
SACSCOC 2025

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Section VII: Access to Collections (Assessments)

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ACCESS TO COLLECTIONS

A. ASSESSMENTS

A1. Collections Social Media (2020)

Assessment Points	Assessment Details
Department	Special Collections (Tampa Library, Tampa campus)
Assessment Cycle	January 2020 - December 2020
Assessment Period	Calendar Year
Planning Section Completed By	
Name	Tomaro Taylor
Date	12/2019
Reporting Section Completed By	
Name	Tomaro Taylor
Date	1/2021
Mission	The USF Libraries inspire research, creativity, and learning by connecting the USF community to relevant and high-quality information.
Goal(s)	Goal 4: A diverse and inclusive community for learning and discovery
Goal 1	Enhance Service models and collection use
1a. Objective	The purpose of this assessment is to evaluate community engagement with Special Collections' Facebook social media account in order to make informed decisions about how Special Collections uses Facebook to connect with its user base.
1b. Method of Assessment	Starting with baseline data generated as part of the social media analysis (January - March 2020), and beginning with posts published in April 2020, we will collect data on post type, post date, and the number of likes, comments and shares generated prior to publishing subsequent posts. We will assess the data each quarter to determine the most popular types of posts and the most popular publishing dates. We will also monitor monetary donations and endowment size to determine whether social media activity also drives increased donor support.
1c. Performance Targets	Increase ROI by streamlining staff efforts, expanding collections reach, and driving requests for and about highlighted resources and services. Increase by 10% of both virtual and tangible engagement with and support of Special Collections.
1d. Assessment Results	Special Collections assessed data for Facebook (FB) posts published to the USF Libraries – Tampa Special Collections Facebook page between April 6, 2020 and April 22, 2021. During this period, posts were neither scheduled nor planned; staff published Facebook posts irregularly and without regard to date, time, or day of week. At the end of the year, data showed that posts were distributed somewhat equitably across most days of the week (between 5 and 7 posts for each day), with the least number of posts being published on Saturdays (2). Staff also did not plan for topic distribution or the use of hashtags and tags; these were created organically during the production of FB posts. All of the highest performing posts for the 2020-2021 assessment period were shared on either a Sunday or a Tuesday. LGBTQIA+ collections received the most likes, a post from the Pizzo Collection on the 1918 Influenza had both the most shares and the most engagement, and the Black Lives Matter post had the most reach. Based on the overall data, there did not appear to be any correlations between the day of week that a post was published and the amount of interest the post generated. There also were not any significant findings between our audience's interest in a post and the post topic, the use of hashtags or tags, or whether a post was shared from or to the University of South Florida Libraries – Tampa campus Facebook page. Instead, Special Collections' highest-performing posts are directly related to world and news events. Posts that tie our collections to global developments and movements, such as COVID-19 and Black Lives Matter, generated the greatest interest. However other timely posts, such as those created for Earth Day and Ask an Archivist day, were low performing, thus suggesting that only major news events generated significant interest in relevant collections.
1e. Use of Assessment Results	Special Collections will use this information to determine whether we: -- increase the number of FB posts by cross-posting from the Special Collections' Instagram account, thereby retaining users who do not engage with Special Collections' Instagram account or the USF Libraries' other social media accounts. -- establish a sustainable calendar for publishing FB posts, at a maximum of 2 posts per month to sustain current interest in Special Collections; or -- close the FB account and focus on Instagram and other means of outreach adjacent to or aligned with the Libraries' Communications and Marketing team. If I were to conduct this assessment project again, I would also include time of day (AM, Noon, PM) and whether the post originated on or was shared to the University of South Florida Libraries – Tampa campus Facebook page. If the post was shared to the USF Libraries' FB page, I would also collect data on the likes, shares, reach, and engagement generated there.

A2. Collections Social Media (2021)

Assessment Points	Assessment Details
Department	Special Collections (Tampa Library, Tampa campus)
Assessment Cycle	January 2021 - December 2021
Assessment Period	Calendar Year
Planning Section Completed By	
Name	Amanda Boczar
Date	12/2020
Reporting Section Completed By	
Name	Amanda Boczar
Date	12/2021
Mission	The USF Libraries inspire research, creativity, and learning by connecting the USF community to relevant and high-quality information.
Goal(s)	Goal 4: A diverse and inclusive community for learning and discovery
Goal 1	Enhance Service Models
1a. Objective	The purpose of this assessment is to evaluate engagement with Special Collections' Instagram account in order to grow our user base and more effectively cater our content to USF faculty, staff, and the community. To assess the success of our Instagram account as a complement to our Facebook page, we will examine engagement levels. This will allow us to compare engagement between the platforms to see how to best leverage both to reach a broader audience who directly or indirectly may result in more researchers and/or donors.
1b. Method of Assessment	Assessment Methodology and Data Points: Data will be collected through both quantitative and qualitative means. Quantitative data will include the date, hashtags used, number of likes, comments, shares and saves per post. Data collected from stories will be the number of taps backward, taps forward, replies, and exits. Overall engagement statistics pulled from Instagram Insights will include the average likes per post, follower growth, and the statistical engagement rate.
1c. Performance Targets	The Special Collections Instagram will complement the Facebook page to further increase ROI by streamlining staff efforts, expanding collections reach, and driving requests for and about highlighted resources and services. Together, the platforms will increase both virtual and tangible engagement with, and support of, Special Collections. As the first assessment of its type, there is no predicted benchmark.
1d. Assessment Results	Data indicates that the top posts in terms of likes were for content that showed rare books, vintage photographs, and LGBTQ+ collections. Regarding reach, the top two posts with more than 300 accounts reached were for the launch of Pride Month and LGBTQ+ History month, respectively. The bottom three posts in terms of likes were all reposted content. The lowest reach included reposted content, an environmental book, and an internship posting.
1e. Use of Assessment Results	Based on the initial results of the assessment, rare books, vintage photographs, and LGBTQ+ content can be incorporated throughout the year along with other strategic collecting areas to build new followers and share new information with those new followers.

