student ratio" and increased retention, as well as the 6-year graduation rate. An increase in professional library staff-to-student ratio is associated with an increase in the student retention rate and an increase in graduation rate.

General Education/Core Curriculum Associations

- 1.1.3 Students integrate diverse source material into their essays

Strategic Plan Associations

UNIVERSITY PRESIDENT

- 1.5 Strengthening of the University Library System as the heart of academic excellence
- 4.2 Enhancement of critical student life programs related to student retention and growth

Related Measures

M 7: Activity and Initiatives toward Student Learning of Information Literacy

Library activities, preparations and initiatives toward furthering and promoting the Information Literacy proficiency of

SMU students.

Source of Evidence: Activity volume

Target:

Hire User Experience Librarian (new position), hire new Head of Research Services Librarian, begin the development/improvement process for various aspects of information literacy instruction and user interfaces, including the capacity to independently measure student learning of information literacy through the CUL information literacy instruction program.

Finding (2013-14) - Target: Met

Hired User Experience (UX) Librarian in summer 2013. UX Librarian initiated changes to the CUL Student Advisory Council to harvest increased participation and feedback from students. UX Librarian worked together with instruction/liaison librarians and library technology services staff to conduct web usability testing of the CUL website, after which the technology services staff redesigned the entire CUL website in time to launch by summer 2014. Jointly developed and refined template to observe usage patterns of the Fondren Library Center Info Commons space, and made notable observations for Fondren Library Center renovation planning. Applied for innovation grant to fund the purchase of video equipment in order to create library orientation videos for incoming freshman, created videos to be utilized in AARO orientation sessions starting June 2014. Hired new Head of Research Services Librarian in fall 2013. Hosted a series of workshops inviting campus partners on-site to share processes and initiate discussion of collaboration strategies in the upcoming years. Re-aligned subject librarians to optimize talents focused on information literacy instruction, as well as library collection development. Developed a strategy for increasing library instruction presence on campus. Applied for ACRL Assessment in Action (AiA) to participate along with cohort university academic libraries/librarians in training and support for local library assessment projects. Application proposal was accepted. The proposal outlined a library assessment project for improving information literacy instruction with limited librarian staff as well as establishing the capability of independently measuring student learning outcomes, and a cross-campus team to implement and carry out the project. Planning of the proposed assessment project began, namely the development of an online library instruction tutorial with built-in assessment capability, with a plan to utilize a flipped-classroom instruction approach to maximize the use of instruction librarian's limited time. Gathered initial data during spring 2014 information literacy instruction using the traditional instruction approach, to enable a comparison of student learning (quality of citations in student papers submitted) in the first-year writing program. After implementing the new approach, the same data will be collected from first-year writing courses featuring the new flipped-classroom approach of information literacy instruction (utilizing the additional online tutorials), and assessing the effect of this new approach on student learning outcomes of information literacy through the first-year writing curriculum. Head of Research Services created a cross-campus team including SMU assessment & accreditation director, chair of Discernment & Discourse first-year writing program, Blackboard learning management system director, library assessment director, and user experience librarian. Flipped classroom instruction approach was in development during Spring 2014 and expected to be implemented during the 2014-2015 cycle. Identified viable online tutorial products that feature information literacy and assessment of student learning outcomes through the Blackboard system, and submitted proposal for the purchase of the best-fit product, based on its broad applicability for university-wide use, including the capability for faculty to assign modules to students to complete and gather assessment measures of University Curriculum Information Literacy Competencies in an automated way conducive to efficient accreditation reporting. Library Assessment director appointed to a complementary task force, the Greater Western Library Alliance Task Force on Student Learning of Information Literacy, and contributed to the research design for the multi-institution study. SMU is one of 21 participating U.S. Carnegie-classified doctoral research institutions preparing to study the effect of library instruction methods used in freshman level courses upon student learning measures as well as institutional measures such as retention. Initial data will be available during the 2014-2015 cycle. Increased outreach to faculty by librarian staff to support grant applications and research. Purchased PlumX analytics for improved citation analysis for faculty publications. Created a Grants Research Guide for promotion of library support services for faculty grant proposal writing, and partnered with Office of Research to promote library services, including a more prominent placement of the tool "SPIN" on Online Resources web page, as well as to co-present for faculty grant writing workshops. E-newsletter templates are in development for each subject librarian to promote library services and resources to their respective faculty. New "Meet your librarian" website page in development to show new subject librarians with their pictures.

O/O 4: Development and Assessment of Information Literacy Instruction Program

Implement Online Tutorial and Flipped Classroom Instruction approach with support of the AiA program. Assess this new approach by comparing citations from student papers from old method and new method of instruction. Further assess on a more comprehensive scale all aspects of the library instruction program with support from the GWLA Task Force on Student Learning research design and project. Both AiA and GWLA projects to be carried out during 2014-2015.

Relevant Associations:

Associated to University Strategic Goal 1.5 Strengthening of the University Library System as the heart of academic excellence. This association is self-evident. Associated to University Strategic Goal 2.1 Enhancement of teaching and learning through curricula, pedagogies, programs, and methodologies informed by research, along with utilization of advanced technologies. This association is self-evident.

