Instrument 5
Outreach/Liaison Activities Rubric

Individual and Programmatic Assessment Matrix for Outreach and Engagement

Element   **Example Questions and Indicators**

Librarianship

Formal/Qualitative
- How many meetings with users were held?
- What resources were used for promotion of the program/project?
- How many users were reached?
- How many individuals were involved both at the library and in the community?
- How many additional partnerships, both on and off campus, if any, resulted from this program/project?
- Surveys
- Social networking statistics
- Digital collection use statistics
- Length of time of the program (How many months, years, etc. did it last?)
- Is there an assessment mechanism in place to ensure the program does not go stagnant?

Informal/Quantitative
- Describe how the program/project fits into the library's or university's mission and strategic plan.
- Describe how stakeholders participated in the program/project from beginning to end.
- Describe, or provide examples of, any documents developed for or during the program/project.
- Were project goals met?
- Were results valued by users involved?
- Was access to library resources (print and/or digital) increased?
- Was access to community resources increased?
- How did this program/project benefit the library?
- How did this program/project benefit the users/community?
- Describe the impacts of the program/project on all involved.
- How can this program/project be used as a model for other libraries/communities?
- Were there any changes in policies, collections, etc. as a result of this program/project?
- Does the program/project fit well with the skills and knowledge of the librarian?

Scholarship

Formal/Qualitative
- Survey users for their feedback about the program/project.
- Gather statistics from available sources about the program/project.
- Was a research paper or presentation generated from the program/project? If so, how many times has it been cited?

Informal/Quantitative
- Were new and innovative ideas used for program/project development?
- Did any new or innovative ideas come up as a result of the program/project?
- How well was the program/project defined and developed? What would be different next time?
- Is the plan for the program/project sustainable?
- Are the users involved with generation of new knowledge and expertise?
- Was there any informal feedback received about the program/project?

Source: Marcy Bidney (2014). The Library as Platform Assessing Outreach and Engagement in the Library of the Future. In: Assessing liaison librarians: documenting impact for positive change, Mack, Daniel C.; White, Gary W., editors. Chicago, IL: Association of College and Research Libraries, 2014.