Users Council Meeting
4/22/05

Program Name and URL: CDL Assessment Program
www.cdlib.org/inside/assess/

Building on the previous work of Rosalie Lack and Ellen Meltzer, the CDL Assessment Program was formally launched in October 2004. Three positions are dedicated to the program, including:

- Felicia Poe, Assessment Coordinator
- Laura Fosbender, Library Data Analyst
- Jane Lee, Assessment Analyst

Program Goals
- To establish assessment and evaluation as core CDL activities
- To facilitate an understanding of how and why CDL tools and services are used
- To gather data that can inform strategic planning and decision-making
- To better position the CDL to meet the needs of the campus libraries and the expectations of university administrators

What's new?
- American West
    - High school social studies teachers and the use of digital content in the classroom
      www.cdlib.org/inside/projects/amwest/AmWestAssessment-2005-0202.pdf
    - Librarian needs assessment interviews (UCLA, UCB, Berkeley Art Museum)
      Report to be released in May 2005
- Public Site
    - Personas completed. (User archetypes designed to help guide decisions about site features, navigation, and interactions.)
    - End user testing to inform site design.
- Metasearch – Usability testing of "Core Collection" functionality and user interface (UCSC)
  www.cdlib.org/inside/projects/metasearch/core_ucsc_oct2004usability.pdf
- Preservation Repository – Usability testing of user interface (UCSF)
- Melvyl – Staff satisfaction survey (all campuses)
  www.cdlib.org/inside/projects/melvyl/melvylstaff_survey_nov2004.pdf
- E-journal Article View statistics 2004 (all campuses)
  www.cdlib.org/inside/assess/usage_statistics.html

Who is doing it on the campuses and how?
- Evaluation Liaison Group, as well as myriad campus library activities, both formal and informal
- Methods typically include online surveys, interviews, focus groups, and usability testing

Why should you care?
- Developing a new service is an expensive, risky endeavor; assessment and evaluation helps contribute to user acceptance, the quality of the user experience, and overall success.
- Gathering usable data helps inform decision-making.

Who should I tell when I get home?