

# PLANNING THE “ASK”

EFFECTIVE STRATEGIES TO USE THE STORY

THE DATA TELLS TO SHAPE YOUR MESSAGE

Michelle Blank  
mblank@defiance.edu  
419.783.2484

# ACKNOWLEDGMENTS



This project is part of the program “Assessment in Action: Academic Libraries and Student Success” which is undertaken by the Association of College and Research Libraries (ACRL) in partnership with the Association for Institutional Research and the Association of Public and Land-grant Universities. The program, a cornerstone of ACRL's Value of Academic Libraries initiative, is made possible by the Institute of Museum and Library Services.



Defiance College's Assessment in Action Campus Team

**Michelle Blank**, MLIS, Director of Library and Information Resources

**Alexandra Hauser**, MLS, Instruction Librarian

**Lisa Crumit-Hancock**, MA, Director of Student Academic Support Services

**Dr. Nathan Griggs**, PhD, Associate Professor of Biology

**Abigail Taylor**, BS.

# BACKGROUND: DC'S AIA PROJECT

- **WHAT IS AIA?**

- ACRL PROGRAM
- ACTION RESEARCH

- **WHY THIS PROJECT AT THIS TIME?**

- NEW CORE CURRICULUM
- HOW CAN THE LIBRARY BE INVOLVED ON CAMPUS?
- HOW CAN WE STRENGTHEN INFO LIT PROGRAM
- ACRL FRAMEWORK

- **ALIGNMENT WITH INSTITUTION/ COMMUNITY**

- WHAT DOES YOUR INSTITUTION/ COMMUNITY VALUE?
- WHAT IS THEIR VISION?
- MAY BE A GREAT TIME TO RE-EVALUATE LIBRARY/ DEPARTMENT VISION/ MISSION/ ETC
- NOT VALUABLE TO WORK IN ANOTHER DIRECTION

# PROCESS FOR ASSESSMENT

## 1. Outcome:

How are patrons or questions changed as a result of our efforts?

## 2. Criteria:

How will we know we have met our outcomes?  
What standards of success will we use?

## 3. Action:

What actions do we take to make the outcomes happen?

**INSTITUTION/  
COMMUNITY**

**Mission/ Values/ Goals  
Strategic Directions/ Initiatives/  
Outcomes**

**Library Mission/ Outcomes**

## 6. Planning/ Change:

What changes are necessary as a result of our learning? What is working well that needs to be nurtured? What are our priorities and the plan of action?

## 5. Analysis:

What can we learn from the data/ evidence? Are our current actions getting us toward our outcome?

## 4. Evidence:

What data/ information do we need to gather? What process will be used? What needs to be designed to gather it? When and how will we gather it? How will it be recorded and documented?





# **FRAMING YOUR FINDINGS FOR STAKEHOLDERS**

# PURPOSES OF REPORTING

Acknowledge  
Support

Communicate  
Findings

Seek Support  
for Action/  
Change

Contribute to  
Stakeholder  
Success

Who are my Stakeholders?

