Information Use Management and Policy Institute
School of Information Studies, Florida State University

PUBLIC LIBRARY GEOGRAPHICAL DATABASE

FINAL EVALUATION REPORT

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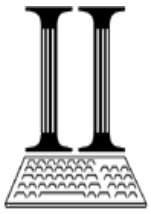

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Background

In September 2002, the Institute of Museum and Library Services (IMLS) awarded the GeoLib Program of the Florida Resources and Environmental Analysis Center (FREAC) along with the Information Use Management and Policy Institute (Information Institute) of Florida State University a $250,000 development grant. The purpose of the project was to link key public library data sets to an online geographic information system (GIS) base map. Additionally, the purpose of the creation of the PLGDB is to aid in local, state, and national decision and policymaking, and to facilitate research concerning public libraries.[1]

The primary product of this project is the PLGDB map, complete with selected datasets that include relevant United States Census data, important geographic boundaries and features, and public library service/resource use data. The study team launched the alpha version of the PLGDB July 22, 2003. Upon the release of the alpha interface, Information Institute staff conducted an initial assessment of the PLGDB, evaluating the website's general navigability and the usability of data features. This report was submitted to GeoLib as the Information Institute's first formative evaluation effort for this project.

The Information Institute conducted evaluation efforts throughout the project. The first year (2003) of the project, Institute researchers performed an assessment of stakeholder needs to insure the database map would contain information of use to key stakeholders;[2] usability analyses of alpha and beta versions of the PLGDB,[3] and a data review.[4]

The beta version that followed, released September 4, 2003, was forwarded to public librarians, library policy makers, library researchers, and other key stakeholders across the United States for general use assessment. Users were asked to evaluate the overall usability and usefulness of the site. Evaluations were collected and reviewed by GeoLib. In addition, the Information Institute arranged a preliminary usability review of the beta version by experts in database and online interface design, library research, and usability analysis. A second formative evaluation was presented to GeoLib. The alpha and beta formative evaluation reports were both included as appendices[5] in the project interim report submitted to IMLS in October 2003.[6]

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[1] Koontz, C., et al. (August 2002). Integrating Public Library Databases onto a Nationwide Digital Base Map For Enhanced Library Services and Research. IMLS Grant Proposal. Available: http://geolib.org/IMLS.cfm

[2] Thompson, K. M., McClure, C. R., & Bertot, J. C. (June 16, 2003). Advisory Committee Review of the IMLS Scenario-based Needs Assessment. Report submitted to GeoLib.

[3] Thompson, K. M., McClure, C. R., & Bertot, J. C. (August 15, 2003). IMLS Public Library Geographic Database (PLGDB) Mapping Project: Alpha Version Report, and Thompson, K. M., McClure, C. R., & Bertot, J. C. (October 18, 2003). IMLS Public Library Geographic Database (PLGDB) Mapping Project: Beta Version Report. Reports submitted to GeoLib and included in the IMLS project interim report as appendices D and F respectively.

[4] Thompson, K. M. & McClure, C. R. (December 12, 2003). Public Library Geographic Database (PLGDB) Data and Feature Review. Report submitted to GeoLib.

[5] Thompson, K. M., McClure, C. R., & Bertot, J. C. (August 15, 2003). IMLS Public Library Geographic Database (PLGDB) Mapping Project: Alpha Version Report, and Thompson, K. M., McClure, C. R., & Bertot, J. C. (October 18, 2003). IMLS Public Library Geographic Database (PLGDB) Mapping Project: Beta Version Report. Reports submitted to GeoLib and included in the IMLS project interim report as appendices D and F respectively.

Project Objectives

The PLGDB project has four primary objectives. Completion of the first three objectives was projected by October 30, 2004. These objectives are to:

1. Integrate currently developed and relevant national data sets into one database map;
2. Develop and maintain an up-to-date national database of all public library outlets that is geographically accurate with respect to location;
3. Review the feasibility of developing a protocol and methodology for incorporating other public library data sets and information into the nationwide database system as identified and prioritized by the research community, policy makers, public librarians, and library managers; and
4. Be a "one-stop" Internet access point for public library researchers and library managers with an integrated data source for library projects and planning.

The fourth objective is an ongoing objective that will be realized long-term, as datasets continue to be integrated into the database system.

Current Initiative

This final internal report is intended to provide information to GeoLib for inclusion within the final IMLS report. The purpose of this final internal report is to present both formative evaluations and summative evaluations of the PLGDB. Summative evaluation includes an assessment of the original outcomes developed for the PLGDB project and recommendations for future planning and development. A formative evaluation of Baltimore County Public Library (BCPL) data incorporated into the PLGDB is included within this document. (See Appendix A)

Final Evaluation Activities

The final Information Institute report for the PLGDB IMLS Project includes information obtained since the 2004 interim report such as:

1) Results of the outcomes assessment survey;
2) PLGDB feasibility report;
3) Summative evaluation of results of evaluation efforts conducted by the Information Institute throughout the project based on development, etc. of the PLGDB;
4) Results of the Baltimore County Public Library (BCPL) feasibility assessment and usability testing (See Appendix A);

The results of each of the above reports and evaluations are included within this final internal report from the Information Institute.

[6] Koontz, C. (October 29, 2003). Interim Narrative Performance Report, IMLS Grant #LG-020020064 "Integrating Public Library Databases onto a Nationwide Digital Base Map For Enhanced Library Services and Research." Report submitted to IMLS.

Outcomes Assessment

The PLGDB outcomes described in the original IMLS proposal[7] state that the database map will provide library professionals, state library agency staff, decision makers, and policy makers with:

1. Data useful for making public library facility location decisions;
2. Data useful for library program and research development;
3. Program evaluation support for state library agencies, public libraries, and others;
4. Ability to assess overall trends (e.g., population growth, demographics) that affect library support and service provision; and
5. Interactive tools to facilitate various library-related decision making processes.

Evaluation and needs assessment endeavors throughout this project have been and are intended to assist the study team in assessing these outcomes.

The current outcomes assessment instrument includes questions that address these five outcomes. Due to the ongoing development of this database, the questions address the outcomes in terms of both *actual* (based on current development) and *potential* usefulness of the PLGDB. Assessment of the PLGDB project outcomes address the utility and usefulness of the PLGDB database and the data included therein for library planning, policy, and decision-making.

Indicators are used to assess the effectiveness of the PLGDB in accomplishing project outcomes. Indicators mark how well the outcome is being accomplished and provide the study team with evidence to support a desired outcome being met in a satisfactory manner. Selected indicators for the five outcomes above are included within the survey as statements or questions. Initial indicators, those created when the project began have been modified to a degree within the outcomes assessment instrument. Results of the assessment are presented using the modified indicators. The original outcomes and indicators for the project are included within this document. (See Appendix B)

Additionally, questions were included within the outcomes assessment regarding general usability of the PLGDB. Usability results help to guide the continuing development of the PLGDB by providing user-centered insight into the usability of the database. The current usability responses add to prior usability testing results of the PLGDB and will aide in understanding the ongoing development of the PLGDB. A summary of responses to usability questions from this outcomes assessment instrument is included within the final summative evaluation of the PLGDB. A copy of the outcomes assessment instrument is available within this document. (See Appendix C)

[7] See Koontz, C., et al. (2001). Integrating Public Library Databases onto a Nationwide Digital Base Map For Enhanced Library Services and Research. IMLS Research Grant Proposal. Available: http://geolib.org/IMLS.cfm. This original IMLS Research Grant Proposal was for $500,000. Half of the funding was awarded and the project was changed to a Demonstration Grant. Negotiations between IMLS and the research team in August 2002 reduced the scope of the project accordingly.

