

**COMMUNICATING
LIBRARY IMPACT
BY CREATING A
SIMPLE
DASHBOARD**



CENTRAL CONNECTICUT STATE UNIVERSITY
ELIHU BURRITT LIBRARY

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DASHBOARD

GOALS



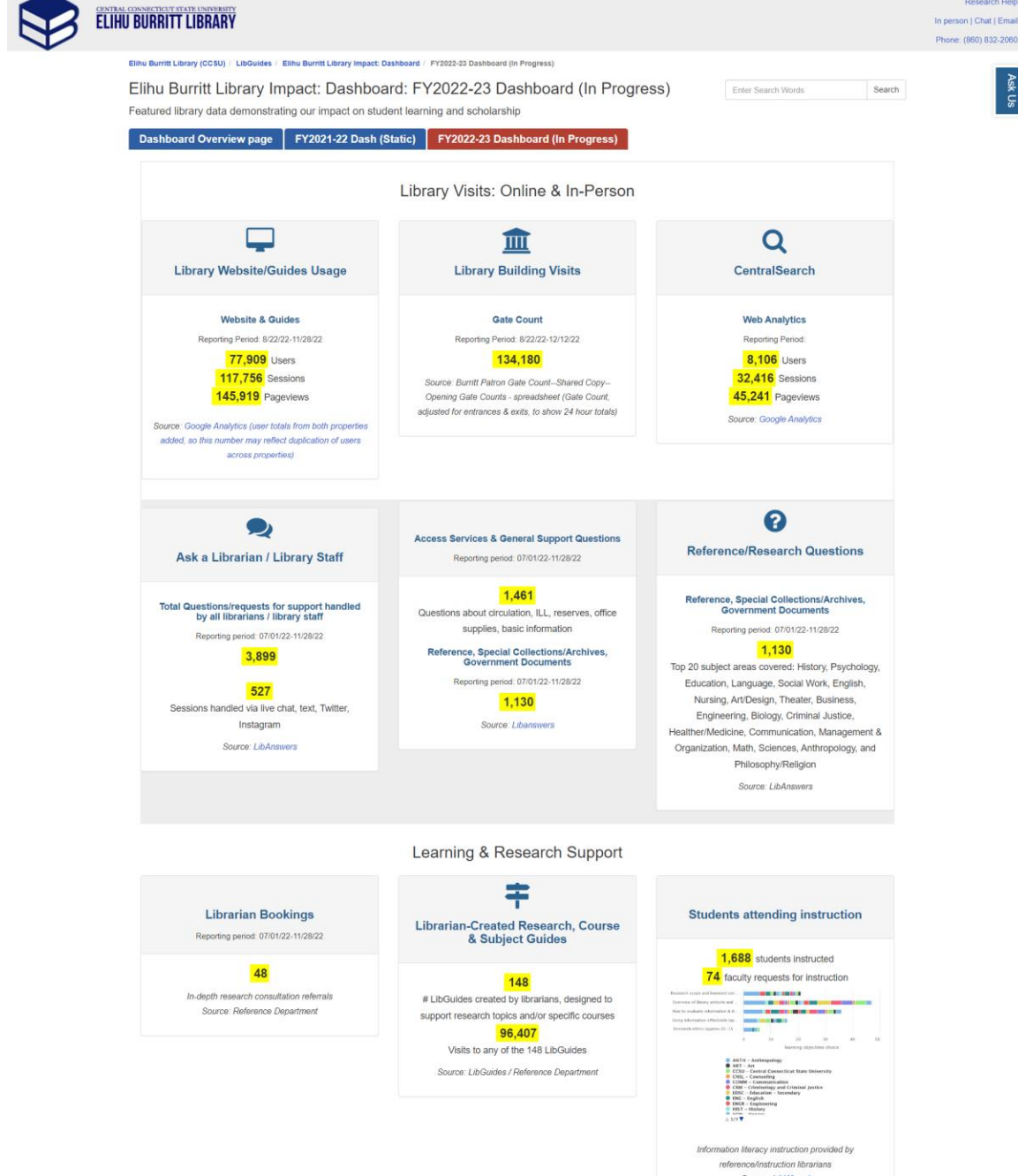
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- Budgetary concerns
 - Student retention drives budget
- Role of library on campus
 - Using dashboard to show service student outcomes (reference & instruction, ILL)
 - Faculty usage and student satisfaction
 - E-resources & collection development
 - Library as study space
- Make a repository / communication mechanism for library data
 - ACRL/IPEDS Surveys data requirements
 - Reorganize and present annual report data in more accessible, visual format
- Web presence – analytics for various web interfaces & Primo

