

Metrics and Impacts Interest Group (MIIG):

Wednesday, October 22, 2025 | 2:00 p.m. – 3:30 p.m. | Zoom

Minutes:

Present: Austin Miner, Danielle Dawe, Ashley Manhas, Leah Hopton, Rya Kobewka, Jeff Verbeem, Katharine Shipley, Rujipa Laosin, Bond Jennings

1. Welcome
2. Indigenous Acknowledgement
3. Approval of the Minutes - approved
4. Review of Action Items: none
 - a. ACTION: Diana will ask Communications Manager about website feedback survey prior to launch. - Pending
 - b. ACTION: Rachel will invite Colleen Bell of BCLA's 'Tell Your Story' fame, to our next Metrics meeting. - Pending
 - c. ACTION: Rachel will send invitation/announcement for next MIIG meeting. - Done
5. Introduction of Attendees
6. Case Study: Austin Miner and Leah Hopton, Return on Investment and Value Assessment Project, Arca
 - Project focuses on collecting data to both assess and communicate the value of services, aligning with BC ELN's mission. The team noted it had been several years since a comprehensive review of data collection practices, prompting the need for clearer documentation, transparency, and updated metrics
 - Project goals:
 - Audit data collection + ROI calculations
 - Improve documentation and transparency
 - Propose new metrics to better show value
 - Improve communication including developing templates for member "value letters"
 - Most libraries include value communication in their strategic plans.
 - The project piloted its process with the Arca Digital Repository Service, identifying seven steps (see slides)
 - Lessons Learned
 - Deep dive valuable, but may not work for every organization
 - Do value proposition with coordinators

- 3-6 interviews a sweet spot, they mostly interviewed arca administrators but wanted to expand reach for next
- QA:
 - Motivation: Requests from member libraries for more specific data and ROI evidence.
 - What not to collect: Rather than starting with an audit of existing data (which can bias results), the team began with a “blank canvas” — identifying what people truly value first.
 - Recommended Resource: Dr. Kate McDowell’s Data Storytelling Kit for Libraries — emphasizes sharing insights, not just collecting data.
 - Interviews: Designed as open-ended conversations to capture authentic language and avoid bias; well-suited for library administrators.
 - Example: Squamish Public Library also used interviews for its recent web redesign project, effectively reaching different user groups than surveys could.

7. Round Table Discussion

- a. How does your library collect and use stories?
 - Squamish Public Library: Conducts program surveys at the end of each session.
 - Halton Hills Public Library: Gathers stories primarily through staff; neighboring libraries maintain testimonial pages.
 - Capilano University Library: Each librarian selects 2–3 classes per term for short surveys (via LibWizard QR codes).
 - Questions such as “Did you have a highlight?” or “Was there an improvement?” encourage reflective feedback.
 - Data used for internal reflection and reporting; low administrative burden.
 - Sharing feedback: Feedback is shared selectively, respecting student privacy. Quantitative data is visualized in Tableau dashboards embedded within a LibGuide (internal use).
 - Example: Langara’s Assessment Librarian developed a public-facing data visualization — suggested as a potential future case study topic.

8. Review of Action Items

- a. ACTION: Rachel to send out list of dates for 2026
- b. ACTION: Rachel to investigate potential speakers for data visualization in libraries

9. Adjournment