Outcomes Assessment Methodology

Participants of the survey provided input for indicators of the first four outcomes by rank using a Lykert scale and/or offering comments. Outcome five is assessed by comment only. The data instrument for assessing indicators of outcomes and general usability consists of a mix of: 1) statements where participants offer scaled responses and/or comments; and 2) open-ended questions that allow participants to freely associate their user experience in answering directed inquiries. Scaled responses use a modified 6-point Lykert scale where participants select from the following:

1– *Strongly disagrees,*
2 – *Disagrees*,
3 – *Undecided*,
4 – *Agrees*, and
5 – *Strongly agrees*.

A sixth scale, *Unable to Assess* was added in the event participants had difficulty viewing specific features of the site.

The outcomes assessment instrument was sent via email to the thirteen members of the PLGDB Advisory Committee. Additionally, thirty-two selected individuals, those who contacted members of the study team as the project developed and indicated specific interests in the PLGDB were invited to participate in the survey. In addition to the survey, all of the participants were asked to view a brief navigation tutorial created by the Information Institute before answering questions. The purpose of the navigation tutorial was to direct participants at selected features of the PLGDB for assessment purposes.

Twenty participants responded to the surveys. Of the twenty, thirteen contributed with both scaled responses and comments and five participants supplied comments only. Results are presented by scaled response followed by participant comments when applicable.

Each of the participants was asked to provide job title and primary job responsibilities. The following job titles were reported:

- Librarian (no specification);
- Systems librarian;
- Reference librarian;
- Head of Reference Department;
- Coordinator of Reference and Information Services;
- Manager of Information Services;
- Navigation Services;
- Director Statistics and Surveys;
- Director Research and Statistics;
- Industry Marketing;
- Assistant Professor Information Studies; and
- Visiting Professor Information Studies.

All of the participants who listed job responsibilities indicated their professional duties were related to library planning.

Results of Outcomes Assessment

The following results include:

- PLGDB outcome and indicator(s);
- Results from the survey;
- Brief survey analysis;
- Selected participant comments for each question; and
- Brief analysis of survey participant comments.

Conclusions for the outcomes based on the survey results and participant comments are included within the final conclusion section of this document.

OUTCOME 1: The PLGDB provides data useful for making public library facility location decisions.

Indicator: 50% of public library decision-makers contacted agree the PLGDB could be of use for public library location decisions.

Survey Analysis: Ten of the thirteen participants agreed or strongly agreed that the PLGDB could be of use for public library location decisions supporting outcome 1.

Selected Participant Comments Question C1: The PLGDB provides data that is useful for making public library facility location decisions.

- Demographic and geographic information can be useful in supporting other economic or political arguments. Visual information is very powerful and can be an effective tool for making an argument.
- I think it could be useful. For instance, if there is a large geographic area between existing branches, and you can see that there is use there or a need, you could use this tool to help target where the best new location would be.
- The availability of so much demographic information in one place, specifically related to public libraries, makes this potentially an extremely useful tool, provided the data remain up-to-date.

Comment Analysis: Participant comments suggest that the PLGDB would be useful as part of the library decision-making process for location decisions. Additionally, the comments suggest the data could be useful at various levels of the process as long as data within the database was current.

OUTCOME 2: The PLGDB provides data useful for library program and research development.

Indicator 1: 50% of library program coordinators agree PLGDB data could be used for program development.

Indicator 2: 50% of public library researchers agree that the PLGDB could be used for public library research.

Survey Analysis: Nine of the participants agreed or strongly agreed, two were undecided, and one strongly disagreed the PLGDB provides data useful for program development (C2). Eleven agreed or strongly agreed and one disagreed the PLGDB provides data useful for library research (C3). The results of both indicators support outcome 2.

Selected Participant Comments Question C2: The PLGDB provides data that is useful for making public library program development decisions.

- Helps replace anecdotal information with demographic.
- Library programs and research development often deal with marketing and demographics. Using the PLGDB would be very helpful in targeting certain populations in certain areas to decide WHERE to have a program (or not to). By combining the usage data with the census data you could also determine where certain services or programs are being effective (or not) and then use that information to try different things.
- Downloaded Census data to produce maps on demand for library system teams can help make decisions about programming and the acquisition/distribution of resources for branches. As a web-based, interactive tool, the PLGDB will complement these custom-generated maps, increasing efficiency and also providing more options and flexibility for the teams.
- With current data, the PLGDB could reduce the amount of time and effort spent in planning and developing programs, because it contains the answer to so many questions in one place.

Comment Analysis C2: Participant comments support the indicator that data within the PLGDB is useful for making public library program development decisions. The presentation format of data within fields was questioned and it was noted that data was only presented for one year. It is unknown at this time if data will be presented by year within the database allowing for viewing multiple years for planning purposes.

Selected Participant Comments Questions C3: The PLGDB provides data that is useful for public library research.

- I see the database as being a highly useful tool for all library professionals as well as students in library school. PLGDB provides one with quick and detailed access to information regarding library locations throughout the United States.
- This database allows researchers to begin to think about public libraries from a different perspective. While it may not be able to do every geographic analysis out there – it can do enough to stimulate thinking a new.

Comment Analysis C3: Participant comments support the indicator that the PLGDB could be used for public library research.

OUTCOME 3: The PLGDB provides program evaluation support for state library agencies, public libraries and others.

Indicator 1*:* 50% of public library agencies report belief that the PLGDB has the potential to be used in support of public library program evaluation.

Indicator 2: 50 % of other agencies or researchers queried report belief that the PLGDB has the potential to be used in support of public library program evaluation.

Survey Analysis: Statement C4 is a combination of both indicators where both indicators focus upon library *agencies*. With six undecided, one unable to assess, and six supporting responses, the indicators for this outcome do not meet the 50% response rate. However, the six supporting responses with no disagreeing responses would seem to support outcome 3.

Statement C5 was included for participants to consider evaluation at the local level based on the wording of the outcome and not the indicators. Both indicators are written in regard to agencies. Support is not as strong for this statement with six undecided, four agree or strongly agree, and 1 disagree.

Selected Participant Comments Question C4: The PLGDB has the potential to provide program evaluation support for state library agencies, public library agencies, and other agencies and researchers.

