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  [Link](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

MARAC - November 5, 2016
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

MARAC - November 5, 2016
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

<table>
<thead>
<tr>
<th>Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Entered By** Schindler, Amy

**Internal Notes**

---

<table>
<thead>
<tr>
<th>Reading Room</th>
<th>Start Date</th>
<th>Duration (minutes)</th>
<th>Books</th>
<th>Archival &amp; Manuscript Material</th>
<th>User Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-9am</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Alumni</td>
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<tr>
<td>9-10am</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Donor</td>
</tr>
<tr>
<td>10-11am</td>
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<td></td>
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<td></td>
<td>Faculty</td>
</tr>
<tr>
<td>11am-12pm</td>
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<td></td>
<td></td>
<td>General Public</td>
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<tr>
<td>12-1pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Graduate Student</td>
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<tr>
<td>1-2pm</td>
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<td></td>
<td></td>
<td></td>
<td>High School Student</td>
</tr>
<tr>
<td>2-3pm</td>
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<td></td>
<td></td>
<td>Undergraduate Student</td>
</tr>
<tr>
<td>3-4pm</td>
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<td></td>
<td></td>
<td>University Staff</td>
</tr>
<tr>
<td>4-5pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

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:

Start Date:

Question:

Response:

Received:
- Email
- Phone
- Walk-in
- Other

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 Digitization

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