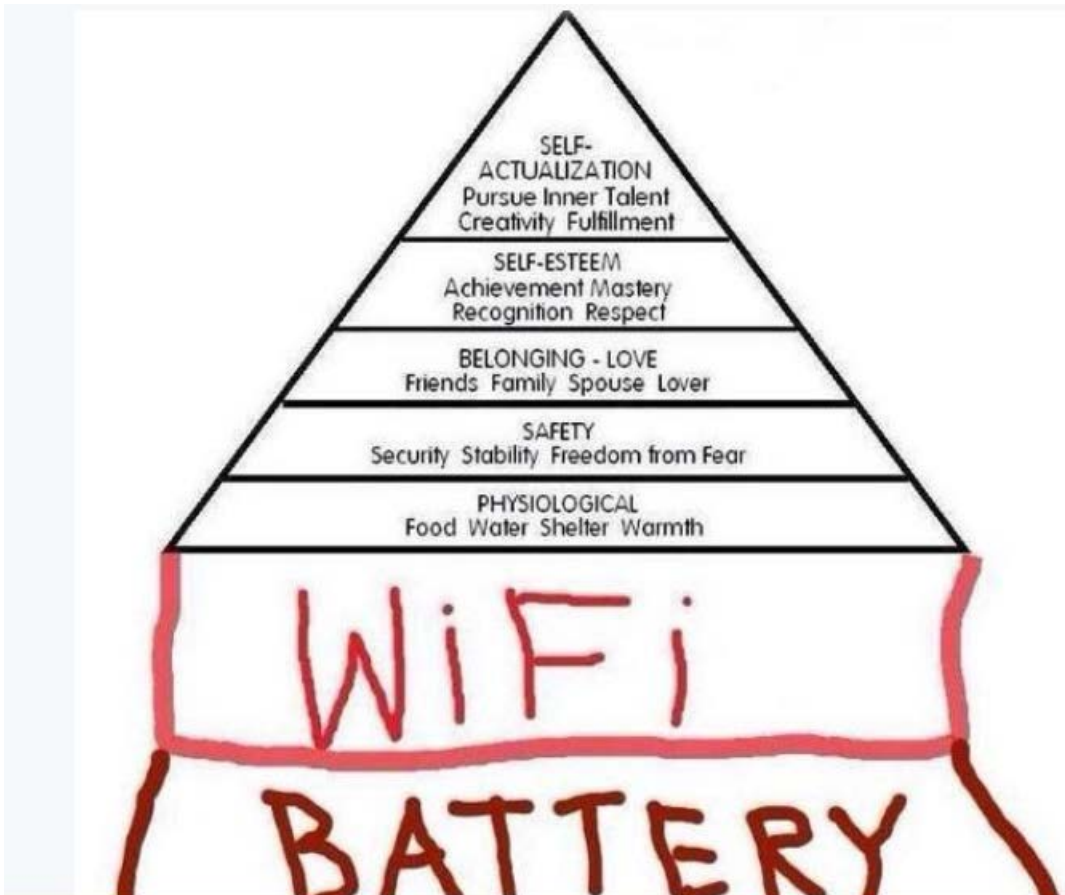




Report of the 11th Northumbria International Conference on Performance Measurement in Libraries and Information Services, 20th-22th July 2015, Edinburgh, Scotland
By Lynne Porat

1. Keynote: Dr John Scally (National Library of Scotland)

Discussed the competition libraries face and how libraries can embrace improvement tools with leadership and strategy. Also discussed the recent changes in the UK political context of libraries, and the challenges facing national libraries in general. On Maslow's hierarchy, WIFI and battery are most basic needs for library users!



2. Library of the future: the AUT University Library story Eamon David Frank Wright and Gillian Barthorpe (Auckland University of Technology)



Library of the Future initiative (LoTF) - demonstrated a fundamental rethinking of the library's approach to service design and delivery using a Co-Design framework for business planning, such as implementing an Integrated Service Desk, and linking with the Student Learning Centre. ALERT (AUT Library Engage Refresh Train) program. Recruited users via FB and social networks, tried "scribble sheets" in library, but were not successful, Exit Interviews and student library journals were very successful. Students like to work "alone together".

