UC Merced Library
Annual Assessment Plan
2011-2012

Mission Statement
In keeping with the University's mission of teaching, research, and service, the mission of the University of California, Merced Library is to achieve excellence by meeting the diverse research, teaching, and public service needs of UC Merced researchers (students, faculty, and staff) with targeted, quality collections and relevant services which effectively and efficiently support the research lifecycle of finding, using, creating, and managing information.

Goal A
The library will leverage its physical resources (space, furniture, fixtures, equipment, and IT infrastructure) to provide for the common good of the UC Merced Library user community, with a non-exclusive bias towards meeting the needs of undergraduate students.

Outcomes	Measures	Responsibility
Outcome A1 Provide-accessible, functional, comfortable, and productive spaces that support a variety of academic needs, including quiet study, group study, social interaction, exhibits, and campus meetings and events. **Measures:** A1, A2, A3	**Measure A1** The UC Merced Library will annually compare its opening hours with those of other UC Libraries with the goal of being at or above the UC Systemwide median for total hours open.	**Eric Scott**
Outcome A2 Reduce physical barriers to information by providing easily navigated spaces, logically organized and maintained book stacks, robust networking, and clear self-	**Measure A2** The UC Merced Library will measure building occupancy rates, tying measured occupancies to day of the week, time of day, and library locations. The Library Access Services	**Eric Scott**

service options for library services. Measures: A2, A3	Department will conduct daily occupancy counts on nights and weekends; it will conduct weekday counts from 2 to 4 times per semester. The library will analyze this data and consider it in planning the scheduling of operating hours, staffing levels, and furniture acquisition.	
Outcome A3 Make all decisions about library spaces based on both user assessment and the professional judgment of library staff. **Measures:** A1, A2, A3	**Measure A3** Seventy-five percent of students in focus groups will respond that they are "satisfied" or "very satisfied" with the library's physical resources Findings inconsistent with this goal will be examined for space planning implications?	**Sara Davidson**

Goal B

The library will sustain—in the face of a growing community of students and faculty—current levels and quality of user communication and instruction services by optimizing our resources, collaborating with partners, leveraging technology, and diversifying our instruction models.

Outcomes	Measures	Responsibility
Outcome B1 Increase undergraduate student research skills in a sustainable manner through consistent and effective information literacy instruction. **Measures:** B1, B2, B3, B4, B5, B6, B7, B8,	**Measure B1** Provide information-literacy instruction to over 50% of WRI 10 sections in fall 2011 and spring 2012.	**Sara Davidson**

B9, B10, B12, B13		
Outcome B2 Use the iPod Touch tour to provide effective and independent library instruction to incoming freshmen students. **Measures:** B3, B5, B6	**Measure B2** Fulfill 100% of requests for instruction.	**Sara Davidson**
Outcome B3 Provide library student assistants with the knowledge and skills to provide excellent customer service, including the ability to answer and refer questions. **Measures:** E3	**Measure B3** At least 70% of incoming freshman students will have taken the iPod Touch tour between the start of fall semester 2011 and the middle of spring semester 2012.	**Sara Davidson**
Outcome B4 Increase faculty and graduate student awareness of the benefits of the open-access movement and the unsustainable nature of the current scholarly publishing model for academic institutions. **Measures:** B11	**Measure B4** Eighty percent of students in WRI 10 who receive library instruction will indicate through their portfolios that library instruction helped them successfully find information for their research papers.	**Sara Davidson**
	Measure B5 Eighty percent of students who take the iPod Touch tour will indicate on the assessment that their knowledge of the library's space, services, and resources is "good" or "excellent."	**Sara Davidson**

	Measure B6 Seventy-five percent of the students who complete the iPod Touch tour follow-up assignment will receive scores of "high" or "perfect."	**Sara Davidson**
	Measure B7 The library will provide information-literacy instruction for a group of undergraduates selected for a summer research program in the School of Natural Sciences. Students will show improvement between a pre- and post-test assessment.	**Sara Davidson**
	Measure B8 Students in focus groups who received instruction from the library or used library guides in their course work will report that these were helpful.	**Sara Davidson**
	Measure B9 Eighty percent of students who respond to UCCUES question on library research skill will report that their current ability level is "good," "very good," or "excellent."	**IPA/Sara Davidson**
	Measure B10 Seventy percent of students taking the graduating senior campus survey will "agree" or "strongly agree" with the statement "The UC Merced Library has supported my academic progress . . . ."	**IPA/Sara Davidson**

	Measure B11 The library will sponsor at least one Open Access Week activity. Eighty percent of those attending an Open Access Week activity will report that their knowledge of open-access publishing alternatives and of the problems facing traditional scholarly publishing have increased.	**Susan Mikkelsen**
	Measure B12 The library will ask questions about customer service and reference service on the UC Merced Graduating Student Survey. Eighty percent of students will indicate that they received good or excellent customer service. Eighty percent will indicate that their research questions were appropriately answered.	**IPA/Sara Davidson**
	Measure B13 Develop a means to automatically gather and report data on use of the UC Libraries Systemwide Tutorial by UC Merced students.	**Sara Davidson**

Goal C
The library will actively pursue innovative solutions and worthwhile collaborations that increase the usability and accessibility of information resources.