- PLGDB provides extremely useful and (best of all) quick information for grant proposals.
- Depends on the program…would need longitudinal data to determine improvement. In developing programs, yes – in evaluation, would need to give this more consideration.
- Currency of data is important consideration as Census summary files age.
- Program evaluation should use the most up to date and timely information, and that may be difficult to maintain in this type of format. At least on the level of an individual system. It would be more useful for higher levels of evaluation, such as on a state level.

Comment Analysis C4: Participant comments seem to support potential use for evaluation by agencies; however, two distinct factors appear to differentiate between potential and what might be seen as actual use for evaluation by agencies. The two factors from the comments are timeliness of the data, or currency and the presence of longitudinal data within the database.

Selected Participant Comments Question C5: The PLGDB has the potential to provide program evaluation support at the local public library level.

- Planning tool, not sure about evaluation tool
- To a certain extent but detailed local information is not available for branch libraries and other community information are not available as well, or so it seems. The lines of transportation are helpful but public transportation lines are missing and this kind of information would be more helpful at the local library level.
- I'm not sure that it would get much use at the local level … though it should. Library management can be too centralized sometimes.
- Could help define performance measures for reaching certain populations by specifically defined geographic location.
- I think this would be difficult for any database or GIS, simply because of the timeliness of the data. Program evaluation should use the most up to date and timely information, and that may be difficult to maintain in this type of format. At least on the level of an individual system. It would be more useful for higher levels of evaluation, such as on a state level.
- The Layers feature offers dynamic mapping of age ranges within library service areas, which will surely influence our planners by helping select locations and determine the frequency of programs.

Comment Analysis C5: Participant comments appear to support table results with a mix of support and concern as to whether the PLGDB has the potential to provide program evaluation support at the local public library level. Participants repeated the need for timely data and multiple years of data collection. Additionally, participants included need for localized data (branch data) and one participant addressed navigation concerns. Navigation in this instance seems to address a training issue in the use of the database and not a functionality issue as addressed in previous evaluations of the PLGDB database. Additional evaluation concerning navigation of the current version of the PLGDB appears within this report in the summative evaluation at the end of the report.

OUTCOME 4: The PLGDB provides users with the ability to assess overall trends (e.g., population growth, demographics) that affect library support and service provision.

Indicator 1: 50% of users agree the PLGDB data could be used to determine public library trends.

Indicator 2: 50% of users agree the PLGDB data could be used to support library services.

Survey Analysis: Seven agreed or strongly agree, four are undecided, and two disagree that PLGDB data can be used to determine public library trends (C6). Eleven agreed with no undecided or disagree that PLGDB data can be used to support public library services. The results for both survey statements meet the 50% requirement of the outcome. Both indicators support outcome 4.

Selected Participant Comments Question C6: PLGDB data can be used to determine public library trends (e.g., population growth, demographics, etc.).

- I assume the census data is the latest, 2000, but there is no indication of this that I can see. To follow a trend I would need more than data set of census and library information. This information does not seem to be available. At cenus.gov you can examine trends in this way but you would need to know the geographic region you are looking for.
- EXTREMELY useful. However, you would need to have more than the census data for that level of usefulness. You would need to combine local planning projections and estimations in order for that to work, but if it could be done it would be great.
- The PLGDB will only be useful in the spotting of trends if the data is based on Census tract projections for more recent years, and if it is updated regularly.
- Assuming the data are updated frequently enough, the PLGDB could be very useful in identifying trends.

Comment Analysis C6: Participant comments are a mix of actual and potential use of data to determine library trends; however, both actual and potential are seen as supporting the indicator. Participants who see potential use cite the need for timely data, need for longitudinal data, and add need for additional data from other sources.

Selected Participant Comments Question C7: PLGDB data can be used to support public library services.

- The data can most certainly be used to support public library services. The census information and maps can easily show where library services are needed. PLGDB provides quick visual information so libraries can easily learn about their communities.

This valuable data can be used to improve collection development, programming, and outreach.
- Arguments could be made for certain services based on demographics, poorer areas will need more PCs as they are less likely to be owned in homes, areas with a population with a large number of school age individuals will need services that support academic needs, etc.
- Will help in planning and setting performance measures.

Comment Analysis C7: Participants did not provide many comments for this indicator; however, the few comments seem to support this indicator.

OUTCOME 5: The PLGDB provides users with interactive tools to facilitate various library-related decision making processes.

Indicator: 50% of users agree the PLGDB tools could be used to facilitate library decision-making.

Survey question B5: Overall, what is the most useful database feature?

Selected Participant Comments Question B5:

- What do I like the best? The map printouts are not bad. I could see myself using those for library publicity. The Select by Radius is pretty amazing if it would just work a lot better.
- I can only assume that somewhere there is someone who could use the database for national-level data collection, in which case the data herein could be a goldmine. Especially if it could be presented in a way that I could mine only salary info or only general public terminals, etc.
- Population characteristics in relation to library markets; demographic characteristics.
- The colorful maps themselves that reveal census information. A picture is "worth a thousand words" for a library board and staff that hates looking at lists of numbers.
- The presentation of library data with other useful and related data. These other data are usually not analyzed with library data. In fact, Christie's talks illustrating this aspect of the project are themselves probably useful.
- Having the census information juxtaposed with library data.
- The depth of relevant demographic data is good, as is the library data. It would be nice if the two tied together more crisply (I really can't find a way to "layer up" the service areas of multi-branch library systems.
- Graphical representation (in %) of demographics; easier to use (once instructed) than Census mapping features;
- The combination of usage and census data with the ability to create a radius and bookmark a view.
- The Layers feature is most useful. I normally spend a long time in Arc View manipulating these themes, and here you provide them quickly on a free web site. That's wonderful!
- Ability to export data to a spreadsheet

Comment Analysis B5: Fifteen of twenty participants commented with positive aspects of the PLGDB database. Participants identified a mix of specific tools and anecdotal use of tools. Identified tools, or features of the PLGDB include many of the tools and features included

within the tutorial for participants to view. Survey question B5 indirectly lends support to the indicator for Outcome 5 that 50% of users agree that the PLGDB tools could be used to facilitate library decision-making.

Survey Question B6: How would you foresee using this database in the future for your particular decision-making needs?

Selected Participant Comments Question B6:

- I would love to use this database with my library students when we talk about evaluation in libraries and how to make library decisions based on demographic data.
- As the Systems Librarian in charge of reports and demographics, I'm already a constant user of PLGDB to prepare a wide variety of reports. We are currently using PLGDB for collection development purposes. We are also using it for presenting requests for local funding, grants, and justification for library branches and services.
- With more data loaded, it would be useful tool with media, general questions about library characteristics, etc. I get questions every day about the characteristics of people who use public libraries.
- Most useful I think in planning new library locations, targeting underserved areas.
- Collection management, outreach, planning library programs for adults/children,
- It could be used for multiple high level planning and decision making. Creating new services, new branches, identifying grant applicants, redistricting service areas, things like that.
- Will help identify customer segments in our service area for a branch marketing plan.

Comment Analysis B6: Eleven participants of the 20 who contributed comments offered positive personal inputs on potential use by the participants of the PLGDB to help meet future public library decision-making needs.

Summative Usability Evaluation (from the Outcomes Assessment Surveys)

In addition to questions directed towards specific outcomes, participants were asked to provide an assessment of the general navigation and of data presentation within the PLGDB. Three general statements presented to participants within the outcomes assessment survey directed attention to the navigation features and data presentation. A fourth statement probed participants "wants" within an interactive library map.

Participants were provided a self-guided tour, a review protocol of selected features and data sets. The purpose of the review protocol was to direct participants to selected features of the PLGDB, primarily features for the outcomes assessment. The purpose of the review process was to insure that each participant receive a general understanding of the PLGDB database for assessment purposes.

Results of Usability Evaluation (from the Outcomes Assessment Surveys)

Participants were presented with the same options for this segment of the assessment process as for the outcomes assessment process. Participants could provide a scaled response and/or comments.

Survey Analysis Question B1: Navigation of the PLGDB was intuitive—seven agree or strongly agree, five disagree or strongly disagree, with one undecided. Respondents were split as to navigation being intuitive within the PLGDB database; however the split is relatively strong for both agreement and disagreement with only one participant undecided.

Comments ranged from "navigation is intuitive" and very user friendly to "complex" and "somewhat disconcerting". In general, most participants felt a user-friendly tutorial was necessary for this database based on the complexity of the database. Participants familiar with the database felt the navigation was improved, tools functioned better, and the combination helped to make navigation more intuitive. Additional comments suggest a combination of a tutorial and training based on the need for a higher skill level, or knowledge level for this database.

Survey Analysis Question B2: Data presented in a logical manner—ten agree or strongly agree, one strongly disagrees, and two are undecided. The results offer strong support for the statement that the data presentation is done so in a logical manner.

Comments ranged from "not too terribly logical" based on "identification datasets" to strongly agree. In general, primary problems with data associated with format of data within data sets. Additional comments on problems identify features such as layers and legends not displayed together and use of tools, such as Quick Search, either not working properly or displaying an error message.

Survey Analysis Question B3: Data presented in a clear and easy to understand manner—nine agree or strongly agree, two disagree or strongly disagree, and two are undecided. The results support the statement by a 2 to 1 margin over undecided and those who disagreed.

Comments ranged from "I wouldn't say that" to "fairly easy to understand". Primary problems described with making data clear and easy to understand include: categorizing similar data within tables; difficulty understanding legends and layers; legends not displayed along with layers; use of specific tools, such as radius and measure distance; and differentiation between branch and central library data.

Survey Analysis Question B4: PLGDB includes everything participants would want in an interactive map—five agree, two disagree or strongly disagree, and six are undecided. No strong support for or against this statement with nearly half of the participants' undecided.

Comments from participants ranged from agreed but admitted to not knowing potential of use of interactive library map to those who disagreed who suggested specific problems with navigation and display of results, such as too difficult to navigate or differentiation between central and branch level data. Suggestions include adding "city boundaries", similar age ranges for varying characteristics, include time stamp for comparison of different geographic areas, and the ability of users to upload data.

PLGDB Outcomes Assessment Conclusions

OUTCOME 1: The PLGDB provides data useful for making public library facility location decisions.

Indicator: 50% of public library decision-makers contacted agree that the PLGDB could be of use for public library location decisions.

Conclusion for Outcome 1: Both the table data and the comments support this outcome of using the PLGDB for library location decisions.

Recommendations: Data within the database needs to be "tagged" by year for users and organized by categories into like groupings of data.

OUTCOME 2: The PLGDB provides data useful for library program and research development.

Indicator 1: 50% of library program coordinators agree that PLGDB data could be used for program development.

Indicator 2: 50% of public library researchers agree that the PLGDB could be used for public library research.

Conclusion for Outcome 2: The results from the table and from the comments for both indicators support Outcome 2 that the data is useful for library program and research development.

Recommendations: Formatting of data within tables and fields has been questioned in multiple evaluations. Formatting and organization of data within the database needs to be addressed to increase usefulness of data. Additionally, planning to include data for successive years within an updatable database could also increase usefulness of data for planning and decision making purposes.

OUTCOME 3: The PLGDB provides program evaluation support for state library agencies, public libraries and others.

Indicator 1*:* 50% of public library agencies report belief that the PLGDB has the potential to be used in support of public library program evaluation.

Indicator 2: 50 % of other agencies or researchers queried report belief that the PLGDB has the potential to be used in support of public library program evaluation.

Conclusion for Outcome 3: The table and the participant comments support the *potential* use of the PLGDB for evaluation by agencies; however, the results do not seem to support *actual* support for the outcome based on the development of the database at this time. Identifying data by year collected and creating a database with multiple years of data for analysis are needed. (Indicator 1)

Additionally, participants voiced several concerns about the use of the PLGDB for program evaluation support at the local level. The results of this survey in both the table and the comments are inconclusive for support at the local level. (Indicator 2)

Recommendations: Labeling, or "tagging" data by year to show timeliness of data along with the inclusion, or future inclusion of multiple years of data collection to be made available for analysis.

OUTCOME 4: The PLGDB provides users with the ability to assess overall trends (e.g., population growth, demographics) that affect library support and service provision.

Indicator 1: 50% of users agree the PLGDB data could be used to determine public library trends.

Indicator 2: 50% of users agree the PLGDB data could be used to support library services.

Conclusion for Outcome 4: Both the table results and the comments for both indicators support outcome 4 that the PLGDB provides users with the ability to assess overall trends (e.g., population growth, demographics) that affect library support and service provision.

Recommendations: Participants who see potential use cite the need for timely data, need for longitudinal data, and add need for additional data from other sources.

OUTCOME 5: The PLGDB provides users with interactive tools to facilitate various library-related decision making processes.

Indicator: 50% of users agree that the PLGDB tools could be used to facilitate library decision-making.

Conclusion for Outcome 5: Support for this indicator is based on the contribution by participants of examples of useful database features and use of the database in meeting decision-making needs. Participants seem to agree the PLGDB provides users with interactive tools to facilitate various library-related decision making processes.

Recommendations: Continue to develop tools, focus on functionality within the database, format and classify data within data sets, and create a general tutorial along with other user help features.

Summative PLGDB Usability Conclusions

Prior usability studies of this database identified similar problems with navigation as those identified in the most recent evaluation, primarily: 1) presentation of data, and 2) functionality of tools and other features of the database. In general, development of the PLGDB database shows positive improvement as efforts to develop the database continue. Identified problems with functionality of tools and features are a mix of functionality and user-identified need for skill level development for use of a complex database such as the PLGDB.

The tutorials and help features contained within the PLGDB interface aide with developing user skill levels; however, a simplified interactive tutorial is needed to aide first time users with general navigation of the site. The need for a high skill level appears to be the initial

perspective of participants in usability studies. This perspective seems to change, however, with use of the database. Use changes this initial perspective to one directed towards functionality and data presentation suggesting the existence of an initial fear, or perceived level of difficulty for those with little experience in use of similar databases. A simplified tutorial presenting a general overview of the database could help first time participants, or users of this system overcome this perception.

Additionally, as the database continues to evolve and develop particular attention should be focused upon functionality and data presentation within the database. Participants from prior and current usability evaluations have presented many, viable suggestions as to the improvement of the site. User-friendly feedback mechanisms implanted throughout the site (within primary features) would aide in the continued development of this database.

PLGDB Project Feasibility

Outcomes evaluation provides feedback, on impacts upon and benefits for users in the form of actual and potential usefulness of the PLGDB database. Usability evaluations provide essential feedback on users' ability to utilize features of the PLGDB by identifying actual and potential usability related problems for users. Although both outcomes evaluations and usability evaluations provide useful insights into the development of the PLGDB, both at its current level of development and of its future potential for development, feasibility evaluations address issues related to the fundamental development of the product and implications for future development and sustainability of the product. Feasibility evaluation focuses on the process, the actual implementation and progress towards meeting goals and objectives set for the project.

The initial and primary goals of the PLGDB project were to: 1) aid in the decision and policy making process for public libraries at the local, state, and national level; and 2) facilitate research concerning public libraries. To accomplish these goals, the study team (GeoLib and the Information Institute) applied for and successfully received a $250,000 two-year development grant from the Institute of Museum and Library Services (IMLS) in September 2002.

Four primary objectives were initially created to begin the process of meeting the original goals. The objectives were to:

1. Integrate currently developed and relevant national data sets into one database map;
2. Develop and maintain an up-to-date national database of all public library outlets that is geographically accurate with respect to location;
3. Review the feasibility of developing a protocol and methodology for incorporating other public library data sets and information into the nationwide database system as identified and prioritized by the research community, policy makers, public librarians, and library managers; and
4. Be a "one-stop" Internet access point for public library researchers and library managers with an integrated data source for library projects and planning.

Implementation and progress towards completing these objectives guides the determination of the feasibility evaluation.

Determination of success of meeting the initial objectives comes from evaluations of each phase of the project: 1) the alpha version of the PLGDB; 2) the beta version of the PLGDB; and 3) the results of the outcomes assessment and BCPL evaluations presented within this final

internal document. The results of formative and summative evaluations of each of these phases provide evidence of successful implementation and progress towards the:

- Integration of a current and relevant national data set into a database map that created the first ever integrated nationwide Public Library Geographic Database (PLDGB) system;
- Development of procedures necessary to maintain an up-to-date national database of all public library outlets that is geographically accurate with respect to location;
- Feasibility of and methodology for incorporating a public library data set (BCPL data) into the nationwide database system; and
- Beginning of a "one-stop" Internet access point for public library researchers and library managers with an integrated data source for library projects and planning.

The objectives have not been fully met as originally formulated; however, notable progress with each objective is evident.

From its inception, the PLGDB was planned as an ongoing and sustainable project, with progress towards meeting the initial goals projected to continue beyond the initial grant time frame. The original intent of the project was to provide a foundational product that could be sustained and developed long-term. Current development of the PLGDB database provides the foundation that is necessary for use in public library decision and policy-making processes. Current development also provides evidence of the potential usefulness of the product for facilitating research concerning public libraries. Current assessment shows positive and eminent feasibility in meeting the goals of the project.

Next Steps

Evaluation of the PLGDB database throughout the course of the project has revealed a steady and positive move forward as development of the PLGDB project continues. Results of the outcomes evaluation indicate positive support for the project and for the potential applications of this product. Future development of this project should include:

- Continued development and fine-tuning of major tools and features of the product including the creation of interactive user tutorials;
- Software development to increase operationalization of data management, collection, dissemination, etc., i.e. software created to allow local libraries to upload data directly into the database and to manipulate data within the database;
- Development of training tutorials or modules to facilitate use of the database by public library decision and policy making managers;
- Presentations and conferences targeted towards public library researchers to create an awareness of potential use of the database in research; and
- National marketing campaign directed towards public libraries, institutions, and interested branches of government at local, state, and federal levels.

Future focus and support, both financially and otherwise is needed for this project to reach full potential.

APPENDIX A:

PART ONE: BCPL FEASIBILITY ASSESSMENT AND USABILITY TEST

BACKGROUND:

In 2004, BCPL contracted with the Information Institute to participate in the PLGDB project as a test site to assess the feasibility of incorporating outlet level data from BCPL's 16 branch libraries into the GIS database. Data from the BCPL was not incorporated into the beta version of the PLGDB. Review of BCPL data by BCPL personnel is of the final version of the PLGDB.

The Information Institute and the project study team will, for its part of the contracted agreement:

- Analyze the BCPL outlet level data and determine what data can be incorporated into the GIS database;
- Integrate appropriate data into the database;
- Produce a Beta version of the GIS database that should include the base maps, selected Census data by tracts for BCPL service areas and BCPL outlet data; and
- Provide a brief summary report at the conclusion of the project with overall conclusions and recommendations regarding the feasibility of including such data and how it might best be used at BCPL.

The BCPL evaluation is of BCPL data incorporated within the final PLGDB interface.

The purpose of the feasibility evaluation is to determine the feasibility of adding area data to the PLGDB. GeoLib and the Information Institute recorded staff time and overall costs of adding the BCPL datasets to the PLGDB database.

The data integrated into the PLGDB is specific to the BCPL region and represents the possibilities of incorporating state and local data. The BCPL data integration will help the study team identify types of data that will best serve public library decision-makers and other public library stakeholders. The area focus will also assist the study team in determining the degree to which additional useful statistics can be generated and how library decision-makers and researchers can best use them. Finally, including these branch data in the PLGDB will also be useful for demonstrating to future funding agencies and organizations the potential usefulness of incorporating additional public library datasets into the PLGDB.

Information Institute

Objective three of the overall PLGDB project is to: *review the feasibility of developing a protocol and methodology for incorporating specific localized public library data sets and information into the nationwide database system as identified and prioritized by the research community, policy makers, public librarians, and library managers*. Key tasks and responsibilities of the Information Institute are to:

- Identify candidate databases to be added to the PLGDB and develop procedures and processes for updating and expanding the database;

- Initiate fundraising and related efforts to sustain the development and maintenance of the database beyond year two;
- Develop evaluation protocols and methodologies for evaluating incorporated local public library within the PLGDB; and
- Conduct feasibility and usability testing of the BCPL data.

The inclusion of BCPL data, specific to the BCPL as a target area addresses the project objective above and the Information Institute tasks.

Initial funding: $2500.00

Phase 1: Marketing effort

- Identify candidate databases to be added to the PLGDB and develop procedures and processes for updating and expanding the database.
- Initiate fundraising and related efforts to sustain the development and maintenance of the database beyond year two.

Action: Director initiated marketing effort to identify potential candidate public libraries to participate in incorporating local area central and branch level data into the existing PLGDB database.

