Library Outreach Assessment Framework

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Team created new library outreach events each academic year for different student populations
Developed an outreach assessment program to measure the effectiveness of our student programming
Assessment program could help demonstrate to stakeholders the value of library outreach
Assessment program could promote self-reflection amongst the team.
Outreach Assessment Framework

**Mixed-methods approach**
Aligning methods with goals and outreach type

**Outreach Assessment Toolkit**
Template documents guide the assessment and planning process

**Communication**
Demonstrate value and evidence based decision making
Objective 1

Demonstrate the value of library outreach to partners and stakeholders using an evidence-based approach.

Performance Indicators:
1. Center mixed-methods assessment as an accepted means of demonstrating value
2. Develop deeper, more aligned relationships with partners
3. Receive regular funding that supports new and continuing outreach programs
Objective 2

Set goals and evaluate all new programs and outreach through the lens of making strategic, sustainable and scalable decisions.

Performance Indicator:
1. Create of a flexible toolkit to guide the assessment process
Objective 3

Incorporate reflective practice into the outreach planning and assessment cycle.

Performance Indicators:
1. Utilize reflective practice as a means to identify gaps in outreach and impact
2. Critically examine goals and decision making in relation to student success, student voice and diversity, equity and inclusion.
Resources Required

A successful outreach assessment program requires:

- Staff time and capacity
- Clear goals
- Project management skills
Best Practices

- Set clear goals for outreach events so they can be measured.
- Invite others to help with assessment, including student employees, library staff, etc.
- Collaborate with students in the initial design of student outreach programming and compensate them for their labor.
- Communicate assessment results regularly with partners and Administrators.
- Incorporate reflective practice for all outreach activities, events and programs.
Constraints

- Buy-in is needed from library team, library administration and partners
- Especially at the beginning, time and labor can be considerable
- When assessing regularly recurring events, consider the labor of assessment and factor in what you already know about the events
- When assessing the same type of event every year, you can hit saturation of assessment data, rendering new assessments a waste of time and labor.
Value

- The Outreach Assessment Toolkit process encourages regular evaluation and self-reflection.
- Reflective practice led the USS Team to make important changes to designing library outreach and instructional sessions by using participatory design methods, hiring undergraduate student employees, and paying undergraduate student researchers for their feedback and time.
- Centering the student experience in library outreach programs has resulted in deeper partnerships, new initiatives, and better alignment with student success programs across campus.
Learn More

We encourage sharing, remixing and building on this work:

ARL Practice Brief:

Outreach Assessment Toolkit:
www.tinyurl.com/uwoutreachassessment