

BUILDING AN **IMPACT** NARRATIVE

Assessing Library Support for the Business School Community

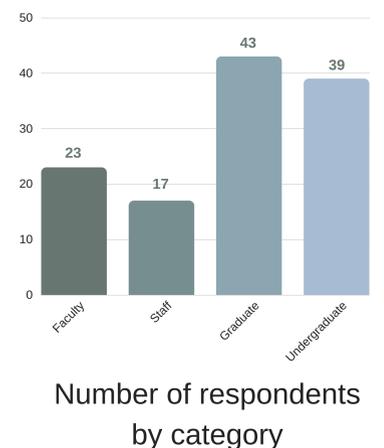
The Project

This assessment project was designed to explore the impact of library support and services for American University business school students, faculty, and staff. Inspired by a project at the University of Washington (Belanger, Faber & Oakleaf, 2017), a one-question qualitative survey asked respondents to share stories about their experiences with the library.

The Survey

The online survey was designed using critical incident technique, which involves the study of "significant instances of a specific activity as experienced...by the research participants" (Hughes, 2007). The first question asked: **Can you think of a time that the library's staff, services, spaces, or resources had a positive impact on your academic work?**

73% of the 122 respondents said yes. They were then asked to describe the experience (i.e. critical incident) in just a few sentences, or explain briefly why they answered no. Responses were coded by theme.



RESEARCH SUPPORT

INFORMATION LITERACY

LIBRARY SPACES

During my Marketing 300 class brand analysis, the business librarian was always open to talking with me and helping me with my paper. -Undergraduate

Amanda's participation in helping out the MBA students on their global projects has made a significant impact in improving the quality of their final research project. -Faculty

The AU online library resources were useful for researching answers for an assignment in my accounting class. -Graduate

The business librarian has come in to several of my business classes to discuss the library resources. It was helpful to see what is available to me when I am conducting research or writing a paper. -Undergraduate

I am grateful to the library for speaking in my courses about resources. Amanda presented a lecture to my research class on how to conduct tax research. -Faculty

Provides a nice place to quietly study in between classes. Especially helpful for students who live in other parts of the city. -Graduate

Having a quiet area for you to be creative and come up with ideas for essays and projects helps massively. -Undergraduate

Good place to meet and do group projects. Solid working spaces to reserve. -Graduate

Belanger, J., Faber, M., Oakleaf, M. (2017, March). *3,000 library users can't be wrong: Using one open-ended survey question to demonstrate your library's value*. Poster session presented at the ACRL 2017 Conference, Baltimore, MD.

Hughes, H. (2007). Critical incident technique. In S. Lipu, K. Williamson, & A. Lloyd (Eds.), *Topics in Australasian library and information studies: No. 28. Exploring methods in information literacy research* (pp. 49-66). Wagga Wagga, Australia: Centre for Information Studies.

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