Doing better with library classes in 2019

Streamlining scheduling, marketing, and data gathering
Hello!

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Slides are available

scholarworks.iupui.edu

Classes Webpage

library.mednet.iu.edu/classes/

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Today’s Agenda

1. Problem
2. Methods
3. Results
4. Moving Forward
1. Problem
   Library Classes
Problem:

Attendance low
Scheduling system cumbersome
No consistent assessment
Attendance
Class offerings
Learners' perceptions
Consequences

Offered few classes

No one wanted to teach

Unclear how to improve
Fall 2018 Library Classes

- # of classes offered
- # of attendees
- avg. #/class

<table>
<thead>
<tr>
<th>Month</th>
<th># of classes offered</th>
<th># of attendees</th>
<th>avg. #/class</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>5</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>3</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>November</td>
<td>3</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>TOTALS</td>
<td>11</td>
<td>29</td>
<td>3</td>
</tr>
</tbody>
</table>
“Change means that what was before wasn't perfect. People want things to be better.”

- Esther Dyson
2. Methods

What we did
Methods overview

Environmental scan
Get access to LibCal
SpringShare asynchronous training
Implement system on website
Promote
Utilize LibCal tools
Reevaluate to inform practice
Methods: Access

Get access to LibCal

Already had SpringShare products

Tech team activated LibCal
Methods: Training

SpringShare asynchronous training
  Video tutorials
  Help Center
Team approach
  Administrative support specialist
Two librarians
Methods: Integrate

Populate classes in LibCal
Tech team: Integrate LibCal plugins to website
  Asked for library feedback
  In flux, change at semester
Methods: Promote

People trained in LibCal are on Marketing Team
Use all current outlets to promote
  Social Media
  Campus email newsletters
  Website
  Etc.
Methods: LibCal Tools

Populating: create class templates, input upcoming classes

Before class: track registrations and cancelations, sends email reminders

After class: automatic email with our survey, librarian input attendance
Methods: Reevaluate

Use data to inform next semester
Best class times
Who we reach
How we reach them
3. Results

Library classes nirvana!
Results: Rainbows and Butterflies
Spring 2019 Library Classes

- # of classes offered
- # of attendees
- avg #/class

<table>
<thead>
<tr>
<th>Month</th>
<th>Classes</th>
<th>Attendees</th>
<th>Avg. #/Class</th>
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</thead>
<tbody>
<tr>
<td>Jan-19</td>
<td>4</td>
<td>17</td>
<td>4.25</td>
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<tr>
<td>Feb-19</td>
<td>6</td>
<td>28</td>
<td>4.67</td>
</tr>
<tr>
<td>Mar-19</td>
<td>5</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Apr-19</td>
<td>4</td>
<td>22</td>
<td>5.5</td>
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<tr>
<td>May-19</td>
<td>1</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>TOTALS</td>
<td>20</td>
<td>87</td>
<td>4.35</td>
</tr>
</tbody>
</table>
Fall 2018 - Spring 2019 Classes

- **# of classes:**
  - Fall 2018: 11
  - Spring 2019: 3

- **# of attendees:**
  - Fall 2018: 20
  - Spring 2019: 4

- **avg #/class:**
  - Fall 2018 TOTALS: 29
  - Spring 2019 TOTALS: 87
Spring 2019 Class Attrition

35%

- Total Events
- Confirmed Registrations
- Actual Attendance

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Events</th>
<th>Confirmed Registrations</th>
<th>Actual Attendance</th>
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<tbody>
<tr>
<td>Jan-19</td>
<td>4</td>
<td>20</td>
<td>17</td>
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<td>43</td>
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<tr>
<td>Mar-19</td>
<td>5</td>
<td>20</td>
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</tr>
<tr>
<td>Apr-19</td>
<td>4</td>
<td>32</td>
<td>22</td>
</tr>
<tr>
<td>May-19</td>
<td>1</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20</td>
<td>135</td>
<td>87</td>
</tr>
</tbody>
</table>
Who registered for Spring 2019?

- Faculty: 26
- Staff: 20
- Graduate/Professional Student: 12
- Other: 7
- K-12: 1
- Professional: 1
- Undergraduate Student: 1
How did you hear about this class?

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
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<tbody>
<tr>
<td>Library website</td>
<td>39</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>26</td>
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<tr>
<td>Other</td>
<td>10</td>
</tr>
<tr>
<td>Librarian</td>
<td>10</td>
</tr>
<tr>
<td>Email</td>
<td>10</td>
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<tr>
<td>Events calendar</td>
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<tr>
<td>INScope newsletter</td>
<td>7</td>
</tr>
</tbody>
</table>
# Library Classes Feedback

## Survey Response Rate

<p>| | |</p>
<table>
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<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of Attendees</td>
<td>87</td>
</tr>
<tr>
<td># of Surveys</td>
<td>76</td>
</tr>
<tr>
<td>Response Rate</td>
<td>87%</td>
</tr>
</tbody>
</table>
4. Moving forward
Our next steps
Impressions ✔

Easy to customize
Automation reduces administrative tasks
Clean look on webpage
Increases data collection
   Attendance
   Post-class survey
Next steps

Open to input
Use data to inform best class times
Analyze survey responses to inform teaching and course content
Encourage more library classes
Ease of use
Increased attendance
Our motto

This process isn’t perfect but it’s better than what we had before!
Thanks!

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