WHAT DIFFERENCE DOES IT MAKE?

EVALUATING THE EFFECTIVENESS OF A PDA RESOURCE

Personal Digital Archiving - NYC
April 25, 2015
Be a WITNESS
Tell us how to improve this guide

Take the Survey!

Create
Start archiving your video at the point of creation.

Transfer
Move video and metadata from one device or location to another.

Acquire
Receive video and metadata from a source and add it to your collection.

Organize
Organize your digital video files and documentation.

Store
Store your videos, manage the storage environment, and recover from errors.

Catalog
Create a structured and searchable system for creating and managing metadata, and finding your videos.

Preserve
Ensure that your collection will be preserved and accessible far into the future.

Share
Make your collection accessible to others outside your organization.

http://archiveguide.witness.org
WHY EVALUATE?

- Accountability
- Impact
- Improve Performance
- Strategic
EVALUATION STEPS

1. Collect data
2. Analyze data
3. Share and reflect internally
4. Share back externally
COLLECTING DATA

1. Data collection plan (what data, tracked how often, with what tools?)

2. Track quantitative indicators and compile qualitative anecdotes monthly.

3. One-time user survey + follow up interviews.
WITNESS's Activists' Guide to Archiving Video Survey

Follow the three easy steps below:

1. Tell us about you
2. Tell us about your experience using the Guide
3. Finish and follow up

How have you used WITNESS's Activists' Guide to Archiving Video? *

- As an individual
- As part of an organization

Please select which of the following describes you. You may choose more than one.

- Activist
- Independent or amateur filmmaker/documenter
- Professional filmmaker/documenter
- Education/trainer
- Work professionally on human rights
- Member or staff of an organization that has a video collection
- Student in archives/library/information science program
- Part of an organization with an archivist on staff
- Other

Do you have a collection of videos? **

- Yes
- No

Wufoo survey

Skype interviews
CHALLENGES

• Determining outcomes, outputs and indicators takes time & consideration.

• User survey: outreach vs. response rate.
TIPS / LESSONS

• SMART (Specific, Measurable, Achievable, Realistic, Time-Bound) outcomes make it possible to measure progress.

• Collect data purposefully. Don’t collect if you’re not going to use.

• Anyone have better experience with surveys they can share?
ANALYZING DATA & INTERNAL SHARING

1. Templated monthly updates.

2. Quarterly all-staff meeting.

3. 6-month reflection & half-day program staff meeting.

4. Survey analysis.
CHALLENGES

• Resources spent evaluating vs. doing the work.

• Requires commitment / buy-in of organization (not an issue in WITNESS’s case).

• Survey has limited validity due to low respondent #s.
TIPS / LESSONS

• Balance value of reporting with resources required (e.g. scaled back monthly reports to bimonthly reports).

• Iterative analysis / report back throughout, and not just at the end.

• Focus on outcomes over activities/outputs.
THANK YOU!

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