Results: BCPL System contributed $5000.00 towards the project. BCPL provided branch data collected for nine months (January to September) of 2003 for use in the evaluation. Also included are annual data reported for registered borrowers, library square footage, the number of public access workstations,[8] and customer satisfaction.

Phase 2: Develop evaluation protocols and methodologies for evaluating incorporated local public library within the PLGDB.

Action: Information Institute staff developed and pre-tested evaluation protocol including usability methodology for usability study.

1. Initial examination of BCPL data within PLGDB (10 hours);
2. Presentation by FREAC of BCPL within PLGDB and dissemination of information for usability instrument development (10 hours); and
3. Development and pre-testing of usability instrument (20 hrs).

Estimated Time: 40 hrs of staff time

Phase 3: Conduct feasibility and usability testing of the BCPL data

Action: Conducted usability testing, disseminated results, and created final report including feasibility report and usability results (60 hrs).

Estimated Time: 60 hrs of staff time

[8] Public access workstations are the Internet/Office access PCs. This does not include PCs used only for the PAC.

Summary: The evaluation process of the BCPL took approximately 100 hours of staff time plus the director's marketing effort time. Initial marketing efforts may be reduced due to growing national familiarity and interests in the database. Additionally, phase two may be significantly reduced for similar additions of localized data into the PLGDB database. Final testing phase would consume approximately the same total hours.

FREAC Report

Initial funding: $5000.00

There were several steps to the processing of the customized BCPL data set.

Step 1: Convert the BCPL data into a flat database table structure that could be easily imported into a number of different database programs.

Action/Results: The format of the data as provided by BCPL was not conducive to an automated conversion process. As a result, the best option was to have the data re-entered manually. Obviously, this step could take significantly less time if the data had been provided in an alternative format that could have been directly imported into our database. However, a large and detailed data set could have taken more than three hours to fully integrate into our computing environment even if it had been fully compatible with our existing software. The costs in hours for this part of the data processing are subject to variation depending on the data set type, complexity, and size.

Estimated Time: The entering and proofing of the data entry process took three hours.

Step 2:

Action/ Results: The second processing step was to take the census tracts identified by the BCPL staff as belonging to a particular library outlet and create a customized polygon representing the market area for each of the BCPL outlets. Once this was done, the US Census statistics had to be calculated for each of the customized market areas to make the available statistics for each area comparable to what is available for each census block group.

Estimated Time: This step took eight hours of staff time.

Note: It may be possible to write a program to automate this process but the program development itself would take much longer than eight hours. A computer program or script for speeding up this portion of the processing could be justified if this type of customized processing were anticipated to be occurring regularly for various library systems throughout the U.S.

Step 3:

Action/Result: The final processing step was to take the developed data sets and the customized library market areas and to incorporate them into the GeoLib mapping environment.

Estimated Time: Because of the customized add-on nature of this work, some trial and error time was involved at this stage of the processing. The total amount of time spent in this phase of the processing is estimated at 40 hours, although future customized add-ons of the same type and scope would be less.

Note: It is anticipated that many if not most library systems participating in such future endeavors would each have their own particular spin they would like to have their own data. In such situations, the trial and error factor would most likely appear again.

Summary: In summary, the incorporation of the BCPL data set took approximately 65 hours of staff time. It is anticipated that the incorporation of very similar data sets of similar size and scope would take less time. However, until the data sets are standardized across public library systems, it can also be anticipated that the incorporation of additional data sets such as those of the BCPL will almost invariably involve some degree of customized processing. Such customized processing makes it difficult to provide accurate cost estimates without actually examining the data sets themselves.

BCPL PART TWO: USABILITY REPORT

The primary goal of the usability assessment is to evaluate the physical use of the PLGDB interface as a product, i.e. navigation, use of tools, data presentation, etc. The primary goal of the usefulness assessment is to understand potential uses or applications of the PLGDB as a product for specific purposes, i.e. library planning, identifying trends such as population growth, etc. The overall research goal of the BCPL evaluation is to provide BCPL and GeoLib with information and guidelines to help them understand the user experience provided by the PLGDB map by looking at the usability and usefulness of the PLGDB interface. The primary objectives of the evaluation are to:

1. Investigate the usability of primary PLGDB navigation tools, identification tools, markup tools, data presentation, etc.;
2. Investigate the usefulness of basic data presentation features of the PLGDB website such as the layers features, marketing tools, etc.; and
3. Understand users' expectations for potential uses of the PLGDB website in library planning, library policy making, and library decision making.

The BCPL evaluation was designed to provide BCPL and GeoLib with information and guidelines for further development and utilization of the PLGDB interface.

Evaluation Method

Information Institute researchers conducted the evaluation of BCPL data using a three phase approach:

1. Phase 1: Initial examination of incorporated BCPL data within the PLGDB and usability of the PLGDB site, i.e. navigation, functionality of tools, etc.
2. Phase 2: Demonstration of updated PLGDB by GeoLib.
3. Phase 3: Usability and Usefulness Assessment, Results, and Recommendations.

The first two phases were created to evaluate and make any necessary adjustments to the BCPL evaluation instrument. These phases were necessary since the PLGDB was under construction

during the development of the instrument. Phase 3 is the evaluation of the PLGDB with participants.

PHASE 1: INITIAL EXAMINATION OF BCPL DATA WITHIN THE PLGDB

Action: The research team conducted a preliminary evaluation targeting BCPL data within the PLGDB. The focus of the pre-test was upon usability and functionality of the navigation features of the PLGDB site as well as improvements to the site based on the results of prior usability studies (Interim Report, June 2004). The research team looked at usability and functionality in preparation for the future evaluation of the site by members of the BCPL community. The usability pre-test identified a number of PLGDB interface features that were not fully operational or were missing data such as Quick Search and the Locate feature. The results of the pre-test were summarized and emailed to GeoLib.

Results: GeoLib identified many of the problems as associated with the ongoing development of the PLGDB site. Functionality of the affected features was corrected for the BCPL study.

PHASE 2: DEMONSTRATION OF UPDATED PLGDB BY GEOLIB

Action: The research team met with members of the GeoLib study team for a demonstration of the updated PLGDB and for a presentation of selected end goals associated with incorporating area data into the PLGDB.

Results: GeoLib demonstrated the corrected functionality problems and presented an overview of the marketing approach to using area data within the PLGDB. GeoLib identified several key issues concerning the forthcoming BCPL evaluation. The key issues are:

- Current focus of PLGDB development upon identifying market areas and not on assigning data to specific areas, so marketing data is centered around the original census data and not the incorporated branch data statistics supplied by BCPL;
- Library planning directed towards identifying community demographics for collection development, development of services, programs, etc.;
- Marketing allows libraries to visualize across drawn district lines, i.e. Hispanic communities – whether these communities cross drawn district lines or not;
- Marketing also presents libraries with the ability to identify natural boundaries that may depict actual populations served as opposed to predicted populations from artificially drawn boundaries, i.e. major highways that form a natural boundary to population movement to a library location; and
- Marketing areas identify community demographics for use in locating future public library facilities.

