

# BUILDING AN **IMPACT** NARRATIVE

## Assessing Library Support for the Business School Community

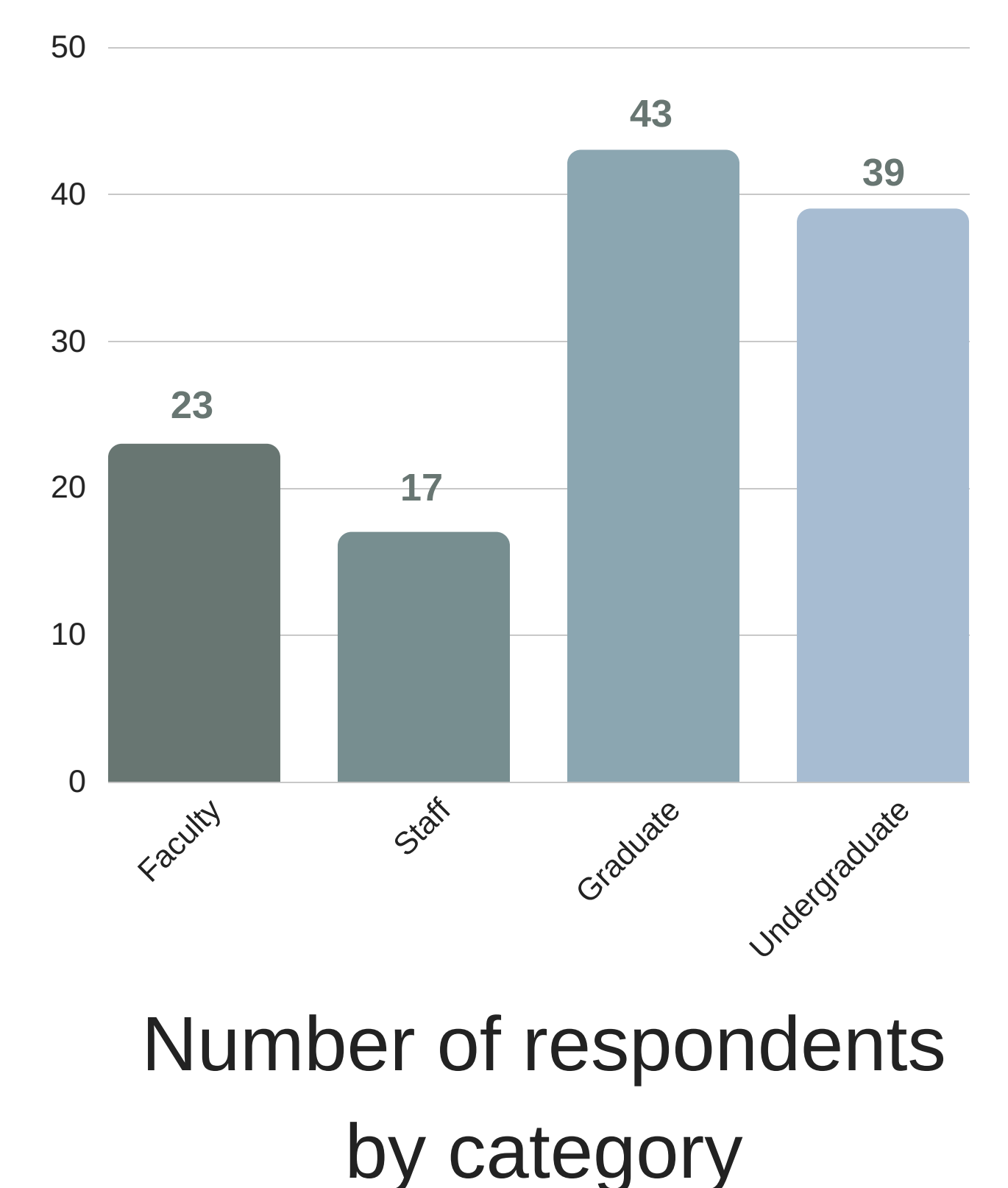
### The Project

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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