



**INCREASING THE EFFECTIVENESS OF EVALUATION FOR
IMPROVED PUBLIC LIBRARY DECISION MAKING AND ADVOCACY:
DECEMBER 31, 2008 ANNUAL REPORT**

December 15, 2008

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INCREASING THE EFFECTIVENESS OF EVALUATION FOR IMPROVED PUBLIC LIBRARY DECISION MAKING AND ADVOCACY

In December 2005, the Information Use Management and Policy Institute (Information Institute) of Florida State University began work on the Institute of Museum and Library Services (IMLS) award entitled *Increasing the Effectiveness of Evaluation for Improved Public Library Decision Making and Advocacy*. This study began December 01, 2005 and the original end date was July 01, 2008. In April 2008, the Information Institute requested and received a no cost grant extension through July 1, 2009. This annual report provides an overview of activities completed and in progress from July 1, 2008 – December 31, 2008 and planned activities for the remainder of the project (i.e. through July 1, 2009).

The goal of this project is to develop a web-based instructional learning system, an Evaluation Decision Making System (EDMS) that functions as an evaluation management-support tool. To meet this goal, the project team is developing the EDMS web site that is capable of facilitating the selection, use, and management of evaluation approaches given data/advocacy needs and specific situational factors of local public library managers. The working draft of this website can be found at <http://www.libevaluation.com/edms/>. Table 1 (below) provides an overview of current tasks and activity descriptions from July 1, 2008 – December 31, 2008. Tasks and activities presented in table one below are based on ongoing formative evaluations and iterative development initiatives.

Current Tasks and Activity Descriptions		
	Task	Activity Descriptions
1	Instructional modules	<ul style="list-style-type: none"> • Improved navigation via links where needed to support materials and to interactive modules; • Conducted formative usability and functionality testing; and • Completed edits of all pages based on the results of the formative usability and functionality testing.
2	Interactive modules	<ul style="list-style-type: none"> • Restructured and developed additional relationships where needed between interactive components for improved access to reports and library tools; • Edited content of descriptive pages for all interactive modules; • Improved consistency of pre-login and post login descriptive text, links, and instructions; and • Restructured pre-login and post login relationships between interactive modules to improve consistency between the modules and improve access to modules.
3	Commons area	<ul style="list-style-type: none"> • Completed edits to all pages; and • Checked functionality of all links for references, resources, etc.
4	Annual report	Write December 2008 annual report.

Table 1: Phase IV tasks (July 1, 2008 – December 31, 2008)

The project team and technology subcontractor will continue to develop and refine the EDMS and anticipates completion of remaining development activities (table 1 above) by February 15, 2009. Table 2 (below) provides an updated description of final tasks and activities the project team will conduct from January 2009 – July 1, 2009 to complete all activities of the project.

Final Tasks and Activity Descriptions		
1	Final usability and functionality testing	Field test EDMS – conduct summative usability and functionality, evaluations
2	Final edits	Complete final EDMS Web site edits, refinements, etc. prior to conducting instructional training sessions
3	Dissemination, marketing, and promotion activity planning	Begin EDMS dissemination and marketing/promotion activities
4	Training/Instructional sessions	Instructional/training sessions begin in 3-5 library systems.
5	IMLS Interim Report	Produce July 31, 2009 IMLS interim report.
6	IMLS Final Report	Produce final IMLS narrative report by October 29, 2009.

