

Outcomes Logic Model

Project Name:		Publishers' Bindings Online, 1815-1930: The Art of Books	
IMLS Grant:		National Leadership Grant, Award No. LG-03-03-0044-03	
Date Created	(initially) March 2004	Date Reviewed	June 2006

Program Influencers (*Key entities that help define the program or to whom the program will report results*)

UA Libraries; UW-Madison Libraries; IMLS: Advisory Committee; Program Manager; Support Staff

Organizational Mission (*Organization's mission statement or key action words*)

PBO seeks to address a lack of awareness and understanding about the significance of "medium-rare" books by making digital images of the selected bindings accessible to a wider public through the creation of an Online database. PBO will serve as a model for digital collaboration in the creation of databases. PBO also seeks to create a standard template for describing the elements involved in book bindings and book designs. Furthermore, PBO intends to facilitate these goals through the inclusion of a variety of value-added materials such as a comprehensive glossary of bindings-related terms, a controlled vocabulary search, sample lesson plans, and web resources to aid in further research.

Program Purpose

We do what? (Summary of key proposed services)

Publishers' Bindings Online (PBO) is the result of The University of Alabama Libraries (UA) in cooperation with the University of Wisconsin- Madison Libraries (UW) working together through the use of a National Leadership Grant to create an Online Database of book bindings from 1815-1930 in order to increase public awareness about the role of "medium-rare" books as "common" objects, to expand an understanding of how the mass production and publishing of books from 1815-1930 shaped America's relationship to and understanding of the book as object, to provide a digital model for other repositories, and to offer access to students, educators, and scholars about the historical, cultural, artistic, aesthetic, and literary relevance of the "medium-rare" book.

For whom? Target population(s)

PBO looks forward to serving professionals and educators in the following fields: American Studies, Antiquarian Book Collectors and Dealers, Applied Arts, Archives, Art History, Bibliography, Book Arts, Book Binders, Book Designers, Center for Book Members, Conservators, Cultural Studies, Gender Studies, Industrial Art and Design, K-12 Educators and Students, Library Science, Literature, Museum Educators and Curators, Special Collections, Textiles, and Women's Studies.

For what outcome(s)? (Benefits/changes in skills, knowledge, attitude or life condition.)

1. Scholars and students will develop a greater appreciation of the role of book production in



<p>American History and Culture from 1815-1930.</p> <ol style="list-style-type: none"> 2. K-12 Educators will have access to a variety of individually adaptable educational resources such as PBO’s research and teaching tolls. 3. K-12 Students will gain an awareness of the notion of “medium-rare” book and the historical period 1815-1930 from biographical/historical information provided in the Galleries/Essays section. 4. Visitors to the PBO site will increase their awareness of mechanized book production from 1815-1930. 5. Visitors to the PBO site will gain a convenient means to access over 5,000 titles previously available to the public only through an campus visits to UA and UW’s respective special collections. 6. Visitors to the PBO site will increase their awareness of 19th and early 20th century book production and the artistic movements reflected in the bindings themselves. 7. Visitors to the PBO site will increase their understanding of publishers’ bindings as both historical and art objects. 8. Cultural Heritage Professionals (Archivists, Curators, and Librarians) will have access to a model for metadata creation and database development. 9. Archivists and Librarians will be provided with a model for creating a shared database through digital collaboration from disparate collections and/or remote locations. 10. Collections Management will be provided with a model for developing policies for the categorization and designation of “medium-rare” books. 11. Scholars will gain a greater understanding of the role of artistic trends in the mass production and marketing of books from 1815-1930, the first era of mechanized book production in America. 12. Book Arts Scholars and Students will have access to digital examples of publishers’ bindings from the first period of mechanized book production in America. 	
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<p>Inputs <i>(List items dedicated to or consumed by the program)</i></p> <ol style="list-style-type: none"> 1. Include over 5,000 items that represent 19th century trade bindings. 2. Provide up to 10,000 images of 19th century trade bindings including spines, covers, and end papers. 3. Create a controlled vocabulary describing the representative trade bindings selected. 4. Develop a comprehensive online glossary which includes images of visual images techniques as well as 	<p>Outputs <i>(Program products)</i></p> <ol style="list-style-type: none"> 1. Total number of items in Database: 4864 2. Total Number of Entries in Bibliography: 193 3. Glossary: 456 terms 4. Digital Images: 10,570 5. Value-Added Components: Glossary, Controlled Vocabulary, and Essays/Galleries 6. Research Tools: Bibliography of Print and
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Managing Program Outcomes

<p>biographical/historical information on bonders, designers, and printers.</p> <p>5. Design a user-friendly, easy to use educational resource accessible via the World Wide Web that will meet the diverse needs of PBO’S target audience.</p>	<p>Online Resources, Controlled Vocabulary Search, UW- Madison’s Scandinavian-American Publisher’s Holdings, 1840-1920, and Publisher’s Map (Java) with lists of all publishers in project (total 2132)</p> <p>7. Teaching Tools: Tutorials, and Galleries (26 to date)</p> <p>8. Lesson Plans and Teachers’ Resources (10 subject headings and 23 lesson plans/supplemental handouts to date)</p>

