



**THE NEW YORK PUBLIC LIBRARY
PICTURE COLLECTION ONLINE
EVALUATION WORKPLAN**

	Dates	Survey Instrument	Information Sought	Frequency	Location	Staff
COLLECT BASELINE DATA	12/00-10/02	Reader service statistics	Number of onsite visits	Quarterly	Onsite	Mid-Manhattan Picture Collection
	12/00-10/02	Circulation statistics	Number of onsite visits	Monthly	Onsite	MMPC
	10/01	Patron counter (light beam tripped with recordable memory)	Number of onsite visits	Continuous	Onsite	MMPC
	11/01	Patron survey ("Before")	Source of referral. How learn of Picture Collection? First-time user? How intend to use pictures in collection?	Every day for entire month	Onsite	Consultant develops. MMPC implements
	11/01	On-site interviews ("Before")	Patron use. In professional work? Studies?	Once	Onsite	Consultant
	11/01-1/02	Librarian survey ("Before")	Number/frequency of referrals. Accuracy of referrals (using quiz format, e.g., what is an appropriate referral?). To be conducted before training is announced.	11/9/01- at Information Assts mtg 11/16/01 - at Young Adult Librarian mtg 12/7/01 - at Adult Ref mtg 1/4/02 - at Children's Librarian mtg	Onsite	Consultant develops, implements
3/02	LAUNCH INTRANET SITE WITH INFORMATION ABOUT DIGITIZATION PROJECT					



	5/02	Pre-focus group interviews with advisory board members	Test the questions to be asked in later focus groups	Advisory Board mtg on 5/30/02	Onsite	Consultant
	7/02	LAUNCH DEMO SITE ON LAIR (7,500) TO PUBLICIZE AND COLLECT FEEDBACK				
	7/02	Check for Google links	Number of sites linking to Picture Collection homepage	Monthly	Onsite	MMPC
	8/02	Interview patrons for "library stories"	At least 12-15 separate interviews	July	Online	Consultant
	8/02-	CONDUCT ONGOING HEAVY PROMOTION, ESPECIALLY TO TEACHERS				
	9/02	LAUNCH DIGITAL SITE (10,000 IMAGES)				
	9/02	Compile web statistics	Number of visits to website, which pages are most popular, which are the most popular referring sites, length of average visit, etc.	Continuous	Online	NYPL
	9/02-11/02	Train Adult Ref, Children's, and YA librarians and Info Assts, as well as Research Library staff. Attendees of the in-depth workshops will train others in their branches.	9/20/02 - at Children's Librarian mtg 10/18/02 - at Adult Ref mtg 11/6/02 - at Information Assts mtg 11/15/02 - at Young Adult Librarian mtg 10/02-12/02 - at 3-workshop series for 40 staff, inc. 8 from Research Libraries (in-depth)	Once	Onsite	Education consultant
COLLECT DATA AFTER LAUNCH 4 months	1/03	Patron survey (1 st round of "After")	Source of referral. How learn of Picture Collection? First-time user? How intend to use pictures in collection?	Every day for entire month	Onsite	Consultant develops, MMPC implements.
	1/03	Check for Google links	Number of sites linking to homepage and to project website	Monthly	Online	MMPC
	1/03	Web survey (1 st round of "After")	Ease of use. Accessibility through LEO. Use in professional work, studies?	14 randomly selected days	Online	Consultant develops, NYPL implements.



	1/03	On-site interviews (1 st round of “After”)	Ease of use. Accessibility through LEO. Use in professional work, studies?	Once	Onsite	Consultant
	1/03	Librarian survey (“After”)	Number/frequency of referrals. Accuracy of referrals (using quiz format, e.g., what is an appropriate referral?).	Once	Onsite	Consultant
7 months +	4/03	Patron survey (2 nd round of “After”)	Source of referral. How learn of Picture Collection? First-time user? How intend to use pictures in collection?	Every day for entire month	Onsite	Consultant develops, MMPC implements.
	4/03	Web survey (2 nd round of “After”)	Ease of use. Accessibility through LEO. Use in professional work, studies?	14 random selected days	Online	Consultant develops, NYPL implements.
	4/03	On-site interviews (2 nd round of “After”)	Ease of use. Accessibility through LEO. Use in professional work, studies?	Once	Onsite	Consultant
	4/03	Analyze use fees	Patron use of materials in professional work	Once	Offsite	MMPC provides; consultant analyzes.
	4/03	Conduct (6) focus groups with users	How might people from your group use the collection onsite and online? Where do people get pictures? How might NYPL target special groups to increase use of the collection onsite and online? How might the collection be publicized?	April	Onsite	Consultant
	6/30/03	Evaluation report due to NYPL				Consultant