□

3. The devil's in the details: evaluating the "implementation fidelity" of library services and programs for quality enhancement Laura W Gariepy (Virginia Commonwealth University Libraries)

Described their experience combining research assistance, circulation & reserve/media services from one location, as opposed to three. Asked librarians and staff, but not patrons!

- Ambivalence about the success and viability of the Desk and its service model
- Concerns about the quality of service users receive at the Desk due to (1) a perceived lack of training of Desk staff, despite plans for an ongoing training program; (2) high volume of activity at the Desk; and (3) inadequate staffing.
- Infrequent referrals of medium- to high-complexity questions to research librarians and other departments.
- Overwhelming numbers of equipment transactions such as laptops and headphones, which diminished quality in other service areas.
- Inadequate staffing of the Desk and imbalanced staff workloads in which some staff were overwhelmed while others did not have enough work.
- Increased time and flexibility for librarians to focus on teaching, outreach, and the provision of in-depth research assistance than when they regularly staffed a reference desk.

4. Long term results of action plans from LibQUAL survey comments Patricia Andersen (Colorado School of Mines)

Noise: High noise levels and a desire for designated quiet areas. As part of our action plan existing furniture was moved around in the building to create an area with only individual study tables resulting in quieter study areas on the main floor.

Study Rooms: Limited number of study rooms and their stuffy "dungeon like" atmosphere, our action plan has resulted in more functional furniture, installing computers, and renovation of individual rooms as well as a self-serve study room booking system.

Hours: Longer operational hours in the Library. Although operational hours have been increased during the summer session, over finals week, and on weekends the latest survey comments have requests for the Library to be open 4/7.

Computers: Offsite access issues (which are outside our control as this is managed by Campus Computing). more computers, better Wi-Fi, more scanners, self-service printing, more electrical outlets, and **extension cords**.

Collections: Need to be better!



Building: Air quality and general condition of the building.

Actions taken:

Outlets labelled and extension cords available



Many of the Library's power outlets were hidden under heat registers and built-in shelving units.

Magnetic stickers now indicate outlet locations and patrons can borrow extension cables from the Front Desk.



Combined Reference and Circulation Desk



By combining the two desks from different areas of the Library we have improved service and increased the number of Reference interactions significantly.



Multi seat tables replaced by single use seating



Prior to 2007 LibQUAL+ survey
Larger tables facilitated group
projects and increased noise.

Single use study tables and arm
chairs encourage individual study,
resulting in less noise without
having to enforce a quiet area.



5. The Logic Model: more than a planning tool Claire Hamasu (University of Utah), Betsy Kelly (Washington University in St Louis)

Used a logic model to plan, organize, record and evaluate the work of the medical library consortium in order to facilitate communication for a geographically disbursed organization. It offers a structure for continuous monitoring that enables quick reactions to suspend unsuccessful efforts and to develop new programs and services to enhance access to health information.

6. Measure for measure: using collaborative assessment to build stronger information literacy skills Susan Gardner Archambault (Loyola Marymount University)

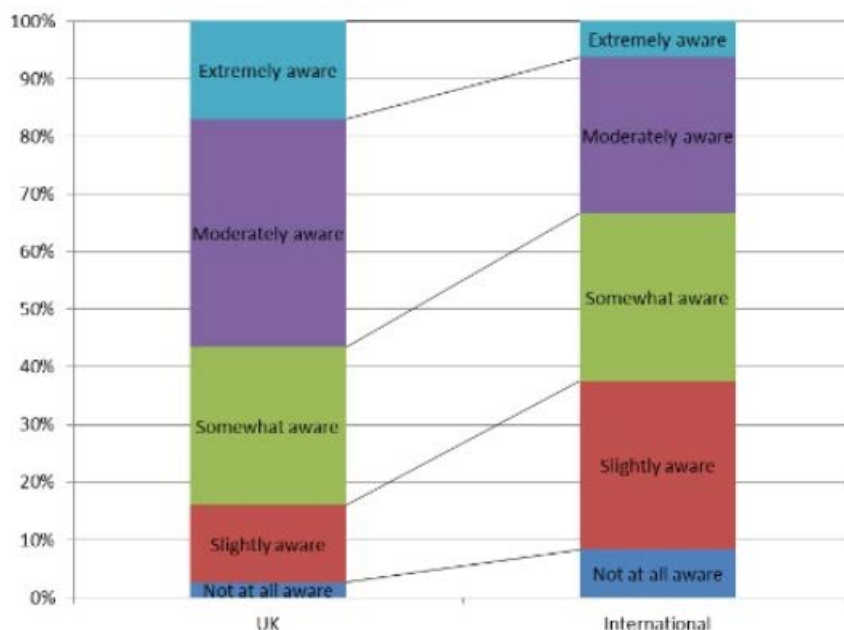
Data from the random sample of 100 annotated bibliographies revealed that students did well at citing sources correctly, but were somewhat less skilled at identifying intended audience, authority of the author, accuracy of the evidence, and bias. The tutorial will become a mandatory homework assignment prior to the face-to-face library visit. To encourage better integration of the library visit and the information literacy assignments, the same research topic will be assigned to students to work with throughout multiple information literacy assignment

