

Public Programming Assessment: Beyond the Head Count

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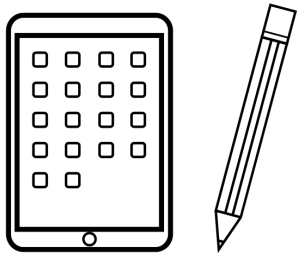


Libraries
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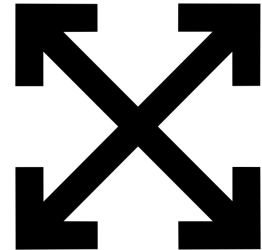
MLA Assessment Pop-Up Conference
Ann Arbor, MI / November 3, 2017

Today's presentation

- Introduction
- Evaluating the Muslim Journeys series
- Expanding programming assessment at MSU Libraries
- Future plans



Created by Gene Stroman
from Noun Project



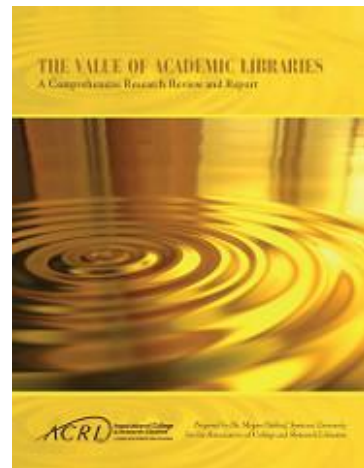
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Introduction

Revival of / emerging interest in public programming assessment research in academic libraries

Mirrors trends in general assessment research

- Focus on outcomes
- Part of demonstrating value added / value of academic libraries
- Link programming evaluation to wider institutional goals of student learning and outreach beyond the university



Highlights from the literature



“Transformative programming” (Jackson):

- profound attitudinal or perceptual changes and how to measure them
- “rubric of transformation”

Library collaboration index (Anderson):

- systematic documentation of outreach and collaboration in the campus and community (outside traditional library or classroom spheres) to demonstrate impact and value
- explicit focus on collaboration

Assessment methods



Should be driven by assessment goals and questions

Methods used are not unique to this area of assessment

Matrix of methods by time / staff / funding required and type of data collected (Mastel & Farrell, 2017)

Assessment methods



Ethnographic research methods	Personal observation, photos, mini interviews during or after event
Micro-assessments	Whiteboard (variants: emoji board, mood stickers), minute paper, vox pops (short audio/video recordings during event)
Social media & web analytics	Event hashtags, comments, selfies, follows, likes, retweets
Surveys	In-person, online, during or after event, postcard surveys
Other	Head counts, mystery shopper, anecdotes

Muslim Journeys series



Scholar-led book discussion group (2014-present):

- First year funded by NEH / ALA grant
- Ongoing MSU Libraries & Muslim Studies program commitment after grant ended

Initial goals set by NEH / ALA and project director:

- Educate the American public about Islam and Muslims
- Bring together campus and community
- Bring together Muslims and non-Muslims

Assessment methods

Primarily post-event participant surveys

- Print & online

Also used

- Headcounts
- Photos
- Observations
- Informal participant feedback



Survey questions (2017)



(Perceived) knowledge gained and satisfaction	<p>Did the scholar's opening remarks enrich your understanding of the book?</p> <p>Did the discussion portion of the program broaden your understanding of today's topics?</p> <p>Did today's event increase your knowledge of Islam in the United States and/or Muslim Americans?</p> <p>If the MSU Libraries hosted another Muslim Journeys series, how likely are you to attend?</p>
Reach and diversity of audience	<p>What is your MSU status? (Check all that apply)</p> <p>What age range are you in?</p>
Promotion and marketing	<p>How did you hear about this event?</p>

Survey responses



Perceived learning: over 90% indicated all parts of the program had very much or somewhat increased their knowledge or enriched their understanding

Audience diversity: age range (12-17 to 101-110); community participants (32%-58%); did *not* ask about religion

How responses were used:

- Accountability & transparency: reports sent to NEH / ALA PPO and program co-sponsors
- Program improvement
- Demonstrated value: MSU Libraries 10 year report and Libraries' continued commitment to the series

Expanding programming assessment

Project: Expand assessment to MSU Libraries cultural engagement events in Fall 2017

Similar, but not identical goals:

- assess learning and value of programming to participants
- evaluate PR and communication methods



Image: MSU Libraries Ten Year Report: 2007-2016

Expanding programming assessment

Issues that MSU Libraries had to consider:

- Diversity of programming goals and programming offered
- Decentralized program planning / large group of stakeholders

Proposed methods of assessment:

- revised survey instrument
- modified collaboration index

Image: MSU Libraries Ten Year Report: 2007-2016



Revised survey questions

(Perceived) knowledge gained and satisfaction	<p>Did you find this event valuable?</p> <p>Did today's event increase your knowledge of the topics presented or discussed?</p>
Reach and diversity of audience	What is your affiliation with MSU?
Promotion and marketing	How did you hear about this event?

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Muslim Journeys

BOOK CLUB 2016-2017

Session 2 (January 25, 2017)

Thank you for attending "Muslim Journeys Book Club 2016-17" at the MSU Libraries! We greatly appreciate your feedback on this event. All responses are optional and anonymous.

Did the scholar's opening remarks enrich your understanding of the book?

☐ Yes, very much

☐ Yes, somewhat

☐ Not sure

☐ No, not really

☐ No, not at all

Did the discussion portion of the program broaden your understanding of today's topic?

☐ Yes, very much

☐ Yes, somewhat

☐ Not sure

☐ No, not really

☐ No, not at all

Did today's event increase your knowledge of Islam in the United States and/or Muslim Americans?

☐ Yes, very much

☐ Yes, somewhat

☐ Not sure

☐ No, not really

☐ No, not at all

How did you obtain the required book for today's session?

☐ MSU Libraries

☐ Borrowed the book from a local public library such as CADL or East Lansing Public Library

☐ Bought the book from a local bookstore such as Everybody Reads or Scholers

☐ Bought the book online (print book)

☐ Bought the book online (e-book)

☐ Downloaded from Library for the Blind & Physically Handicapped

☐ Read the book "on reserve" at MSU Main Library

☐ Did not read the book ahead of time

☐ Other: _____

MSU LIBRARIES

Thank you for attending this event at the MSU Libraries. We would greatly appreciate your feedback. All responses are optional and anonymous.

How did you hear about this event? (Select all that apply)

☐ Student

☐ Faculty/staff

☐ Librarian

☐ Flyer or poster in residence hall

☐ Flyer or poster in campus department

☐ Flyer or poster in the MSU Libraries

☐ City Pulse

☐ Radio TV

☐ MSU Libraries website

☐ Facebook

☐ Instagram

☐ Twitter

Other (please specify): _____

What is your affiliation with MSU? (Select one only)

☐ Undergraduate student

☐ Graduate student

☐ Faculty

☐ Staff

☐ Retired faculty/staff

☐ Alumni/Alumnus

☐ Community member

See reverse.

Lessons learned



Survey

- Initial analysis of responses:
 - Positive regarding value and learning
 - Email lists and word of mouth are most important marketing methods
- Email collection for online survey distribution is somewhat useful

Index

- Inconclusive

Future plans

Expand to include more programming at MSU Libraries

Experiment with other assessment methods

Muslim Journeys:

Measure interaction among participants



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Noun Project Icons

Data collection by Gene Stroman from the Noun Project

Full Screen by Oliver Kittler from the Noun Project

Thank you!



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