

Assessments in the Language Media Center:

Management Tools

Heather McCullough, Ph.D.

Director, Language Resource Ctr.

University of North Carolina at Charlotte

Areas to Assess

- ◆ Curriculum Contribution & Development
- ◆ Collection Management
- ◆ Facilities
- ◆ Technology
- ◆ Personnel
- ◆ Center Usage

Curriculum Contribution & Development

- ◆ Staff role in supporting department's mission
 - Self-assessment by staff members
 - Faculty evaluation of support on individual projects & annual evaluation by faculty on staff performance
 - Student evaluation of lessons or projects conducted in center
- ◆ Collection support of curriculum

Collection Management

- ◆ Quantitative: # of holdings by language, course, student, technology

- ◆ Qualitative:
 - Evaluation by media center manager
 - User opinion of collection: student & faculty

Center Usage

- ◆ **Student use:** log-in records, webpage counters, polling, survey
- ◆ **Faculty use:** reservation logs, polling, survey, LRC listed in course syllabi
- ◆ **Circulation analysis:** % of use per language, media type, instructor
- ◆ **Required assignments** using LRC resources

Physical Facilities

- ◆ Room location & layout
- ◆ Multipurpose uses: teaching & computer spaces
- ◆ Furniture: ergonomics & arrangement
- ◆ Lighting & acoustics
- ◆ Appropriate signage
- ◆ Technology-enabled: ports, outlets, cable/satellite

Technology

◆ Types of technology

- Media
- Hardware & Software
- Infrastructure
- Satellite or cable programming

◆ Total Cost of Ownership Reports

Personnel

- ◆ Regular performance evaluations for staff, including student staff
- ◆ Faculty survey of LRC director performance
- ◆ Time expenditure measurements