

### The Opportunity

#### Academic library merger

- Our organization was experiencing significant organizational change due to the merger of two universities.
- This time of change was an opportunity to review our library webinars and implement continuous assessment and improvement processes.

### Our Goals

#### Make library webinar offerings clear

- Students are bombarded with a vast number of resources and information.
- Our webinar offerings must be intuitive and easy to understand.

#### Make library webinars worth our time

- Our increased, post-merger student population increased our workload.
- We wanted to ensure effective return-on-investment of librarian time.



#### Contact Us

Tammy Ivins  
[tivins@nu.edu](mailto:tivins@nu.edu)

Amanda Bezet  
[abezet@nu.edu](mailto:abezet@nu.edu)

#### Learn More

[tinyurl.com/NUatLAC24](https://tinyurl.com/NUatLAC24)

### What We Did



#### Data collection

- Attendance data were collected for the 753 webinars (45 titles) in 2023.
- Challenge: Collating and correcting data from two LibCal systems



#### Data analysis

- Data were correlated with audience, time of day, and day of week.
- Challenge: Sorting and excluding “other” events



#### Data visualization

- The results were color-coded to support rapid interpretation of attendance trends.

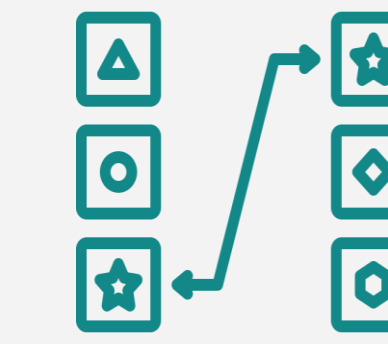
Name	Length	Frequency	Times/Days	Average attendance
<a href="#">Education</a>	1 hour	Regularly	W evening	4.7
<a href="#">Database Search Strategies</a>	1 hour	Regularly	Th midday	0.0
<a href="#">Arts &amp; Humanities</a>	1 hour	Regularly	T afternoon	0.4
<a href="#">Psychology and Counseling Research / Learn the Libra</a>	45 min	Regularly	T afternoon	2.5
<a href="#">Advanced Search Skills</a>	1 hour	Weekly	T afternoon	1.4
<a href="#">School of Technology &amp; Engineering Power Hour</a>	1 hour	Weekly	T evening	4.5
<a href="#">Copyright 101</a>	1 hour	Regularly	T evening	2.3
<a href="#">Power Hour</a>	1 hour	Regularly	Th evening	2.3
<a href="#">Finding Information on Research Methods &amp; Design</a>	1 hour	Infrequently	W evening	39.0
<a href="#">Finding &amp; Staying Current on a Research Topic</a>	1 hour	Infrequently	W evening	14.0
<a href="#">Reading a Scholarly Article</a>	1 hour	Infrequently	W evening	14.7
<a href="#">Literature Gap &amp; Future Research</a>	1 hour	Infrequently	W evening	34.5
<a href="#">Finding Systematic Reviews &amp; Meta-Analyses</a>	2 hour	Infrequently	W evening	12.0
<a href="#">Organizing Research</a>	1 hour	Infrequently	W evening	25.5
<a href="#">Citing Articles &amp; Similar Resources</a>	1 hour	Infrequently	W evening	20.5



#### Data contextualization

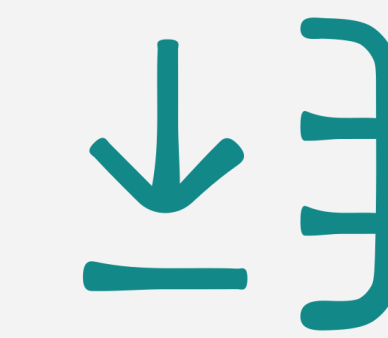
- The quantitative analysis was augmented with a literature review and librarian feedback.

### Findings



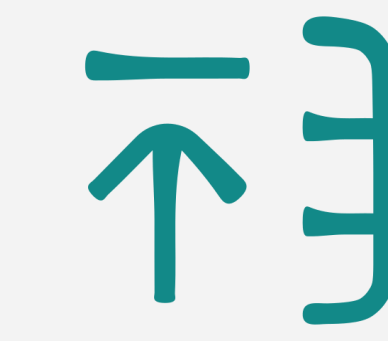
#### Standardization was needed

- Consistent and intentional webinar descriptions, colors, and tags



#### Under-attended webinar titles

- 15 averaged under 2 attendees
  - 6 of those averaged <1 attendee



#### Highly popular webinar titles

- 17 averaged 4+ attendees
- Most popular by far was the “Dissertation Toolbox” series



#### Popular times/days

- Evening weekday webinars

### Actions

#### Presented and communicated findings

- We presented to library leadership and librarians.

#### Revised our webinars

- We standardized webinars to new practices.
- The team removed under-attended events.
- Challenges:
  - Changed color choices for accessibility
  - Retained select old tags for special calendars

#### Continued to assess & evolve

- We established a twice-annual webinar attendance assessment process.
- We plan to create more webinar series.

#### Shared our process with the campus

- Shared with other NU student support teams.