Content Identification, Selection, & Acquisition Path

Needs Assessment Toolkit

Kathleen Murray Assessment Analyst

Flow of Assessment *Deliverables*

Collection Development Overview



1. Needs Assessment Toolkit

- Survey
- Focus Groups
- Interviews

11/05



Assessment Data Collection



Data Analysis and Demographic Analysis



2. Common Collection Planning Framework

- Guidelines
- Tools

3/06



3. Collection Plans

- User needs
- Policies
- Goals
- Practices, etc.

7/06

Case Study Methodology and Template

4. Survey of Archive

Implementation Experience



5. Case Studies

- Processes
- Practices
 - Goals 6/07



6. Final Report

Assessment:

- Goal achievement
- Tools
- Costs & benefits
 Identification:
- Best practices 9/07

Cost & benefits

- Needs assessment tools
- Technical tools
- Best practices

6/07



Survey Data Collection



Kathleen Murray May 3, 2005 Web Archive Development Process

Curators: + Assessment Responsibilities +

Collection Development Overview



1. Needs Assessment Toolkit

- Survey
- **Focus Groups**
- Interviews

11/05



Assessment **Data Collection**



Data Analysis and Demographic Analysis



2. Common Collection **Planning Framework**

- Guidelines
- Tools

3/06



- User needs
- **Policies**
- Goals
- Practices, etc.

Case Study Methodology and Template



♦ 5. Case Studies

- Processes
- **Practices**
- Goals

6/07



6. Final Report

Assessment:

- Goal achievement
- **Tools**
- Costs & benefits

Identification:

Best practices

9/07

4. Survey of Archive Implementation Experience

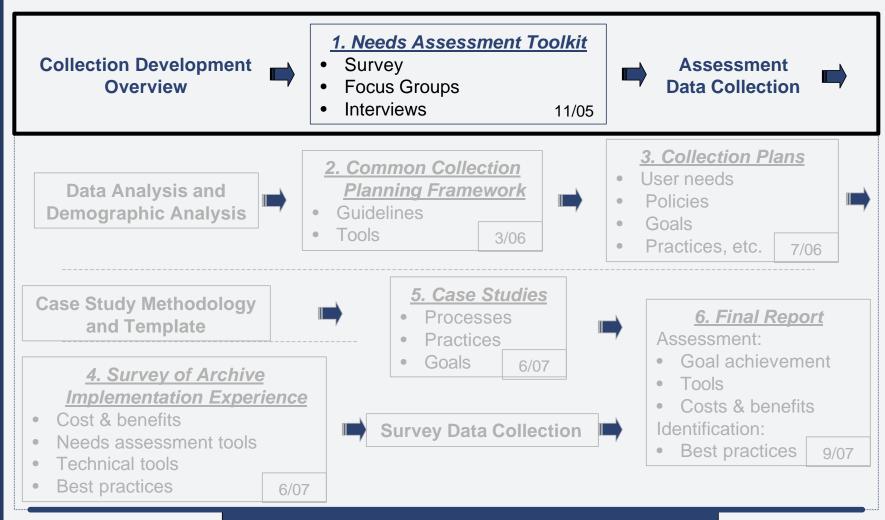
- Cost & benefits
- Needs assessment tools
- Technical tools
- Best practices

6/07



► Survey Data Collection **►**

Needs Assessment Activities



Collection Development Overview

- Traditional Collection Development
- Web Archive Development Process
 - 1. Selection
 - 2. Curation
 - 3. Preservation

Web Archive Development Process

Policy Setting	Factors: Political mandates, organizational mission, financial parameters, and technical capabilities.
Selection	Factors: Focus of the collection, unit of selection, web boundaries, copyright obligations, and authenticity of materials.
Acquisition	Requirements for crawling tools: Global or selective capture.
Description	Baseline metadata: Machine-generated Enriched metadata: Specific to an organization; both human-generated & machine-generated metadata.
Organization	Considerations: Retain or modify the organizational structure of the materials as they existed on the web.
Presentation	Considerations: Mirror the web at the time of their capture or selectively present (searching & browsing).
Maintenance	Functions: Training, hardware and software maintenance, performance optimization, backups, upgrades, & duplicate detection.
Deselection	Reasons: Duplication, errors, legal or social considerations.
Preservation	Challenges: Persistent naming, format migration and/or emulation, inventory management, volatility, replication, re-validation, & storage.

Needs Assessment Activities: Partner Responsibilities

		CDL	NYU	UNT
1	Survey			X
2	Focus Group: National			X
3	Focus Group: Local	X	X	X
4	Interviews: End Users	Χ	Χ	Х
5	Interviews: Content Providers	X	X	Χ

Needs Assessment Toolkit



- Responsibilities
- Timeframes
- Participants
- Guidelines
- Consent Forms
- Instruments
 - Survey
 - Questionnaires

Needs Assessment Activities: Timeframes

		Jun	Jul	Aug	Sep	Oct
1	Survey	X	X			
2	Focus Group: National	X				Χ
3	Focus Group: Local	Χ	X	X		
4	Interviews: End Users			Χ	Χ	
5	Interviews: Content Providers			X	X	

Survey

- Participants: 19 Curatorial Partners
- Purpose
 - End Users' Needs
 - Curators' Needs
 - Functional Requirements for Web Crawler Tool
- Online Survey
 - 4 Sections
 - 47 Ouestions
- Review Off-line First
- Available Online: June 15, 2005
- Completion Date: July 15, 2005



Focus Groups: Librarians

- National
 - 1. ALA-ACRL-LPSS
 - 2. GPO-FDLP
- Local
 - 3 Groups
 - 6-10 Participants
- Purpose
 - Librarians Needs
 - End User Needs
- Completion Date: October 31, 2005



End User Interviews

- Face-to-Face Interviews
- Participants
 - Researchers
 - -9-15
- Focus
 - End User Access Needs
- Completion Date: September 30, 2005



Content Producer Interviews

- Telephone Interviews
- Participants
 - 6-9 Web Publishers
- Purpose
 - Needs
 - Concerns
- Completion Date: September 30, 2005



Needs Assessment Activities: 2005 Completion Dates

1	Survey	July 15
2	Focus Group: National	October 31
3	Focus Group: Local	August 31
4	Interviews: End Users	September 30
5	Interviews: Content Providers	September 30

Contact Information

Assessment Website

http://web2.unt.edu/webatrisk

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