

# Using Text Analysis to Inform Outreach Efforts

**J. GORDON DAINES III AND CORY L. NIMER**

## **Abstract**

This poster discusses research at Brigham Young University to use text analysis tools to identify underserved programs and courses that would benefit from the primary source instruction provided by curators in the L. Tom Perry Special Collections. Researchers initially chose to analyze program learning outcomes because of their accessibility. All Brigham Young University academic programs are asked to formulate expected learning outcomes. These learning outcomes describe “the knowledge, skills, and attitudes that learners should have after successfully completing a learning experience or program.” The analysis of learning outcomes identified a number of courses and programs that could potentially benefit from the primary source instruction offered by the Perry Special Collections. Some of the results were expected and some were quite surprising. The researchers decided to run a similar text analysis on the syllabi for the identified courses and programs to see if similar results were achieved. This poster compares the results of text analysis on program learning outcomes and the associated course syllabi.

## **About the authors:**

**J. Gordon Daines III** is the curator of Research and Instruction Services and the curator of the Yellowstone Collection in the L. Tom Perry Special Collections at Brigham Young University. He holds an undergraduate degree in history from Brigham Young University, a master’s degree in history from the University of Chicago, a certificate in archives and records management from Western Washington University, and a doctorate in educational leadership from Brigham Young University. He has written on a wide variety of topics including primary source literacy, preserving digital records, finding aid design, business process management for archives, the Boise Carnegie Library, William E. Borah, and the history of Brigham Young University. He is active professionally and currently serves on the Publications Board of the Society of American Archivists and the Governance Board of the ArchivesSpace program.

**Cory L. Nimer** is the University Archivist at Brigham Young University. He received his bachelor's degree in History and Anthropology from Brigham Young University, a master's degree in History from Sonoma State University, and a Master of Library and Information Science from San José State University. He has served on standards-related bodies for the Society of American Archivists and ArchivesSpace. His research has focused on archival descriptive practice and the history of archives in the intermountain West.