IF WE BUILD IT, WILL THEY COME?

While many people would argue that any library's value is immeasurable, quantifying user impact can help everyone better understand the value of services and resources that a 21st-century academic library provides.

Loosely modeled on the work of peer institutions, the Elihu Burritt Library is piloting a "Library Impact Dashboard" that will serve regularly to publish key metrics of library usage, in-person and online, and communicate how librarian-driven services and resources are impacting CCSU's students, faculty, and staff.



THE NUMBERS SPEAK

- **2021-22 Fiscal Year**

- **436,632** Pageviews library website / guides across **214,575** Users
- Gate count recorded **252,993** visits
- Manual count – library-specific space usage – **51,291** library users

- **Fall 2022**

- **145,919** Pageviews of the library's website / guides across **77,909** users
- Gate count recorded more than **134,180** visitors
- Manual counts - nearly **29,000** people were present in library-specific spaces



IMPACT OF SERVICES

Direct access to services data is imperative for:

- Determining staffing measures for public access desks and library hours of operation
- Demonstrating staffing needs at public access desks for budgetary purposes
- Guiding development (e.g., content, format, staffing) of information literacy instruction program(s)

Service	Fall 2019	Fall 2021	Fall 2022
Questions Answered at Reference Desk	2895	2256	2273
Questions Answered at Circulation Desk	1159	1558	1678
Reference Consultations	3*	47	61
Instruction Sessions	94	114	80

*Our Book a Librarian service launched 3/1/2020.

INFORMATION LITERACY ASSESSMENT

Data from Artifacts Collected in Fall 2021, Scored in January 2022

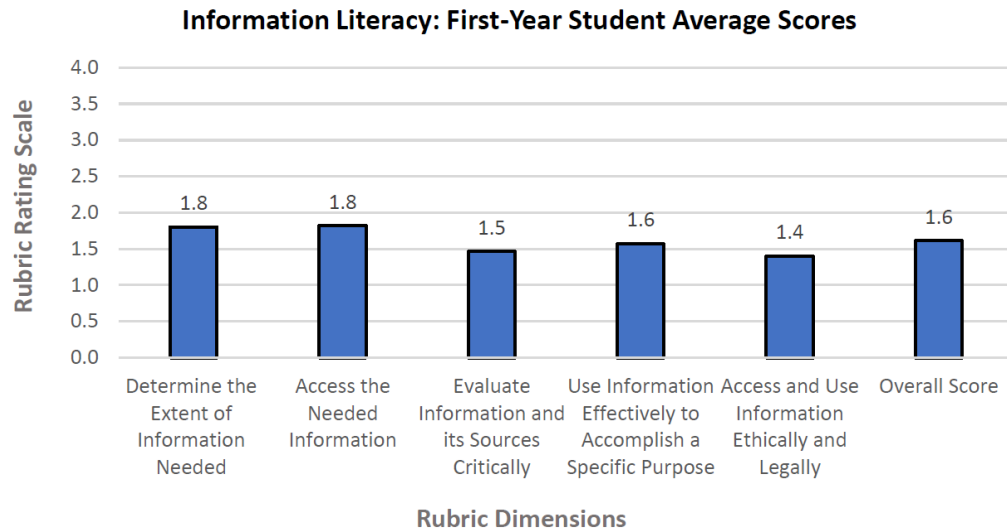


Figure 1. Overall scores of first-year students for Information Literacy Rubric, n=72

