

**Designing Instruction,  
Marketing  
and  
Assessment  
Programs for ArchivesSpace**

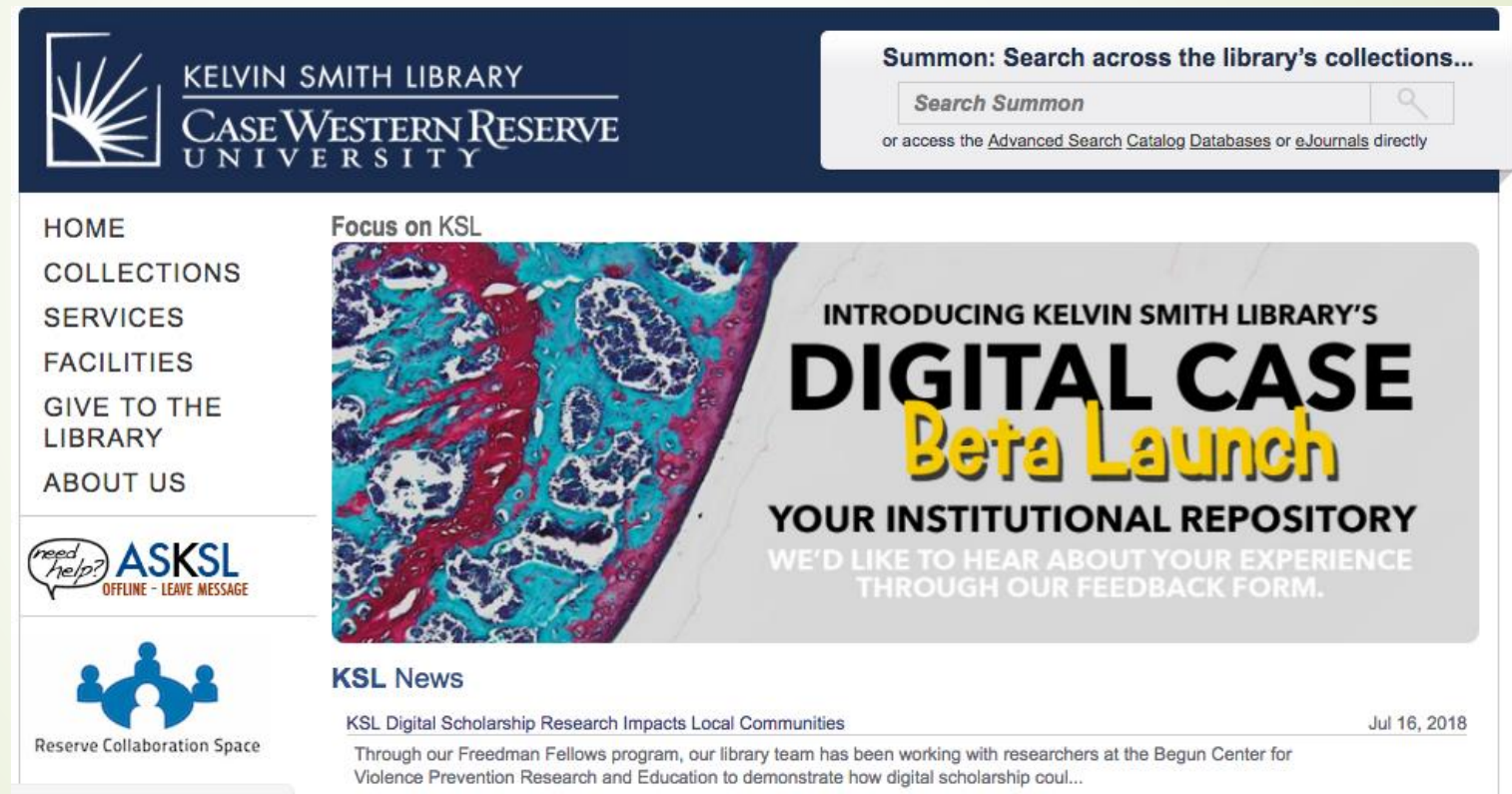
**Nora Blackman, M.A., C.A.  
ArchivesSpace Member Forum  
August 14, 2018  
Washington, D.C.**



# The Call

- ▶ Library administration request for a soft or Beta launch to coincide with several collection milestones
  - ▶ Completion of multi-year processing project: Cleveland Play House Archives
  - ▶ Simultaneous addition of major local fine and performing art collections
  - ▶ Legacy finding aids clean up provide content for ArchivesSpace
  - ▶ Term archivist and support staff adding content daily

# Predecessor Beta launch



**KELVIN SMITH LIBRARY**  
**CASE WESTERN RESERVE UNIVERSITY**

Summon: Search across the library's collections...  
Search Summon  
or access the [Advanced Search Catalog Databases](#) or [eJournals](#) directly

HOME  
COLLECTIONS  
SERVICES  
FACILITIES  
GIVE TO THE LIBRARY  
ABOUT US

**ASKSL**  
need help? OFFLINE - LEAVE MESSAGE

**Reserve Collaboration Space**

**Focus on KSL**

**INTRODUCING KELVIN SMITH LIBRARY'S**  
**DIGITAL CASE**  
**Beta Launch**  
**YOUR INSTITUTIONAL REPOSITORY**  
WE'D LIKE TO HEAR ABOUT YOUR EXPERIENCE THROUGH OUR FEEDBACK FORM.

**KSL News**

KSL Digital Scholarship Research Impacts Local Communities Jul 16, 2018

Through our Freedman Fellows program, our library team has been working with researchers at the Begun Center for Violence Prevention Research and Education to demonstrate how digital scholarship coul...



# The Response



- ▶ Three years of preparation for launch bred overabundance of caution in planning
  - ▶ The perfect became the enemy of the good
    - ▶ waiting for web page re-design
    - ▶ Legacy finding aid clean up
    - ▶ customizing PUI
  - ▶ Acknowledge much work yet to be done whenever we launch
  - ▶ Search for and study resources as questions arise [Lyrasis Support & ArchivesSpace community]
  - ▶ Quietly turned on during routine Lyrasis upgrade



# Marketing



- ▶ Reviewed similar launches with Marketing Director
- ▶ Defined products
  - ▶ Web banner
  - ▶ Take aways for instruction events
  - ▶ Edit PUI
  - ▶ Establish timeline of events – stage announcements
- ▶ Identified audience(s)
  - ▶ Staff
  - ▶ Faculty
  - ▶ Students
  - ▶ Public




# Instruction



- ▶ Template for pilot: ArchivesSpace, Yale [PUI pre-launch checklist](#)
  - ▶ “Sit down with your public services staff and explore all of the new features together. Talk about what adjustments your site will want to make to the application before going live.”
- ▶ August – September: developing instruction session geared toward Research Services Librarians (RSL's) providing library instruction to faculty and students
  - ▶ Roll out in September to RSL's, team members & student workers
  - ▶ Identify and occupy niche in library instruction platform by November
  - ▶ Public product/presentation completed in December
  - ▶ Public events January – March 2019 as described in outreach/marketing



# Incorporating feedback

- ▶ “The public interface should evolve over time based on feedback from the community and your researchers.”
  - ▶ Looking forward to feedback to Q&A in webinar to staff
  - ▶ Prepared to answer questions from staff about missing content
  - ▶ Collecting quantitative and qualitative feedback with help with this from Assessment Librarian, first for instruction, later for product
  - ▶ Use feedback to assign staff resources to pin-pointed corrections while continuing updates and additions
- 



# Instruction Design

- ▶ Base on RSL courses in library instruction
  - ▶ Describe product use to audience
  - ▶ Step-by-step walk through the product
  - ▶ Explain library support of research with original resource
  - ▶ Follow up email; formal invitation to feedback, further contact established
- ▶ Libguide for web resources





# More on Assessment

- ▶ Continue meeting with Assessment Librarian to incorporate ArchivesSpace Community products with our strategic goals.
- ▶ Continue monitoring ArchivesSpace community such as upcoming: SAA 709 - Beyond the Reference Interview: Assessing the Reading Room Experience <<http://sched.co/ESmt>> (Saturday, August 18 -10:30am - 11:30am)



# Thank You

- ▶ Questions, Comments, Concerns?
- ▶ Nora Blackman, M.A., C.A.  
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