ARL Research Library Impact Framework
Iowa State University Library Project Report
Spaces Research Focus Area
May 16, 2022
Iowa State University

• Located in Ames, Iowa
• ~32,000 student enrollment
• Land grant institution
Iowa State Project Team

- Greg Davis (PI)
- Linda Anderson (now retired)
- Katie Wampole
- Martha Kyrillidou (consultant)
- Dean Hilary Seo and the library leadership team
- ARL RLIF Support – Sue Baughman, Margaret Roller, Kevin Borden, Kevin Fomalont
Issue

- Can simple and easy to use outcome-based assessment tools contribute in meaningful and actionable ways to library decision-making?

- Overarching goal – To promote awareness of ACRL’s Project Outcome survey among ARL membership.
Survey Topic Areas

INSTRUCTION

RESEARCH

EVENTS/PROGRAMS

TEACHING SUPPORT

LIBRARY TECHNOLOGY

DIGITAL & SPECIAL COLLECTIONS

SPACE
Survey Topic Areas

- Instruction
- Research
- Events/Programs
- Teaching Support
- Library Technology
- Digital & Special Collections
- Space
Outcome Measures

Quantitative Data
- Knowledge
- Confidence
- Application/Behavior Change
- Awareness

What did patrons like most?
What can the library do to improve?
Sample Project Outcome Survey
Why it matters

• Many libraries collect quantitative data about their programs and services.
• Often lacking are outcomes data to indicate the benefits libraries provide to student success and other institutional goals.
• Measuring outcomes can provide libraries with new ways to demonstrate the benefits of library space beyond gate counts and other usage metrics.
Project Objectives

- What outcome trends and findings can be observed over the course of the project’s timeline related to library study rooms.
- Share information with other ARL libraries that may compel them to also consider the use of Project Outcome as part of their assessment plan strategy.
Process

1. Midway through the semester, identify students that had reserved a library study room since the start of that semester.
2. Create a Qualtrics survey based on the Project Outcome survey template. Use the information collected in step 1 to create a Qualtrics email distribution list.
3. Distribute the Qualtrics survey using the University’s email system. Provide a two-week window for responses to be submitted. One reminder message was issued.
4. Once the survey window closed, export the Qualtrics data into an Excel spreadsheet and upload the new data into the ACRL Project Outcome database.
5. Using the exported Excel file merge in demographic information from the library’s management system, matching on the respondent’s email address as the key field.
6. Anonymize the dataset by removing the email address from the dataset.
7. Add the new anonymized data into the study’s master Excel spreadsheet dataset to be used in all of the study’s data analysis at the conclusion of the study.
Key Performance Indicators

- Trends in average scores calculated for each Project Outcome question
- Response rate data for surveys that offered an incentive for participation compared to those that did not.
### Assessment and Planning

The number of responses for each specific survey question are displayed below. Use the controls to filter or group responses by available options.

#### SURVEY RESPONSES BY PERCENT
*All responses are not included in charts or percentage calculations. Note that due to rounding, percentages may not add up to 100%.*

The number of responses for each specific survey question are displayed below. Use the controls to filter or group responses by available options.

<table>
<thead>
<tr>
<th>Space Outcome</th>
<th>Filtered Average Library</th>
<th>Topic/Outcome Averages Library</th>
<th>Topic/Outcome Averages Carnegie</th>
<th>Topic/Outcome Averages National</th>
<th>Topic/Outcome Averages Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>This space contributed to my ability to learn something new</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Using this space makes me feel more confident about my ability to achieve my goals</td>
<td>4.3</td>
<td>4.3</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>I am likely to use the space again in the future</td>
<td>4.6</td>
<td>4.6</td>
<td>4.6</td>
<td>4.6</td>
<td>4.6</td>
</tr>
<tr>
<td>After using this space, I am more aware of the library resources and services available to me</td>
<td>4.1</td>
<td>4.1</td>
<td>4.1</td>
<td>4.1</td>
<td>4.1</td>
</tr>
</tbody>
</table>

