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## Georgia Library Association Research and Assessment Interest Group Spring Conference

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## Georgia Library Association Research and Assessment Interest Group's Spring Conference

The COVID-19 pandemic might be altering nearly all our lives, but the Georgia Library Association's Research and Assessment Interest Group (RAIG) continued with another year of a half day conference showcasing Georgia libraries' efforts towards assessment, the user experience, and data-driven decision making. On March 25, 2022, three organizers, seven presenters, and over 40 attendees came together online to discuss assessment under this year's theme of "Community Building and Engagement." Despite all the difficulties COVID has caused, Georgia libraries have not stopped engaging and building connections to their communities through the continuous assessment and improvement of their resources and services. The conference began with three 20-minute sessions:

- The program started out with "Every Little Bit Helps: Participating in Mass Digitization As A Small Institution" by Derek Otis of Oglethorpe University. Derek discussed the role of Massive Digital Libraries (MDLs) such as HathiTrust and Internet Archive, and how smaller libraries can impact their collection through formal partnerships.
- Next, Wilhelmine Randtke of Georgia Southern University discussed "Locking In the Status Quo For Business: Recent Changes to U.S. Data Privacy Law and Long-Term Impacts on Data Collection." She covered the hot issue of data privacy in libraries and the need for laws protecting the privacy of our users' data such as the Uniform Personal Data Protection Act that has been adopted by some states.

- Lamonica Sanford of Georgia College & State University Library took the reins and lead the group through the power of LibInsight in her presentation "Snapshots of the Library: Using Libinsight to Store, Analyze, and Share Data That Begin to Tell a Library's Story." The Springshare product can be used to create datasets and dashboards to share the library's value with stakeholders and other libraries that use Springshare products.

Following the 20-minute presentations, the program moved into the 10-minute showcases.

- In "Supporting Your Research with Grants," Emily Thornton and Micki Waldrop of Brenau University outlined the steps to find and apply for grants to support the research and assessment in your library. They illustrated using their own examples with a "do" and "don't do" presentation.
- Following, Patrice Williams of the Atlanta University Center Robert W. Woodruff Library showcased her library's use of LibQual during the pandemic in, "LibQual Survey Implementation: Innovative Engagement Through Strategic Partnerships." They included their marketing materials and the strategic campus partnerships to make it a successful assessment initiative.
- Kelli-Anne Gecawich of Georgia Southern University finished the presentation period detailing the use of whiteboards for library assessment in her presentation, "Today I Feel \_\_\_\_: Building Community in an Academic Library Through Whiteboards." The whiteboard

study showcased a wonderful example of community building and a unique way to gather the students' needs and desires.

The end of the conference included three breakout rooms moderated by the conference planning team. The three breakout rooms consisted of: assessment tools, methods, and instruction & programming. Participants could move between rooms and hear from others' experiences with assessment as well as share possible tools and methods that they may not

have been familiar with prior. It was also a fantastic platform to ask questions of fellow library research and assessment enthusiasts. All around, the RAIG 2022 conference was a resounding success for yet another year of library assessment!

*Manda Sexton is an assessment and user experience librarian at Kennesaw State University Library System and the chair of the Research and Assessment Interest Group*