

Sample Duke Library assessment activities (July 2008 - present)

Goal	Activity	Impact	Tools / Sources
<p>Enhance data available for special projects and routine use in collection development activities</p>	<ul style="list-style-type: none"> • Compare coverage in subject areas to peers and peer groups • Browse ILL requests by patron demographics (department, role) • Set up custom reports for librarians that are emailed on a schedule (e.g. quarterly report on missing/lost titles) • Produce cost-per-use metrics for review of journal subscriptions 	<ul style="list-style-type: none"> • Greater ability to factor in needs of Duke researchers in collection activities and expenditures • Increased use of data with scheduled, emailed reports for subject librarians [<i>in progress</i>] 	<ul style="list-style-type: none"> • WorldCat Collections Analysis tool ("WCCA") • ILLiad database • OCLC data on ILL borrowing • Aleph Reporting Center 2.0 ("ARC")
<p>Understand how patrons use the library's web site</p>	<ul style="list-style-type: none"> • Look at trends over time in use of library web site - what brings users to our site? What do they use most? • Assess the effectiveness of our web site design choices • Understand how (and how much) students use library course guides and subject guides 	<ul style="list-style-type: none"> • Greater ability to factor in needs of Duke researchers in collection activities • Determine the most effective ways to link students with library resources, services and tools 	<ul style="list-style-type: none"> • Web server log analysis software (Google Analytics; Sawmill [pre-Jan 09]) • Hits to library course guides and subject guides • Usability studies
<p>Monitor and assess use of our reference services</p>	<ul style="list-style-type: none"> • Examine records from chat and desk reference - what are the busiest service hours / weeks? Do any common user questions suggest other ways to improve library facilities & services? 	<ul style="list-style-type: none"> • Incorporate information on busiest times of day into staffing for physical and online reference 	<ul style="list-style-type: none"> • Chat logs • Desk reference records