Where do users find value?

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September 26, 2013
Methodology: User Survey

• Launched May 2012
• Gathered responses for 4 months
• 573 responses
  • Portal newsletter subscribers (32%)
  • Embedded link on website (59%)
  • Facebook announcement (10%)
Common Framework for Value and Impact Areas

- Research
- Educational
- Financial
- Cultural
- Social
- Environmental

“This is a vital resource for my family history research. It allows me to find out about people, not just birth and death dates . . . “

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“[I] have recommended the lesson plans you created to go with digitized resources to future teachers in my university's College of Education.”
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“Even though we are a major research university in Texas, like everyone else, our materials budgets have taken some serious hits in recent years. The fact that the Portal to Texas History is free is such a blessing for us.”

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“I am interested in History. Sometimes the Portal has historical documents that I enjoy looking at or referencing. Often there are old pictures available which both my wife and I like to see.”

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“I share info with several relatives I connected with on Facebook and family genealogical sites.”
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“Reduces travel to archives, mitigates pollution and carbon footprint.”
User Survey

Identity of Respondents ($N = 573$)

- Genealogist: 36%
- Lifelong Learner: 19%
- Historian: 19%
- Other: 15%
- Librarian: 6%
- Student: 5%

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User Survey

Age of Respondents (n = 457)

- 18-39: 14%
- 40-49: 11%
- 50-59: 26%
- 60-69: 32%
- 70+: 18%

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Educational Level (n = 451)

- Doctorate or professional degree: 14%
- Masters degree: 24%
- Some graduate work: 12%
- Four-year college degree: 20%
- Two-year college degree or less: 31%

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User Survey

Frequency of Use (N = 573)

- Weekly: 27%
- Monthly: 28%
- Rarely: 21%
- First Visit: 10%
- As Needed: 5%
- Other: 5%

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User Survey: Interesting findings

Users’ value ratings of the digital resources in The Portal to Texas History are strongly related to the frequency with which users visit the Portal.

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Questions?