

MEASURING SUCCESS

*Promotion of Archives and of
collections on the web.*

How are we succeeding?

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Reykjavik Municipal Archives

PROMOTING ARCHIVES

- *Earlier, the archives defined the most important role for them to:*
 - *Collect archives*
 - *Preserve wholesome collections.*
 - *Preserve the documents in secure way.*
 - *Keep open reading room for scholars.*
- *In the past years, this has been changing:*
 - *Introduce the archives and their collections not only to scholar but also to the public in various ways.*
 - *Web*
 - *Open houses*
 - *Taking part in festivals like museum night, cultural night, archival day.*
 - *Information on the internet.*
 - *Assisting the public in finding documents.*
 - *Providing access.*

ARCHIVES AS MODERN INSTITUTIONS

- *Part of this is more apparent need for transparency and access to public documents and to the archives.*
- *Archives no longer closed institutions or only catering to scholars and students.*
- *Increased interest of the public of sources easily available, preferable at the internet.*
- *Most archives provide as good service as possible.*
- *Use promotion to get people to take the first step into archives and see what they have to offer.*
- *Archives put their finding aids online and many provide information online, like on their own web, Facebook, Twitter, Europeana, Flickr, YouTube and so one.*
- *More and more collections available online.*
- *How do the archivists select materials to be made available?*
 - *On popular demand ?*
 - *Educational?*
 - *Urgent?*

HOW DO WE MEASURE OUR PROMOTIONAL WORK?

- *Statistics are classical.*
 - *Uses of webs and of sites.*
 - *Visits to the reading room and requests for documents.*
 - *Events – exhibitions. Nr. Of visitors.*
- *Statistics are important.*
 - *Need to be maintained and look at on regular basis.*
- ***How many do regularly go over their statistics?***
- *Show information about the users, but not about the non-users.*

SURVEYS TO MEASURE SUCCESS

- *What is success?*
 - *As many visits as possible, to our physical or digital reading room?*
 - *General knowledge about our work, services and collections.*
 - *Numbers.*
 - *Other suggestions?*
- *Surveys can give information not available otherwise.*

CASE STUDIES
**– SOME OF
THE SURVEYS
AT REYKJAVIK
MUNICIPAL
ARCHIVES**

- *Surveys* are regular part of work at Reykjavik Municipal Archives. –
- We do statistics as well.
 - Surveys of status of records management at city institutions.
 - Guest surveys or quizz.
- Regular surveys by Gallup International about knowledge of service.
- Recent survey of difference between public and „specialists“ or scholars in use of archives, knowledge etc.
- *Remember, not enough to do surveys or keep statistics – use it to see how you are doing, compare to others and for making actions plan for the future.*
- *Statistics and surveys are to be used for future plans – not put in a drawer or in the archival system!*

**ARE WE
PROVIDING
THE PUBLIC
WITH WHAT IT
WANTS?**

- *Are we providing the public with what it wants or what we want it to want?*
- *Does the public know what we are providing in-house or online?*
- *How do they know?*
- *Do they care?*
- *Why are we putting more and energy to online materials?*
 - *For us or for them?*
- *Are we interested in their voice?*

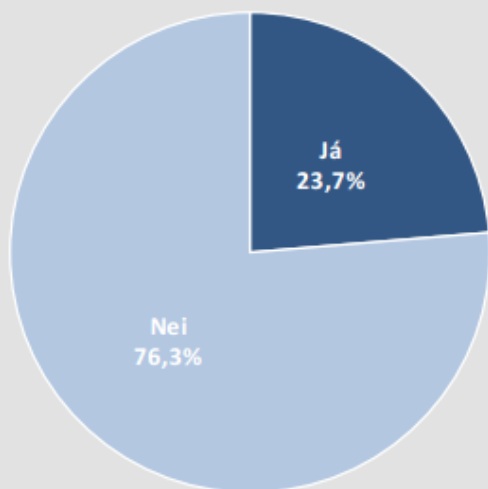
**SURVEY OF
UK NATIONAL
ARCHIVES –
GEOFF PICK
OF THE ARA:**

- *„All of us who work in archives want to deliver the best possible service. But there are always balances to strike, especially when money is scarce. Longer opening hours mean little if material has not been catalogued; money invested in digitization may reduce the need for other services. As long as we stay close to our users – and continue to ask for their feedback – we can hopefully continue to make the right decisions’.”*
- *<http://www.archives.org.uk/latest-news/2011-archive-visitor-survey-published.html>*

