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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

Go To:

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

Internal Notes

- Reading Room *
- 8-9am
 - 9-10am
 - 10-11am
 - 11am-12pm
 - 12-1pm
 - 1-2pm
 - 2-3pm
 - 3-4pm
 - 4-5pm
 - Other

Start Date [?](#)

Duration (minutes)

Books

Archival & Manuscript Material [?](#)

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



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



Researchers Form - LibInsight

Record Data to Archives & Special Collections Researchers

Go 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](#)

Pre-Defined Entries ?

Entered By Schindler, Amy

Start Date ?

Question *

Response *

User Type Select a value

Affiliation

Received * Email
Phone
Walk-in
Other
Social Media

Reason For Use * Select a value

Service Select a value

Duration (minutes) *

Multiple Days

Search Tools Used * ArchivesSpace
DigitalCommons@UNO
Flickr - Criss Library
Gateway & YELLOW Sheet Digitiz
Google

Referral



Adopting Springshare LibAnalytics (2014), LibInsight (2015)

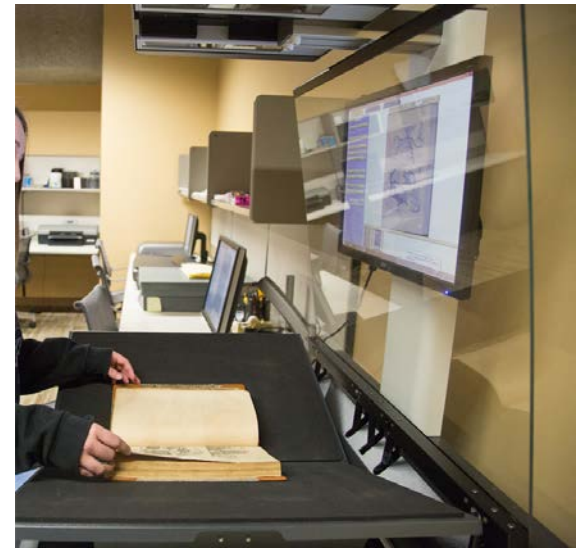
- Discuss
- Demo
- Test
- Discuss
- Implement
- Check-in
- Quality control





Outcomes

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





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