IMLS NATIONAL LEADERSHIP GRANT
OUTCOME BASED EVALUATION PLAN
Digital Picture Collection

Timetable for Outcome-Based Evaluation
Begin design of evaluation: March 2001
Begin evaluation (collect baseline data): May 2001
Launch web site: by July 2002
End evaluation: June 2003

Program Influencers
Library Board of Trustees, Library administration, Library staff, Picture Collection staff, Digital Library Program staff, Institute of Museum and Library Services, current users represented by artistic and research community, future users represented by teachers and students, general public, advisory board representing current and potential user groups.

Program Purpose
The New York Public Library will digitize and make available online 30,000 images from the Picture Collection to provide improved access and understanding of the collection to an expanded population of users.

Inputs
1) Source materials
2) IMLS grant and matching support
3) Project staff
4) Advisory board
5) Picture Collection users
6) The New York Public Library, The Branch Libraries staff/administration
7) Digital Picture Collection

Services and Activities
1) Convene advisory board
2) Hire project staff
3) Select materials for digitization
4) Begin project evaluation
5) Conserve materials as necessary
6) Create metadata for and catalog materials
7) Select digitizing vendor
8) Digitize images
9) Conduct quality control
10) Carry out web site programming and design
11) Test web site
12) Launch web site
13) Train staff to make referrals, access online collection
14) Publicize web site
15) Develop and publish user guides
16) Complete project evaluation

Project Outputs
1) 30,000 digitized, cataloged, and described images
2) One online resource (web site)
3) User guides

Target Populations
1) Artistic community—studio artists, illustrators, filmmakers, costume designers, stage and set designers, fashion designers, publishers, art teachers, art students
2) Research community—writers, historians, publishers, scholars
3) K-12 educational community—teachers, students

Outcome 1: Patrons develop an increased awareness and understanding of the visual resources in the Picture Collection.

Measures/Targets/Information Sources/Collection Intervals:
1) 40% of trained librarians and information assistants make more and accurate referrals to the Picture Collection (staff survey: baseline data collected November 2001 through January 2002 and subsequent data collected four months after training).
2) Onsite use of Picture Collection increases by 15% (readers service and circulation statistics: baseline data collected December 2000 and subsequent data tracked every four months after launch of web site; patron counter: baseline data collected beginning October 2001 and subsequent data tracked monthly).
3) Online use of Picture Collection increases; baseline=0 (monthly web tracking).
4) First-time visitors to the Picture Collection increase by 15% (readers service statistics and survey: baseline data collected December 2000, and subsequent data tabulated monthly after launch).
5) 15% of current onsite users indicate that they intend to use or are using the digital collection (survey: four months and seven months after launch of web site).

Outcome 2: Patrons feel empowered in retrieving visual information. Users are able to find what they need online easily.

Measures/Targets/Information Sources/Collection Intervals:
1) 75% of users find online searching to be easy and helpful in locating information (online survey: during individual user sessions).
2) 100% of users are able to access Picture Collection holdings information through the Library’s LEO catalog (staff and user surveys: four months after launch/training).
3) 75% of staff find online catalog more effective than printed subject heading lists (staff survey: four months after launch/training).

Outcome 3: Patrons apply visual resources in their work and study, enhancing their professional practice and education.

Measures/Targets/Information Sources/Collection Intervals:
1) Use of images in publications increase (use fees increase by 15%; baseline data collected December 2000, and subsequent data tabulated monthly after launch).
2) 60% of teachers surveyed find the online images helpful in giving historical or artistic explanations in class (focus group and/or survey: seven months after launch).
3) 20% of teachers say that their students have enhanced their ability to demonstrate and present their ideas in their school assignments (teacher focus group and/or survey: seven months after launch).
4) 40% of online users surveyed have used or intend to use the images in their professional work or education (online survey: during individual user sessions).