## OPAL WORKING GROUP
### Meeting Notes

**Working Group:** Assessment  
**Date and Time:** August 30, 2019; 11 am  
**Location:** Zoom online meeting  
**Members Present:** Catie Carlson, Tiffany Lipstreu, Kevin Mulhall, Andrew Whitis  
**Guests (if applicable):**

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Discussion</th>
<th>Outcome/Action/Responsible Party</th>
</tr>
</thead>
</table>
| 1. Impact Report Survey Review | Our group interviewed 22 library directors from 21 institutions. We learned that 18 directors have used the Impact Report already and four have yet to use it. At the start of our meeting we reviewed the director interview data. Everyone agreed that Marketing & Communications WG should read the director survey comments and that we should provide a summary of recommendations. Tiffany suggested that there is benefit identifying additional groups to receive the Impact Report, like faculty library committees. The group felt this was important as well and that suggested uses should be shared with all OPAL Directors. Tiffany also highlighted the creation of a template for OPAL members to use to customize the back of the insert. Customization can include additional local cost avoidance details or highlighting other issues that need to be raised with Administrators. Member libraries will not need to do this, but a one-sided insert provides an opportunity to give more local context if deemed necessary. Catie pointed out that the Impact Report does not make clear why we are using a three-year time-frame. The Impact Report doesn’t explicitly link the three year range with the OhioNET administrative services agreement timeframe. Tiffany shared the TLLC is creating an Impact Report creation summary document to provide more context to the report. | • Andrew will summarize recommendations in minutes.  
• Tiffany will incorporate into the report creation document or append to it.  
• Catie will share summary and interview comments with Marketing & Communications WG leader. |
Marketing & Communications WG. Tiffany shared their work in progress TLLC also identified the need to be clearer about dates, including publication date. The next reports should explain why it’s covering the timeframe it does. Tiffany suggested that our recommendations and the director interview comments be incorporated into the TLLC report. Andrew suggested that these may be included as an appendix if the TLLC prefers not to embed directly into their report.

Recommendations for Marketing & Communication based on the director interviews:

1. Read all of the interview comments to inform planning for the next Impact Report.
2. Create a template and/or explain how the backside of the insert can be customized to include more information (e.g. additional local cost avoidance details, compensation comparison survey data, etc.)
3. Compile a list of recommendations on how the Impact Report can be shared with other campus populations (e.g. faculty library committees, etc.).
4. Strive to include more library user voices (i.e. students, faculty, and VPAAs, etc.).
5. Content should focus more on results and outcomes of OPAL programs and services to make clear the value of OPAL participation.
6. Marketing & Communication WG must tell Assessment WG what data is needed for next Impact Report as soon as possible.

### 2. Other discussion

Tiffany brought up a challenge she is having with full-time teaching faculty not fully understanding librarian faculty status. Tiffany suggested that the Shared Expertise WG consider taking on a project to investigate librarian faculty status within OPAL membership and how libraries communicate the professional value of librarianship to full-time teaching faculty. The group discussed the process to make this

- Andrew will submit request to Shared Expertise via the online form.
recommendation. Tiffany explained the process to submit a project idea that is reviewed by EC. Andrew said he would submit the suggestion.

Tiffany shared that Kristin Cole’s OPAL 2019 conference presentation on annual report creation was well received. OhioNET may be asking Kristin to do a training webinar in the future. Tiffany suggested that we hold off on more action on the annual report template discussion until we get more information about the OhioNET training opportunity.

| 3. Next meeting | Next meeting will be a review of the strategic planning tracking chart. Our next meeting date will be determined at the September DC meeting. | • Meeting date will be set at September DC meeting  
• Focus of next meeting will be strategic planning tracking chart. Reviewing existing metrics and making recommendations if needed. |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|

**Notes submitted by:** Andrew Whitis