Restructuring a Popular Magazine Collection: Using Microassessment Strategies to Keep Rolling with the Times

INTRODUCTION

The University of Michigan - Ann Arbor has 28, 983 enrolled undergraduate students in 2016-17. These students are the target population served by the Shapiro Undergraduate Library.

The Popular Magazine Collection is a physical, circulating collection of 115 titles, located on the second floor of the Shapiro Undergraduate Library.

In FY2014, scholarly journals were cancelled, and the collection focus shifted to primarily popular magazines.

Most new subscriptions started around January 2014.

Time to evaluate the use of the current magazines, to see if any changes need to be made!

MICROASSESSMENTS

A microasssment refers to an assessment tool or technique that is:

- Focused on a small, discrete area (service, resource, etc.) and/or
- Quick and easy with minimal resources needed to design, implement, analyze, and inform decision making

Our approach is to learn more about how and when microassessments can be used to improve library services as part of a broader assessment strategy.



Title	Total Use Per Title	Use per Issue
National Geographic	220	3.859
The New Yorker	199	1.292
Nature	141	0.557
Wired	125	2.717
Harvard Business Review	124	4
Life Week	124	1.127
Business week	124	0.849
Psychology Today	102	5.1
Forbes	98	1.441
Paris Match	95	0.633
Rolling Stone	93	1.148
eople	91	0.95
rtainment Weekly	88	0
nomist	84	

Circulation Data:

- Analyzed information from 07/2014 to 07/2016
- Used to calculate overall usage for titles and average use per issue





Physical Inventory:

- Recorded earliest and most recent issue, how many issues, and state of shelf organization
- Determined need to reduce retention periods and need for more signage



Welcome Week Event:

- "What did you read this summer?" activity at Party for Your Mind
- 1,000 students over 2 hours
- 312 total responses
- 11 magazine responses



Online Polling:

- Used Poll Everywhere
- Two multiple choice poll questions displayed on screens in Shapiro Library lobby
- 1 response to 2 questions that were up for 1 week
- Less return on investment

Tabling:

- Same two poll questions as used for online polling
- 164 total responses over 8.5 hours of tabling in the Shapiro Library lobby
- Used candy as incentive
- Asked student for their class year

LESSONS LEARNED

- Keep it simple
- Flexibility and adaptability
- Iterative design
- Encourage collaboration and review of the data gathered

- Tailor assessments to the environment and existing resources and skills

- Include different types of employees (full-time, students, interns, etc.) in assessment activities

- Leverage existing opportunities for student engagement in assessment activities

NEXT STEPS

Additional surveys

- Include more questions and use the Learning Management System

Focus Group

- Collaborate with team of undergraduate Library Ambassadors and student employees to formulate questions and priorities

Expand to other parts of the collection

- Browsing Collection assessment already in progress

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LIBRARY