7. UK copyright literacy review Jane Secker (London School of Economics), Chris Morrison (University of Kent)



Conducted a survey on the level of copyright literacy amongst UK Librarians and compared to four European countries. The study showed the importance of teaching librarians copyright law which is "like getting children to eat vegetables" and "makes you feel like the Copyright Police". Need to incorporate copyright knowledge into general information literacy courses, but call it something more attractive.

UK/International Comparison of Copyright/IPR Awareness



<http://www.slideshare.net/seckerj/copyright-literacy-survey-review>

8. Keynote: Whys, hows and results of participatory design of academic libraries Nancy Fried Foster (Ithaca S+R) Ithaca S & R group study report

Space is always changing, cannot design forever, need flexible spaces and multiple evaluations.

9. Library space assessment: a review and professional education case study Sheila Corral (University of Pittsburgh)

"Space as a Service" Described a university course on library space assessment; approaches used were: ACRL Standards for Library Space, TAF Model (Technology, Architects and Furniture), IFLA Library Buildings and Equipment, Post-Occupancy Evaluation (POE) Questionnaire, Tool for Evaluation of Academic Library Space (TEALS), and the Hierarchy of Learning Space Attributes (HLSA). All the student groups used observation as

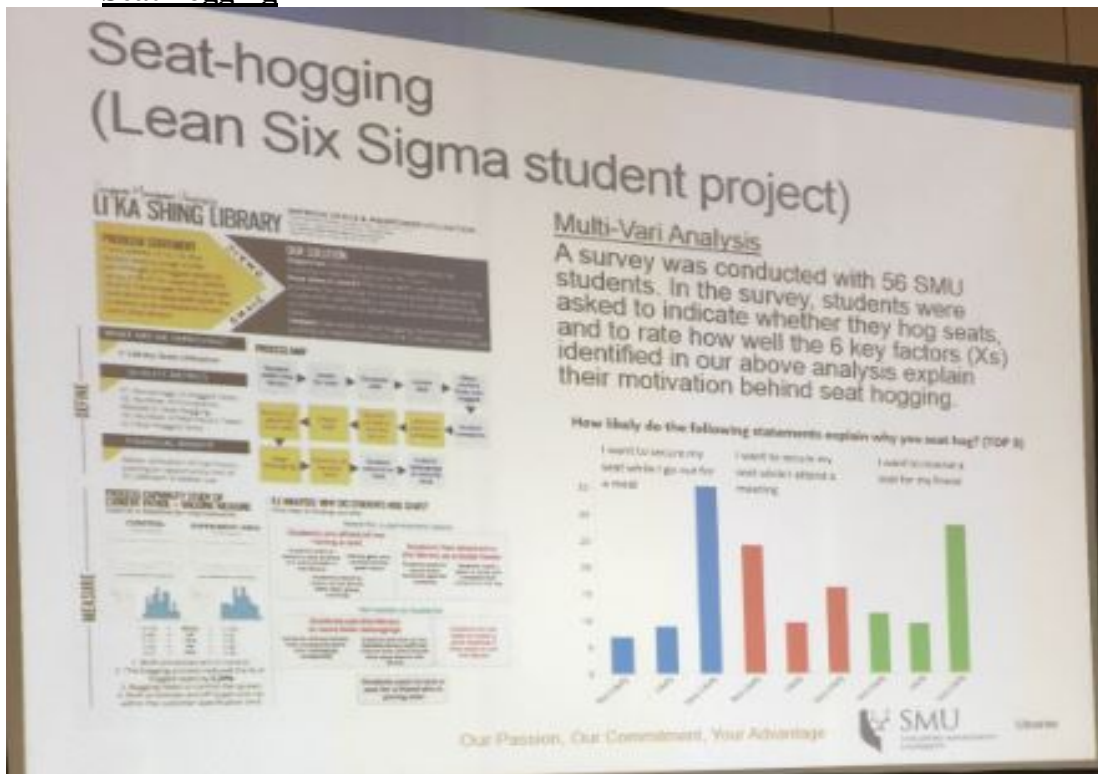


their primary method of data collection. Also mentioned Maurice Line's "Library Hate List" and Schlipf's "Dysfunctional Design Ideas", and need for "Charrette" a meeting in which all stakeholders in a project attempt to resolve conflicts and map solutions.

10. Evaluating library spaces while developing a 'culture of assessment' Tamera Hanken (Singapore Management University)

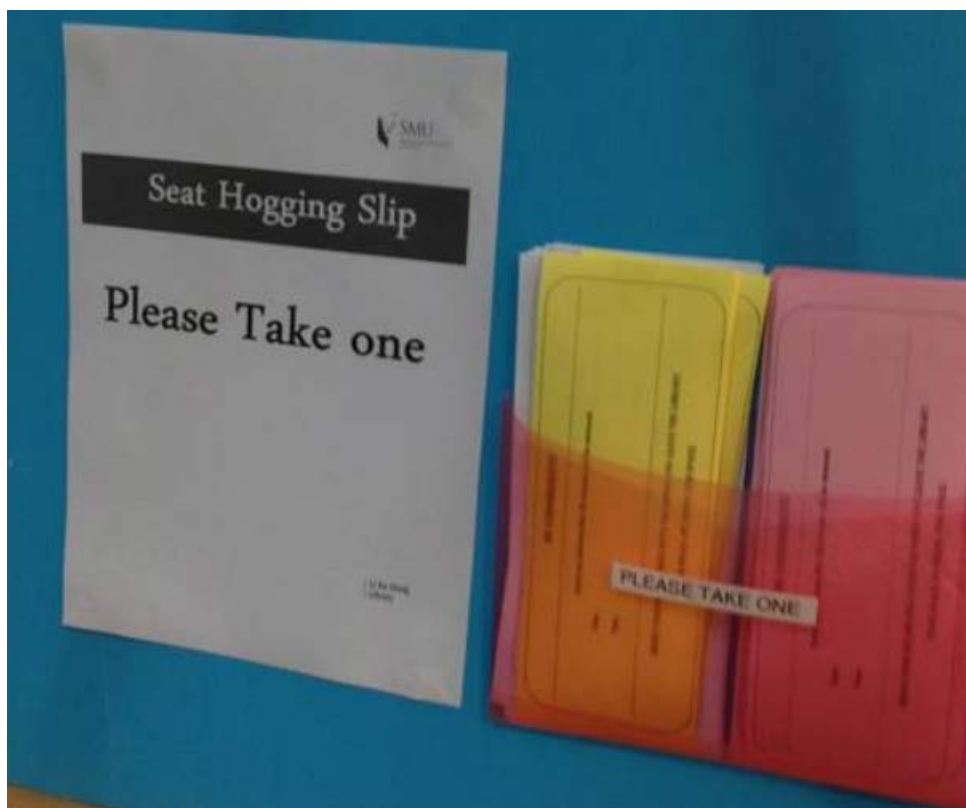
"Operational Excellence Initiative" using "Six Sigma DMAIC (Define, Measure, Analyze, Improve and Control) Cycle.

- **Seat hogging**





Seat-hogging Report Slips



3d thermal imaging – for decisions about staffing and opening hours e.g.



Seat Occupancy Heat Maps via mobile devices to show most densely-populated seating areas.



Figure 5: Prototype heat map for the entrance level of the Library. Relatively high occupancy areas are in red, relatively low occupancy areas in green/blue.

