

Change, Crisis & Counting: Thoughts on Library Assessment in Fluid Times

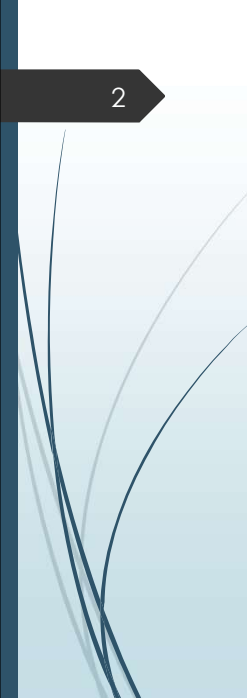
Reorienting Library Advocacy: Aligning our priorities & futures to meet the challenges universities face

1

Corey Seeman
Director, Kresge Library, University of Michigan
cseeman@umich.edu
Slides Link: <https://tinyurl.com/CoreyCHS2020>

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1



2 Introduction & Overview

- Abstract - offers the perspective of a library leader who dramatically transformed a full-service library with a 70,000 volume collection to one that is almost completely digital in 2013-14. What kind of data has Corey collected? How does he use it to demonstrate value and advocate for the library with campus stakeholders?

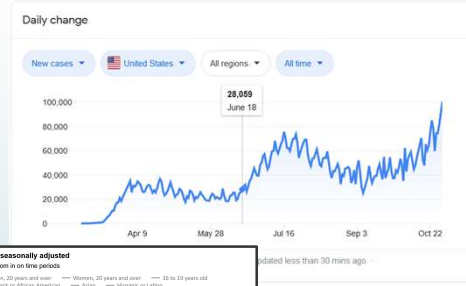
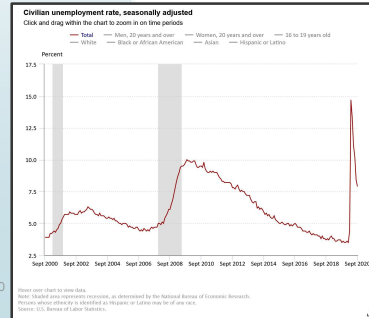
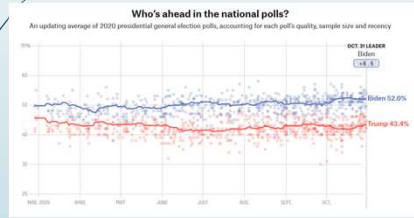
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2

3

Metrics and Assessment

- Since its 2020....
- How similar is political polling and resources we buy for students and faculty?



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3

4

It's a Puzzle: Sudoku or Jigsaw?

- Assessment is a puzzle where we combine numbers and stories to show effectiveness.
- Certainly, if there was a year when the numbers tell dramatically different stories, it is 2020.
- Some problems only have one answer – like a Sudoku puzzle.
- Other problems require more flexibility – like a jigsaw puzzle with missing pieces.
- Your story is unique, as is your campus.



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4

5

2020 Vision* – Change & Libraries

- ▶ We live at a time of great change in almost all fields.
- ▶ The expansion of online education is fundamentally changing higher education.
- ▶ In the United States – enrollment in higher education is stagnant with fewer International students seeking a US education.
- ▶ This will impact the need of a physical library on each campus.
- ▶ This will impact the roles that librarians play on campus.
- ▶ The factors that will demand change across higher education (and within the library) may include:
 - ▶ Space demands
 - ▶ Mergers or ceased operations
 - ▶ Funding of new priorities
 - ▶ Online education expansion
- ▶ Change may be a dual edged sword – vibrant schools will demand more changes than stagnant ones.



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5

6

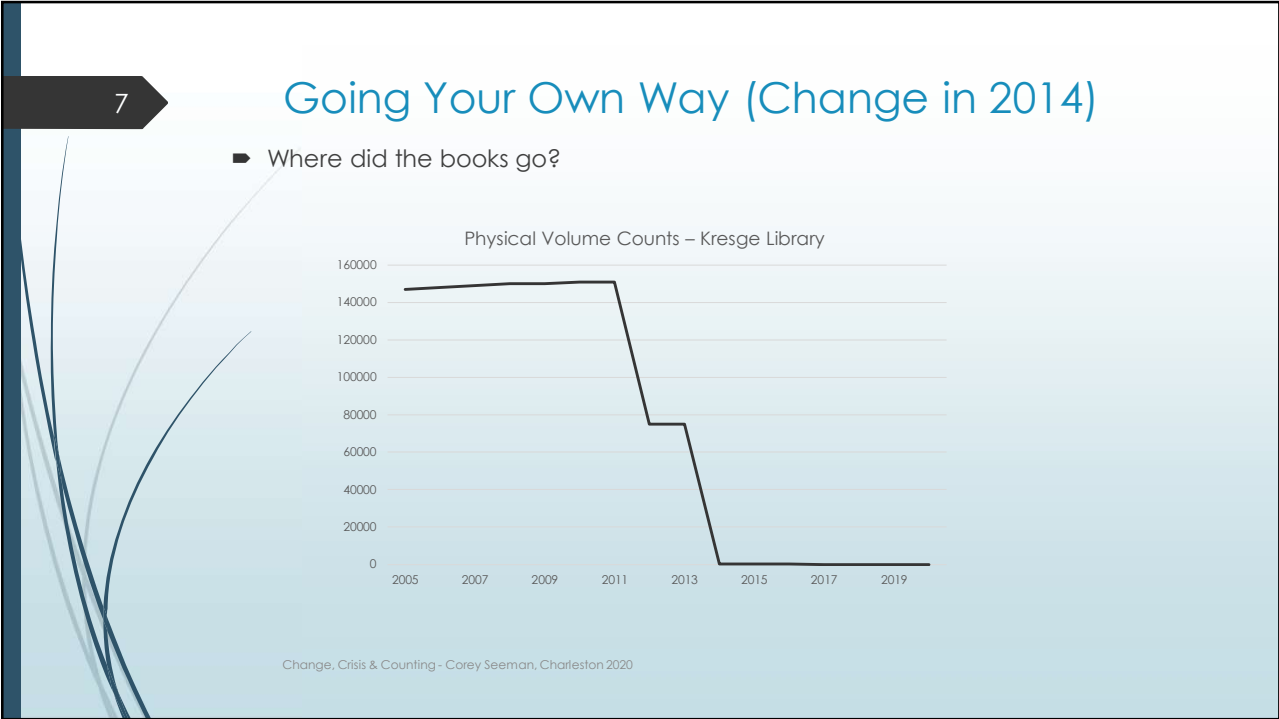
Going Your Own Way (Change in 2014)

- ▶ Kresge Change in 2013-2014 (Mostly February-July 2014)
- ▶ Move to a mostly electronic collection.
- ▶ 70K books to 200 (now less....)
- ▶ Move away from a large traditional library.
- ▶ Move towards an "Ethereal Library"
- ▶ Shifting Jobs and Focus to what was possible – not what we used to do.
- ▶ When we moved out of our space, we changed our name to **Kresge Library Services**.
- ▶ In many ways, our timeline started over from scratch. That enabled us to build our own future.

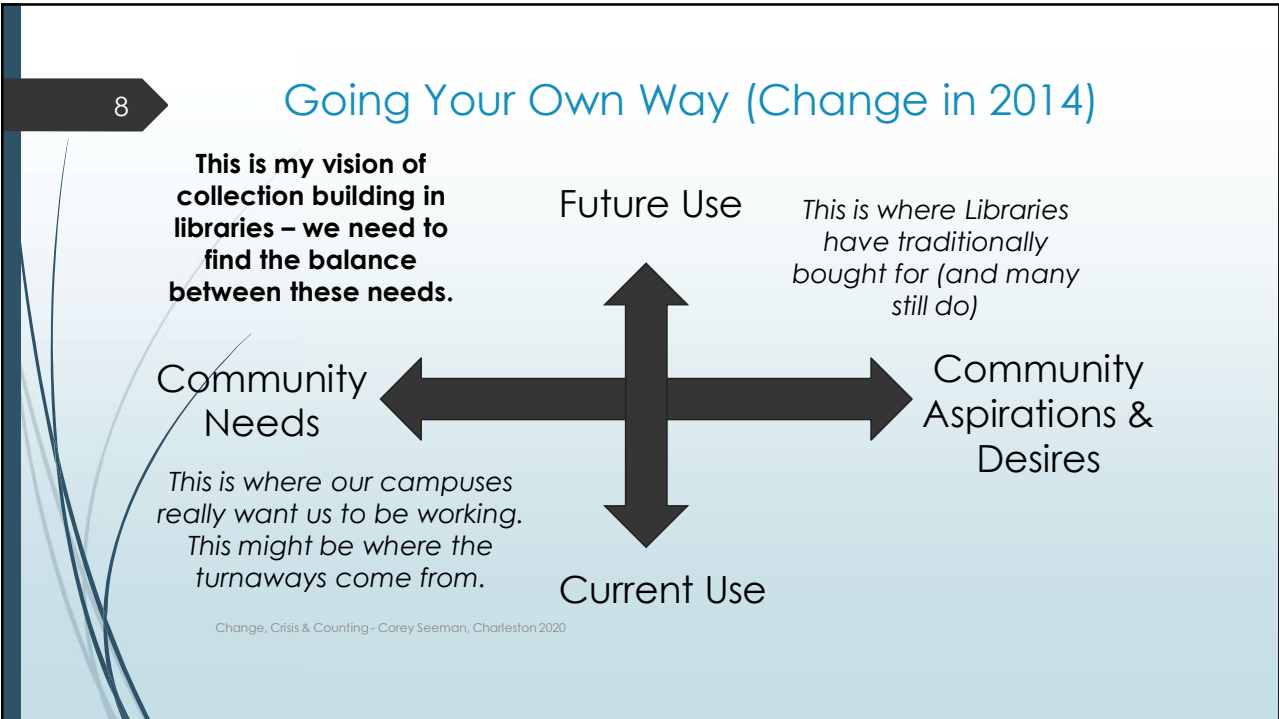


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6



7

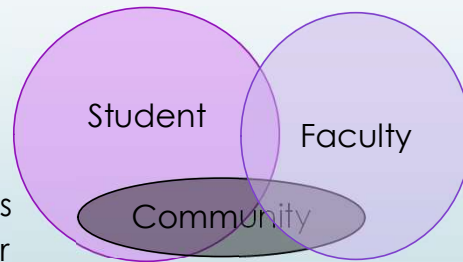


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9

Going Your Own Way (Change in 2014)

- Library challenge is that we have multiple stakeholders and they have different needs – especially for business.
- Faculty needs – scholarly journals, articles, books , datasets
- Student needs – articles, company & industry information, market reports
- Community – Mostly similar to student needs



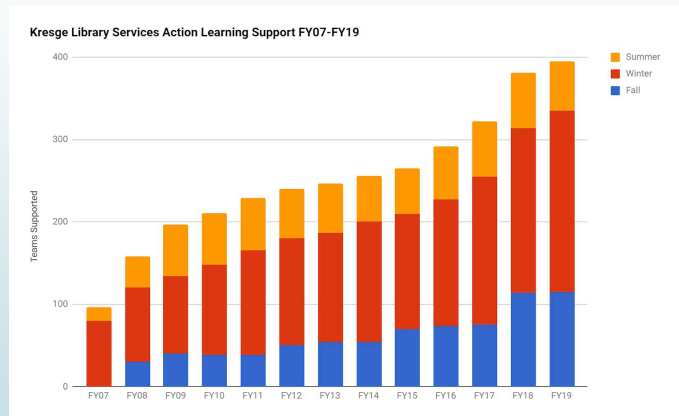
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9

10

Going Your Own Way (Change in 2014)

- Focus on what is working.
- Action learning support at Kresge Library is widely accepted as our biggest contribution.
- We need to teach students how to manage through Ambiguity and Complexity.
- We do this through experiential learning programs.
- This is a great opportunity for the Kresge Library.



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10

11

Going Your Own Way (Change in 2014)

- We could do our work anywhere.
- Previous challenges such as the polar vortex and closures during constructions.
- We developed new services to redeploy staff capacity not working with print - Kresge Exam Service.
- Our services were aligned to campus needs, not library norms.
- We had to embrace a flexible mindset to manage this change.
- Quickly adapted to a digital only services in March 2020.



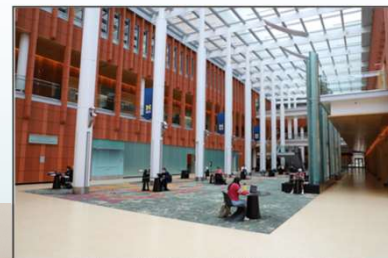
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11

12

Going Your Own Way (Crisis in 2020)

- With no student space and a 99.99% electronic collection, we were designed for a pandemic.
- We did have in-person reference and desk services (Exam and Assignment Review as well as Textpack Pickup) and those were either moved online or cancelled.
- Our planning for Fall Term was along the same lines for our hybrid term, but the Ross Leadership Team wanted something in person.



