What’s the Story, Morning Glory?
A Content Analysis of Land Grant Libraries Assessment and Fact Pages

Abstract
This poster reports on a content analysis of Land-Grant university library assessment and fact pages. Publicizing and sharing library assessment efforts is an important part of the equation to demonstrate library impact. What stories do these websites tell about library assessment efforts? What methods are used to convey this information to the public and stakeholders? What can libraries learn from other assessment websites to help showcase their assessment programs? Learn how libraries are leveraging their web presences to make a difference on their campuses, as well as other practical techniques to maximize their own impact.
Let your assessment stories be heard!

Methodology
Content Analysis of Library Assessment & Fact Pages
Most Common Content
Most Common Content

Library Fact Pages
Best Practices
Communication
• Progress Reports
• Link to Information Brochure
• Brag Points or Pride Points

Unique
• Grants Received
• Return on Investment Info
• “By the Numbers” Widgets

Context
• Paragraphs not just Statistics
• Connecting Back to University
• Aware of Audience

Library Assessment Pages
Best Practices
Communication
• Day in the Life Library Snapshot
• Library at a Glance
• “We Hear You” Reports
• Impact Reports

Access
• Easy to Find Website
• External and Internal Focus
• Indexed

Context
• Assessment Plan & Timeline
• Mission, Vision, & Strategic Plan
• Connected to Campus Assessment

Rationale
Transparency
Communication to Stakeholders
Closing the Loop

What’s the Library Fact Page Story?
Based on this content analysis:
Library fact pages focus heavily on collection types and volumes instead of library impacts, success stories, or needs. Data is presented with little interpretation or context. Beside historical content, minimal effort is being made to use these spaces to tell the story of the library or target information for specific stakeholders.

What’s the Library Assessment Story?
Based on this content analysis:
Assessment pages are still relatively new content for many library websites. Library assessment pages are often hard to locate, internally focused, or provide little context about library impacts that may influence the overall campus environment.