

# 5 WAYS TO SHARE YOUR IMPACT STORY WITH LIBRARY ADMINISTRATORS

In today's information landscape, library administrators require evidence of collection impact to justify annual budget requests. As a librarian, you have spent months gathering statistics, interviewing stakeholders, and analyzing data sets to demonstrate how collections serve the research community.

Now, it's time to present the results. This is your moment to stand in front of decision makers and advocate for your collection needs.

Creating a presentation strategy is just as important as selecting the best available data sources. Administrators work with dozens of spreadsheets and reports each week.

Set your work apart and build a compelling impact story in **five simple steps**.



## 1 Craft Your Impact Story Around Strategic Objectives

- Review the mission statement, goals, and values of your library and host institution
- Flag library materials or services that support strategic objectives
- Identify current challenges on campus and suggest how your collection supports solutions or positive resolutions



## 2 Document Existing Information Needs within Stakeholder Groups

- Library administrators require evidence. Stick to facts and avoid anecdotal information.
- Provide feedback or quotes from stakeholders to demonstrate how collections support research, teaching, or learning activities
- Conduct a literature review to demonstrate knowledge of trends in the academic community



## 3 Promote the Success of Collection Development Activities

- Highlight assessment results that shed new light on information needs or strategic goals
- Provide compelling evidence that explains when, how, and why collections are used.
- Objectives, and demonstrates success
- Write a brief report that documents the methods and data sets used to evaluate collection impact
- This includes usage trends, evidence of research input/output, or collection integration into teaching and learning activities.



## 4 Think Like a Manager and Write for an Audience of Administrators

- Write an executive summary that summarizes key assessment findings, ties collections to strategic
- Anticipate questions from administrators and include pertinent information in the report
- Create tables or pie charts to summarize trends or key findings



## 5 End on a High Note and List Collection Goals for the Coming Year

- Leave library administrators with a success story that can be shared with central finance and research offices on campus
- Discuss the ways that collection development activities will continue to support or further strategic objectives on campus
- Justify any budget increase requests with evidence of collection impact and observed information needs