Contents

Illustrations *vii*
Preface *xi*

1 NETWORK SERVICE AND RESOURCE EVALUATION PLANNING 1
John Carlo Bertot

2 SELECTING EVALUATION APPROACHES FOR A NETWORKED ENVIRONMENT 23
John Carlo Bertot and J.T. Snead

3 METHODS AND TOOLS FOR ASSESSING NETWORK SERVICES AND RESOURCES 49
John Carlo Bertot

4 E-METRICS AND PERFORMANCE INDICATORS: AVAILABILITY AND USE 95
John Carlo Bertot

5 NEEDS ASSESSMENT 187
Denise M. Davis

6 REQUESTS FOR PROPOSALS, LICENSES, AND CONTRACTS: ASSESSING NEGOTIATED AGREEMENTS FOR NETWORK-BASED COLLECTIONS AND SERVICES 223
Denise M. Davis

7 POLICIES TO ENSURE USE OF AND ACCESS TO NETWORK-BASED SERVICES AND RESOURCES 241
Denise M. Davis and John Carlo Bertot

8 RESOURCE ALLOCATION IN THE NETWORKED ENVIRONMENT 263
Judith Hiott and Syma Zerkow

9 GETTING THE MOST OUT OF VENDOR-SUPPLIED USAGE STATISTICS 291
Wonsik Shim

10 USAGE STATISTICS FROM THE VENDOR'S PERSPECTIVE 315
Oliver Pesch

11 KEY ISSUES, THEMES, AND FUTURE DIRECTIONS FOR EVALUATING NETWORKED SERVICES 333
Charles R. McClure

Index *349*
About the Editors and Contributors *353*

Index

Acceptable-use policies, 241
  development of, 242–244, 249, 257–258
  examples and case studies, 244–248, 254–257
  legislation relevant to, 249–252
  resources for, 257
Access to networked services, 242–244. *See also* Acceptable-use policies
  legislation relevant to, 249–252
Accreditation standards, 2
Activities, 28, 55
Analog log file analysis tool, 68, 195, 294
Analysis of evaluation data, 9, 20, 56–57
  focus group and interview data, 66
  survey findings, 62
  usage statistics, 296–300
Anywhere/anytime aspect of networked services, 24, 35
A-to-Z list, 317
Attempted logons, 294

Balanced scorecard assessment, 16–19, 25, 29, 31, 41–43
Benchmarking, 25, 29
Best practice, 25, 29
Budgeting, 263–265

California Department of Education school library guidelines, 256
Capability assessment, 4–5, 6
Central tendency, measures of, 56
Children's Internet Protection Act (CIPA), 249, 251–252
Children's Online Privacy Protection Act (COPPA), 249, 251–252
Closed survey questions, 59
Collection management, 268–278
Collection of evaluation data, 5, 53
  library usage statistics, 321–324
  resource use data gathering, 67–69
  user-based methods, 57–66
  from vendors, 300–310
Confidentiality, 60, 66
Consortial purchasing, 225, 226, 273–275
Convenience sampling, 56
COUNTER (Counting Online Usage of Networked Electronic Resources), 98–99, 188, 287, 310, 324–325, 326, 327, 331
Cross-resource search and retrieval. *See* Metasearch engines

Data map, 7–8
Data warehousing, 308, 323
Decision support, 297–299

eIQ LogAnalyzer log file analysis tool, 195
E-journals, 269–271, 317

Electronic Freedom Foundation (EFF), 252
Elementary and Secondary Education Act (ESEA), 250
E-mail surveys, 58
E-metrics, 4, 285–287. *See also* Performance indicators; Statistics, library usage
  in balanced-scorecard analysis, 16
  collecting, 103–116
  development of, 187–189
  and evaluation of databases, 229, 232–238
  examples of use, 116–125
  overview of, 101–103
  in service and resource analysis, 10
  standards and bodies, 96–101, 324–325, 326
  and usage reports, 293
E-metrics Instructional System (EMIS), 101, 286
Evaluation frameworks, 5, 7, 55. *See also* Collection of evaluation data
  aspects of, 27–29
  balanced scorecard, 41–43
  comparison of, 43–46
  outcomes assessment, 39–41
  output assessment, 31, 35–36
  overview of, 25–27
  performance measurement, 35–36
  quality assessment, 36–39
  references for, 44
Evaluation methods. *See also* Measurement
  data collection, 57–58
  elements of, 50–51
  and e-metrics, 229, 232–238
  general considerations regarding, 56–57
Evaluation process, 1
  balanced scorecard approach, 16–19
  conceptual framework for, 29–31, 32–34
  management of, 20
  Network Service and Resource Component approach, 10–16
  planning, 2
  putting into practice, 19–21

Federated search and retrieval. *See* Metasearch engines
Fill-in survey questions, 59
Focus groups, 64–66
  analysis of findings, 66
Forced-choice survey questions, 59
Foreign Intelligence Surveillance Act (FISA), 252
Full-text aggregator, 318
Full-time equivalent (FTE), 197

