Using LibInsights to Reshape How We Assess Our Marketing & Outreach Efforts

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About Berkeley College

- Degree granting institution for associates, bachelors and masters level

- Robust Online program for students around the world

- 7 Physical Locations in NY & NJ, as well as Online “campus”, each with their own Library
Standardizing Outreach & Marketing

• **2014**: Campus Libraries doing their own outreach activities and assessments with little coordination. Outreach & Marketing Committee (O&M) is established to guide standardization.

• **2016**: O&M Committee explores the idea of system-wide outreach, outside of flyers and promotional materials.

• **2016**: A general Programs & Events form in LibInsights is created to start tracking programming data.
The goals of the Outreach & Marketing Committee (O&M) include:

• Set standards for consistency for the Library’s outreach & marketing activities
• Coordinate consistent system-wide outreach, and
• Use datasets to analyze the results of these efforts.

The Monthly Initiatives process provides our campus librarians with an opportunity to share the same outreach message once per month and moves the burden of planning from each librarian to the O&M Committee.
Standardizing Outreach & Marketing

• **2017**: The Committee begins designing *unified monthly initiatives* to take place each month across campuses.

• **2018**: The Committee updates our Programs & Events form to reflect this new outreach model and collect appropriate data.
**Attendance Count:** number of attendees

**Audience Survey Data:** Summarize conclusions from surveys (i.e. 90% of attendees stated they would come to a program like this again)

**Captured comments:** Verbal or survey comments of note

**Circulation data:** How many materials checked out or used (i.e. Kanopy stats) due to Outreach activity?

**Compiled Social Media:** How many likes, comments or hashtags used? (i.e. 12 likes, 2 comments on post)

**Handout Count:** How many distributed (i.e. There were 72 bookmarks distributed during Grad Salute.)

**LibGuide Statistics:** If LibGuide used, how many views?
Outreach Name: Celebrate the Magic of Your Library!

Describe Your Support:
During this month, the library will host a tabling event, multiple class sections for the Jeopardy quiz, discuss relevant titles in the library and answer the weekly trivia question to engage in discussions about the answers with a librarian.

Goal of Outreach:
At least 50 students will participate in the Jeopardy game during tabling and class events. At least 3 items will be checked out from the collection. At least 10 students will answer the weekly question.

Institutional Goal Alignment:
- Retention & Graduation
- Innovation & Competitiveness
- Teaching & Learning

Date of Outreach: Feb 2019

Location of Outreach:
- White Plains
- Brooklyn
- Newark
- NYC - 41st
- NYC - 43rd
- Woodbridge
- Woodland Park
- Online
- External Location

Assessment Measure #1:
Attendance Count

Measure Data #1:
3 sections: 75 students total

Assessment Measure #2:
Audience Survey Data

Measure Data #2:
35 students answered the weekly question

Assessment Measure #3:
Compiled Social Media

Measure Data #3:
10 WFT students used the hashtag "celebrate Berkeley libraries" in their Instagram posts
Achieved goal of at least 50 students participating and of at least 10 answering weekly question. Did not have any new items checked out.

pictures located on Lib Buzz pictures folder
Adapting the Form for Monthly Initiatives

• Increase # fields for collecting quantitative data
• More opportunities for qualitative data collection
• Use of pre-defined entries to pre-select important fields and ease work of librarians
• Increase number of Outreach Types from programming only to other forms of outreach
• In our case, leaving some of the form intact eased the transition to a new process for librarians
<table>
<thead>
<tr>
<th>O &amp; M Initiative</th>
<th>Institutional Goal Alignment</th>
<th>Library/Operational Goal</th>
<th>CLG Supported</th>
<th>O &amp; M Objective Supported</th>
<th>Learning Objective</th>
<th>Assessment Strategy(s)</th>
<th>Outcome/Measurement</th>
<th>Qualitative Data Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrate Berkeley College Libraries Month - January 2018</td>
<td>Retention &amp; Graduation</td>
<td>Integrated Services</td>
<td>Information Literacy</td>
<td>4. Library personnel convey a consistent message about the library and engage in their role as ambassadors in order to expand user awareness of resources, services, and expertise.</td>
<td>A superhero theme will provide a consistent message for the community to recognize that librarians have specific information specialties and</td>
<td>Programs followed a consistent theme and unified program/marketing materials with learning objectives that promoted IL skills.</td>
<td>15 programs were held that reached over 450 students</td>
<td>Yes, pictures on the $ drive</td>
</tr>
<tr>
<td>Innovation and Competitiveness</td>
<td>Educational Impact</td>
<td>Knowledge and Skills for Living in a Diverse Society</td>
<td></td>
<td></td>
<td>Printed materials engaged the community with the library through stickers and an informational infographic to support theme.</td>
<td>100 stickers distributed across 7 physical campuses</td>
<td>Pictures on the $ Drive</td>
<td></td>
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<td></td>
<td>User Experience</td>
<td>Integration of Learning</td>
<td></td>
<td></td>
<td>Weekly questions at reference desks and the Online Student LibGuide engaged the community by testing their knowledge about the Library.</td>
<td>1452 students answered questions</td>
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<td></td>
<td>Collections/Access</td>
<td></td>
<td></td>
<td></td>
<td>Info Superpower LibGuide provided a way for Online students to view the materials from events.</td>
<td>91 views in January &amp; February 2018/ 74 views from March to October 2018</td>
<td></td>
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</tbody>
</table>
Using Data: Share Your Value!

- Create infographics & visual reports
- Share qualitative data (images, stories) on social media
- Share data in monthly/annual reports
- Include visual reports in newsletters or internal outreach
- Make connections in outreach patterns over time
BEST PRACTICES:
LIBINSIGHTS AND OUTREACH DATA

Centralize data collection into 1 form for outreach information.

Consider the importance and application of each piece of data being collected.

Make data analysis part of the workflow!

Show your conclusions & share your value!
Next Steps

Best practices for librarians on creating SMART goals and effective tracking at our department-wide conference

Analysis of data in the new form to track progress and outreach impact

If needed, updates to the form to improve value of data collected
References: