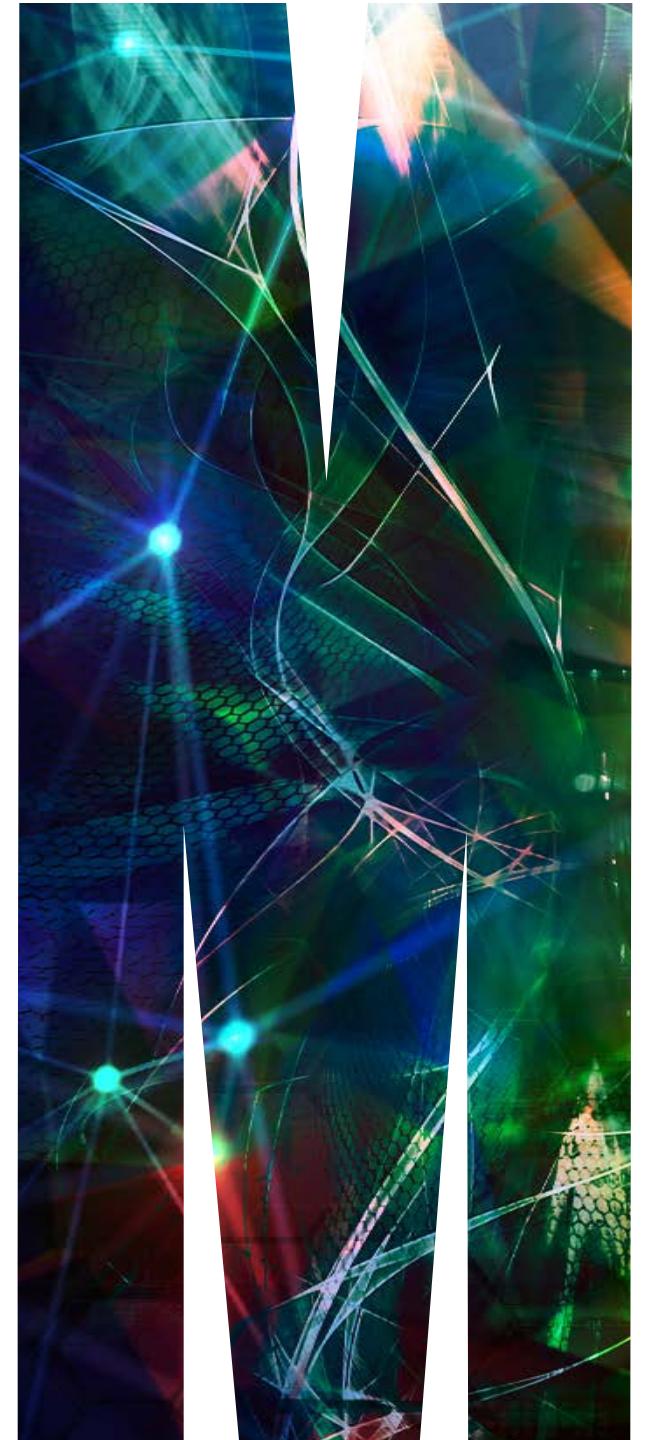


STATS AND STORIES

KAYE SULLIVAN, ACTING DIRECTOR,
EXCELLENCE AND ENGAGEMENT

15 MAY 2018

CAUL STATISTICS FORUM, MELBOURNE



STEP # 1

HAVE A
STRONG
STRATEGIC
NARRATIVE

FOCUS LIBRARY 2018 - 2020 LIBRARY STRATEGY MAP



FOCUS MONASH GOALS AND PRINCIPLES

Excellent Discovery International Ambition Enterprising Respect Openness Inclusive Service