"Library Feedback Sentiment Analysis"

11. Visualizing the library as place Lauren H Mandel (University of Rhode Island)

Using "Seating Sweeps" and mapping with ARC-GIS software to show what people are doing in the library. Students engage in multiple behaviors simultaneously, such as reading while using a laptop while wearing headphones, and sometimes while texting and eating and that many students are using the library as a place for group study and socialization, including talking and hanging out as well as working alongside friends even if not working together as a group. The maps are proving useful to visualize more and less densely populated areas of the library at different times of day, as well as idiosyncratic behaviors that relate to accessing electrical outlets, such as students sitting on the floor in the stacks with a cord stretched across an aisle so they can plug in their laptops and cell phones.

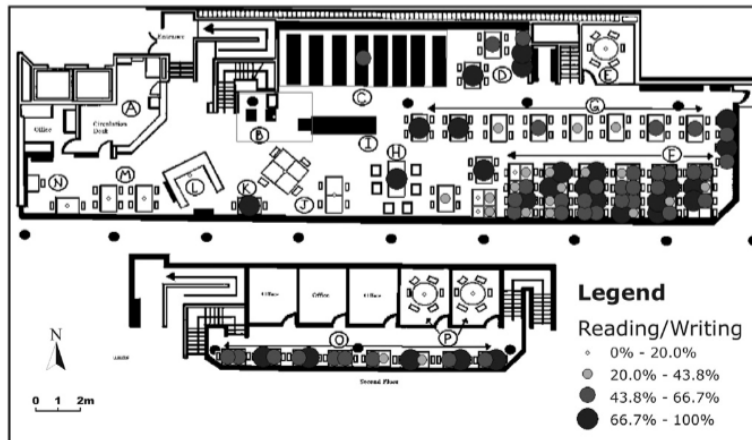


Fig. 3. Map of areas in the library where patrons were observed reading and writing. The darker areas with the largest circles are where the heaviest areas of total reading and writing were occurring throughout the semester. The areas are shown in densities (out of the total number of occupants that were in that area).

12. The Student Spaces Learning Project: a small scale qualitative study exploring user interaction with Library Services at Liverpool John Moores University Louise Makin & Elaine Sykes (Liverpool John Moores University)

Used "Diary-Mapping" exercises for emotional response to use of library space.

