

Pathways Evaluators' Report Out

NSDL Pathways Meeting
August 2006

Anticipated Outcomes

Omniture

- Develop a basic understanding of Omniture web metrics package in the context of its current use by NSDL CI and individual Pathways projects.
- Identify ways Omniture might be used to explore evaluation questions, data collection and reporting methods common to all of the Pathways projects.
- Identify a minimum set of web metrics common to the Pathways projects.

Common Grounds

- Share Pathway's evaluation work to date including plans, methodologies and tools.
- Identify common research questions and methods in order to elverage evaluators' instruments and expertise.

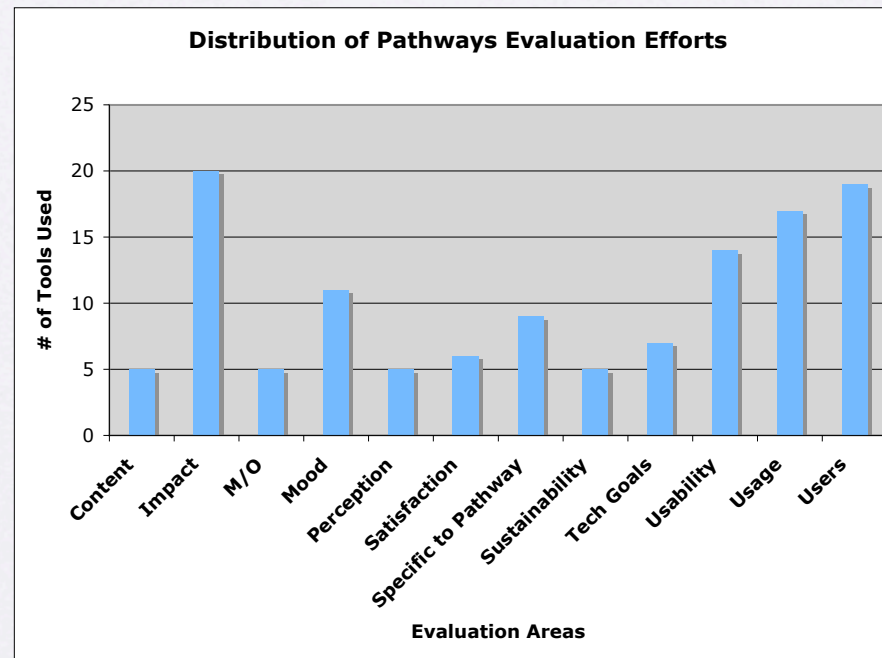
Understanding Omniture

- Essential tool for reporting to stakeholders and funders
- free, easy to use and ample support from CI
- research tool only - not used for accountability or surveillance

Finding Common Grounds

Common evaluation questions

- ▶ Reviewed survey of top-level evaluation questions, methodology, formative/summative



Moving Forward

Omniture

- ▶ Agree on common categories for reporting out Omniture results
 - *report at the programmatic level NSDL usage*
 - *develop checklist to ensure Omniture is correctly implemented*
- ▶ Align privacy policies with regard to implementing Omniture (and other server log tools) to meet local institutional IRB requirements

moving forward, 2

Finding Common Grounds

- Find common tools to effectively capture data about user satisfaction
 - *Explore proof of concept for developing a common user satisfaction survey based on ARL pilot study*
 - *Explore user panels as a method for gathering data from a large set of DL users*

Reporting Out

NSDL Annual Meeting (sessions)

- ▶ Overview of Omniture by Mick and Bob
- ▶ Report out on Survey of Evaluation efforts by CI/ EIESC and results of this meeting
 - *Follow-up and develop action plan at EIESC meeting*