Gap analysis, 5
Georgia Library Learning Online (GALILEO), 238
Group sales agreements, 225, 226

Handouts, user feedback, 58
Houston Public Library, 267, 269, 270, 276, 279

Indicators, 52, 55
Infrastructure for networked services, 194–196, 265–268
In lieu of agreements, 226
Inputs, 28, 53
International Coalition of Library Consortia (ICOLC), 98, 256, 275, 287, 324–325, 326, 331
Interviews, 64–66
  analysis of findings, 66
IP address data, issues involving, 68, 331
IP telephony for online reference service, 282

Journals, print and electronic, 269–271

Key-event logging, 322–324

Law enforcement, library relations with, 253–254
Legislation impacting library policies, 249–252
LibQUAL+, 29, 37–38, 64, 197
Library-centered evaluation, 31
Library policies. *See* Acceptable-use policies
Library Services and Technology Act (LSTA), 2, 26, 41, 250, 252
Licensing, 192, 225
Link resolver, 318
Local (library) purchasing, 224
Log files, 67–69, 322–324
  vendor-supplied, 67

Mail surveys, 58
Management structure for evaluation process, 20
Meadville (Pennsylvania) Public Library, 267
Measurement, 52
  planning, 53
Media relations, 253–254
Metasearch engines, 68, 267, 318, 329

National Leadership Grants, 26
Needs assessment, 4–5, 6, 189–197
  methods of, 197–199, 206–214
Negotiations with vendors, 275–278
Nelsonville (Ohio) Public Library, 267
Network Service and Resource Component assessment, 10–16

Omaha Public Library, 254–256
One-time purchases, 272–273
Online information services, examples of, 24, 317–319
Open-ended survey questions, 59
Open-source software, 266
Orbis Cascade Alliance, 226
Organizational factors, 2, 29
Outcomes assessment, 25, 27, 31, 39–41
Output assessment, 27, 31, 35–36
Outputs, 28
Outsourcing
  library reference services, 283
  networked services, 192–193
  survey development, 63–64

Patriot Act, 61, 249, 250–251
"Pay by the drink" (payment per use), 275–276
Performance indicators, 4, 35–36, 285–287. *See also* E-metrics; Statistics, library usage
  in balanced-scorecard analysis, 16
  examples of use, 116–125
  in service and resource analysis, 10
  standards and bodies, 96–101, 324–325, 326
Performance measurement, 27, 31, 35–36
Planning, 264
Planning calendar, 198
Policy development for networked services, 242–244, 249. *See also* Acceptable-use policies
  legislation relevant to, 249–252
Pop-up Web surveys, 59, 63, 197
Privacy, 60, 66
Probes, 65
Procurement methods, 223–238, 273–278
  for journals and e-journals, 269–271
  one-time purchases, 272–273
Project COUNTER (Counting Online Usage of Networked Electronic Resources), 98–99, 188, 287, 310, 324, 327, 331
Purposeful sampling, 56

Quality assessment. *See* Service quality assessment

Random sampling, 56
Reference collections, 271–272
Reference services, online, 278–283
Report generation, 297
Reporting
  of evaluation data, 21
  requirements, 2
Requests for information (RFIs), 225
Requests for proposals, 225–229
Resource use data collection, 67–69
Rolling up of usage data, 323

Sampling, 56
Secondary database, 319
Service goals, 191–194
Service quality assessment, 25, 27, 31, 36–39
SERVQUAL, 37–38
Situational factors, 2, 29
Sources of data, 55
Spam filters, 63
Staffing, 196, 284–285
Standards and bodies, 96–101, 324–325, 326
Statewide procurement, models of, 229, 230–231
Statistics, library usage, 316–317, 318–320
  collection of, 321–324
Surveys, 58, 197
  analysis of findings, 62
  components of, 60
  developing/outsourcing, 63–64
  types of questions on, 59
Systems management server (SMS), 266

Terminals, management of public, 266
TexShare, 274
Thin clients, 266
Total quality management (TQM), 38

University of Hawaii at Hilo Library, 256
University of Tennessee Libraries, 256
University of Texas at San Antonio Library, 256
The University of Virginia Library, 256
USA Patriot Act, 61, 249, 250–251
User-centered evaluation, 31, 57–66

Vendors, online information
  issues faced by, 325–331
  negotiations with, 275–278
  types of, 317–319
Vendor-supplied log files, 67, 294–295
  acquiring, 300–310
  use of, 295–300

Web-based surveys, 59, 63, 197
Web-based vendor's usage reports, 306
WebJunction, 284
WebLog log file analysis tool, 195
Web logs, 322–324
Web site usage, 283–284
WebTracker log file analysis tool, 68
WebTrends log file analysis tool, 67, 294
Wireless networks, 266

Z39.7 standard, 188, 200–205, 287, 310, 324–325, 326