11-5-2016

Sailing into Metrics: Rethinking and Implementing Metrics and Assessment in Archives

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Sailing into Metrics: Rethinking and Implementing Metrics and Assessment in Archives

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• SAA-ACRL/RBMS Joint Task Force on the Development of Standardized Statistical Measures for Public Services in Archival Repositories and Special Collections Libraries  http://www2.archivists.org/groups/saa-acrlrbms-joint-task-force-on-public-services-metrics

• Implementation of Metrics and Assessment at the University of Nebraska at Omaha
Statistical Measures for Public Services - Version 1, Summer 2016

Domains:

- User Demographics
- Reference Transactions
- Reading Room Visits
- Collection Use
- Events (Separating instruction)
- Exhibitions
- Online Interactions (page views, etc. NOT email reference)
User Demographics

Basic measure: User Type
Advanced measures:
• Registered User
• User Affiliation
• Type of Use

Metrics examples: Compare type of use with user type; Users by geographic region
Reference Transaction

Basic measure: Reference Question

Advanced measures:
• Method (email, phone, in-person, etc.)
• Time Spent
• Purpose of Transaction
• Complexity of Transaction (READ scale, etc.)

Metrics examples: Total questions per day/week/month/year; Average time spent per question; Correlate staff time spent with User with time spent using the reading room
Reading Room Visits

Basic measure: Reader Days

Advanced measures:
• Reader Hours

Metrics examples: Average visit length; Newly registered users; Ratio of newly registered users to total users; Average visits per day/week/month
Collection Use

Basic measure: All Checkouts

Advanced measures:
- Reading Room Use
- Consultation Hours
- Exhibition Use
- Event & Activity Use
- Reproductions +
- Interlibrary Loans +
- (+Citations/Publications)

Metrics examples: Average # of pages per reproduction order; Ratio of reproduction requests to reading room visits
Events

Basic measure: Number of Events

Advanced measures:
• Number of Attendees
• Type of Event (+Instruction)
• Event Prep Time
• Length of Event

Metrics examples: Average number of collection units used per event; Average prep time per attendee
Exhibitions

Basic measure: Number

Advanced measures:
• Duration
• Visitors
• Preparation Time
• Types
• Publications

Metrics examples: Average number of visitors per exhibition; Average visitors per day/week/month
Online Interactions

Basic measure: Page Views
Advanced measures:
• Unique Page Views
• Session Time
• Traffic Source
• Downloads
• Downloaded Material Type
• Social Media Reach

Metrics examples: Average downloads per user; Loyalty
Proposed Public Service Measures

• More details on SAA website
• Submit comments & suggestions
• Version 2 release expected January 2017
Qualitative

How do we measure our impact?
How do we collect & tell our stories?
Implementing Data Gathering

Why?
What do we have?
Implementing Data Gathering

Instruction & Tours (existing library form)

- Number of people
- Total time
- Course
More Implementation

Researchers in the Reading Room

• Time of day (when do people *actually* visit?)
• Total time (minutes)
• Number of books and collections used
• User type (self-identified)
• Collecting areas used
# Reading Room Form - LibInsight

**Record Data to Archives & Special Collections Reading Room**

Don't want to record data manually? You can also upload data in bulk! [Upload File] or you can also [Manage your Records]

- [Pre Defined Entries](#)

- [Entered By](#)
  - Schindler, Amy

- [Internal Notes](#)

## Reading Room

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>8-9am</td>
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<tr>
<td>9-10am</td>
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<tr>
<td>10-11am</td>
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<td>11am-12pm</td>
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<td>12-1pm</td>
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<td>1-2pm</td>
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<td>3-4pm</td>
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<tr>
<td>4-5pm</td>
<td></td>
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<tr>
<td>Other</td>
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## User Type

- Alumni
- Donor
- Faculty
- General Public
- Graduate Student
- High School Student
- Undergraduate Student
- University Staff

## Start Date

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
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## Duration (minutes)

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<th>Description</th>
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## Books

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<th>Description</th>
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## Archival & Manuscript Material

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<th>Description</th>
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Implementation continuing

Researchers / Reference Transaction

- Question & Answer
- User type
- User affiliation
- How received
- Reason for use (Reviewed & changed)
- Service provided
- Duration
- How many days
- Search tools used (Reviewed & changed)
- Any referral
- Collecting area

MARAC - November 5, 2016
# Researchers Form - LibInsight

**Record Data to Archives & Special Collections Researchers**

Don't want to record data manually? You can also upload data in bulk! [Upload File](#) Or you can also [Manage your Records](#)

<table>
<thead>
<tr>
<th>Pre-Defined Entries</th>
<th>Entered By: Schindler, Amy</th>
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**Internal Notes**

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<tr>
<th>Start Date</th>
<th>Received</th>
<th>Duration (minutes)</th>
<th>Multiple Days</th>
<th>Search Tools Used</th>
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- Discuss
- Demo
- Test
- Discuss
- Implement
- Check-in
- Quality control

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Outcomes

- Internal data sharing
- Year in review document (new bosses!)
- Processing
- Acquisitions
- Digital initiatives
- Positioned for assessment program
- Staffing - yes & no