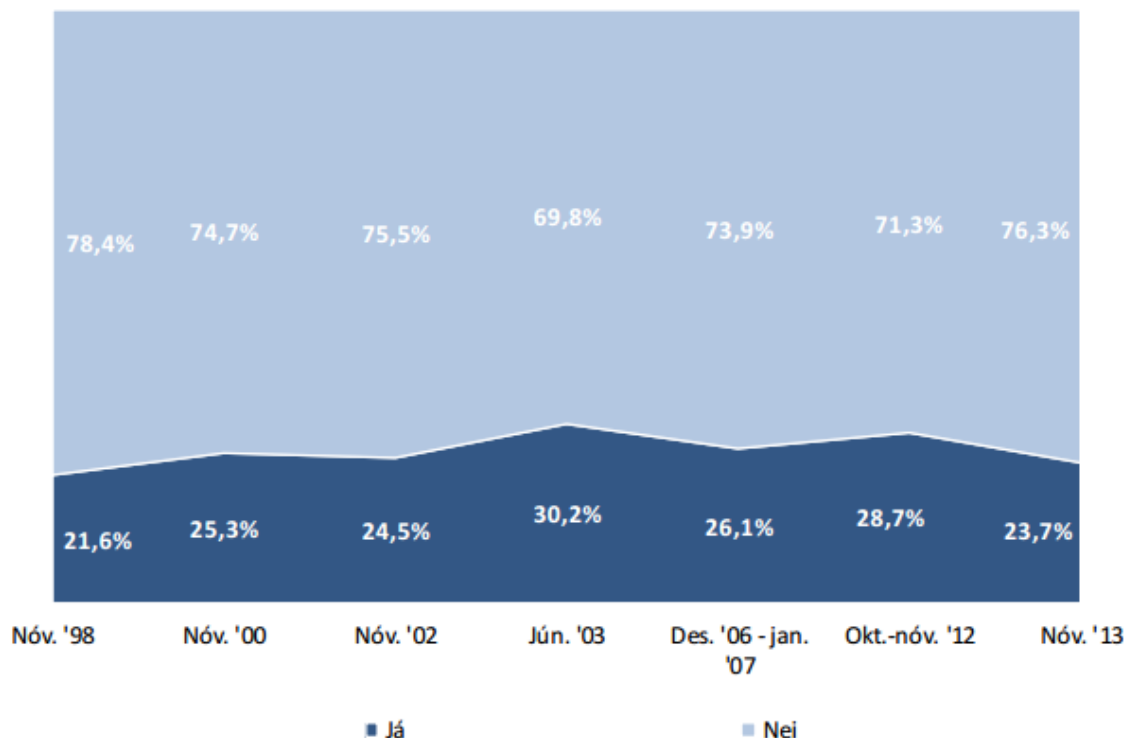
DO YOU KNOW WHICH SERVICES THE REYKJAVIK MUNICIPAL ARCHIVES PROVIDES?

Survey done by Gallup International in Nov. 2013 - 947 replies in Reykjavik of 5.364

	Fjöldi	%	+/-
Já	194	23,7	2,9
Nei	625	76,3	2,9
Fjöldi svara	819	100,0	
Tóku afstöðu	819	86,5	
Tóku ekki afstöðu	128	13,5	
Fjöldi svarenda	947	100,0	