WHAT WE DELIVER

Relevant information resources

Conducive learning and research environments

Capability building for learning and research

Enhanced Monash University impact and reputation

OBJECTIVES WE WILL PURSUE

Enhance the relevance of information resources

Enhance the physical library environment

Facilitate learning, research and employability skills development

Maximise the impact of Monash research

Develop discovery and access pathways to information

Enhance the online library environment

Enable effective research practice for enhanced impact

Contribute to scholarly communication and debate

Deliver enriching public programs and outreach

HOW WE WILL PREPARE OURSELVES

Build a contemporary professional workforce

+

Improve the effectiveness of our systems and processes

+

Promote our value to our stakeholders

+

Demonstrate our industry leadership

STEP # 2

ASK THE RIGHT QUESTIONS AND USE APPROPRIATE RESEARCH METHODS

THEME 1 – RELEVANT INFORMATION RESOURCES

Link to University Plans: *Focus Monash*: Excellent, Sustainability; *Academic Plan*: Excellent: Education, Research; *Implementation Plan*: Future Scope & Scale, Professions of the Future and BTBL, Research Focus and Investment, Student Experience, University-wide analytics

- **Rich and comprehensive collections**
- **Easily discoverable and accessible through multiple channels**
- **Available to students, staff and scholars for study and research**

Objective 1 – Enhance the relevance of information resources

We will identify, procure and actively manage a wide range of information resources to meet the diverse needs of our clients. Information resources include: online and print (both held and owned at our own locations, and available through document delivery from external parties); databases; a wide range of digitised resources and materials; and unique publications held in our special collections. We will selectively add to this breadth of information by purchasing resources based on our understanding of the new requirements of course curricula and research areas, while encouraging students and staff to be involved in selection through their specific requests and automatic purchases of electronic books listed in the Library's Search tool. We will source the material in the most cost effective way, based on evaluation of preferred information usage patterns.

FOCUS ACTIVITIES

What are our key initiatives and enhancements?	Who leads this work?
1.1. a. Develop and implement the Library strategic collection development program, to ensure the collection best represents the education and research priorities of the University. This includes the revised collection development policy and enhanced use of analytics (e.g. OCLC's Green Glass). (LE)	Director, Resources
1.1. b. Implement the new digitisation management system, Talis Aspire Digitised Content, for improved management of Part VB material. (LE)	Director, Resources Director, Research
What focus questions do we ask to assess the Library's impact and achievement?	What quantitative and qualitative indicators do we use?
Does the Library have what users need?	# downloads # new items added to the collection # loans # document delivery requests Qualitative evaluation using appropriate data sources

STEP #3

BUILD A
CULTURE OF
AND
CAPABILITY IN
EVIDENCE-
BASED
PRACTICE



STEP # 4

KEEP AN EYE ON THE DASHBOARD

COLLABORATE - DELIVER - REFLECT - IMPROVE

'First you need to be able to trust your data.'

'Look for surprises. Whenever you are surprised by data, you have found something useful.'



Mikko Piippo, Google Analytics
User Conference, Melbourne,
October 2016

QUARTERLY REPORT: OCTOBER-DECEMBER 2017

The purpose of this report is to provide Library staff with information about Library programs, resources and services to enable evidence-based discussions about our work. We can use this information, mindful of the context around the data, when we evaluate our activities, to make improvements and evidence-based decisions. When staff from different areas of the Library provide their perspectives on this information, in addition to the subject matter experts, we gain more insights. Then we will have more holistic answers to the focus questions for each objective of Focus Library's four themes and five enablers. We can use these data, in combination with case studies – the 'stats and stories', 'numbers and narratives' - to strategically communicate our contribution to the University generally and to specific stakeholders.

Strategic Metric / Subject Matter Expert	Key Insights
# Loans To be confirmed	161,310 total loans were processed in Q4, a drop from 210,369 in Q3. Q4 loans were 4% lower in 2017 than in 2016. However, December loans (35,638) actually grew by 36% compared with December 2016 (26,183) – see Figure 6. The decrease in loans between October-December 2017 is markedly slower than the previous 2 years: loans between October and November dropped 33% in 2017, compared with 37% in 2016. The drop in total loans between November and December was just 28% in 2017, compared with a 53% drop in 2016 (Figure 6). The number of loans per enrolled student in Q4 peaked in October at 1.02 per student.