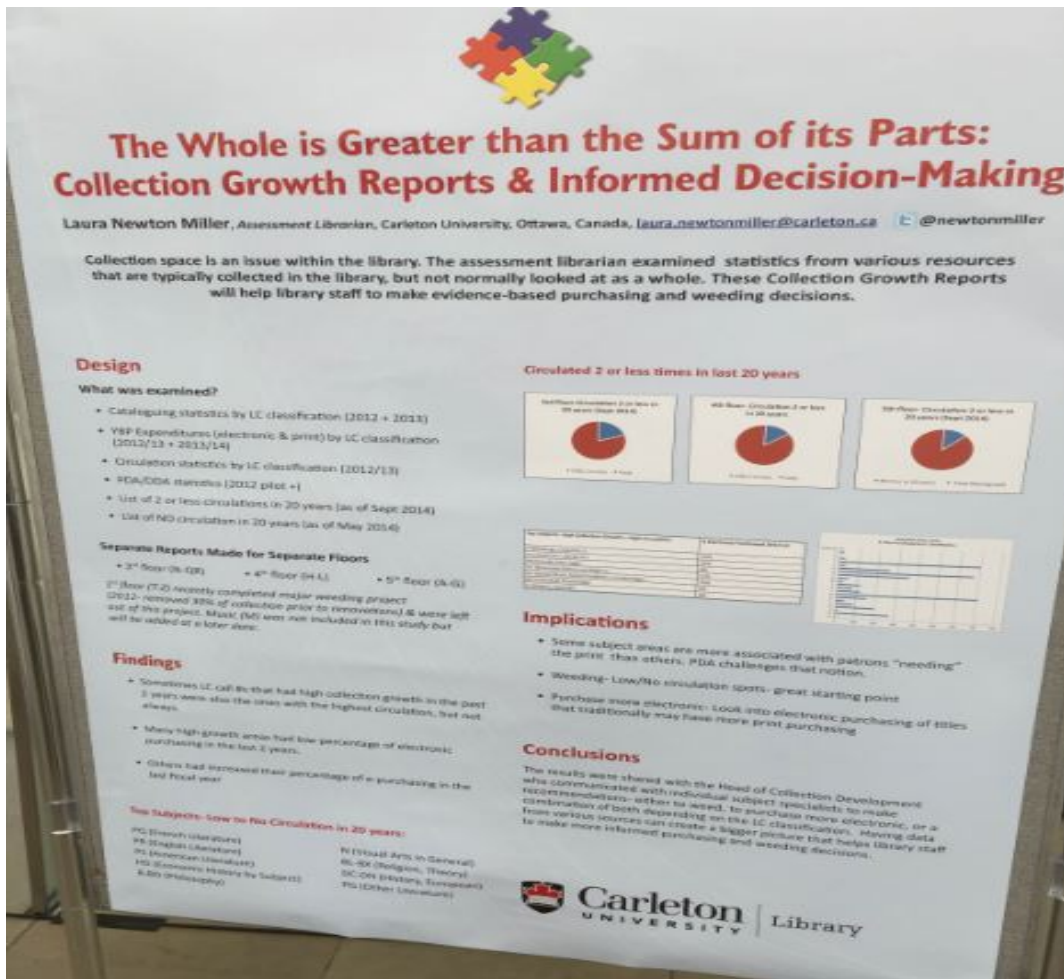
Twenty students were recruited to maintain reflective logs over a three week period. This group was representative of the student body, including different levels of study, subjects and mode of study (full/part time). Participants were offered a £50 book voucher as an incentive to take part. The access to resources, including print resources and IT were all commended as enticement factors as well as the general scholarly environment which was thought to promote more intensive study. In addition, the range of different learning spaces was greatly appreciated by participants. Conversely, some respondents were deterred from visiting the physical library by the time and financial costs of commuting, the convenience of home working as well as perceived distracting behaviour of other users, namely noise and untidiness.

"Library Noise" notices distributed "send us an email about noise and get a response within 5 minutes"

"Subject hubs" importance of comfortable seating close to relevant subjects.

13. The whole is greater than the sum of its parts: collection growth reports and informed decision-making Laura Newton Miller (Carleton University)

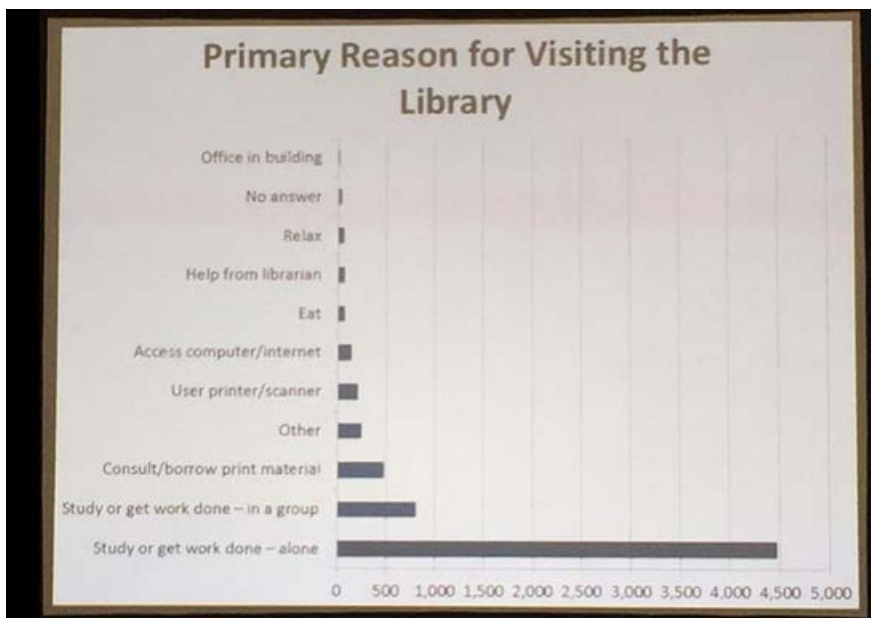
LC call numbers with high collection growth in the past 2 years were usually the ones with the highest circulation. Carleton embarked on a PDA (Patron-Driven Acquisitions) experiment in 2012. As of April 2014, H topped all of the LC classifications for the most titles purchased (706 out 3955 total). This was followed by Q (673 titles), B (275 titles), P (356 titles), and D (196 titles). In other words, beside traditional science titles, social science, religion, philosophy, literature and history were the most selected titles for patron-driven acquisitions.