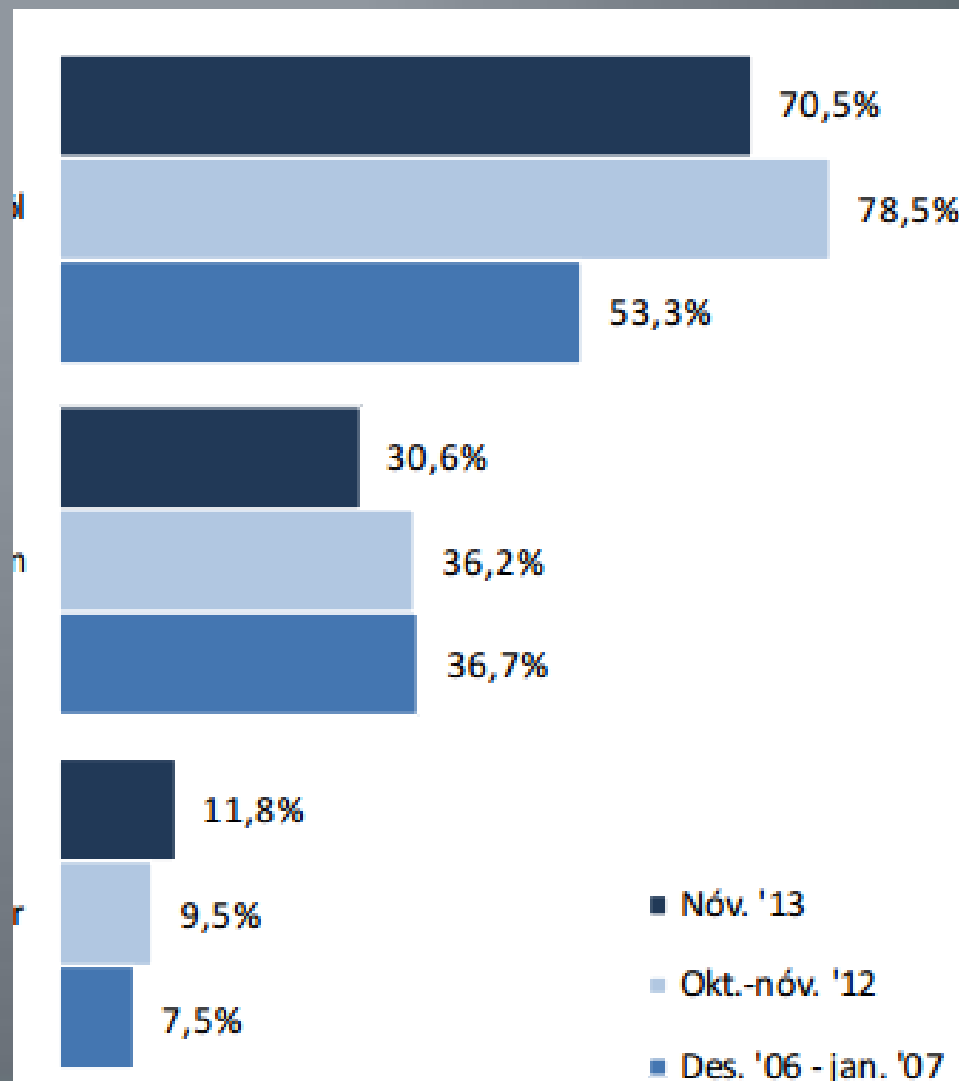


Þróun



WHAT KIND OF SERVICE DOES THE REYKJAVIK MUNICIPAL ARCHIVES PROVIDE?