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12

13

Going Your Own Way (Crisis in 2020) A New Service – Kresge Office Hours

- ▶ The goal from the Ross Leadership Team (LT) was to have some staff in the building if students would be there.
- ▶ After we were told to rethink what it might look like, we reconnected as a group.
- ▶ We have staff of 18 and about one-third were comfortable coming in.
- ▶ We pitched (internally and to the LT) about staffing a desk for questions that students had.
- ▶ The LT was enthusiastic, and we started this service on the first day of school.



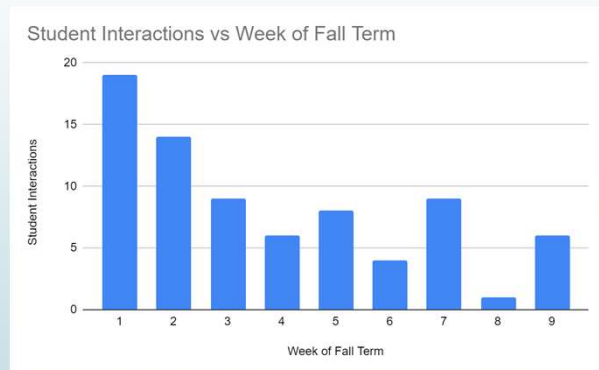
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13

14

Going Your Own Way (Crisis in 2020) A New Service – Kresge Office Hours

- ▶ We staff the desk Monday through Thursday from 10am to 2pm.
- ▶ ONE Library Question
- ▶ Some Textpack Questions
- ▶ Majority of Questions – Printing, Room Reservations, Supplies, General Help.
- ▶ These numbers are very low, but they are appreciated by students and the LT.



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14

15

Changes – Temporary & Permanent

- ▶ We also added a new chat service in Fall 2020 for course materials.
- ▶ An agile library needs to determine if a service or function can continue - especially if not everything is available.
- ▶ When dealing with change, you have more a more gradient way to explore if something can continue being offered in the new environment.
- ▶ Be creative - how can you find books that are print only?
- ▶ When dealing with crisis management, you have fewer gradients - think more binary.
- ▶ When dealing with change management, you have more gradients. What will our libraries look like on the other side?



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15

16

For More Fun....

- ▶ "The Ethereal Library: Our Experience in Library Futures at the Kresge Library," presentation to be given at the International Conference on Next Generation Libraries (NGL-2019) to be held December 12-14, 2019 at National Institute of Technology, Rourkela, India. Virtual participant at the meeting. [Link](#)
- ▶ "History Has Its Eyes on You: Lighthouses and Libraries Weathering Storms of Change," Keynote for the Great Lakes Resource Sharing Conference, June 8-9, 2017 at Oak Brook, Illinois. [Link](#)
- ▶ "Don't Get Married to the Results: Managing Library Change in the Age of Metrics," presentation at the 2015 Charleston (SC) Conference, November 2015. [Link](#) / [Transcription of Talk](#)
- ▶ "Creating The Ethereal Library: Thinking Creatively When You Have No Space To Think," presentation at the The 2014 Conference for Entrepreneurial Librarians, Wake Forest University, Winston-Salem, North Carolina on October 17, 2014. [Link](#) / [Proceedings Link](#)
- ▶ Also visit - <https://sites.google.com/view/squirrelman>

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16

17

Closing Thoughts – Be Flexible

- ▶ When you are at a dog park, you must always be flexible, especially with your knees.
- ▶ That way, the dogs running around will not knock you over!
- ▶ We might be done with COVID-19, but it is not done with us!
- ▶ Don't jump to conclusions about a picture.
- ▶ Runyon and Rosie at Swift Run Dog Park, October 11th, 2020.



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17

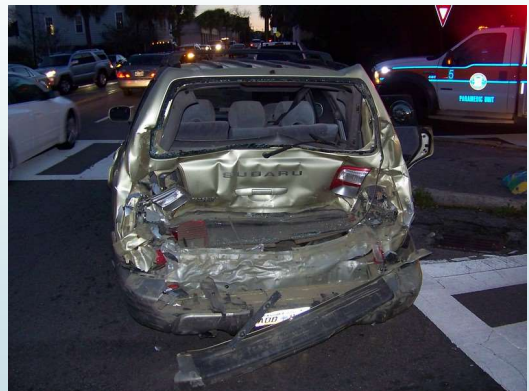
18

Closing Thoughts – Beware Dashboard Indicators

- ▶ They will not tell you about the person behind you!

Thank you
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18