Although the actual branch library data would not be available for access at the time of the BCPL evaluation, GeoLib felt the marketing features using census data would demonstrate the effectiveness of using the PLGDB for planning purposes.

PHASE 3: USABILITY AND USEFULNESS ASSESSMENT RESULTS

After assessing the results of phase 1 and 2, the research team determined the present PLGDB interface would be difficult to use for participants who had not seen or used similar databases. This determination was also based on the results of the prior interim usability tests (Interim Report, June 2004) of the PLGDB where users found the PLGDB tutorials difficult to use and time-consuming.

The recommendation from prior PLGDB usability tests was to make the PLGDB tutorials interactive so users could learn at an individual pace. Since no changes had been made to the PLGDB tutorials, the research team developed a simplified step-by-step tutorial for participants of this evaluation and included a recommendation that all participants familiarize themselves with the site using the improvised tutorial.

The phase 3-evaluation instrument consists of three sections:

a. Introduction/informed consent section with directions and the recommendation to utilize the prepared tutorial;
b. Data instrument for assessing general usability of navigation features and data presentation; and
c. Data instrument for evaluation of data usefulness as an aide for public library planning, policy development, and decision-making.

A copy of the evaluation instrument is available at the end of this document.

Usability Evaluation Methodology

The data instrument for assessing general usability consists of four statements and two questions. The four statements use a modified 6-point Lykert scale. Scales 1-5 are 1 – *Strongly disagrees*, 2 – *Disagrees*, 3 – *Undecided*, 4 – *Agrees*, and 5 – *Strongly agrees*. A sixth scale was added, *Unable to Assess* in the event participants had difficulty viewing the features of the site. None of the participants marked *Unable to Assess*. Items 5 and 6 of the general usability instrument and all of the items for the second instrument assessing usefulness are open-ended questions that allow participants to freely associate their user experience in answering directed inquiries.

The BCPL evaluation instrument was sent via email to selected participants at BCPL. The selected participants were encouraged to ask other interested individuals to participate in the study. Three BCPL personnel participated. Only one of the participants had seen the current version of the PLGDB interface before participating in the evaluation. All of the participants were asked to view a brief navigation tutorial created by the Information Institute before answering questions.

The combined results from the data collection instruments have been grouped into three areas of focus: *navigation*, *data presentation*, and *usefulness of PLGDB*. Test results revealed several issues within areas related to PLGDB usability and usefulness as identified below. Following each issue is a suggested solution when applicable for GeoLib to consider for future modification and development of the PLGDB interface.

Usability Results:

Navigation:

1. *Intuitive*—Of the three participants, two strongly agreed that navigation was intuitive based on the tools and features working properly. One disagreed and commented that this type of interface is more complex than most general web sites and databases and would require a combination of very specific instructions and practice of use.

   Suggested solution—The site is complex and requires a developed level of skill to use. A simplified, interactive tutorial would help to develop necessary skill levels and present opportunities to practice using the site.

Data presentation:

1. *Logical, clear, and easy to understand*—All users either agreed or strongly agreed that the presentation of data within the PLGDB was logical, clear, and easy to understand. Two of the three participants noted the use of the tutorial (supplied with the assessments) as the aid in understanding data presentation in a logical, clear manner.

   Suggested solution—Develop the simplified interactive tutorial.

Usefulness of PLGDB:

1. *Most useful feature*—All participants agreed that the most useful features offered the ability to manipulate data, i.e. bookmark and radius tools within layer features, exporting the data, etc. All agreed that the feature they would add would be the ability to import data. Two participants noted both the lack of current data (one specifically the lack of branch data) and the inability of users to import current data into the database.

   Suggested solution—Develop a means of allowing individual libraries to import data into the database at the local level.

2. *Usefulness of data*—All participants' agreed that current data would make the data more useful. All participants', however, thought the usefulness of the data as presented now would aide in *locating new public library facilities, spotting trends* such as population growth, etc., and for *library program and research development*. All participants' related *decision making* to the system, or facility level and thought the use of current data would be necessary to aide with this level of decision-making. One of the participants related *program development* at the facility level as well and noted the need for current data. The other two participants related *program development* at a broader level and agreed that the current level of data would be useful.

   Suggested solution— Develop a means of allowing individual libraries to import data into the database at the local level.

3. *Usefulness of PLGDB tools*—Participants all agreed that the PLGDB tools were very useful but offered different application examples. Generally, the use of the tools to combine demographic statistics with library use statistics was seen as an important

potential aide to the *library decision-making* process. One participant added the need for the data to be current.

4. *Usefulness and impact of PLGDB as decision-making aide*— One participant noted the PLGDB would be more useful in its current state as a map application than another map application BCPL currently uses for decision making and planning. The other participants cited need for training to learn to use the PLGDB first and need for current data before an impact could be seen.

BCPL Usability Evaluation Conclusions

Evaluation of BCPL data within the PLGDB examined several areas of focus: navigation, data presentation, and usefulness of PLGDB. Suggested solutions for improving these areas of focus include:

- Develop a simplified, interactive tutorial to help increase necessary skill levels to improve navigation and overall usefulness of the PLGDB; and
- Develop a means of importing current local data, or a schedule of updating data within the database to improve data presentation and usefulness of the PLGDB.

Implementing these suggestions will give users: a better understanding of the database; the necessary skill level to use the database; and the level of current data users feel is necessary for library planning and decision making at the system or facility level and more helpful at a broader level.

In addition to the above, participants were asked for additional comments and suggestions on the usefulness of the BCPL data in the PLGDB. Comments included:

- Inconsistent results with some tools such as the Select by Radius, i.e. "…the results box kept coming up with 'No Records Found' even though it was selecting an area with data in it";
- Lack of consistent formatting within the data boxes, i.e. "…some of the figures are counts, some represent dollars, etc. Yet all of them are just displayed as numbers with no formatting…"; and
- Inclusion of a more complex categorization of data within data boxes, i.e. create categories and add more fields to data boxes.

In general, all tools and features should function properly and data included within the database should be organized in some meaningful way and not listed within a single column.

Participants were also asked for specific recommendation to improve the PLGDB. Most of the participants' recommendations were related to data presentation, specifically with importing at the local level of current data, formatting the data within the database, and organization of the data (also suggested being available at the local level). In addition, one participant recommended adding a glossary under the *Identify* function for describing measures and for definitions such as for central library, "Does 'Central' library represent the entire system, since BCPL has no 'central' library?" Another suggested adding data fields such as "…books in Braille, books in Spanish…number of circulating E-books…"

BCPL PART THREE

PLEASE USE THE FOLLOWING QUESTIONS TO GUIDE YOUR FEEDBACK IN REVIEW OF THE INTEGRATION OF THE BALTIMORE COUNTY PUBLIC LIBRARY (BCPL) DATA INTO THE PLGDB INTERACTIVE MAP LOCATED AT HTTP://WWW.GEOLIB.ORG/IMLS.CFM. THE PURPOSE OF THIS QUESTIONNAIRE IS TO ASSESS THE USEFULNESS OF INCORPORATED AREA DATA INTO THE PLGDB. ADDITIONAL PAGES FOR COMMENTS MAY BE ADDED IF NEEDED:

This first data collection instrument is for assessing general navigability and data usefulness within the PLGDB.