- Preserves documents
- Provides access to documents
- Provides information

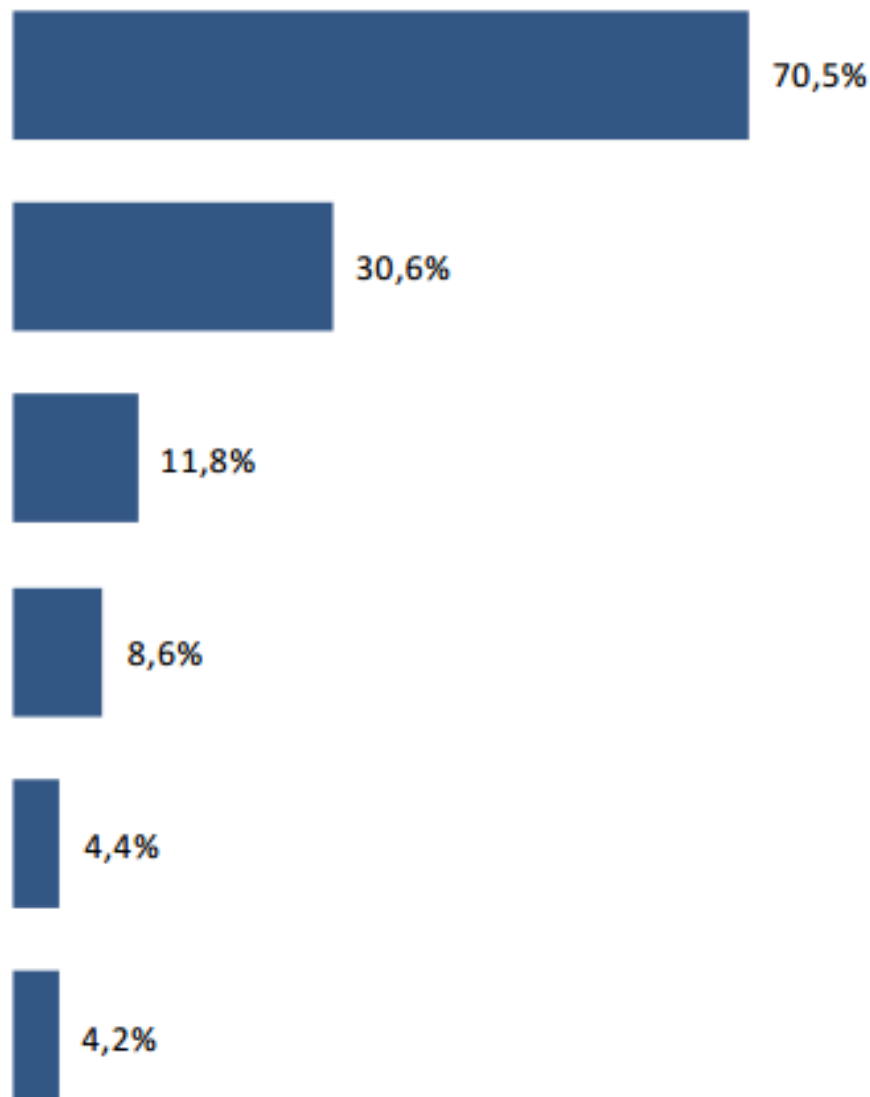


Survey done by Gallup International in Nov. 2013
- 947 replies in Reykjavik of 5.364 total

WHAT KIND OF SERVICE DOES THE REYKJAVIK MUNICIPAL ARCHIVES PROVIDE? – ONLY NOV. 2013

Survey done by Gallup International in
Nov. 2013 - 947 replies in Reykjavik of 5.364

- *Preserves documents*
- *Provide access to documents*
- *Give information*
- *Service to those doing research*
- *Has information about city of Reykjavik and people of Reykjavik*
- *Other*



