

Assessment in Action: Using Results to Improve the Archival Experience

**EVALUATING PUBLIC SERVICES IN SPECIAL
COLLECTIONS**

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ZSR Library Assessment

ASSESSMENT COMMITTEE

Goals:

- Creating a culture of assessment
- Team Goals include assessment
- LibQual+
- Educational programs for faculty and staff
- ACRL: Assessment in Action



ZSR Special Collections & Archives

ASSESSMENT EFFORTS

Review of resources

Archival literature

ACRL/RBMS-SAA Task Force on the
Development of Standardized Statistical
Measures for the Public Services of
Archival Repositories and Special
Collections Libraries

Specific goals for SCA



SCA Instruction

LIB100

Questions:

What did you think was the most interesting aspect of our visit?

What about SCA do you find confusing?

How might someone doing research benefit from using SCA materials?



WFU Faculty

HOW DO FACULTY USE OUR MATERIALS?

E-mail survey:

What are your teaching goals?

What help did you request from us?

What can we do to make your teaching with primary sources work better in the future?



Lib200 Courses

LIB290A:

Structured evaluation

- Description of Class
- Things to Consider
- Possibility of Pre- and Post- Test Scores for Comparison
- Questions Focusing on:
Archival literacy, Course content, Increase of understanding



SCA Reference Services

RESEARCH ROOM VISITS AND ONLINE

Libstats Knowledge Base/LibAnswers

Information collected

Reports

Collection Out Slips; other Services

Qualtrics/LibShare Analytics:

User type and Reason for visit or use

Collection area

Type of service

Search tools used

Length of time spent

Estimation of success



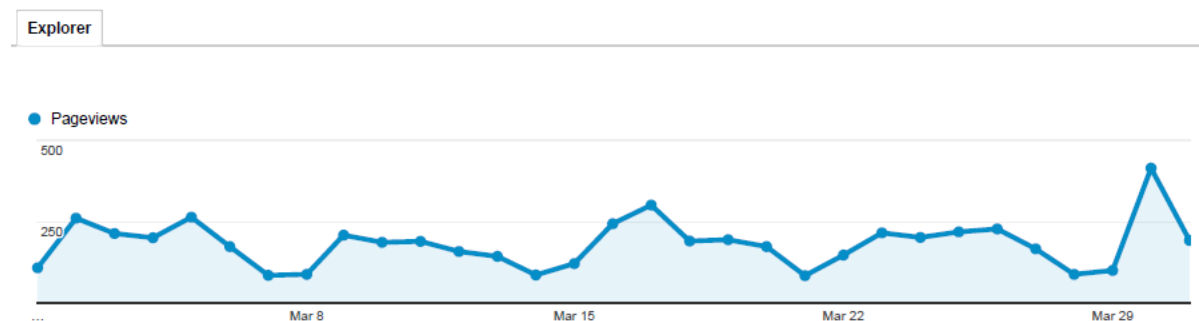
Online Access to SCA

WEB SITE AND DIGITAL COLLECTIONS

Google Analytics

User Surveys

Focus Groups



▼ This data was filtered with the following filter expression: /special

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	5,663 % of Total: 5.17% (109,578)	4,037 % of Total: 5.47% (73,783)	00:03:22 Avg for View: 00:02:19 (45.03%)	2,983 % of Total: 7.38% (40,411)	75.19% Avg for View: 55.74% (34.89%)	54.14% Avg for View: 36.88% (46.81%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /special/	1,482 (26.17%)	770 (19.07%)	00:05:45	566 (18.97%)	50.35%	36.37%	\$0.00 (0.00%)
2. /special/blog/adventures-of-huckleberry-finn-by-mark-twain-1885/	234 (4.13%)	203 (5.03%)	00:03:16	203 (6.81%)	90.64%	85.90%	\$0.00 (0.00%)
3. /special/collections/digital/	227 (4.01%)	163 (4.04%)	00:02:17	67 (2.25%)	64.18%	45.37%	\$0.00 (0.00%)
4. /special/blog/poems-on-various-subjects-religious-and-moral-by-phillis-wheatley-1773/	158 (2.79%)	142 (3.52%)	00:04:40	142 (4.76%)	90.14%	88.61%	\$0.00 (0.00%)

Conclusions

Questions?

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