



Library Assessment and Strategic Communications: Snapshot Day at the University of Illinois

Presented as part of the "Think Globally, Act Globally" Seminar held at the University of Illinois at Urbana-Champaign, June 2011

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图书馆评估与战略性交流：伊利诺大学“快照日”

伊利诺大学“放眼全球，行诸全球”研讨班报告，2011年6月

伊利诺大学厄巴纳-香槟分校图书馆

What is “Snapshot Day”?

“[Snapshot Day is] our most important library advocacy event of the year. Participants collect and compile information, comments, and photographs from events in a typical library day. The results . . . provide indisputable proof that libraries consistently provide invaluable services . . . [and are]an important tool in crafting the story of local libraries in the 21st century, and in educating decision makers at the federal, state, and local level of our value to the community.”



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什么是“快照日”？

“[快照日是] 我们全年最重要的图书馆倡导活动。参与单位择取图书馆的一个平常工作日，收集汇编信息、评论和活动照片。其结果可提供无可辩驳的证据，证实图书馆一直坚持提供无价的服务，是编述21世纪各地方图书馆故事的重要工具，是向联邦、州政府和地方各级决策人员灌输图书馆对社区价值的重要工具。”

伊利诺州图书馆的一日快照活动：<http://www.ila.org/snapshot/>

A National Initiative

- Co-sponsored by the American Library Association's [Office for Library Advocacy](#) and [Office of Chapter Relations](#), the [Chief Officers of State Library Agencies](#), and the [American Association of School Librarians](#)
- Conducted by 35+ states since 2009

For more information, visit the ALA "Library Snapshot Day" Web site at
<http://www.ala.org/ala/issuesadvocacy/advocacy/statelocalefforts/snapshotday/index.cfm>



<http://www.wisconsinlibraries.org/saycheese/>



<http://www.texaslibrarysnapshotday.org/>

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全国范围的行动

- 由美国图书馆协会的图书馆倡导办公室、分会关系办公室、州立图书馆机构总长和美国学校图书馆协会共同主办
- 自2009年以来已有至少35个州实行

更多信息请见美国图书馆协会“图书馆快照日”网站

<<http://www.ala.org/ala/issuesadvocacy/advocacy/statelocalefforts/snapshotday/index.cfm>>

威斯康星州图书馆“笑一个”快照日活动，2010年11月17日：

<<http://www.wisconsinlibraries.org/saycheese/>>

德州图书馆“镜头拉近你”快照日活动：

<<http://www.texaslibrarysnapshotday.org/>>



Why Conduct a “Snapshot Day” Program?

- Document use of library collections, services, and facilities
 - Gather feedback on “what works,” “what doesn’t,” and “why the library is important”
 - Promote discussion of assessment of library collections and services, both physical and digital
 - Foster information sharing in the library and across the organization or community about the way the library is used
 - Share information about library use with key stakeholders, including governing board, “Friends of the Library”
 - Use data to inform strategic communications and advocacy efforts



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为什么开展“快照日”活动？

- 记录图书馆馆藏、服务和设施的使用情况
 - 收集关于图书馆成功、欠缺和重要性的反馈意见
 - 促进图书馆馆藏和服务评估问题的讨论，包括有形和数字资源
 - 促进图书馆内部、机构间、社区间共享有关图书馆使用情况的信息
 - 向包括执行委员会、“图书馆之友”在内的关键利益相关人提供图书馆使用信息
 - 利用数据指导战略性交流和倡导活动

Planning a “Snapshot Day” Program

- Selecting the Date
 - Is there a state-level program?
 - Is that data appropriate for your library?
- Identifying Data Points for Collection
 - What is the core data set?
 - What else do you want to collect?
 - Can these be tied to annual reporting requirements or strategic planning?
- Identifying Additional Data Collection
 - Surveys
 - Interviews
- Promoting Participation
 - Communicating with participants
 - Developing tools that aid data collection and reporting
- Disseminating Results
 - Web site
 - Strategic communications

SNAPSHOTNY

<http://www.protectnylibraries.org/>



<http://wyomingsnapshot.weebly.com/>

For more on planning, visit the ALA “Snapshot Day Primer” at
<http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/librarysnapshotday/index.cfm>

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计划“快照日”项目

•选择日期

- 这是全州范围的统一行动吗?
- 该日期是否适合你的图书馆?

