Roesch Library Faculty Presentations   Roesch Library

11-2-2016

Tracking for Outreach: Using Data for Cross-Unit Purposes

Heidi Gauder
University of Dayton, hgauder1@udayton.edu

Hector Escobar
University of Dayton, hescobar1@udayton.edu

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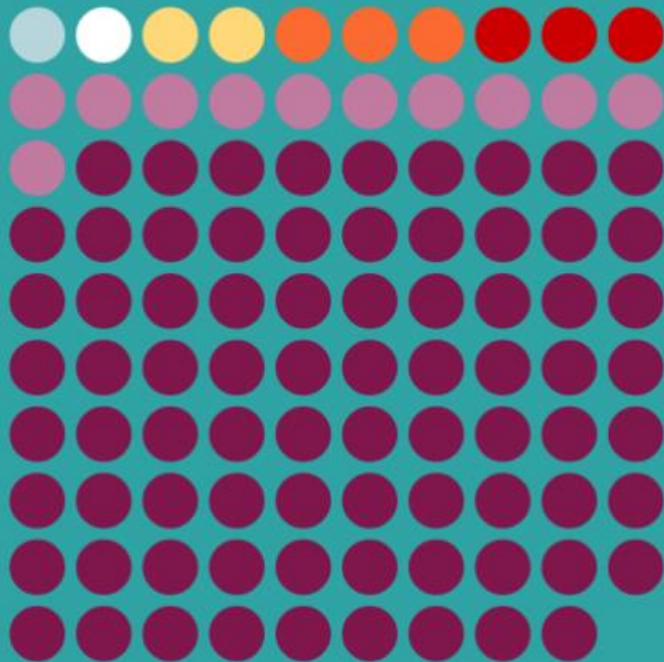
Tracking for outreach:
Using data for cross-unit purposes

2016 Library Assessment Conference

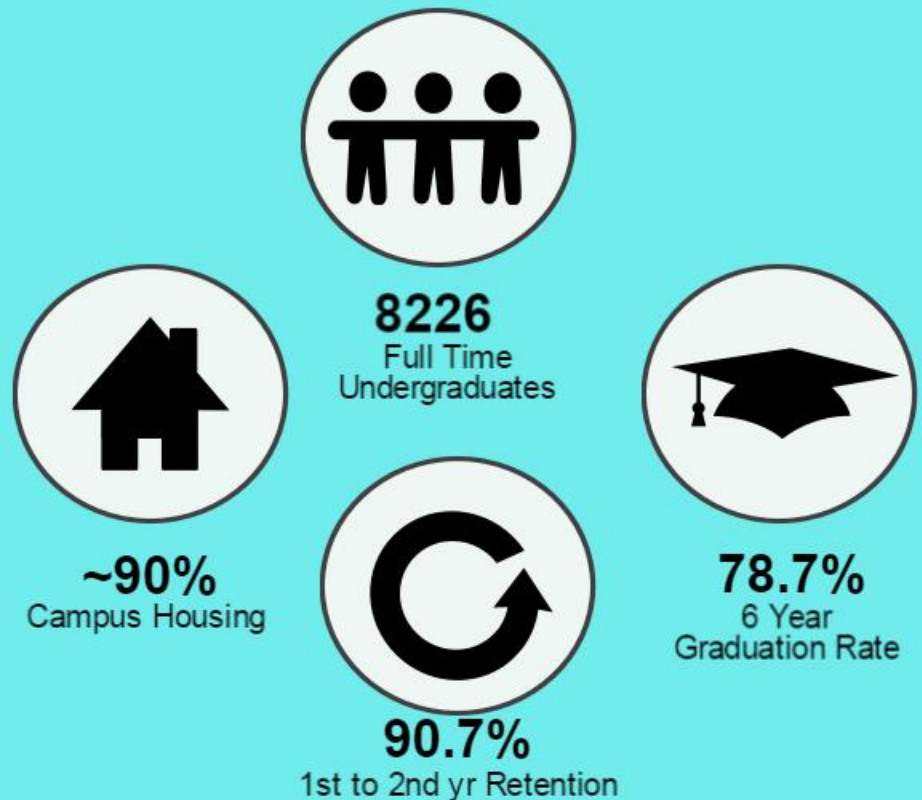Heidi Gauder & Hector Escobar

University of Dayton

University of Dayton Undergraduates

8226
Full Time
Undergraduates

~90%
Campus Housing

90.7%
1st to 2nd yr Retention

78.7%
6 Year
Graduation Rate

53% > **47%**

48% Catholic

11% International

Racial / Ethnic Characteristics

Source: University of Dayton 2015 Fact Book

- Unidentified (1.07%)
- Asian, non-Hispanic (1.23%)
- 2 or more Races (1.87%)
- African American, non-Hispanic (2.97%)
- Hispanic (3.32%)
- International (11.46%)
- White, non-Hispanic (78.08%)