#### SURVEY RESPONSES BY COUNT
*All responses are included in the count totals below.*

<table>
<thead>
<tr>
<th>Space Outcome</th>
<th>STRONGLY DISAGREE</th>
<th>DISAGREE</th>
<th>NEUTRAL</th>
<th>AGREE</th>
<th>STRONGLY AGREE</th>
<th>NOT APPLICABLE</th>
<th>RESPONSES</th>
<th>Carnegie</th>
<th>National</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>This space contributed to my ability to learn something new</td>
<td>11</td>
<td>11</td>
<td>67</td>
<td>540</td>
<td>528</td>
<td>47</td>
<td>1,190</td>
<td>1,285</td>
<td>2,454</td>
<td>2,458</td>
</tr>
<tr>
<td>Using this space makes me feel more confident about my ability to achieve my goals</td>
<td>12</td>
<td>23</td>
<td>81</td>
<td>409</td>
<td>557</td>
<td>34</td>
<td>1,190</td>
<td>1,285</td>
<td>2,454</td>
<td>2,458</td>
</tr>
<tr>
<td>I am likely to use the space again in the future</td>
<td>12</td>
<td>23</td>
<td>12</td>
<td>291</td>
<td>815</td>
<td>31</td>
<td>1,190</td>
<td>1,285</td>
<td>2,454</td>
<td>2,458</td>
</tr>
<tr>
<td>After using this space, I am more aware of the library resources and services available to me</td>
<td>12</td>
<td>58</td>
<td>174</td>
<td>486</td>
<td>428</td>
<td>37</td>
<td>1,190</td>
<td>1,285</td>
<td>2,454</td>
<td>2,458</td>
</tr>
</tbody>
</table>
The following prompts were used in the survey:

**Knowledge** - This space contributed to my ability to learn something new.
**Confidence** - Having access to this space makes me feel more confident about my ability to achieve my goals.
**Continue to Use** - I am likely to use this space again.
**Awareness** - After using this space, I am more aware of the library resources and services available to me.
**Efficient** - The room reservation process was efficient.
**Welcoming** - The room reservation staff were welcoming.
Desegregates

- Gender
- Student type (Undergraduate, Graduate, Other...)
- Student rank (Freshmen, Sophmore, etc....)
- College
- Pre-Covid/Post-Covid
- Incentive
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**Awareness** - After using this space, I am more aware of the library resources and services available to me.

**Efficient** - The room reservation process was efficient.

**Welcoming** - The room reservation staff were welcoming.
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Iowa State Library Project Outcome Overall Average Scores for Spaces Survey PreCOVID vs COVID (Max=5)

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- **Welcoming**: The room reservation staff were welcoming.
Assessment and Planning

The following prompts were used in the survey:
- Knowledge: This space contributed to my ability to learn something new.
- Confidence: Having access to this space makes me feel more confident about my ability to achieve my goals.
- Continue to Use: I am likely to use this space again.
- Awareness: After using this space, I am more aware of the library resources and services available to me.
- Efficient: The room reservation process was efficient.
- Welcoming: The room reservation staff were welcoming.
Response Rates - Gender

Female
- No: 79.45% (N=3,194)
- Yes: 20.55% (N=826)

Male
- No: 86.77% (N=3,134)
- Yes: 13.23% (N=478)
Response Rates - Student Type

Undergraduate

- No: 83.60% (N=5,315)
- Yes: 16.40% (N=1,043)

Graduate

- No: 79.96% (N=882)
- Yes: 20.04% (N=221)

Vet Med

- No: 90.18% (N=55)
- Yes: 9.82% (N=6)
Response Rates - Student Rank

- Freshman:
  - No: 77.97% (N=230)
  - Yes: 22.03% (N=65)

- Sophomore:
  - No: 75.18% (N=415)
  - Yes: 24.82% (N=137)

- Junior:
  - No: 80.65% (N=792)
  - Yes: 19.35% (N=190)

- Senior:
  - No: 85.69% (N=3,881)
  - Yes: 14.31% (N=645)
Iowa State Library Project Outcome Response Rate Incentive vs Non-incentive

Incentive:
- No Response: 80.59%, N=2,035
- Response: 19.41%, N=490

No Incentive:
- No Response: 87.15%, N=5,638
- Response: 12.85%, N=831
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Value

- Project Outcome makes it easy for library decision-makers to gather, understand, and leverage information about library outcomes.
New study rooms
Limitations

• The research population was a convenience sample - Surveys were only sent to students that reserved study rooms. There may have been students that were members of groups that used study rooms that didn’t reserve the room.

• The surveys were sent out at the midpoint of the semester. Students that used study rooms early in the semester may not have their experience fresh in their mind. And students using the rooms at the end of the semester, which can be an intense time for study, were not surveyed.
Project Resources

• ACRL Project Outcome Toolkit (free)
• Use of University’s Qualtrics survey platform (optional)
• Time to plan and carry out the “once every semester” survey process (<10 hours/semester)
Recommendations for Future Work

• Incorporate Project Outcome data into the Iowa State University Library’s annual assessment report.

• Automate the survey process to seek feedback closer to the actual use of a study room.

• Collect information about the number of students using study rooms, not just the number of room reservations.
Contact

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