

## **Strategic Assessment and Communication: What success looks like for our libraries**

Friday August 12, 2016

1 p.m. - 4 p.m.

Location:

State Library of Ohio

274 E. First Avenue

Columbus, Ohio 43201

[Register for onsite or live streaming viewing options.](#)

*Directions: This is a short taxi ride from the convention center in downtown Columbus; we recommend grabbing a taxi if you are coming from that area in the heat of the summer.*

*There is no registration fee for this event - first come, first served for the onsite event. The onsite registration will be capped at 40 people. The event has an online registration option and it will be live streamed. Recorded videos will be available on YouTube after the event.*

-----

**"Every new idea is an impossibility until it is born." - Ronald H. Brown, American statesman**

***A one of a kind 'new' event that brings together different library contexts, developmental and methodological perspectives for there is much to learn from each other.***

Assessment has become the way we grow our communities and our programs these days. From a traditional viewpoint libraries began by measuring the numbers of volumes in their collections. Now we have moved to an environment of always proving our value to stakeholders in the community. Based on sound evidence we want to make the best possible decisions that will result in maximum impact and value. Building on the tradition of excellence in the services provided by the Ohio libraries, we will share perspectives that inform library practice across the globe. Come and join the storytelling of library collaboration and success at the state of Ohio where library collaboration at scale was born.

Join us for a get together and for telling success stories of strategic outcomes assessment and communication. Share your insights on how libraries make success happen and deliver positive outcomes from a cross sector perspective including academic institutions and libraries, school libraries, public libraries and state funded agencies and collaboratives.

***Tentative Program***

**Strategic Assessment and Communication:  
What success looks like for our libraries**

***1:00 pm Welcome***

Martha Kyrillidou, Principal at QualityMetrics LLC, Research Associate at the iSchool at the University of Illinois at Urbana-Champaign, Part-time Instructor at SLIS, Kent State University

***1:15 pm Public Libraries: It's all about service***

- Alison Circle, Chief Customer Experience Officer, Columbus Metropolitan Library
  - Title: Building a Customer First Philosophy
- Anastasia Diamond-Ortiz, Director of Strategy and Innovation at Cleveland Public Library
- Ray Lyons, Independent Consultant, Co-author of the annual LJ article on ["America's Star Libraries"](#)

***2:00 pm Academic Libraries Panel: From Student Success to Academic Library Outcomes Success***

- Sarah Murphy, Associate Professor, University Libraries, The Ohio State University
- Shanna E. Smith Jaggars, Director of Student Success Research, ODEE, The Ohio State University

***3:00 pm Collaboration at its best: Ohio approaches to demonstrating collective impact***

- Meghan Frazer, Manager, Member and User Services, OhioLINK
- Lynn Silipigni Connaway, Senior Research Scientist, OCLC Research
  - Title: [OCLC and Libraries: Sharing research, services, and resources](#)

***3:30 pm Discussion and Closing***

Martha Kyrillidou

## Speaker Bios:

**Anastasia Diamond-Ortiz, Director of Strategy and Innovation, Cleveland Public Library, Knowledge Office, 325 Superior Avenue, Cleveland, Ohio 44114**

**Alison Circle - Chief Experience Officer - Columbus Metropolitan Library**



“Building a Customer First Philosophy”

Columbus Metropolitan Library has just rolled out a new Customer First Philosophy. Learn how it came to be and how it is taking CML to new levels of customer service. [The CML strategic plan is available online.](#)

**Alison Circle**, Chief Customer Experience Officer for Columbus Metropolitan Library (CML), has more than 25 years marketing experience. For 13 years she was National Marketing Director for Garrison Keillor and "A Prairie Home Companion." Following that she was Creative Director and Account Director at Jack Morton Worldwide, a global branding agency. In 2004 she joined CML as Director of Marketing and Strategic Planning. In that capacity she rebranded the organization and won over 20 national and international awards for her work. In 2010 that work was recognized with the *Library Journal's* Library of the Year and in 2011 she was named a *Library Journal* "Mover & Shaker." She is an in-demand speaker on issues of libraries, customer experience and design. In 2012 she was promoted to Chief Customer Experience Officer where she serves on the Executive Leadership Team and oversees 23 library locations, Marketing and all programs and products. She leads programming, experience and design for the library's building program for 10 buildings, including the Main Library. Most recently she has launched a *Customer First* philosophy to lead CML to a new level of customer experience.

**Ray Lyons, Independent Consultant, Co-author of the annual LJ article on [“America’s Star Libraries”](#) and author of the [LIB\(RARY\) PERFORMANCE](#) blog**

The [Library Journal Index of Public Library Services](#) is a report-card style measurement system that makes national comparisons of U.S public libraries on selected service output measures. Instituted in 2008 by the Library Journal and Baker & Taylor Bibliostat Connect, the Index combines selected output measures (circulation, visitation, program attendance, public access computer use) into a composite score for each library within peer comparison groups. Since 2009 556 U.S. public libraries have been received LJ Index star awards. In 2017 the Index will likely be expanded to include electronic materials circulation and library website use.