14. Getting work done alone, together: a one-day snapshot survey of visitors to a research-intensive university library Colleen Cook (McGill University Library)

For **one day** in the fall of 2014, during staffed service hours, all persons entering any of the library's branches were stopped and asked to respond to a three-question survey asking them their academic affiliation discipline), status, and the primary purpose of their visit, i.e. Who are you and why are you here?

Approximately 15,000 visitors entered the McGill Library during opening hours on the day of the survey. Of these, 44% responded to the survey. The vast majority of survey respondents were undergraduate students enrolled in the humanities, social sciences, and sciences. Students in some disciplines displayed much higher usage of the library compared to others. A mere 2% of university professors visited the library.



15. Measuring the Bilbao Effect: how can we evaluate “Starchitect” libraries? Karen Munro (University of Oregon Portland Library and Learning Commons), Amanda Morgan (Carleton Hart Architects)

BILBAO



Hailed as the most important structure of its time when it opened in 1997, Frank Gehry’s Guggenheim Museum Bilbao has changed the way people think about museums and continues to challenge assumptions about the connections between art, architecture, and collecting.



Attempt by municipality to invest in public library building in order to improve the image of a city and increase tourism, like Guggenheim Museum in Bilbao e.g. Seattle Public Library?



Need to conduct POE - Post Occupation Evaluations

16. Capturing the student User Experience (UX) in York and Loughborough University library

buildings Graham Walton (Loughborough University Library), Katie Burn (University of York Library)

Why do students who bring laptops and mobile phones still use library pcs? They use pcs for academic work and printing, and laptops for social networking.

Ways to check space usage: Empty space counts, Seat Occupancy Sensor, Seat Stays Tracker.

17. Combining assessment and usage metrics to guide learning space development at HKUST

Library Gabrielle Wong (Hong Kong University of Science and Technology)

Learning Space Design Survey: gave students floor plan and asked them to fill in their ideal space.

Need for Solitary Seat Booking System

Assessment cycle: plan -> design -> build -> grow -> evaluate -> next cycle of planning

18. From activity to action: using activity data for effective decision making Nisa Bakkalbasi (Columbia University), Damon Jaggars (Columbia University)

Industry standard: one seat for every 5 students!



Over the past decade, entrance counts across library facilities at Columbia University increased by 25% amidst the closing of several departmental library facilities and the reallocation of library-related space for alternative uses. Need to allocate space wisely.

Graduate students went to national press re: lack of library space which they thought was being used by visitors and undergraduate students!

<http://www.bloomberg.com/bw/articles/2013-10-25/ousted-from-the-b-school-library-columbia-undergrads-are-fighting-back>

19. From zero to Tableau: gathering and analyzing statistics at the University of Manchester Library

Peter Wadsworth (The University of Manchester Library)

Used Tableau software to complement ALMA Analytics.

<http://www.tableau.com/>

20. Quality in museums and libraries: a comparison of indicators Roswitha Poll (DIN Deutsches Institut für Normung) ISO for museums

21. All types in change: implementing a new Library Management Platform at the University of Edinburgh Laura M Shanahan (University of Edinburgh)

ALMA implementation and preparations took a total of 771 work hours.

22. Learning to watch: improving library user experience with usability testing

Lauren Vizer (Cranfield University) - used Trello software for knowledge sharing discussions

<https://trello.com/>

Used SKYPE so staff could watch usability sessions online

As a result of usability testing, they reduced amount of text on library web site and reduced the number of clicks per library visit from 40 to 15.

