UNIVERSITY LIBRARIES 2020
ACTIVE MEASURES AND INITIATIVES 2014

UB LIBRARIES — University at Buffalo *The State University of New York*

	Measure Name	Initiatives	Description	Owners
COMMUNITIES	Physical collection usage	• Circulation analysis	Analyze new monograph circulation to help inform collection policies and procedures; analyze all physical collection circulation and usage to inform footprint and storage policies, procedures and decisions.	Senglaup
	E-Textbook reach	• E-Textbook Initiative	Conduct analysis of two semesters of E-Textbook initiatives.	C. Lyons
	User feedback	• User & non-user survey	Increase knowledge of our users and non-users by surveying on resource, space and service needs; identify and prioritize issues; prepare action plan.	O'Brien
	Student Success	• Libraries' Impact on Student Success: ULC257	Analyze and compare academic data of students who completed the ULC257 course over a 10-year period to the full UB undergraduate population to determine if course completion influenced academic success.	Tysick
	Delivery+ service efficiencies	• Delivery+ efficiency analysis	Establish baseline and set goals to improve turnaround time for on-demand services.	C. Bertuca
	Foundational information literacy instruction reach	• Library Skills Workbook / Info Lit analysis	Identify baseline reach and student mean scores for Library Skills Workbook; identify next steps toward determining impact on student learning.	Walsh
	Research literacy instruction reach for graduate / professional students	• Law Library Pilot	Measure enrollment and performance of upper-level classes integrated with research skills.	George
	Process improvement efficiencies	• Service desks analyses	Cost benefit analysis of staffing and services provided at all service desks.	Dow / A. Lyons
	Article discovery usability	• Usability study	Perform usability study assessing how users discover and retrieve articles and the ease of access to information we provide.	Widzinski / Parker / Lyons
	Pay per view	• Get It Now pilot project	Evaluate usage, cost and turnaround time of article access and delivery through pay-per-view service.	C. Bertuca / Bouvier
	User feedback - space	• Facilities initiatives	Analysis of all space-related questions and patron needs as expressed on 2013 User Survey; prioritize and execute projects as financially able.	Hood
	Personal Librarian reach	• Outreach to Finish in Four and University Scholars students	Document communications sent to each group and responses received. Analyze to determine future directions for the program.	Wells / Ehlers
	Marketing effectiveness	• Marketing effectiveness	Communicate / integrate / promote the Libraries as a part of the University as a whole; increase the number of on- and off-campus media mentions of Libraries.	Quinlivan
	Online reference outreach	• Proactive chat response study	Install proactive chat greeting on selected Libraries' web pages and measure patron response to being greeted by a librarian. Compare result to established statistics from 2013-14 academic year using passive chat widget.	Hollander / Hackenberg
	Liaison services evaluation	• Liaison program assessment pilot with selected depts.	Survey faculty in piloted departments to determine awareness and usage of liaison services.	Wells
INSTITUTION	Staff scholarship	• Impact of University Libraries' staff scholarship	Determine and promote the impact of UL scholarship through analysis of research metrics documenting Libraries' staff contributions to scholarship: number of peer-reviewed articles; number of books; citation counts; number of invited, national or refereed presentations.	Hendrix
	Scholarship partnerships	• Scholarship partnerships	Inventory the number of Libraries' staff who are principal investigators, co-principal investigators and/or co-authors with internal and external partners.	Hendrix
	Shared services	• Empire Shared Collection program (last copy print depository)	Evaluate cost savings and revenues derived from last copy print depository.	Colello
	Material selection efficiencies	• Monographs Workflow Lightning Team	Inventory of workflows related to monographs from selection to deselection; identify level of staff who is / should be doing work; increase % of materials selected and purchased using YBP/Gobi.	Cunningham-Hendrix
STAFF	Staff satisfaction	• Staff survey	Examine staff perceptions and satisfaction with communication, recognition, innovation, resources and administration using survey instrument; identify and prioritize issues and develop follow-up action plan.	Williams
	Staff satisfaction 2014	• Staff focus groups	Percentage and change in percentage since 2013 of staff satisfied with communication, morale, innovation and collaboration.	Williams
	Grant funding	• Grant analysis	Establish baseline and set goals to improve number of grant submissions and successful funding results.	Hendrix
	Safety training compliance	• Safety Training program	Establish and implement safety training program for staff and students.	Williams / Colello / Hood / Keough
FINANCE	Alumni webinar series	• Lifelong learning webinar series for UB Alumni	Establish baseline and set goals measuring the number of alumni attendees at webinars; participant feedback from post-webinar surveys; tracking alumni contributions.	Tysick / Quinlivan
	Access to UB Strategic Information Reporting Initiative (SIRI)	• SIRI access	Implement SIRI access at departmental / unit level.	Senglaup