COLLECTIONS OF DOCUMENTS ON THE WEB

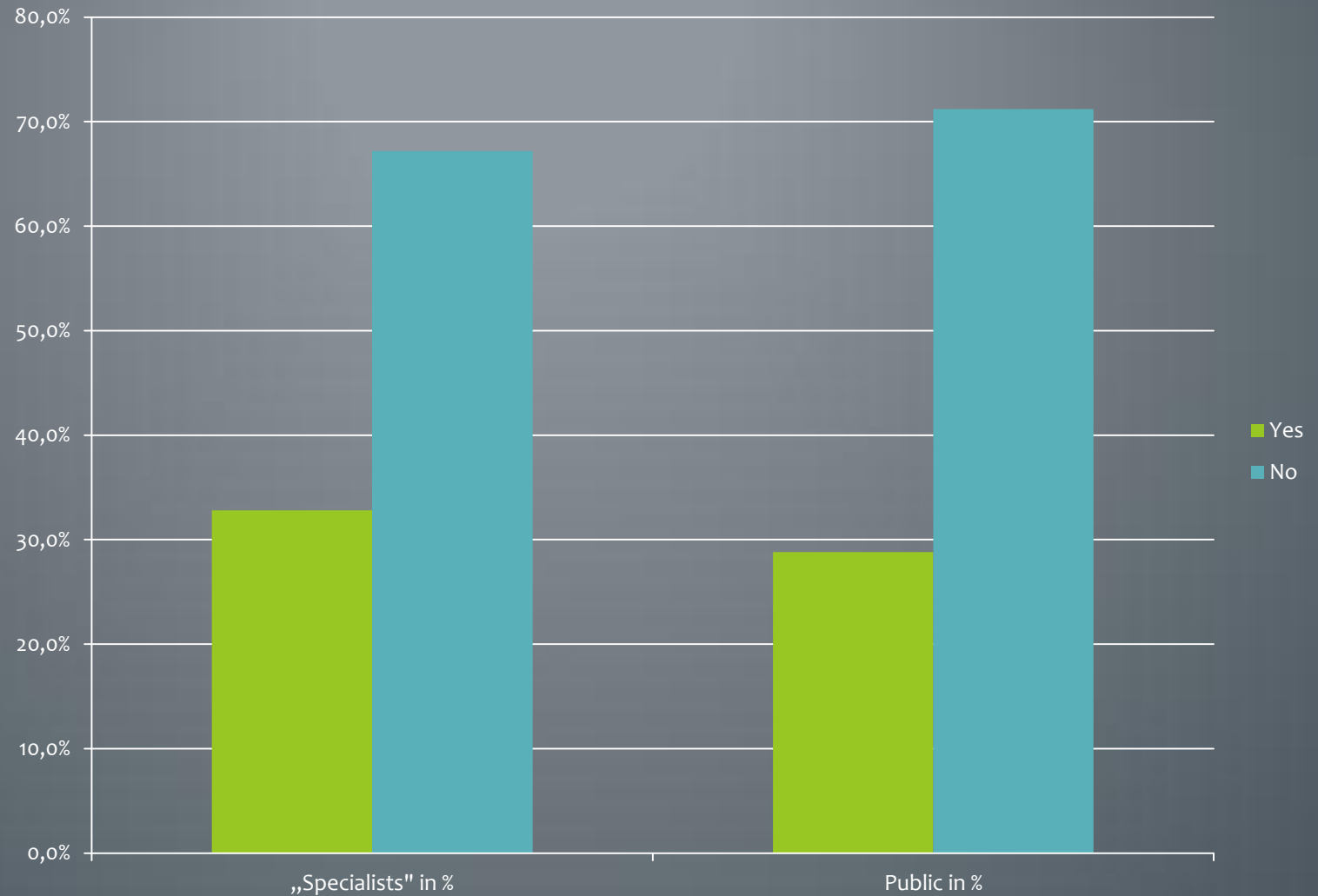
MY EXPERIENCE

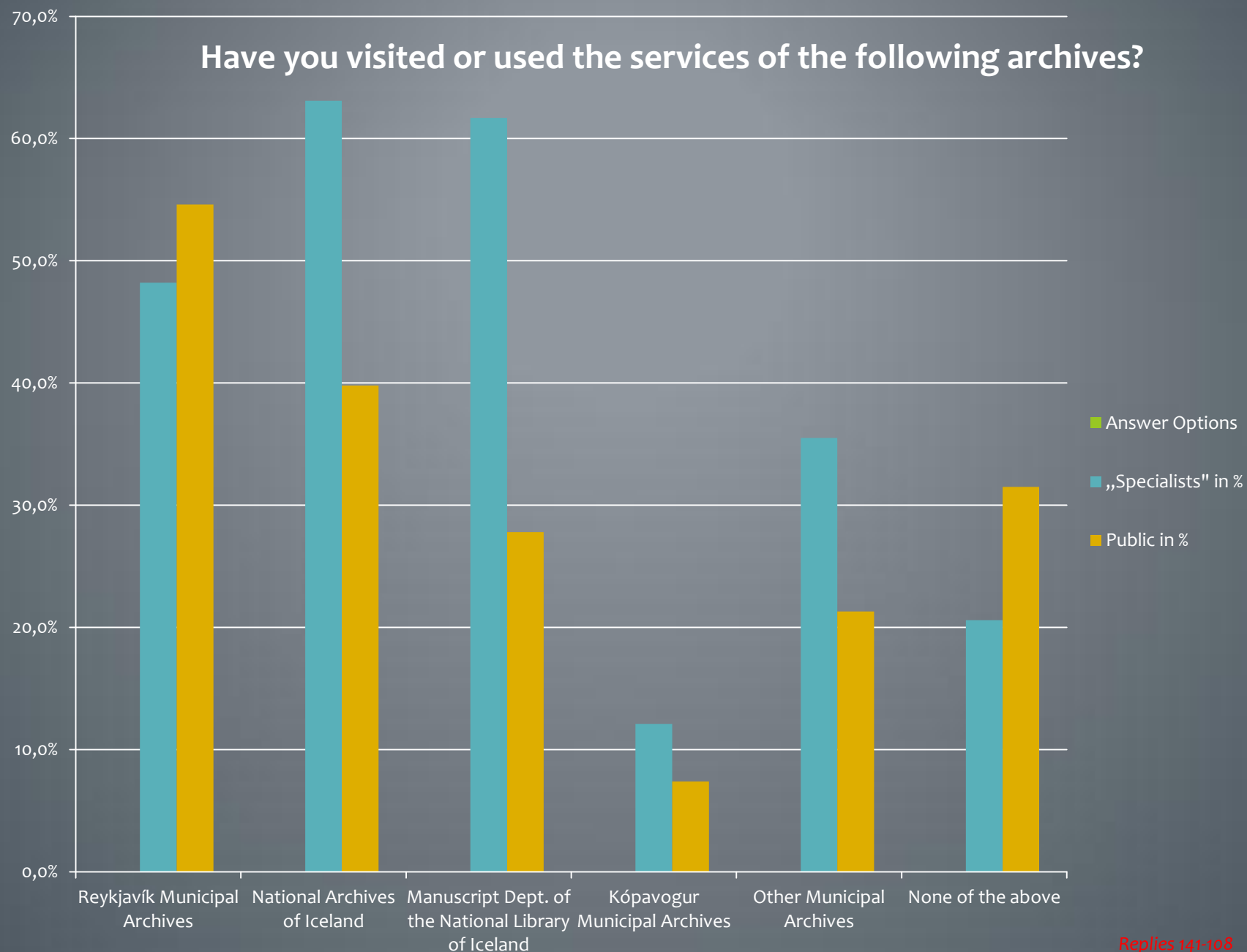
- *I love looking at 20th century documents on the web. Many wonderful collections available.*
- *I have run into some problems and wondered if I am the only one.*
- *No one list over available online collections.*
- *No coordination in the appearance.*
- *Some archives charge for access, for example National Archives UK.*
- *We have the statistics of our websites.*
- *However, do people know about the existence of documents on our website ?*
- *How do people like collections of documents of the web?*
- *Are we on the correct path?*

