Midwinter Online Conference 2023

Questions from Session 1: Communicating Library Impact By Creating a Simple Dashboard, by Sharon Clapp, Carl Antonucci, PhD, and Martha Kruy (Central Connecticut State University)

Q1: Do you have a public link to this dashboard?

https://libguides.ccsu.edu/libraryimpactdashboard

Q2: Who does the info lit assessment and how much time does it take?

Please contact Martha Kruy, mkruy@ccsu.edu for more details

Q3: Are you regular libguides or libguide CMS?

LibGuides regular (not CMS)

Q4: Can you talk about Manual Space count, how it was done and how frequently?

Please contact Sharon Clapp sclapp@ccsu.edu so that she can get more details to you directly from our Access Services

Q5: You seem to be affirming that "counting things" equates to impact. To take just one example and state a bit of well-known web-assessment wisdom, "pageviews" represent a metric that isn't necessarily telling you if your content is helping you accomplish your goals. Students use their college library because it's the only game in town. What about trend data? If your counts are declining, does it mean your value is declining?

Agreed that, for example, simple quantitative measures do not fully indicate impact, only usage. Pageviews is a helpful metric for trends, as I'm sure you know and often a sought-after measure among other types of organizations to better understand reach of website, particularly when paired with other key data, such as sessions. Trend data does matter, and all of these pieces are only parts of the overall picture. There are qualitative measures and trends don't necessarily encompass impact either. Counts declining may mean many things, as I'm sure you also know. Building occupation and reference transactions are numbers that can be altered by a variety of

external factors. Without even counting what is happening, however, we cannot get to trends, we cannot contextualize the whole picture of the library's impact when speaking with funding authorities. Without having access to data on students who use the library, we also cannot see if use of the library aids in student retention and success, however, this is not currently possible for a variety of reasons outside of the library's control. We noted that this is a simplistic pilot project, designed only to start us down the road to telling the story of our impact better (not to mention helping us to identify issues and successes with our services - be they physical or online). This is only a starting point.

Q6: For those of us wearing many hats, and limited time: What do you focus on to get started with data collection?

Don't let the imperfect be the enemy of the good. Figure out what data would be most impactful (to which you have access) and which data you already need to collect for other reasons, e.g., ACRL/IPEDS, and then try to find ways to centralize and contextualize your data collection. Shared spreadsheets, e.g., through Google Sheets and/or Office 365 are common tools for collection and they can be used for sharing of data

Q7: With the update coming up from google, are you planning on continuing with the service?

Yes, in fact, we will likely expand to live connectors to Google's looker studio

Q8: What software do you use for the dashboard? Just LibGuides?

Just LibGuides at this moment in time, looking to add a more live connection

Resources/insights shared in chat by attendees:
- We use Springshare's LibInsight to automatically import a lot of the data for our dashboards.
- We've just connected some of our Alma Analytics reports to Tableau and are currently working on building a dashboard as well. We'll be looking at pulling Springshare data from LibInsight in as well.
- Airtable could be another good application for dashboard!