Project Title: Gale-Cengage Outreach Evaluation, 2010-2011
Investigator(s):   Charles R. McClure
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The goals of this project are to assist the State Library in (1) collecting and analyzing usage and retrieval data from four data sets evaluating outputs, (2) using outputs and datasets to create an outline for an Access (or other type of) database, and (3) using the resultant data for providing recommendations to guide marketing efforts to end users. To accomplish these goals, the Information Institute will (1) identify, collect, and analyze end user data; (2) design an outline for an interactive database; and (3) make recommendations for marketing.

Since 2002, the Information Use Management & Policy Institute (Information Institute) of Florida State University has engaged in multiple evaluations of the Florida Electronic Library (FEL).[1] During this time frame, the Information Institute has assisted in the clarification of the status and goals of the FEL,[2] developed criteria and measures to assess the FEL,[3] and developed evaluation plans and strategies for the FEL. In addition, the Information Institute developed and conducted evaluations of the FEL website and of individual components of the FEL. The Information Institute was engaged in a number of activities that accomplished specific tasks that included an evaluation of Gale's marketing plan and assessment of the level of library staff's awareness of the FEL, measured the usage of FEL-Gale resources, and assessed the effects of the FEL-Gale training program on library staff's ability to be self-sufficient users of FEL-Gale resources and to train others on the use of FEL products.[4]

As a virtual library, the FEL produces a significant advance in library service for the state of Florida. The FEL 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 FEL components and other resources will offer additional benefits and impacts on access to shared usage information. This project's development of (1) a database that integrates data from a number of difference sources, and (2) metrics to describe outputs and outcomes will significantly improve the State Library's ability to market the FEL as well as individual FEL databases and resources.

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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