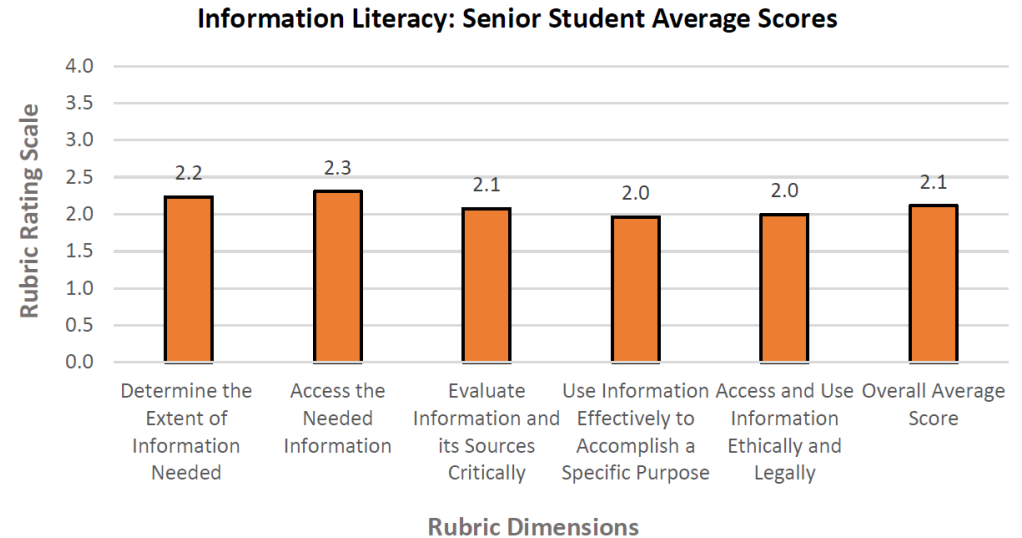


Figure 2. Overall scores of senior students for Information Literacy Rubric, n=13

CCSU has scored student artifacts against the AAC&U VALUE Rubric for Information Literacy beginning in 2018. Although information literacy has long been a general education student learning outcome, the process of assessing the learning outcomes has been expanding beyond the library's usage of the data.

DASHBOARD BUILD – LOW CODE PILOT

- Modelled on SCSU's dashboard
- Visual presentation elements highlighted (leveraged such elements of LibGuides as the older Bootstrap framework, their FontAwesome 4.7 library)
- Hard-coded data at presentation level
- Future opportunities
 - Live data integrations – Google Analytics / Looker Studio

CHALLENGES IN DASHBOARD CREATION:

THE CATCH-22

We Noticed

- No metric for ACRL/IPEDS related to web presence / digital outreach (please advise if you know otherwise)
 - What are libraries' KPIs (Key Performance Indicators) for websites / libguides?
- Limited opportunities to collaborate with few assessment librarians at state university level

Multiple, Disparate Data Sources

- Data needs explanations
- Inconsistent data
- Multiple properties, metrics
- Tools with multiple definitions - UA to GA4 as example

Privacy Issues

- GA/Matomo, External Assessment Platforms - Panorama
- Assessment process (student data/FERPA/Multi-state collaborative process)

WRAP-UP

Where we're going next:

1. Library-wide review of dashboard/giving feedback before revising
2. Centralization of data aggregation and output
3. Data explanations for clarity – definitions, sources
4. Google Analytics 4 deployment – addition to all web properties
5. Create crosswalks between dashboard and surveys/information literacy assessment reports
6. Lessons learned:
 1. Must be collaborative, true library-team effort
 2. Dashboard is step towards making library data accessible to all staff in real time
 3. ACRL / IPEDS surveys process is parallel to dashboard data collection
 4. Distribution, storage, and use of data must be consistent throughout year

THANK YOU!

QUESTIONS / COMMENTS?

**[HTTPS://LIBGUIDES.CCSU.EDU
/LIBRARYIMPACTDASHBOARD](https://libguides.ccsu.edu/libraryimpactdashboard)**



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