23. “A bird in the hand is better than two in the bush”: taking Knowledge Base+ as a starting point for electronic resource management Benjamin Ahlborn (State and University Library Bremen)

24. Evaluating electronic journal use and access among academic staff at the Faculty of Agriculture, University of Zimbabwe Karin De Jager (University of Cape Town)

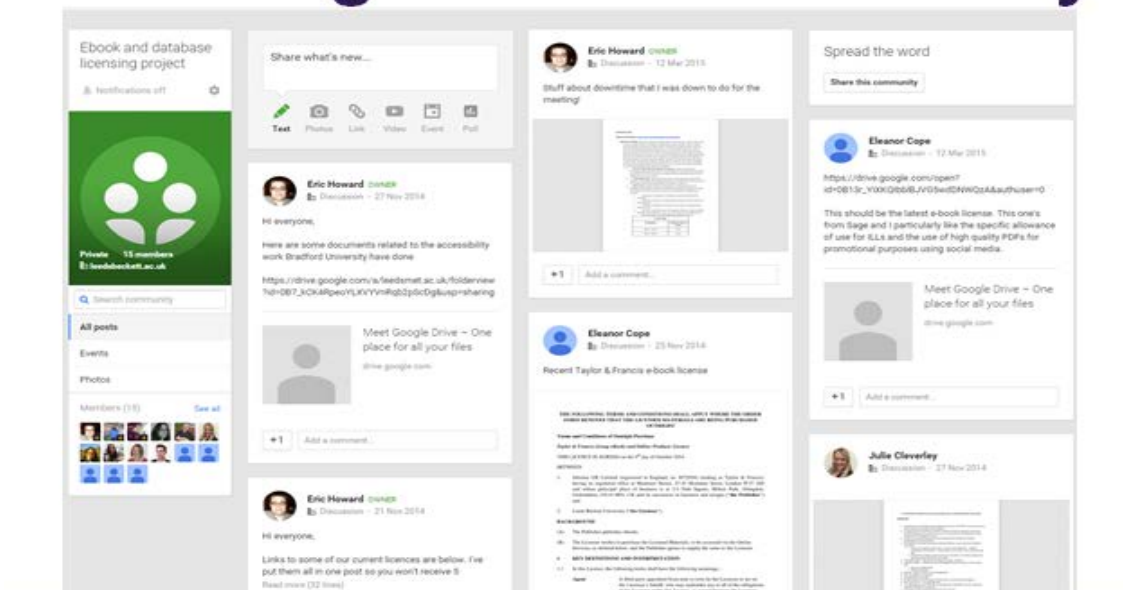


Access difficulties due to multiple passwords, affected quality of research and use of e-journals.

25. Developing preferred licensing terms for ebooks and journals/databases at Leeds Beckett University Julie Ann Cleverley (Leeds Beckett University), Elly Cope (Leeds Beckett University)

Developed criteria and template from which to negotiate e-journal and databases licenses.

Google docs community



Also, offer a "Contact us" service (by email and telephone answering service) for help with understanding contracts and copyright rules concerning e-resources

26. Moving from hindsight to insight – using analytics to improve library services Oren Beit-Arie (Chief Strategy Officer, Ex Libris)

How ALMA analytics can help librarians to define, design, and deliver improvements in key library service areas such as: collection development, optimized workflows, and end-user services. Ways to analyze and interpret library data were discussed such as predicting "burn down rate" of library funds and peer to peer benchmarking. In future, will align with SIS (Student Information Systems) and VLE (Virtual Learning Environments) and more customization, like Lancaster LAMP.



Informal conversations:

- ALMA UEA – Univ. of East Anglia leaving ALMA
 - Anglia Ruskin Univ. problems defining terminology in Analytics e.g. does loan mean loan or renewal or self loan?
 - Univ. of Washington many problems – Ex Libris came to USA from Jerusalem.
 - Univ. of Manchester using Borrowing but not Lending of ILL
 - New product Leganto – ExLibris reading lists
 - Uni of York - ALMA one year after" videos
- Most libraries open from 24/7 and have self-loan kiosks for laptops in order to free up staff at service desks.
- Most libraries have Organization, Development and Training office for staff training issues and Copyright and Permissions Office.
- "University library is becoming public library"
- If give more budget for electronic resources, can weed print and then will have more space for studying – win-win situation
- Naughty FB - <http://www.facebook.com/SpottedGlasgowUniLibrary?ref=nf>
- TEF – Teaching Effectiveness Research/REF – Research Effectiveness