**SURVEYS DONE
BY REYKJAVÍK
MUNICIPAL
ARCHIVES
MARCH 2014**

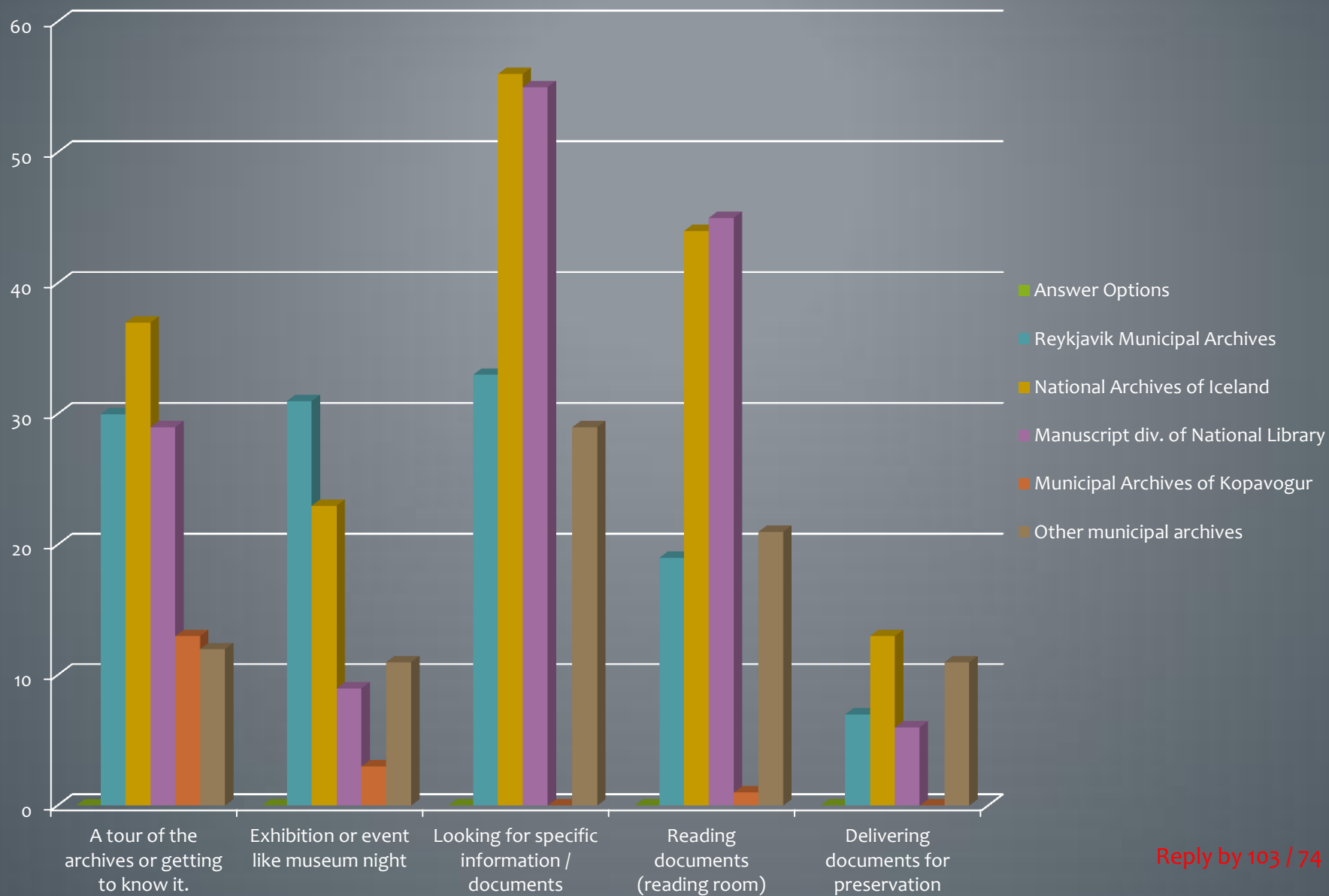
- *Two surveys:*
- **1. „Specialists“**
 - Historians (mailing list)
 - Employees of museums (mailing list)
 - Librarians and information specialists (mailing list)
 - Done in SurveyMoney Pro by Office of the Mayor of Reykjavik in March 2014.
 - 141 replies.
- **1. The public**
 - Posted on Facebook page of Reykjavik City (7.300 likes)
 - Posted on Facebook page of Reykjavik Municipal Archives (1.670 likes).
 - Posted on internal web of the City of Reykjavik
 - Sent to employees of City Hall.
 - Done in SurveyMoney Pro by Office of the Mayor of Reykjavik in March 2014.
 - Biased selections – should give higher results.
 - 109 replies.