# THE “ASK” KEY CONCEPTS

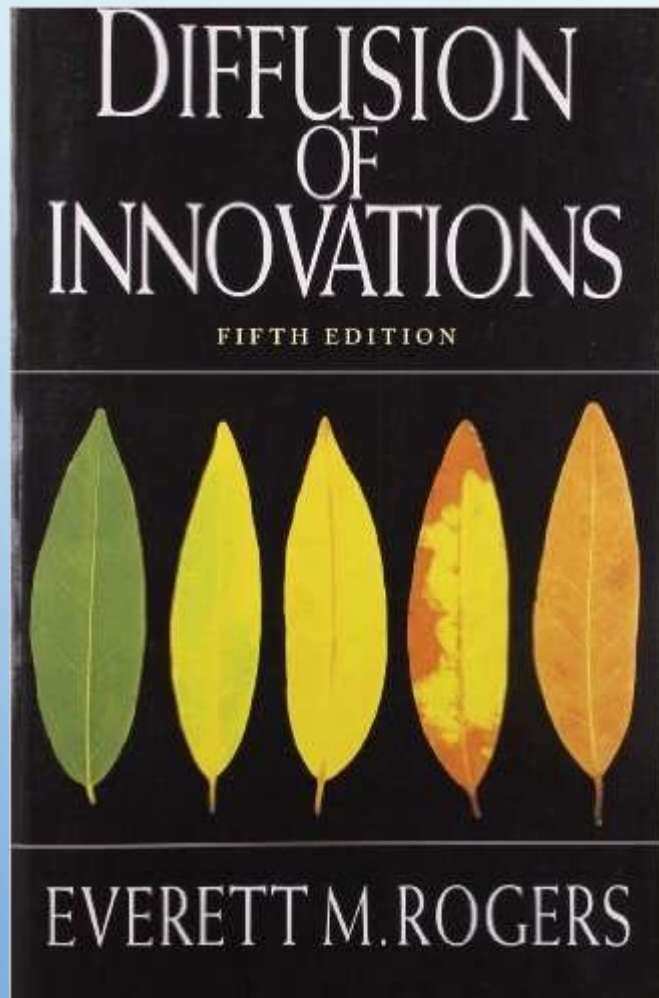
- Offer Solutions
- Empathy and Opportunity
- Social Proof/ Informational Social Influence
- Be BOLD
- Prepare, Prepare, and ...Prepare Some More
- Ask for Action

**IT'S YOUR TURN!**

Know Your Stakeholders



# FROM “DIFFUSION OF INNOVATIONS” BY EVERETT M. ROGERS



**5 Qualities that  
Determine the  
Success of an  
Innovation...**

Relative  
Advantage

Compatibility

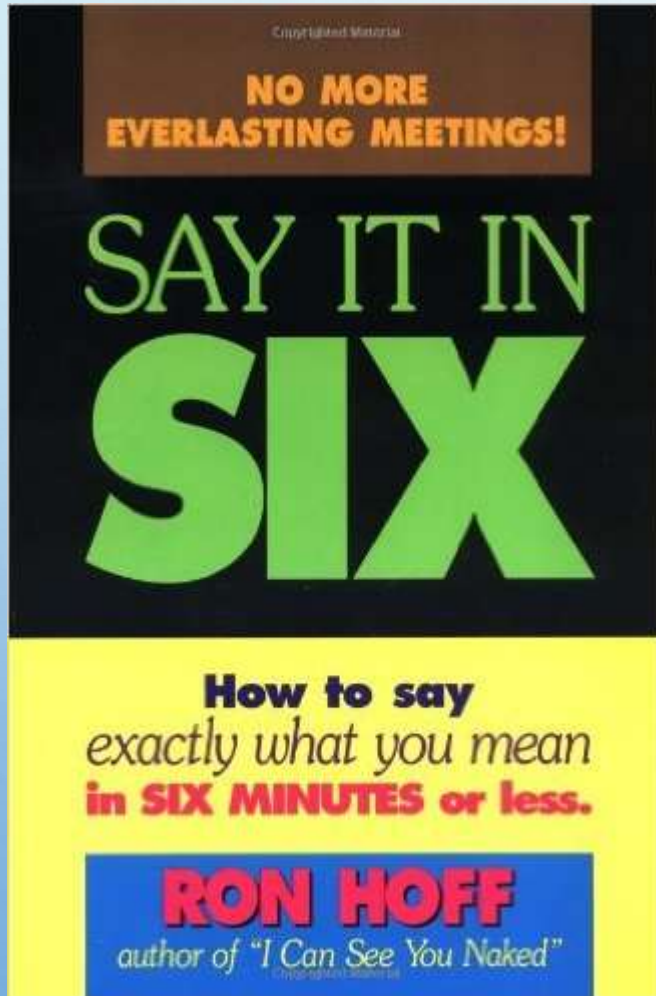
Simplicity

5 Qualities that  
Determine the  
Success of an  
Innovation...

Trialability

Observ-  
ability

# FROM “SAY IT IN SIX” BY RON HOFF



1. Burning Issue (30 seconds)
2. Quick Overview (60 seconds)
3. Idea Made Tangible (120 seconds)
4. The Payoff (120 seconds)
5. The Close (30 seconds)

**YOU AGAIN!**

Planning the “Ask”