Campus Data Collection Practices

1:
Value on campus for data-based decision making

3:
Undergraduates used to swiping

2:
Many academic support units already using TutorTrac software

TutorTrac: 49,000+ swipes campuswide
 Academic Year 2105-2016

Library Service Focus

1 **Face to Face Interactions, High Value**

2 **Campus Diversity Initiatives, Easy Fit**

3 **Curriculum Support at All Levels**

Mission Statement

The University Libraries provide excellent research and scholarly collections, quality service, integrated curricular support and dynamic learning environments – all vital to the mission of a Catholic and Marianist University.

Knowledge Hub & Course Support

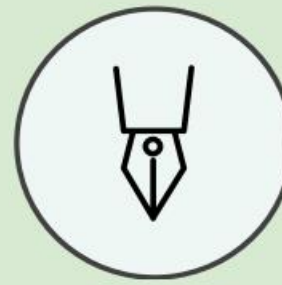## Top department affiliations for users seeking Research Help

- English (30.40%)
- History (18.54%)
- Teacher Education (14.29%)
- Communication (13.98%)
- Mechanical Engineering (9.42%)
- Political Science (4.86%)
- Counselor Education (4.26%)
- Religion (4.26%)

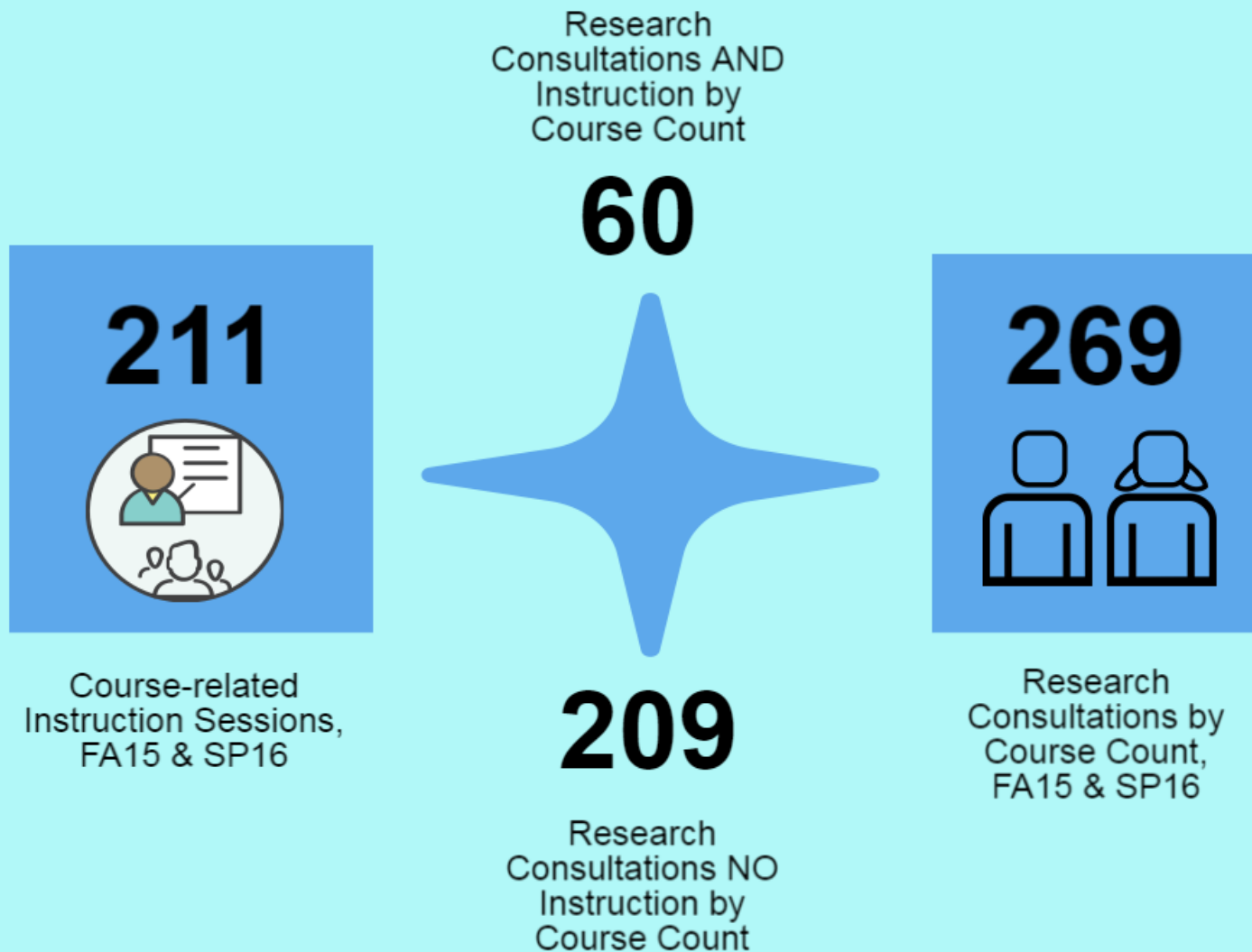Represent 70% of all users by department affiliation, FA15 & SP16

