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 tme 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
- Traffice 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

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Reading Room Form - LibInsight

Record Data to Archives & Special Collections Reading Room

Go 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 *
- ☐ 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 ▼

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Pre-Defined Entries ❓ [▼]

Entered By [Schindler, Amy ▼]

[Internal Notes]

Start Date ❓ [ ]

Question * [ ]

Response * [ ]

User Type [Select a value ▼]

Affiliation [ ]

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 Digita

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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