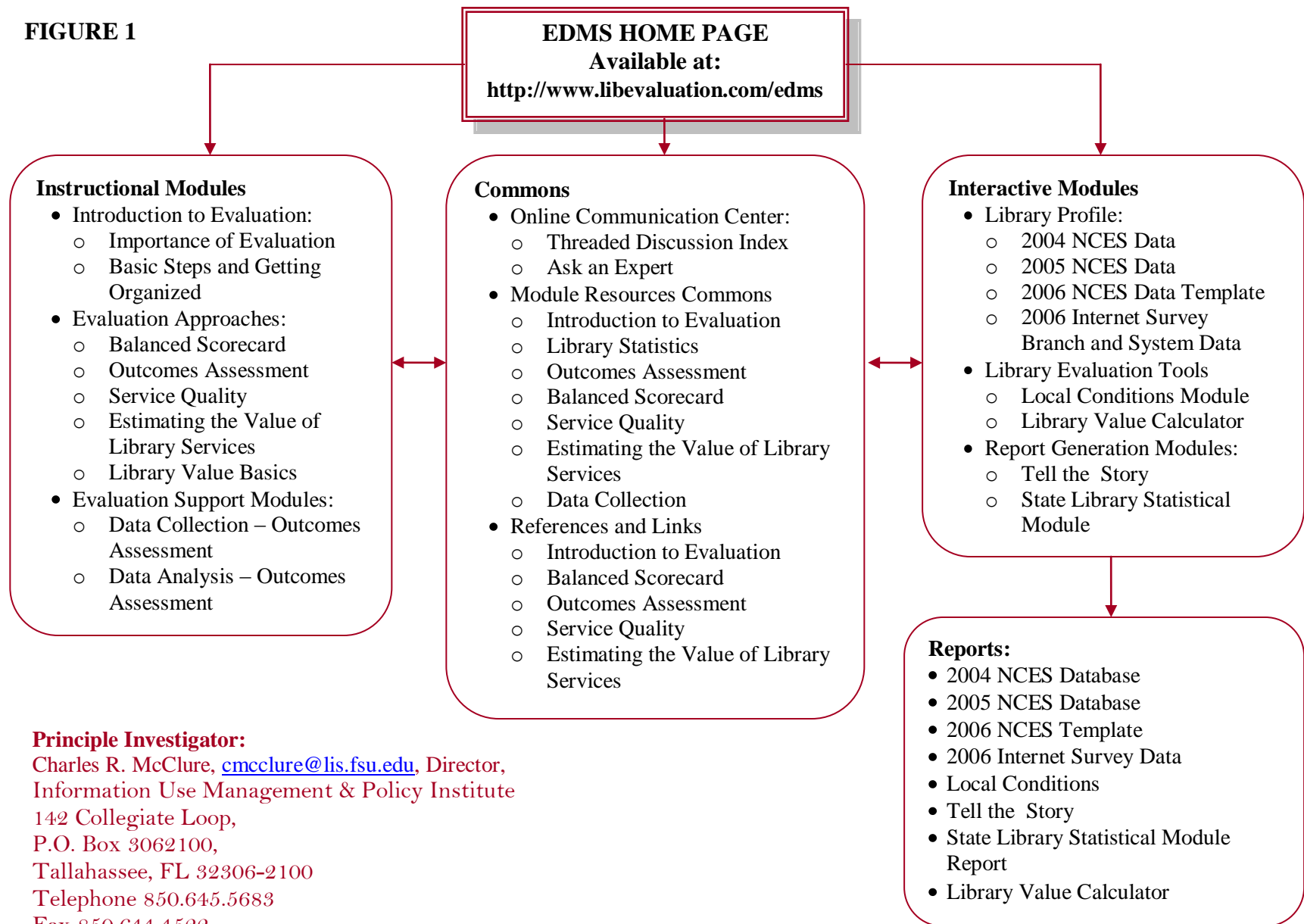
Table 2: Phase IV tasks and activity descriptions (January 1, 2009 – July 1, 2009)

In late February 2009 and upon completion of development activities, the project team will conduct the final summative evaluation of the EDMS (i.e. usability and functionality testing). Based on the results of summative evaluation activities, the study team will complete final edits to all areas of the EDMS.

The project team also will begin final dissemination, marketing, and promotion activities for the EDMS in January 2009. The project team will conduct training and instructional sessions in 3-5 libraries from April-June of 2009 and will report results of these activities in the next IMLS interim report, due July 31, 2009. A final IMLS narrative report is due October 26, 2009.

Figure 1 (below) presents a current overview of key areas of the EDMS web site. Although the project team and technology subcontractor are currently restructuring the interactive area (i.e. the layout and design) to improve usability of the modules, there are no additional instructional or interactive module developments planned for the web site.