•确定数据收集点

- 核心数据包括哪些?
- 有什么其他数据你想收集?
- 这些数据能和年度报告要求或战略计划协调起来吗?

•确定其他数据收集方式

- 调查
- 采访

•促进参与

- 和参与者充分沟通
- 开发数据采集和报告工具

•发放结果

- 网站
- 战略性交流

纽约州快照日：

<http://www.protectnylibraries.org/>

怀俄明州快照日：

<http://wyomingsnapshot.weebly.com/>

更多关于如何计划活动的信息见美国图书馆协会“快照日入门”：

<http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/librarysnapshotday/index.cfm>



Snapshot Day at Illinois – Overview

- Conducted April 13, 2011 (24 hours)
- Over 15 public services and technical services units took part in data collection, including departmental libraries, digital service points, and central service points
- Data collection included:
 - Front-line service points
 - Web-based survey
 - Reports from enterprise systems, including catalog, Web site, e-resource management systems, and federated search systems
- Quantitative data supplemented with qualitative data, including user interviews



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伊大快照日概览

- 活动日在2011年4月13日（24小时）
- 至少15个公共服务和技术服务单位参与数据收集，包括部门图书馆、数字服务点和中心服务点
- 数据收集包括
 - 前台服务点
 - 网上调查
 - 企业系统报告，包括编目、网站、电子资源管理系统和一站式检索系统
- 定量数据辅以定性数据，包括用户采访

Snapshot Day at Illinois – Data Points (Selected)

- Gate Count
- Reference Transactions
- Classes Taught
- Items Borrowed (Locally and via Resource Sharing Programs)
- Items Circulated
- Items Acquired
- Items Cataloged
- Searches Conducted in Catalog
- E-Journal/E-Book Content Downloaded
- Open Access Digital Content Downloaded
- Visits to Library Web Site
- “Friends” on Social Computing Sites



For the complete report, visit
<http://www.library.illinois.edu/services/snapshot/2011/snapshot2011report.pdf>

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伊大快照日：数据点的例子

- 访客计数
- 参考咨询量
- 授课情况
- 出借量（本地和异地资源共享）
- 馆藏流通量
- 馆藏采访量
- 编目情况
- 书目数据库检索量
- 电子期刊和电子书的下载量
- 开放取用的数字内容下载量
- 图书馆网站访问量
- 社交网站的“朋友”数量

报告全文见

<<http://www.library.illinois.edu/services/snapshot/2011/snapshot2011report.pdf>>

Snapshot Day at Illinois – Data Points (Selected)

- 14,000 visitors in person
- 5,000 unique visitors to the Library Gateway
- 224 reference questions asked (72 through [digital reference services](#))
- 33,000 catalog searches
- 2,300 print items borrowed from local collections, and 250 requested from other Illinois libraries
- 50,000 e-journal articles downloaded
- 4,000 items downloaded from Illinois collections available through the [Internet Archive](#)
- 300 new monographs or media items acquired
- 3,000 “New Item” records added to the catalog
- 12,000 pages printed on public printers



For the complete report, visit
[http://www.library.illinois.edu/
services/snapshot/2011/snapshot
2011report.pdf](http://www.library.illinois.edu/services/snapshot/2011/snapshot2011report.pdf)

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伊大快照日：数据点的例子

- 访客1 4000人次
- 图书馆门户网站访问量：5000名绝对访客
- 参考咨询问题224个，其中72个通过数字参考服务途径
- 检索书目数据库3 3000次
- 从本地印刷品馆藏借出2300件，从伊州其他图书馆借出250件
- 电子期刊文章下载5万篇
- 从因特网档案网站下载4千件由伊大提供的馆藏
- 购取300件新书和媒体资料
- 添加3000条新记录到书目数据库
- 公用打印机打印了1 2000页文件

Snapshot Day at Illinois – Survey Results

- Over 1,000 people completed a 2-question, Web-based survey made available on the Library Gateway (and select unit-level home pages)
 - Why are you using the Library Web site today?
 - How can we help you to meet your goals or improve your experience while using the Library today?
- More than 700 substantive responses were reviewed and coded for content by the [Library Assessment Working Group](#)
- Major areas addressed in the survey responses include
 - Web site (21.9%)
 - Discovery systems (18.3%)
 - Collections (13.1%)
 - Library policy (5.7%)
 - Space (4.6%)
 - Reference services (3.8%)



