



Project Title: Florida Electronic Library Evaluation Activities, 2011-2012: Assess the Gale-Cengage Database Portfolio, and Market the Florida Electronic Library

Investigator(s): Charles R. McClure

Funding Agency: Florida Division of Library and Information Services

Award Dates: August 2011 – June 2012

The goals of this project are to assist the Florida Division of Library and Information Services (Division) to assess the Gale-Cengage database portfolio within the Florida Electronic Library and to engage in targeted marketing of the Florida Electronic Library (<http://www.flelibrary.org>). To accomplish these goals, the Information Institute will conduct a two-part study: Part I is a review of the existing Florida Electronic Library and its Gale-Cengage databases; and Part II is a combined user and marketing study to determine users' utilization of and satisfaction with the Florida Electronic Library. Part I consists of three tasks: (1) analysis of current usage of individual databases within the Florida Electronic Library, (2) a statewide survey and focus groups with librarians, and (3) expert usability analysis of the Florida Electronic Library. Part II consists of two tasks: (1) a statewide survey and focus groups with users, and (2) analysis of usage and demographics data in a newly developed end user database.

Since 2002, the Information Use Management and Policy Institute (Information Institute) of the Florida State University has engaged in multiple evaluations of the Florida Electronic Library, including,¹ assisting in the clarification of its status and goals,² developing criteria and measures to assess it,³ developing evaluation plans and strategies for it, developing and conducting evaluations of its website and individual components, assessing the level of library staff's awareness of it, and measuring usage of its resources, among other projects.⁴

As a virtual library, the Florida Electronic Library produces a significant advance in library service for the state of Florida. The Florida Electronic Library currently provides a wide range of electronic information services and resources presented in an organized, coherent, and accessible manner that otherwise would not be available. Continued development and implementation of the Florida Electronic Library components and other resources will offer additional benefits and impacts on access to shared usage information. The current project's evaluation efforts will continue to assist the Division in the development and implementation of the Florida Electronic Library.

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¹ For additional information about FEL see: <http://www.flelibrary.org/>

² <http://ii.fsu.edu/content/download/14337/89535>

³ <http://ii.fsu.edu/content/download/14340/89556>

⁴ <http://ii.fsu.edu/content/download/36507/229600>