SAA-ACRL/RBMS Joint Task Force on Public Services Metrics Task Force
SAA Annual Meeting
August 21, 2015

Present: Christian Dupont, Tom Flynn, Emilie Hardman, Jessica Lacher-Feldman (recorder), Sarah Polirer, Amy Schindler, Elizabeth Yakel; and four guests.

Agenda:
  I.   Update on Survey
  II.   Update from Standards Committee (John Bence) - not present
  III. Debrief on Public Forum
  IV.   Work on Draft Document
  V.   Online Meetings
  VI.   Joint meeting/discussion with Holdings Counts Task Force

Survey results thus far were discussed – emails for the survey went out that Monday. Survey closes September 21. We need to have a special push for non-college/univ archives to get a more representative sample.

There will be a pushout to ACRL leader list and assessment list.

Discussion about counting/how we count, track values on type of repository from guest

In survey, free comments will be instructive

Discussion about "adding value"

Collecting without having an idea of action – we can advise as a task force on how to make use – there will be interesting applications – we can learn from that.
When collection most everyone said that it was useful and important (not sure what this means)

Time elements/size of repository, daily, monthly, quarterly, etc.

Scope of public services --- domains of statistics (Christian?)

Not yet identifying tends – value questions.

Counting/not counting digital object downloads

We know that data collection is going well.

Submitting names on the survey is option – results- -- draft standards. Thinking about those who participated if they are interested in reviewing the results.

Debrief on public forum. What did we learn:

Handout on the microsite shows on of the draft

Looking at length of stay... (?)

From measures to metrics – usage patterns

Feedback: Natural survey data repository: This is outside of the scope of the charge.

Bill: SAA is not going to be that repository. We could see about putting the results into an IR. This would be "stage three" of our project.

What is practical

Guidelines – what are you calling what? Definitions: Depending on who is counting, etc. Different users, different durations, etc.

Service levels – a la READ scale – we haven't talked about this yet.

Run thought and flag specific thing as we go through the document.

3 sections: Intro, section on definitions, section on measures and metrics.

For each of those, a basic count for each sub-domain. Recommended advanced measures, recommended metrics *ration – comparative – how many visits per week, per month, etc....

Unique user vs. _____ Correlates with website.

Discussion of intensity of use measure

Operational impact
Impact story (intensity of use)
Public Good
Recommending metrics

This metric would give you "Quality of service"

Big question – what kind of document are we writing?
Adapting/definition/s
Work with concepts that are already out there

ARL guidelines to not give us that.

Equating service hours to visitors

Our current framework makes sense.

Reference transactions – p. 14

Basic measure for reference transactions/ asynchronous
How did transaction begin/how did that contact begin?

Back and forth – complexity

Sampling? This is something to consider. "Less assessment, more doing" Sampling might be a very good standard.

ISO's standard approach. What would appropriate statistical sampling look like?

One of the challenges for this group is to move past minutiae. Does it really matter how staff comes in? What do you need to count depending on the type of service you provide?

Significance of documenting.

Collection tool can influence what we measure.

Z39.7 standard

Rights inquiry –

Type of inquiry, need of x – permission to access, permission to publish.

With changes (like more digital objects) you may want to rethink how things are counted.

How important is the way that things come in?
Do we drop the "virtual" ?? All info requests be what they are

Ref transaction
Virtual ref transaction
Our transactions are not the same as the "main library"

Standards
Making easier

Intensity is greater. Stating from the beginning – assumption of level of work. W

When we answer, we can tally.

Are we looking at how information is being delivered in another domain?

-- Groups come together –

Problems

 Our doc/how will people use it? Organize it?
Support construction of annual statistical survey
Standard to have enough definition to work with.

Easy enough for everyone to do
Concept of basic measures
Other things to consider – time spent
Measures v. metrics
Definitions needed
Applications and examples

Measure is simple count
Metric – Ratio over a time period – allows you to compare – two dimensional thing
(visits/collections units – ratio, # of units used per visit.

Categories /difficult to define

Discreet unit of delivery

(They are still trying to figure out what kind of document to write)

Joint programming for next year