For the complete report, visit
<http://www.library.illinois.edu/services/snapshot/2011/snapshot2011report.pdf>

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伊大快照日：调查结果

- 1000多人完成放在图书馆门户主页和某些部门主页的网上调查问卷，回答两个问题：
 - 你今天为什么目的使用图书馆网站？
 - 我们如何能帮助完成你的目的，或者改进你今天使用图书馆的情况？
- 图书馆评估工作组审阅、分析了700多份有实质内容的回答
- 调查反馈主要涵盖的内容
 - 网站(21.9%)
 - 发现系统(18.3%)
 - 馆藏(13.1%)
 - 图书馆规章制度(5.7%)
 - 空间(4.6%)
 - 参考咨询服务(3.8%)

Snapshot Day at Illinois – Survey Results

- Comments on the Web site were:
 - 61% suggestions
 - 19% compliments
 - 25% complaints
- Comments on discovery systems were:
 - 69% suggestions
 - 11% compliments
 - 24% complaints
- Comments on reference services were:
 - 14% suggestions
 - 79% compliments
 - 7% complaints

“All of my experiences using the online library reference desk and research tools have been outstanding. The ACES ask-a-librarian staff have been prompt and thorough with search advice. The ref works tutorials have been a big help. I am pleased with all of the service and can not think of any way that you could improve your service. Two thumbs up!”

伊大快照日：调查结果

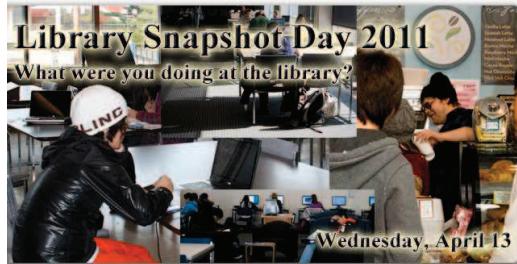
- 对于网站的评论：
 - 61% 为建议
 - 19% 为表扬
 - 25% 为抱怨
- 对于发现系统的评论
 - 69% 为建议
 - 11% 为表扬
 - 24% 为抱怨
- 对于参考服务的评论
 - 14% 为建议
 - 79% 为表扬
 - 7% 为抱怨

“我使用网上图书馆参考咨询台和研究工具的全部经历都很棒。农业、消费和环境科学图书馆“询问图书馆员”的员工提供及时彻底的检索建议。Refworks的教程对我帮助很大。我对一切服务都很满意，想不出你们还能怎样改善服务了。翘起两个大拇指！”



Snapshot Day at Illinois – Dissemination of Results

- [Snapshot Day Web site](#)
- Library Facebook page(s)
- YouTube (over 500 views of [Library video](#) since April 13th)
- ALA and ILA Snapshot Day Web sites
- University Librarian's Student Advisory Committee
- Library/IT Fee Advisory Committee
- Library Public Relations



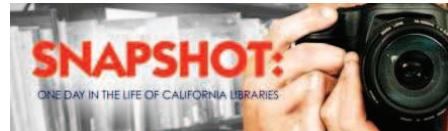
<http://www.library.illinois.edu/services/snapshot/2011/>

伊大快照日：发放结果

- 快照日网站
- 图书馆Facebook页
- YouTube录像（从4月13日至今播放次数为500以上）
- 美国图书馆协会和伊州图书馆协会快照日网站
- 伊大图书馆的学生顾问委员会
- 图书馆/信息技术费顾问委员会
- 图书馆公共关系

Benefits of Participating in Snapshot Day

- Promotes Library-wide discussion of assessment, especially identification of metrics
- Identifies gaps in existing data collection protocols
- Fosters development of new data collection tools, e.g., reports run from enterprise systems
- Engages staff across multiple units in a common project
- Produces data that can be applied to strategic planning, reports to campus administration, Library stakeholders and supporters, etc.



<http://www.cla-net.org/displaycommon.cfm?an=1&subarticlenbr=124>

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参与快照日活动的益处

- 促进全馆范围对评估问题的讨论，尤其是确定衡量尺度
- 认识现有数据收集方案的不足
- 促成开发新的数据收集工具，如企业系统生成的报告
- 组织员工跨部门合作
- 产生可用于战略计划，可向大学管理层、图书馆利益相关者和支持方报告的数据

加州图书馆协会快照日：

<<http://www.cla-net.org/displaycommon.cfm?an=1&subarticlenbr=124>>



Questions 提问



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