FIGURE 1



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EDMS DEVELOPMENT

Since July 2008, the project team has continued with the development of the EDMS. In July of 2008 and October of 2008, the project team conducted formative assessments (i.e. usability and functionality testing) of all areas of the EDMS. Completed and ongoing edits and modifications as presented below address the results of these internal evaluation efforts.

Instructional Modules

Completed

1. Inserted additional links where needed between instructional modules and interactive modules.
2. Completed edits of all instructional modules pages based on the project's final formative usability and functionality testing.

Need to Complete

1. Insert additional links from instructional modules to instructional module support materials.

Interactive Modules

Completed

1. Restructured relationships where needed between interactive components for improved access to reports and library tools.
2. Edited content of pre-login descriptive pages for all interactive modules;

Need to Complete

1. Improve consistency between pre-login and post login descriptive text, links, and instructions.
2. Restructure post login relationships between interactive modules to improve consistency between the modules and improve access to the modules.

Commons, About Us, and Contact Us Areas

Completed

1. Completed edits to all pages of the Commons, About Us, and Contact Us sections based on the project's final formative usability and functionality testing.
2. Checked functionality of all links for references, resources, etc. in the Commons, About Us, and Contact sections.
3. Planned and developed the protocol for spring 2009 training sessions.
4. Planned 2009 EDMS promotional and marketing efforts.

The project team anticipates completing ongoing tasks presented above by February 15, 2009.

NEXT STEPS

The research team will conduct summative usability and functionality testing of the EDMS web site in February 2009; and based on the summative evaluations, final edits to the site will occur through March 2009, prior to the spring instructional/training sessions (i.e. scheduled for April-June 2009). Anticipated final modifications to the EDMS may include:

- Text edits to descriptions for and content of instructional modules and module support documents;
- Minor navigation changes between interactive and instructional modules, support documents, and the Commons area of the site;
- Metadata edits throughout the EDMS infrastructure;
- Implementation of additional instructional module support documents if needed; and
- Edits to generated reports from the interactive areas of the site (i.e. functionality of report generation software, edits to report template format, etc.).

The project team will also complete any modifications needed for the contact us process and email templates (i.e. Contact Us, Suggest a Resource, and Feedback templates) and the Communication Center components (i.e. the Threaded Discussion List Index and the Ask an Expert form).

In addition to the above, the project team will finalize plans for conducting the 3-5 instructional/training sessions and continue project dissemination, marketing, and promotional efforts. The final task of the project is writing the IMLS reports, i.e. the interim report due July 31, 2009 and the final report due October 29, 2009.

Timeline of Steps to Complete the Development of the EDMS Project

I. EDMS development (December 2008 – February 2009)

1. Complete current modifications to all areas of the EDMS (i.e. based on formative testing conducted in July 2008 and October 2008).
2. Conduct summative evaluation efforts (i.e. final evaluation of the EDMS).
3. Complete final modifications and edits to all areas

II. Training Sessions (April 2009 – June 15, 2009)

1. Review 3-4 hour presentation protocol for training sessions that includes the instructional and interactive training protocols (above) and training protocols for other areas of the EDMS, such as commons area, contact features, about us, communication features of EDMS, etc.
2. Conduct training sessions.

III. Marketing/Promotional efforts (April 2009 – July 2009)

1. Market and promote the EDMS through IMLS.
2. Promote the EDMS through project partner and Advisory Committee libraries.
3. Promote the EDMS through the ALA research division.

IV. Reports to IMLS

1. Interim Report – July 1, 2009
2. Final Report – October 29, 2009

OVERVIEW

During the past six months, the project team has conducted an iterative evaluation process to improve the usefulness and usability of the EDMS. Primary areas of improvement based on the iterative process include navigation through the site, improved module specific web page content, a more logical categorization for presentation of interactive modules, and improved access to modules throughout the EDMS web site. The study team continues its preparations and planning to conduct instructional sessions to promote and describe the EDMS in the spring of 2009.