

The Consortium of Academic and Research Libraries in Illinois (CARLI)

CARLI Counts: Analytics and Advocacy for Service Development

Proposal Summary: *CARLI Counts: Analytics and Advocacy for Service Development* is a continuing education library leadership immersion program that **prepares librarians to make effective use of research findings on the impact of academic libraries on student success for the twin purposes of service development and library advocacy**. Program participants will learn how to use local library data analytics in alignment with institutional data, goals, and strategic priorities to improve their services and demonstrate their value. *CARLI Counts deliverables* will include a **portfolio** of local case studies, an **evaluation** of the collective statewide impact of those cases, and a replicable state/regional **training model** for equipping librarians to be campus leaders in assessing library impact on student learning and success, all of which will be made openly available on the CARLI website. The Consortium of Academic and Research Libraries in Illinois (CARLI) requests \$263,474 in IMLS funds in partnership with the University of Illinois Library at Urbana-Champaign and Lewis & Clark Community College.

Statement of Broad Need: Academic libraries are increasingly required to demonstrate their impact on student learning and success in competitive campus budgeting processes, accreditation reports, and program reviews. Doing so requires thoughtful service design and delivery based on clear goals and outcomes that are informed by documented best practices and that reflect local institutional priorities and strategies. While a growing body of evidence supports the assertion that academic libraries positively impact student success, libraries must make the argument individually to their stakeholders in ways that are meaningful to local institutional administrators.

Without exception, CARLI libraries are committed to evidence-based program development and advocacy; however, they do not all have the resources and/or staff with skills to undertake the process of collecting and leveraging data in ways that create compelling narratives connecting library services and student success. CARLI's strategic plan recognizes the importance of this work: "Establish and communicate the value proposition for academic and research libraries in Illinois." In addition, a 2017 CARLI webinar on assessment/research drew record registration and requests for training and further programming.

As a **Community Anchors** project, *CARLI Counts* will **increase the capacity** of academic library professionals to identify community needs, carefully **design/redesign service programs**, and **integrate theory and practice approaches** of design thinking, project management, and impact assessment into their work. The portfolio of local case studies and the replicable training curriculum will also serve the greater library profession's need for examples and models that can be adapted by other libraries.

Project Design: *CARLI Counts* is intentionally designed to be **highly participatory and team-based**. Drawing on the immersive leadership education models developed in the Illinois State Library's [ILEAD USA: Innovative Librarians Explore, Apply and Discover \(ILEAD\)](#) and the Association of College and Research Libraries' [Assessment in Action \(AiA\)](#), both IMLS-funded grant projects, *CARLI Counts* uses **peer-to-peer learning and community of practice approaches** as the fundamental organizing structures for the curriculum and the design of participant experiences. ILEAD combined web technology skill-building with leadership training, in order to increase exposure of services, engage libraries' constituents, and provide opportunities for collaborating on innovative projects. AiA focused on strengthening academic librarian competencies for campus leadership and data-informed advocacy, specifically in relation to institutional goals for student learning and success. Cohort and team structures, collaborative learning, sustained interaction through face-to-face meetings and online technology training sessions, year-long project-work, and a culminating presentation, are signature pedagogies of both ILEAD and AiA, and thus of *CARLI Counts*.

Specifically, *CARLI Counts* will be comprised of **two cohorts**, each with **30 participants representing 30 different institutions**, working in **teams of five** with an assigned **mentor** drawn from Illinois participants in AiA or ILEAD. **Curriculum topics** will include library assessment, evidence-based library practice, service design, leadership and advocacy. Invited speakers will bring expertise and different viewpoints on these topics. Each cohort will attend two, two-day in-person meetings (February and July). In addition, participants will attend webinars (April, May, June, September, and October) and work online collaboratively throughout the program, culminating in team presentations at the November CARLI Annual Meeting.