General Education/Core Curriculum Associations

1.1.3 Students integrate diverse source material into their essays

Strategic Plan Associations

UNIVERSITY PRESIDENT

1.5 Strengthening of the University Library System as the heart of academic excellence
2.1 Enhancement of teaching & learning through curricula,... informed by research & advanced technologies

Related Measures

M 7: Activity and Initiatives toward Student Learning of Information Literacy

Library activities, preparations and initiatives toward furthering and promoting the Information Literacy proficiency of SMU students.

Source of Evidence: Activity volume

Target:

Invoke new ideas and take active steps toward dynamically improving Information Literacy instruction. Seek to

quantify the value of Information Literacy instruction.

Finding (2013-14) - Target: Met

Applied for ACRL Assessment in Action (AiA) to participate along with cohort university academic libraries/librarians in training and support for local library assessment projects. Application proposal was accepted. The proposal outlined a library assessment project for improving information literacy instruction with limited librarian staff as well as establishing the capability of independently measuring student learning outcomes, and a cross-campus team to implement and carry out the project. Planning of the proposed assessment project began, namely the development of an online library instruction tutorial with built-in assessment capability, with a plan to utilize a flipped-classroom instruction approach to maximize the use of instruction librarian's limited time. Gathered initial data during spring 2014 information literacy instruction using the traditional instruction approach, to enable a comparison of student learning (quality of citations in student papers submitted) in the first-year writing program. After implementing the new approach, the same data will be collected from first-year writing courses featuring the new flipped-classroom approach of information literacy instruction (utilizing the additional online tutorials), and assessing the effect of this new approach on student learning outcomes of information literacy through the first-year writing curriculum. Head of Research Services created a cross-campus team including SMU assessment & accreditation director, chair of Discernment & Discourse first-year writing program, Blackboard learning management system director, library assessment director, and user experience librarian. Flipped classroom instruction approach was in development during Spring 2014 and expected to be implemented during the 2014-2015 cycle. Identified viable online tutorial products that feature information literacy and assessment of student learning outcomes through the Blackboard system, and submitted proposal for the purchase of the best-fit product, based on its broad applicability for university-wide use, including the capability for faculty to assign modules to students to complete and gather assessment measures of University Curriculum Information Literacy Competencies in an automated way conducive to efficient accreditation reporting. Library Assessment director appointed to a complementary task force, the Greater Western Library Alliance Task Force on Student Learning of Information Literacy, and contributed to the research design for the multi-institution study. SMU is one of 21 participating U.S. Carnegie-classified doctoral research institutions preparing to study the effect of library instruction methods used in freshman level courses upon student learning measures as well as institutional measures such as retention. Initial data will be available during the 2014-2015 cycle.

O/O 6: Support for Faculty Research and Grant Writing

Develop and implement comprehensive approach for librarians' efforts in assisting faculty with their research and grant proposals. Introduce new tools for faculty in documenting and measuring their scholarly publication activity. Investigate the viability of new metrics for scholarly publication activity, which are being introduced in the community, such as "altmetrics" and other.

Strategic Plan Associations

UNIVERSITY PRESIDENT

- 1.5 Strengthening of the University Library System as the heart of academic excellence
- 3.4 Encouragement of interdisciplinary teaching & research, especially at the doctoral level
- 3.6 Support of doctoral programs resulting in increases in research productivity & creative achievement

Related Measures

M 8: Activity and Initiatives toward Support for Faculty Research and Grant Writing

Activity and Initiatives toward Support for Faculty Research and Grant Writing

Source of Evidence: Activity volume

Target:

Take steps toward increasing Central University Libraries' support for Faculty Research and Grant Writing.

Finding (2013-14) - Target: Met

Increased outreach to faculty by librarian staff to support grant applications and research. Purchased PlumX analytics for improved citation analysis for faculty publications. Created a Grants Research Guide for promotion of library support services for faculty grant proposal writing, and partnered with Office of Research to promote library services, including a more prominent placement of the tool "SPIN" on Online Resources web page, as well as to co-present for faculty grant writing workshops. E-newsletter templates are in development for each subject librarian to promote library services and resources to their respective faculty. New "Meet your librarian" website page in development to show new subject librarians with their pictures.

Analysis Questions and Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?

Central University Libraries significantly expanded its librarian outreach initiatives and significantly increased its involvement in the development of the University Curriculum information literacy program, taking steps to improve the effectiveness of the instruction offered through innovative pilots like the flipped classroom instruction model, and also playing an active role in developing the ability to measure and quantify student learning of information literacy. CUL successfully built inroads on campus to directly support the teaching of IL proficiencies in the University Curriculum, and has expanding its involvement in library instruction research at the national stage as well.

What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?

In upcoming cycles, Central University Libraries needs to leverage its successful expansion and research efforts toward designing a concrete measurement tool in order to begin quantifying student learning of information literacy.