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## NPML Academic Unit Report 2018-2019: Weekly Challenger

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## **NPML Academic Unit Report 2018-2019: Weekly Challenger**

**Planned Assessment Year: Reporting Period:** 2018/2019

**Persons Responsible:** David Shedden

**Means of Assessment:** Examine two datasets in relation to the Weekly Challenger Newspaper: 1) the USFSP Digital Archive and 2) the LibGuide Weekly Challenger Research Guide.

**Criteria for Success:** Establish a baseline of usage statistics and compare and contrast page views, downloads, and linking to identify any patterns across these datasets that could be incorporated and used to augment the Weekly Challenger Research Guide and student curricular usage.

**Findings:** From July 2018 to the end of the Spring 2019 semester, the Weekly Challenger was downloaded 2,955 times to 86 countries. The top five downloaded editions were: July 30, 2009 (96 downloads), October 6, 1973 (90 downloads), July 22, 2010 (65 downloads), October 12, 2017 (48 downloads), May 1, 2008 (47 downloads). During this same time period, the Weekly Challenger Research Guide was viewed 1,123 times. The most viewed articles from the research guide related to the 50th Anniversary of the Weekly Challenger Newspaper (a total of 69 views), followed by an article on Joseph Savage, Ray Charles Day, the Ambassadors Club, Baseball and the Segregated South, and Omali Yeshitela.

**Conclusion:** We have established a baseline of usage and downloading statistics from the USFSP Digital Archive. The Bepress digital archive content management system has limited searching capabilities and we are unable to definitively understand why certain editions were downloaded more than others. In contrast, the online Weekly Challenger Research Guide dataset was effective in helping identify patterns of student interest. We learned that the guide effectively steered readers to articles pertaining to 1) Anniversaries, 2) Biographies of notable African Americans, and 3) local civil rights history.

**Use of Finding:** Conclusions: Now that the Weekly Challenger newspaper collection has been retrospectively digitized and made available as open access documents, the process to integrate the usage of the articles into the USFSP curriculum has begun.