Outcomes	Measures	Responsibility
Outcome C1 Place the highest value on improving the usability and accessibility of information	**Measure C1** The per-capita use of 24/7 digital reference service by UC Merced students will be above	**Teal Smith**

resources, recognizing that achieving this involves both collaboration (with vendors, knowledge institutions, other UC libraries, etc.) as well as work that can be completed locally (e.g. improvements to our web site). **Measures:** C1, C2, C3, C4, C5, C6, C7	the mean for all UC campuses.	
Outcome C2 Focus on changes to resource access that improve the search and retrieval experience for the largest percentage of our users while offering them extremely relevant and comprehensive results. **Measures:** C3, C4, C5	**Measure C2** Eighty percent of UC Merced users who complete the 24/7 digital reference service feedback form will report that they will use the service again.	**Teal Smith**
Outcome C3 Develop or acquire solutions that allow users to independently discover and access information resources as part of their course work, research, and service. **Measures:** B5, B6 C1, C2, C3, C4, C5	**Measure C3** The library will analyze verbatim transcripts of 24/7 sessions initiated by UC Merced students. The goal is to use this data for continuous improvement of the library web site and user interfaces based on actual questions from library users.	**Teal Smith**
Outcome C4 Provide, when necessary, personal assistance via a triage system that relies heavily on well-trained student employees and, as necessary, career staff.	**Measure C4** The library will conduct usability testing of the library website with new library student assistants looking for any patterns that indicate either success or failure on the part of information seekers. The goal is to use this data for continuous improvement of the web	**Susan Mikkelsen**

Measures: C6, C7	site and user interfaces based on actual use.	
	Measure C5 The library will analyze data gathered by the LibAnswers software to identify repeat questions or any pattern of problems that student encounter when searching for information or using the library. The goal is continuous improvement of the UC Merced Library web site, user interfaces, services, and instruction.	**Susan Mikkelsen**
	Measure C6 The library will gather a random-sample of data concerning the number and complexity of questions asked at the Library's Help Desk and Service Desk. The library will analyze this data to insure that staffing levels are appropriate based on day of week and time of day.	**Mary Weppler-Selear**
	Measure C7 The library's Roving Reference student employees collect data on the number of questions they are asked, the location where the questions are asked, the time and day on which the questions are asked, and the complexity of the questions they are asked. The library analyzes this data to ensure that levels of Roving Reference staff are adequate.	**Sara Davidson**

Goal D
The library will sustain the current quality of library information resources in an environment of rapidly increasing numbers of users and growth of programs.

Outcomes	Measures	Responsibility
Outcome D1 Provide information resources–both owned and leased–that directly support the current research and instructional needs of the students, staff, and faculty of the university. **Measures:** D1, D2, D4	**Measure D1** Seventy-five percent of students in focus groups will respond that they are "satisfied" or "very satisfied" with the library's information resources.	**Sara Davidson**
Outcome D2 Acquire information resources in any format as appropriate, though with a preference for resources in electronic format. **Measures:** D4, D5, D6	**Measure D2** In collaboration with the Academic Senate, the library will form a faculty advisory committee in order to get additional faculty input on information resources.	**Donald Barclay**
Outcome D3 Maintain current collection funding priorities: 1. Materials purchased or licensed at faculty request 2. All-campus licenses for e-journals, e-books and databases (Tier 1) 3. Selected less-than-all-campus licenses for e-journals, e-books and	**Measure D3** Participate in systemwide ILL Customer Satisfaction Survey to establish a baseline for future assessment.	**Eric Scott**

databases (Tier 2) 4. Locally licensed e-books available through patron-driven acquisition plans 5. Strategic investments in response to changes in research and publication practices (e.g. open-access publishing, digital preservation) 6. Purchase of print monographs through an approval plan 7. Coverage of areas of emerging interest that may be included in future research and instructional programs. **Measures:**		
Outcome D4 Maintain commitment to, and investment in, non-ownership-based information-access strategies, such as: 1. Interlibrary loan 2. Supplemental course resources 3. UC systemwide strategies (e.g. UC Shared Print in Place) 4. Regional/national/international strategies (e.g. WEST, HathiTrust) 5. Transformative strategies (e.g. open-access publication) **Measures:** D3, D7, D8	**Measure D4** In 2009-2010, the library filled 96% direct requests from faculty to order books or DVDs. (The failures (n=6) were DVDs unavailable from any source.) For 2011-2012 the library will achieve a similar rate of success in filling direct requests from faculty.	**Jim Dooley**
	Measure D5	**Jim Dooley**