A3. Access to Collections during COVID

Assessment Points	Assessment Details
Department	Collections & Discovery (Tampa Library, Tampa campus)
Assessment Cycle	January 2019 - January 2023
Assessment Period	4 Calendar Years
Planning Section Completed By	
Name	LeEtta Schmidt
Date	2/28/2023
Reporting Section Completed By	
Name	LeEtta Schmidt
Date	2/28/2023
Mission	The USF Libraries inspire research, creativity, and learning by connecting the USF community to relevant and high-quality information.
Goal(s)	USF Goal 1: Student success at USF and beyond
Goal 1	Establish a service profile employing emerging methodologies and digital tools to deliver a) innovative, high-impact support for discipline-based and multidisciplinary research among faculty and graduate students and b) efficient, high-impact support for undergraduate student success.
1a. Objective	Create additional access points to collections and curated lists of resources through new and updated LibGuides to assist faculty in developing and providing remote instruction during COVID remote work mandates.
1b. Method of Assessment	Review traffic and use of LibGuides through captured LibGuides statistics to evaluate impact of edits, newly created content, and reach of marketing efforts to promote new content.
1c. Performance Targets	Traffic statistics should show increased use of materials during initial remote work mandates.
1d. Assessment Results	In January of 2023, statistics were pulled on three LibGuides that were specifically created or highlighted by the Libraries as helpful to faculty during the transition to remote instruction: Media Resources, Digital Learning Objects and Media Tools, and Limited Time Scholarly Resources. The traffic pattern showed that use spiked during the initial three months of remote work with some additional continued use during the following summer semester. The Media Resources guide was the only guide that had existed prior to 2020. During 2020, traffic to the Media Resources guide increased by nearly 1,000 hits compared to the previous and following year. The Digital Learning Objects and Media Tools and Limited Time Scholarly Resources guides were created in 2020 to fulfill the perceived needs of alternative collection access. Initial traffic in 2020 for each LibGuide showed nearly 2,000 more hits per guide than seen in the year following 2021.
1e. Use of Assessment Results	Initially, the idea was to use LibGuide stats to judge the usefulness of individual guide pages. The spike in traffic during 2020 to all three guides showed that the information included in the guides was useful and fulfilling a need. The drastic drop in guide traffic in the following year, after the library had re-opened and many services were offered in person once again, seemed to indicate the need for the specific information had reduced. The guide, Limited Time Scholarly Resources, was unpublished in 2022 due to this reduced need and the sun-setting of publisher programs that had opened Scholarly Resources during the initial phases of COVID lock-downs. So far, the greatest change to traffic for the remaining guides, Media Resources and Digital Learning Objects and Media Tools, can be connected to post lock-down availability and return to normal operations. Traffic statistics indicating most and least use LibGuides pages could be used to target LibGuide improvements in the future.

A4. Special Collections Usage Patterns (2018-2022)

Assessment Points	Assessment Details
Department	Special Collections
Assessment Cycle	2018-2022
Assessment Period	5 Calendar Years
Planning Section Completed By	
Name	Tomaro Taylor
Date	01/2023
Reporting Section Completed By	
Name	Tomaro Taylor
Date	01/2023
Mission	The USF Libraries inspire research, creativity, and learning by connecting the USF community to relevant and high-quality information.
Goal(s)	Goal 4: A diverse and inclusive community for learning and discovery
Goal 1	Enhance Service models and collection use
1a. Objective	The purpose of this analysis was to examine the impact of Strategic Collecting Areas and accessibility shifts due to COVID closures on interaction with the collections.
1b. Method of Assessment	Data gathered from Aeon was pulled to run a comparison between 2018 and 2022, as well as 2021 and 2022.
1c. Performance Targets	Identify at least two key collections based on patron interaction that can be further marketed to improve services and use of the collections.
1d. Assessment Results	Changes in usage of the Special Collections' Research Room and our resources through Interlibrary Loan have changed over the past few years due to COVID's impact as well as changing patterns of use. It is anticipated that as researchers discover our collections such as LGBTQ+ and FLENH, these areas will garner greater usage. Of interest is the 2022 phenomenon of having more repeat uses/visits by scholars. It remains to be seen if this was an aberration or a component of a larger trend.
1e. Use of Assessment Results	LGBTQ+ and FLENH collections will be promoted through exhibit hubs and social media to improve patron discovery of collections.