Each team will work with one or more effective **practice focus areas** drawn from [Creating Sustainable Assessment through Collaboration: A National Program Reveals Effective Practices](#), for example: (1) students benefit from library instruction in their initial coursework; (2) collaborative academic programs and services involving the library enhance student learning; and (3) library research consultations boost student learning. For each effective practice, team members will examine library services and institutional priorities through the lens of the effective practice, investigate local library effectiveness through analysis of local data, and create advocacy strategies based on the results. Each team will contribute a **case study to the cohort portfolio**. The resulting two cohort portfolios of local cases studies will be evaluated for their collective statewide impact.

CARLI Counts personnel are well positioned to ensure success of this project. Principal Investigator Anne Craig is a seasoned grant administrator and was the architect of ILEAD. Co-Principal Investigator Lisa Janicke Hinchliffe has led many ACRL efforts since establishing the Value of Academic Libraries Initiative during her 2010-11 ACRL Presidency. Dennis Krieb is a champion for assessment in CARLI and a national leader in library learning analytics. Karen Brown is an experienced grant/program evaluator. A *CARLI Counts* Advisory Board will include members of the CARLI Board, Kara Malenfant, ACRL Senior Strategist for Special Initiatives, and Gregory McCormick, Director of the Illinois State Library.

The project will start on October 1, 2018, with the Curriculum Team (Craig, Hinchliffe, and Krieb) designing the curriculum and working collaboratively with the grant evaluator (Brown) to integrate the project evaluation plan with the cohort lifecycle. The curriculum will be reviewed and revised between the two cohorts. CARLI staff will manage advertising, sign-up, and event logistics. Each cohort will begin meeting in February and conclude with presentations at the November CARLI Annual Meeting. The project concludes with summative program evaluation in September 2021. Results of *CARLI Counts* will be shared at national conferences and on the CARLI website. **As a result of CARLI Counts, 60 CARLI libraries** will have trained staff able to use research findings on the impact of academic libraries on student success for service development and library advocacy.

Diversity Plan: CARLI is a consortium of 128 public universities, private institutions, and community colleges located in metropolitan, suburban, and rural communities. Member libraries range in size and scope from the University of Illinois at Urbana-Champaign, to small, one-staff-member libraries. Participants will reflect this diversity, ranging from new to seasoned professionals who perform many different job duties, from all types of academic members, and from all regions of Illinois. As CARLI member libraries serve 94% of higher education students in Illinois, *CARLI Counts* will ultimately impact a tremendously diverse array of students. Registration is anticipated to reflect **small and medium member libraries as 75% of the participants**.

Broad Impact: As a result of *CARLI Counts*, Illinois academic librarians will be able to effectively and systematically leverage national and local data and communicate impact narratives that convey to stakeholders how their libraries bolster student learning and success. By connecting with ACRL's [Value of Academic Libraries Initiative](#), *CARLI Counts* will amplify the impact of ACRL's national efforts by diffusing them throughout an existing state consortium. By leveraging the work of the consortium, the grant will provide **concentrated and scalable impact** for program development and advocacy in Illinois' academic libraries.

Specifically, *CARLI Counts* will **ensure that** 1) program participants are more confident in their skills and abilities related to service design and library advocacy; 2) CARLI libraries are better equipped to demonstrate their value to stakeholders. Respectively, these will be assessed through 1) self and peer evaluations and 2) analysis of local case studies and collective statewide impact using ACRL's [Academic Library Impact](#) as an evaluative framework. Additionally, through the **replicable training curriculum**, *CARLI Counts* will seed a long-lasting state/regional continuing education program that can serve as a national model.

Budget Summary: Total anticipated costs are \$263,474 (Direct: \$211,478; Indirect: \$51,996). Breakdown of fund allocation is: Salaries and Wages: \$42,332; Fringe Benefits: \$16,112; Travel: \$32,514; Contracts (evaluator and speaker fees): \$66,000; Student Support: \$48,480; Other Costs (Meeting rooms and meeting meals) \$6,040. Cost sharing of \$215,522 in contributed effort is also included.