HAVE YOU LOOK AT FINDING AIDS OF THE CITY ARCHIVES ON THE WEB?

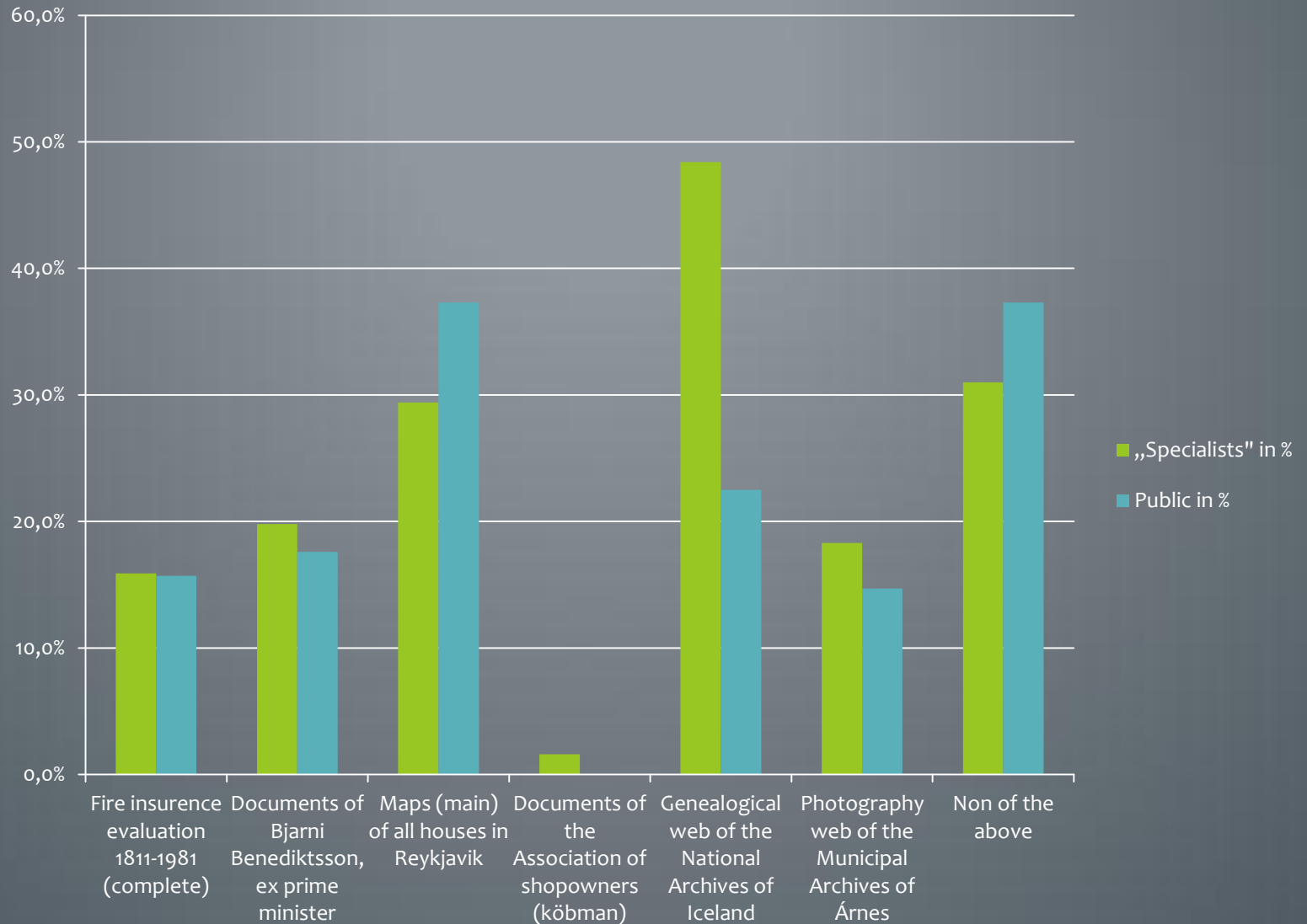




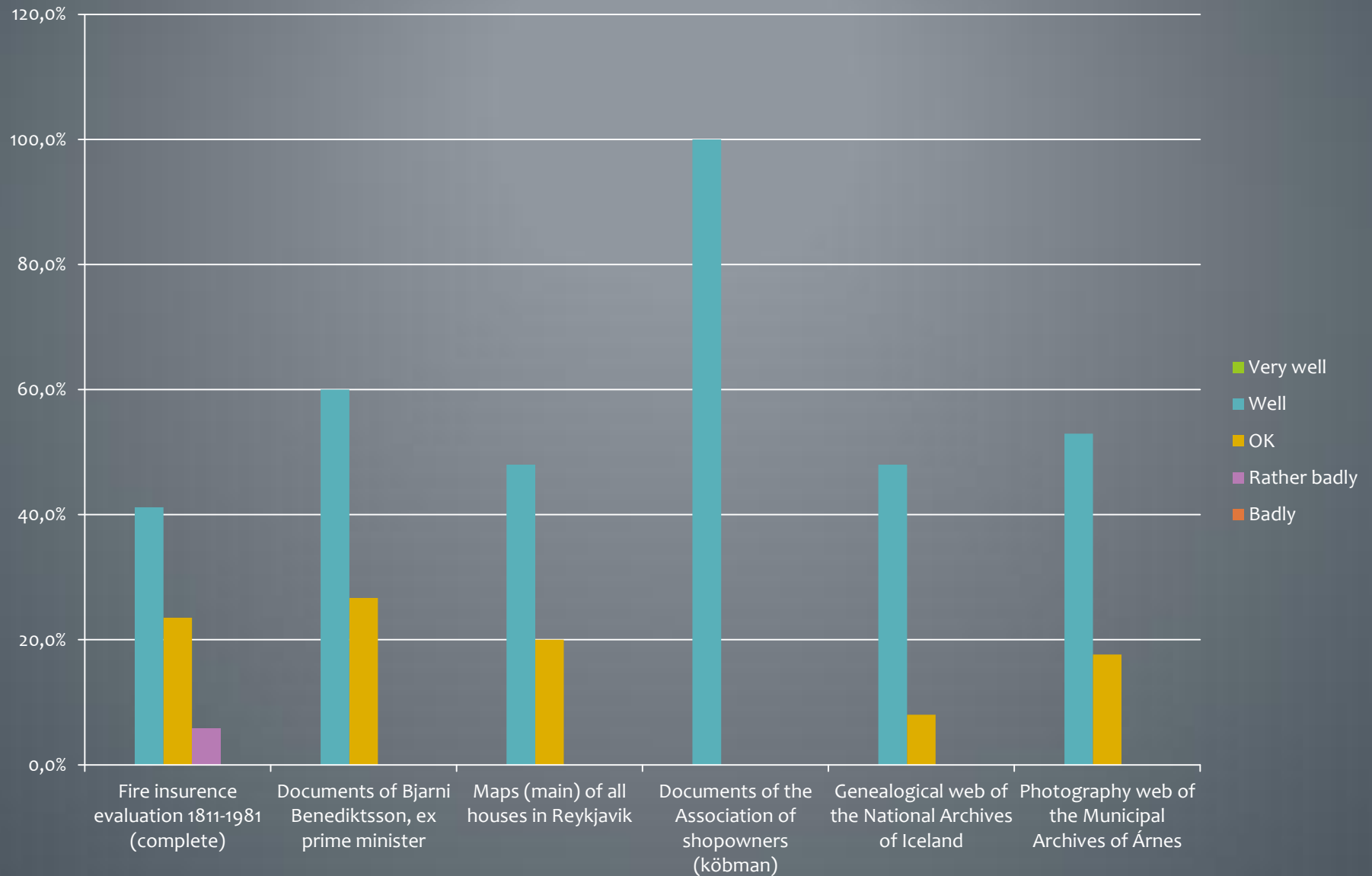
Ef yes, what was the purpose of the visit (possible to select more than one)



**Archives are displaying more collections of documents online.
Which of the following collections do you know ?**



How was it to use the online collections?



AT LAST

- *More research needed about the knowledge and use of online collections.*
- *Need to find ways to have the access simpler.*
- *Could there be a register over collections online worldwide and who could take the responsibility to keep it?*

- *Should documents online be free?*

Dont's forget:

- *What is the purpose of displaying collections online ?*
- *Which are the targeting groups?*
- *How can we reach them?*

Thank you 😊