	In 2009-2010, the UC Merced Library's information resources budget ($1,174,706) represented 39% of the library's total budget ($2,970,364). For 2011-2012, the library's information resources budget will equal or exceed 39% of its total budget. In addition, UC Merced Library will be at or above the median for percentage of total budget expended on information resources as compared the other UC Libraries.	
	Measure D6 In 2009-2010 the library's technical services staff catalogued and processed 11,850 physical items and catalogued 50,000 electronic books and journals. For 2011-2012 technical services staff will sustain the same levels of throughput in cataloguing and processing as in 2009-2010.	**Jim Dooley**
	Measure D7 During the Fall 2010 and Spring 2011 semesters, the library's Supplemental Course Resources (SCR) loaded 1274 documents to CROPS at the request of UCM faculty and instructors. For 2011-2012 SCR will load a similar number of documents to CROPS.	
	Measure D8 Assess the amount of open-access publishing by UC Merced researchers in order to create a baseline against which to measure future growth or shrinkage of open-access publishing	**Emily Lin and Susan Mikkelsen**

| | by UC Merced researchers. | |

Goal E
The library will maintain a positive work environment for all employees at all levels, providing regular opportunities for both individual and organizational development.

Outcomes	Measures	Responsibility
Outcome E1 Recognize staff recruitment, training, and development as key elements in the success of the library. **Measures:** E1, E2, E3	**Measure E1** A) UC Merced Library annual spending on staff training/professional development will be maintained at the same level as previous year B) Annual total hours of participation in staff training/professional development activities will be maintained at least at the level of the previous fiscal year.	**Donald Barclay**

Outcome E2 Continue supporting appropriate training and professional development opportunities and funding staff participation in these opportunities. **Measures:** E1	**Measure E2** When surveyed about their satisfaction with the training and professional development opportunities they receive, at least 75% of library staff will report that they are "satisfied" or "highly satisfied."	**Donald Barclay**
Outcome E3 Codify and further develop the student employment "work-life cycle" to include all aspects of the student employee experience from the initial interview to the exit interview and beyond.	**Measure E3** For 2011-2012, 100% of student employees will receive the following minimum amount of training which will be tracked. o 4 hours of classroom training o 4 hours of additional individual training o 4 hours of coaching per year.	**Eric Scott**

Measures: E2, E3	And, ○ complete a post-training assessment ○ complete five Question of the Week assignments. A 90% attendance and completion rate will be considered successful.	
	Measure E4 For 2011-2012, the UC Merced Library will achieve a retention rates among student employees of 85% (excluding students who separate due to graduation, transfer, or by otherwise separating from the university).	**Eric Scott**

Goal F
The library will investigate digital curation, assess the data management needs of researchers at UC Merced, establish collaborative networks, and build expertise in order to define and develop library services.

Outcomes	Measures	Responsibility
Outcome F1 Define policies for archiving, delivering access to, and disseminating locally produced research data that are determined to be university assets or of value for future use. **Measures:** F1, F2, F3, F4	**Measure F1** The library will examine and compare collection policies and guidelines for research data from peer institutions in order to develop baselines for future assessment.	**Emily Lin**
Outcome F2 Identify and evaluate service offerings	**Measure F2** Of the electronic theses and dissertations	**Emily Lin**

available within the UC system (e.g. UC3) or external organizations that may address local needs. **Measures:** F1	(ETDs) submitted by the Graduate Division, 100% of those submitted with signed author agreements will be archived and made accessible according to rights agreement terms.	
Outcome F3 Communicate to campus stakeholders regarding identified data curation services such as EZID and pilot/assess usage. **Measures:** F4	**Measure F3** Analyze data from 2011 survey of faculty data curation needs in order to develop a baseline for future assessment.	**Emily Lin**
	Measure F4 Conduct follow-up with respondents from 2011 survey who requested more information on data curation services to evaluate current and propose initiatives.	**Emily Lin**