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 leverage 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