152 users, 755 visits

Users who sought Research AND Writing help

KNOWLEDGE HUB
Write Place and Research Services

Mining the Gap

Research Consultations AND Instruction by Course Count

60

211

Course-related Instruction Sessions, FA15 & SP16

269

Research Consultations by Course Count, FA15 & SP16

209

Research Consultations NO Instruction by Course Count

TRAC-ING OUR VALUE

1 EXTERNAL OPPORTUNITIES

2 INTERNAL OPPORTUNITIES

3 CONTINUING ANALYSIS

OBSERVATIONS:

The data in its current form can help us consider outreach possibilities, especially for instruction, and help examine internal workflows. In the future, we will examine our connections to student success efforts.

Library Co-Curricular Support

PATH Eligible Library Events, AY2015-16

14

Film Screening, 9

Panel Discussion, 2

Book Talk, Presentation, Teach-In, 1 each

PATH-eligible Library Event Attendance by Month, AY2015-16

| September | October | November | January |
| February | March |

Learning Goals
1. Authorship
2. Interculturalism
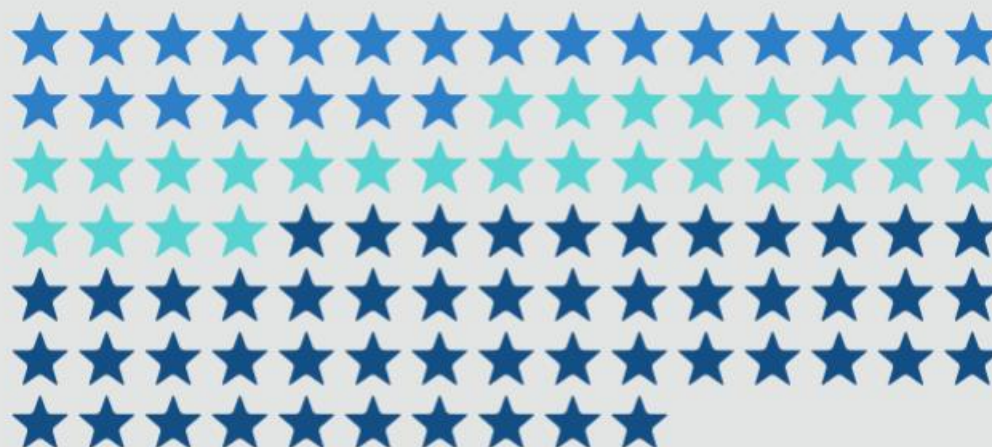3. Community Living

PATH ELIGIBLE
AVIATE

Library Co-Curricular Support

PATH Eligible Library Events Scheduled for Fall 2016

Film Screening, 10. Book Talk, 3
Workshop, 3. Presentation, 1

PATH ELIGIBLE
AVIATE

Participation in Library PATH events, September - October, 2016

■ First-year (21.74%) ■ Second-year (27.17%)
■ Upper division (51.09%)

31
Average event attendance

40
Repeat students

214
Event swipes

Following the Co-Curricular PATH

1 OPPORTUNITIES: INTERNAL & EXTERNAL

2 INTERNAL COORDINATION

3 CONTINUING ANALYSIS

OBSERVATION:

Connecting co-curricular events to the housing lottery increases the library's opportunity for engagement--whether through diversity efforts, academic workshops, or promoting leisure reading.

Thank you!

http://bit.ly/lac2016tracking

Heidi Gauder (hgauder1@udayton.edu)

Hector Escobar (hescobar1@udayton.edu)