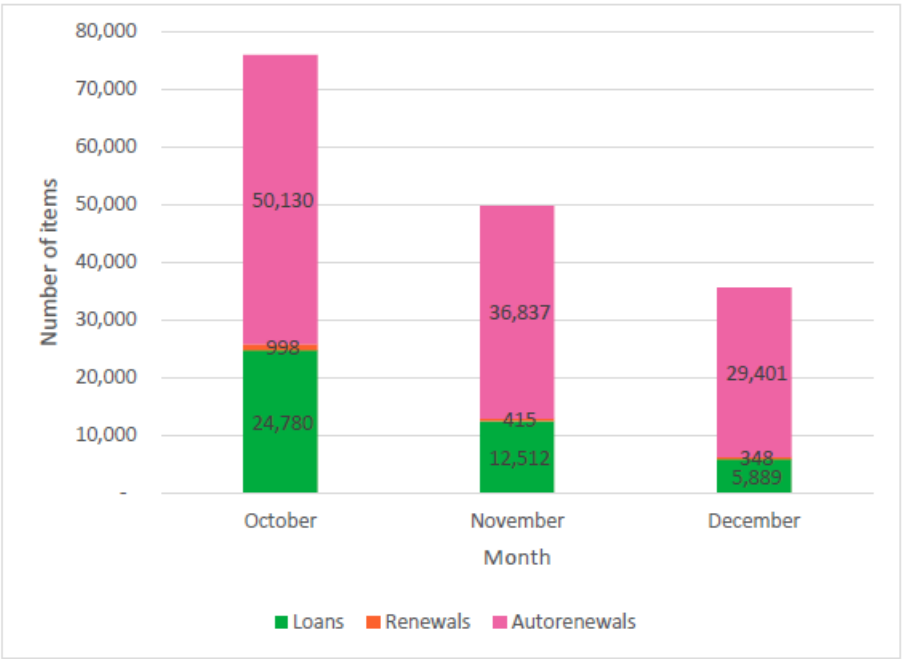


Figure 5: Loans activity: October – December 2017

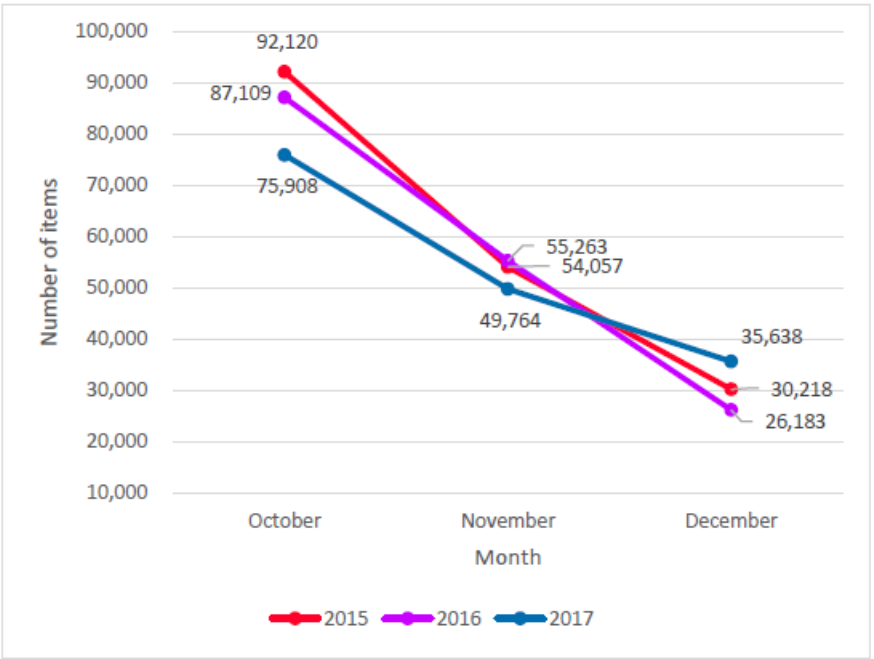


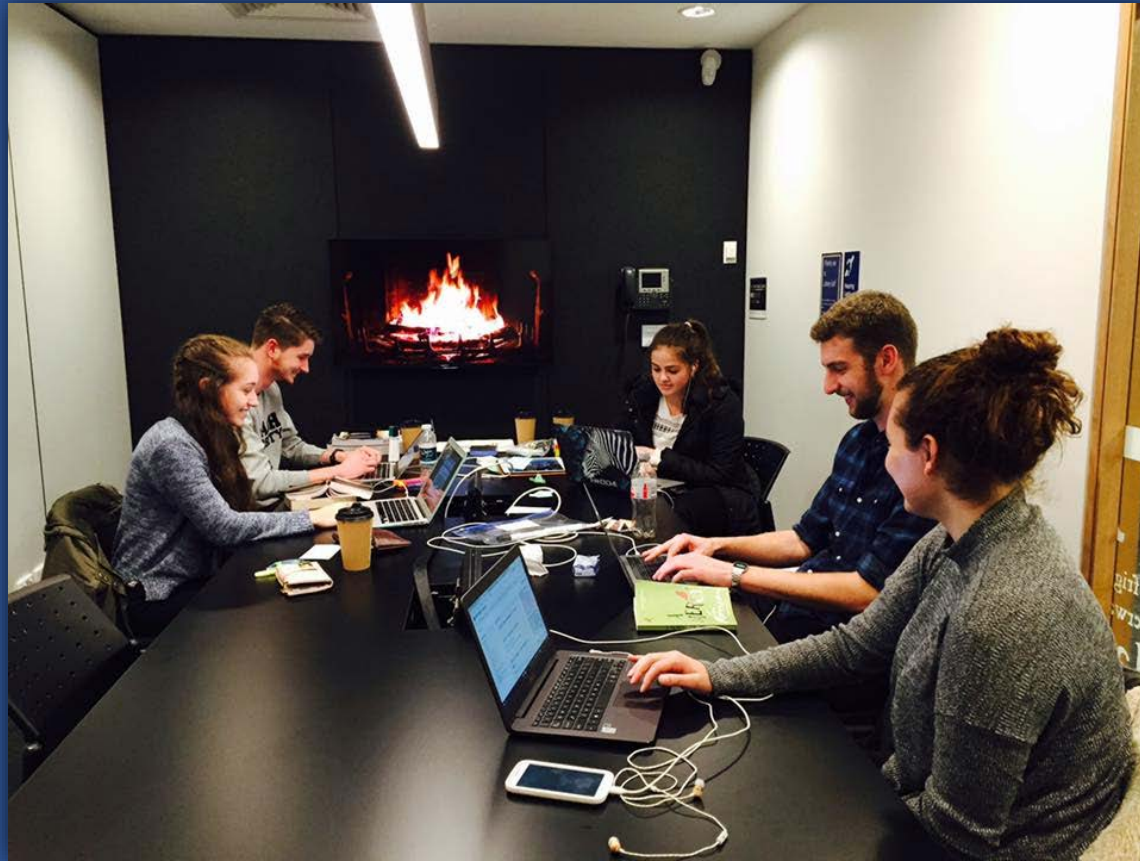
Figure 6: Loans activity: Year on Year view of Q4

STEP # 5

REMEMBER
THAT PEOPLE
ARE NOT MICE

STATS AND
STORIES

NUMBERS AND
NARRATIVES



IMPACT STORIES

RETREAT TO

Eat cake and write



Based on the successful Shut up and Write model, this iteration uses cake as a device to encourage quiet reflection and writing.

You will have thinking time and two 25-minute writing sprints, with a five-minute break in between. At the end you will have the opportunity to share your stories.

Impact stories

“These stories are about looking back to make sense and meaning out of what you have achieved and what you have learned.”²