The primary goals for the design of the Index were transparency, ease of understanding, and explicit acknowledgement of the statistical strengths and weaknesses of the scoring system. The index is intended as a catalyst for local library performance measurement and self-evaluation. LJ Index data for all rated libraries (winners or and non-winners) are posted on the Library Journal website to encourage libraries devise their own local peer comparisons. The panel presentation will include an overview of the Index construction, trends in annual ratings results, and alternative uses for LJ Index data.

Ray’s blog [LIB\(RARY\) PERFORMANCE](#) offers informative insights on statistical analysis issues in libraries.

**Shanna E. Smith Jaggars, Director of Student Success Research, ODEE, The Ohio State University**

Shanna has been the co-author of the national best seller on [Redesigning America’s Community Colleges: A clearer path to student success](#). She has recently assumed a new position at Ohio State and will share with us her wisdom regarding what we can do to ensure our students succeed. Book description from Amazon: “In the United States, 1,200 community colleges enroll over ten million students each year—nearly half of the nation’s undergraduates. Yet fewer than 40 percent of entrants complete an undergraduate degree within six years. This fact has put pressure on community colleges to improve academic outcomes for their students. Redesigning America’s Community Colleges is a concise, evidence-based guide for educational leaders whose institutions typically receive short shrift in academic and policy discussions.”

**Sarah Murphy, Associate Professor, University Libraries, The Ohio State University**

Sarah has been the assessment librarian at Ohio State University developing frameworks for her organization, enabling her colleagues to tell their stories, and exploring data visualizations with Tableau. She is one of the most talented Tableau users and [has written](#) and done workshops [including one through ARL](#).

**Meghan Frazer, Manager, Member and User Services, OhioLINK**

**Lynn Silipigni Connaway, PhD, Senior Research Scientist, OCLC Research**

**Abstract:**

OCLC, a global library cooperative, began in 1967 as the Ohio College Library Center to create a cooperative computerized catalog system for Ohio libraries. OCLC began automated card production in 1971 at the time the shared cataloging system became available online. There currently are thousands of OCLC library members in more than 100 countries. In addition to cataloging and metadata services OCLC offers services for library management, resource sharing, discovery and syndication, digital collection management, and virtual reference. OCLC also supports a research division that is devoted to the investigation of new technologies and opportunities that offer innovative approaches to the design of library services and contribute to a better understanding of the information environment and user expectations and behaviors.



Bio: Lynn Silipigni Connaway, Ph.D., is a Senior Research Scientist at OCLC Research. She leads the User Studies Activities at OCLC Research and was the Chair of the ALA ACRL Value of Academic Libraries Committee and is the President-Elect 2016 for the Association for Information Science and Technology (ASIS&T). Lynn held the Chair of Excellence position at the Departamento de Biblioteconomía y Documentación at the Universidad Carlos III de Madrid and collaborated with the faculty on user-centered research. Dr. Connaway was a Visiting Researcher in the Department of Information Studies, University of Sheffield scholar and a Visiting Scholar at the Royal School of Library and Information Science, Copenhagen, Denmark. She has received research funding from the IMLS in the US and Jisc and the Arts and Humanities Research Council in the UK. She leads OCLC Research in the digital visitors and residents project and currently is the co-principal investigator of an IMLS-funded project with the University of Florida and Rutgers, The State University of New Jersey, to investigate how late primary, secondary, and community college STEM students judge credibility of digital resources in absence of human sources. Dr. Connaway is the co-author of the 4<sup>th</sup> and 5<sup>th</sup> editions of *Basic Research Methods for Librarians* and of the 6<sup>th</sup> edition, titled *Research Methods in Library and Information Science*, which will be available July 2016. She has authored numerous other publications and frequently is an international and national speaker on how individuals get their

information and engage with technology and the assessment and development of user-centered library services. Prior to joining OCLC Research, she was the Vice-President of Research and Library Systems at NetLibrary, the director of the Library and Information Services Department at the University of Denver, and on the faculty of the Library and Informational Science program at the University of Missouri, Columbia. To find out more about Dr. Connaway, visit <http://www.oclc.org/research/people/connaway.html>.

**Organized by**

**[Martha Kyrillidou, QualityMetrics LLC](#)**

**[School of Library and Information Science, Kent State University](#)**

**[State Library of Ohio](#)**

**[IFLA Statistics and Evaluation Committee](#)**

**[Quantitative and Qualitative Methods in Libraries \(QQML\)](#)**

**Planning Committee:**

Martha Kyrillidou, Chair

Principal, QualityMetrics LLC

[martha@qualitymetricsllc.com](mailto:martha@qualitymetricsllc.com)

202-251-9829

Nancy Lensenmayer

Lecturer, SLIS, Kent State University

[nlensenm@kent.edu](mailto:nlensenm@kent.edu)

614-291-1012

Miriam Matteson

Associate Professor, Kent State University

[mmattes1@kent.edu](mailto:mmattes1@kent.edu)

614-291-1006

Rebecca B. Vargha

Head, Information and Library Science Library, SILS, University of North Carolina

[vargha@email.unc.edu](mailto:vargha@email.unc.edu)

919-962-8361