If you have not yet used the interactive map or if it has been a while since you have viewed the map, please take a few minutes to examine the various features and data available through the online interface. A navigation protocol is included as an *Appendix at the end of this questionnaire* and functions as an optional aide to the review process.

Once you have used the interactive map viewer and have thoroughly examined the map, please respond to the following questions:

	Strongly disagree	Disagree	Un-decided	Agree	Strongly agree	Unable to Assess
1. Navigation of the PLGDB was intuitive (i.e. layer features, legends, symbols, magnification features, tools and tabs) **Please comment:**	1	2	3	4	5	6
2. The data within the PLGDB was presented in a logical manner. **Please comment:**	1	2	3	4	5	6
3. Data within the PLGDB was presented in a manner that was clear and easy to understand. **Please comment:**	1	2	3	4	5	6
4. The PLGDB included everything I would want in an interactive library map. **Please comment:**	1	2	3	4	5	6

5. Overall, what is the most useful database feature?

6. How would you foresee using this database in the future for your particular decision-making needs?

This second instrument is comprised of questions to evaluate PLGDB data that might be useful for Public Library decision-making.

1. Discuss your assessment of how the PLGDB could be useful/not useful for deciding where to locate public library facilities in the BCPL area.

2. What is your assessment of the potential usefulness of PLGDB data for library program and research development in the BCPL area?

3. What is your assessment of the potential usefulness of PLGDB data for program evaluation for/by the BCPL?

4. What is your assessment of the PLGDB as a potential means to spot trends such as population growth, or demographic data that affect BCPL library support and service provision?

5. Discuss your assessment of PLGDB tools with regard to its potential to facilitate BCPL-related decision-making.

6. What is your overall assessment of the potential usefulness and potential impact of the PLGDB as a decision-making aide for the BCPL area?

7. Do you have any additional comments/suggestions on the usefulness of the BCPL data in the PLGDB?

8. What specific recommendations do you have to improve the PLGDB and the use of the BCPL data in that database?

Please email results to jsnead@fsu.edu and CC cmclure@lis.fsu.edu.

THANK YOU FOR YOUR PARTICIPATION.

APPENDIX B:

OUTCOMES, INDICATORS, SOURCES AND METHODS

	Outcome	Indicator	Source/Method*
1	The PLGDB provides data useful for making public library facility location decisions.	50% of public library decision-makers contacted agree that the PLGDB could be of use for public library location decisions.	Paper-based expert survey; online feedback features; telephone interview; focus groups/guided interviews.
2	The PLGDB provides data useful for library program and research development.	50% of library program coordinators agree that PLGDB data could be used for program development.	Online feedback features; paper-based expert survey; telephone interview; focus groups/guided interviews.
		50% of public library researchers agree that the PLGDB could be used for public library research.	Online feedback features; paper-based expert survey; telephone interview; focus groups/guided interviews.
3	The PLGDB provides program evaluation support for state library agencies, public libraries, and others.	15 state library agencies report belief that the PLGDB has the potential to be used in support of public library program evaluation.	Paper-based expert survey; telephone interview.
		50% of public library agencies report belief that the PLGDB has the potential to be used in support of public library program evaluation.	Paper-based expert survey; focus groups/guided interviews; telephone interview.
		50 % of other agencies or researchers queried report belief that the PLGDB has the potential to be used in support of public library program evaluation.	Online feedback features; telephone interview.
4	The PLGDB provides users with the ability to assess overall trends (e.g., population growth, demographics) that affect library support and service provision.	50% of users agree that the PLGDB data could be used to determine public library trends.	Online feedback features; paper-based expert survey; focus groups/guided interviews; telephone interview.
		50% of users agree that the PLGDB data could be used to support library services.	Online feedback features; paper-based expert survey; focus groups/guided interviews; telephone interview.
5	The PLGDB provides users with interactive tools to facilitate various library-related decision making processes.	50% of users agree that the PLGDB tools could be used to facilitate library decision-making.	Online feedback features; paper-based expert survey; focus groups/guided interviews; telephone interview.

** The data sources and methods listed are the range of possible sources and methods that may be used for data collection. Which method or source will be used for each data point will be determined as the study progresses.*

APPENDIX C: PLGDB FINAL ASSESSMENT SURVEY

A. DEMOGRAPHICS

Job title: _____

Primary job responsibilities related to public libraries:
_____
_____
_____
_____

B. ASSESSMENT OF GENERAL NAVIGABILITY AND OF DATA WITHIN PLGDB:

PLEASE CIRCLE THE NUMBER THAT BEST REFLECTS YOUR OPINION FOR EACH STATEMENT/QUESTION.

	Strongly disagree	Disagree	Undecided	Agree	Strongly agree	Unable to Assess
1. Navigation of the PLGDB was intuitive (i.e. layer features, legends, symbols, magnification features)	1	2	3	4	5	6
Please comment:						
2. The data within the PLGDB was presented in a logical manner.	1	2	3	4	5	6
Please comment:						
3. Data within the PLGDB was presented in a manner that was clear and easy to understand.	1	2	3	4	5	6
Please comment:						
4. PLGDB includes everything I would want in an interactive library map.	1	2	3	4	5	6
Please comment:						
5. Overall, what is the most useful database feature?						
6. How would you foresee using this database in the future for your particular decision-making needs?						

C. Assessment of Potential Uses and Usefulness of PLGDB

Please circle the number that best reflects your opinion for each statement/question.

	Strongly disagree	Disagree	Un-decided	Agree	Strongly agree	Unable to Assess
1. The PLGDB provides data that is useful for making public library facility location decisions.	1	2	3	4	5	6
Please comment:						
2. The PLGDB provides data that is useful for making public library program development decisions.	1	2	3	4	5	6
Please comment:						
3. The PLGDB provides data that is useful for public library research.	1	2	3	4	5	6
Please comment:						
4. The PLGDB has the potential to provide program evaluation support for state library agencies, public library agencies, and other agencies and researchers.	1	2	3	4	5	6
Please comment:						
5. The PLGDB has the potential to provide program evaluation support at the local public library level.	1	2	3	4	5	6
Please comment:						
6. PLGDB data can be used to determine public library trends (e.g., population growth, demographics, etc.).	1	2	3	4	5	6
Please comment:						
7. PLGDB data can be used to support public library services.	1	2	3	4	5	6
Please comment:						
8. Other Comments and Recommendations (add additional pages as needed):						

If you have any questions please contact Tommy Snead at jsnead@fsu.edu or Dr. Charles R. McClure at cmclure@lis.fsu.edu. Please email completed forms to jsnead@fsu.edu and CC cmclure@lis.fsu.edu **no later than October 15, 2004.** You can also fax the survey to us at 850-644-4522. **Thanks in advance for your help!**