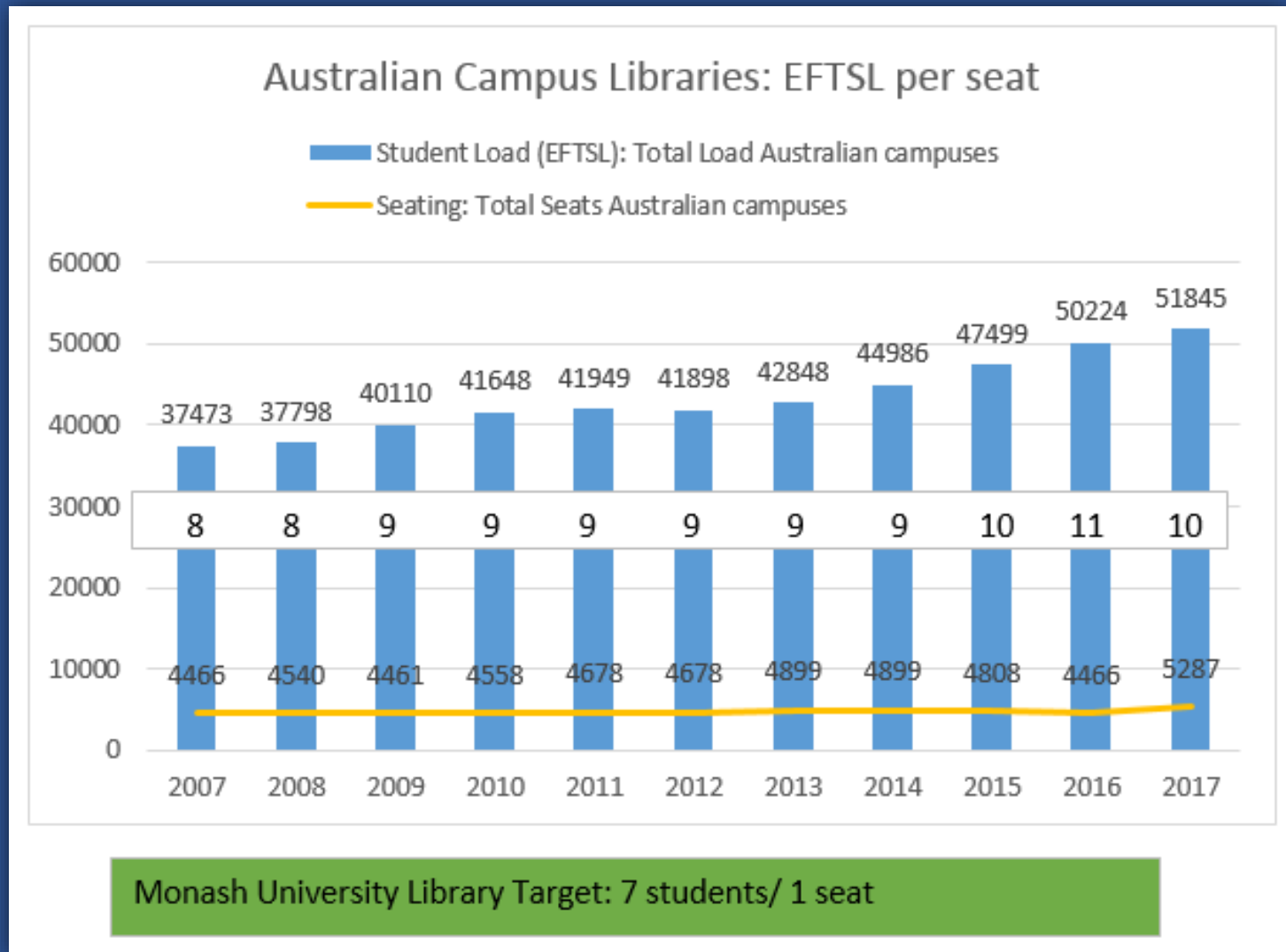
- Prepare good examples for your MyPlan reviews and job applications
- Expand the collective wisdom of the team and improve performance
- Contribute to the Library’s collection of value and impact stories

1. Cake may not look like this picture.

2. McMillan, Patricia (2015). Make IT matter : the surprising secret for leading digital transformation. p. 92

CAUL STATS

CRITICAL FOR
BENCHMARKING
AND BUSINESS
CASES



...walk on, walk
on, with hope in
your heart ...

CAUL/CONZUL
Value & Impact
Community of
Practice



Margie Jantti @itsnotunusal · Mar 16

We are having a mini Northumbria in Australia with Stephen Town @qualitydog and Karin de Jäger included in the speaker list #cvi16



Jill Benn @jillebenn · Mar 16

A good reminder from Majella Pugh from @uqlibrary that the customer defines value #cvi16



Catherine Clark @cclark0707 · Mar 16

Stephen Town: "There is not (and will not be) a magic bullet for value measurement". Drats! #cvi16



Kaye Lasserre @KayeLasserre · Mar 16

Karin de Jager: ISO16439 is very strong on combining counts & measures with qualitative data #cvi16



Catherine Clark @cclark0707 · Mar 16

@itsnotunusual has moved from a very rigid performance framework to being much more organic and incorporating narrative #cvi16