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

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 S AA 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 \textit{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

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

- 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