<p>Program Activities <i>(List key activities needed to provide or manage services.)</i></p> <p>Scanning Images, Database Development, Physical Description/ Modification of Dublin Core Metadata imitative to tailor to PBO</p>	<p>Program Services <i>(List services to be delivered directly to participants.)</i></p> <p>Patron access to over 5,000 titles and 10,000 images; Research and Teaching Tools; Gallery Essays; Biographical Essays; Lesson Plans; Glossary; Controlled Vocabulary Search</p>

<p>Target Population <i>(List specific characteristics of primary intended participant :)</i></p> <p>I. Academic Fields: American Studies, Applied Arts, Archives, Art History, Bibliography, Book Arts, Cultural Studies, Gender Studies, History, Industrial Art and Design, Library Science, Literature, Special Collections, Textiles, and Women’s Studies.</p> <p>II. Professional Fields: Antiquarian Book Collectors and Dealers, Book Binders, Book Designers, Center for the Book Members, Conservators, Industrial Arts, Librarians and Descriptive Biographers, Museum Educators and Curators, and Special Collections Professionals and Curators.</p> <p>PBO’s Target population is widely varied due to the length of the historical period PBO addresses, the range of supplementary materials available online at the PBO site, and the stated intention that National Leadership Grant recipients are to provide a model for other repositories in similar fields. PBO’s widely varied audience has been and continues to be an asset which aids in furthering the project’s goal of promoting a greater awareness of the significance “medium-rare” books play in the development of history and culture.</p>

<p>Intended Outcomes <i>(Changes in skill, knowledge, attitude, behavior, life condition or status)</i></p> <p>See the above Outcomes Section for a complete list of PBO’s Intended Outcomes.</p>	<p>Indicators <i>(Concrete evidence, occurrence, or characteristic that will show the desired change occurred)</i></p> <p>I. Online Survey</p> <p>II. Control Group Testing</p>
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<p>Immediate:</p> <ul style="list-style-type: none"> I. To create a greater awareness of the cultural and historical significance of the “common” object called the book, and specifically “medium-rare” books from the period 1815-1930. II. The PBO project will create exposure and build understanding, and at the same time create a definitive online source, both for reference and for research on the American Trade Binding movement. 	<p>Immediate:</p> <ul style="list-style-type: none"> I. Through the monitoring of survey respondents, PBO will be provided with immediate feedback on how effectively the PBO web site is serving its target audience and meeting its project goals II. Control Group Testing gives PBO immediate feedback on how navigable the PBO web site is for specifically Educators and Students.
<p>Intermediate:</p> <ul style="list-style-type: none"> I. Populate database; user studies of value added components, teaching tools, galleries, research tools <p>Begin learning how to assess methodology to look back cut out unnecessary steps, quality control, 800 books changed everything</p>	<p>Intermediate:</p> <ul style="list-style-type: none"> I. Online Survey responses allow the staff at PBO to make immediate adjustments and modifications to the PBO the web site to better serve our end users/target audience. II. Control Groups allow PBO the raw data needed to adjust the lesson plans and galleries to be more effective resources for Educators and Students.
<p>Long Term:</p> <ul style="list-style-type: none"> I. To provide an model for collaboration on long distance, Metadata list for bibliographies/ repositories, project manual address the problem or how to’s of our operation, continual additions to the database, tweaking survey to reflect changes, portal to other sights 	<p>Long Term:</p> <ul style="list-style-type: none"> I. As the PBO web site grows the long term effects of the PBO Online Survey will be to provide information for the continual improvement of the PBO web site. II. Through periodic control group testing, PBO will be able to monitor and assess how user-



	friendly our increasing database of educational resources will be.
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Outcome #1: Scholars and Students will develop a greater appreciation of the role of book production in American History and Culture from 1815-1930.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
75% of 25 History Educators will respond positively to questions about increased awareness of book production.	Control Group I	Tuscaloosa County History Teachers	Spring 2005	75% of 25 educator surveyed
95% of 15 UA Creative Writing Students will exhibit increased awareness of book production.	Control Group III	Creative Writing Students UA	Spring 2005	95% of 15 students surveyed

Outcome #2: K-12 Educators will have access to a variety of individually adaptable Educational resources such as PBO’s research and teaching tools.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
80% of 25 Educators surveyed will respond positively to usability and adaptability of PBO research and teaching tools.	Control Group I	Tuscaloosa County History Educators	Spring 2005	80% of 25 Educators surveyed
75% of 20 Students surveyed will respond positively to accessibility and	Control Group II	High School Students	Spring 20005	75% of 20 students surveyed



user friendliness of research tools at the PBO site.				

Outcome #3: K-12 students will gain awareness of the notion of the “medium-rare” book and the historical period 1815-1930 from biographical/historical information provided in the Galleries/Essays section.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
75% of 25 Educators surveyed will respond to question about medium rare-books and historical period.	Control Group I	Tuscaloosa County History Educators	Spring 2005	75% of 25 Educators surveyed
70% of 20 Students surveyed will respond to questions about increased awareness from direct interaction with Galleries/Essays.	Control Group II	High School Students	Spring 2005	70% of 20 Students surveyed

Outcome #4: Visitors to the PBO site will increase their awareness of mechanized book production from 1815-1930.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
90% of each 100 survey Participants at the PBO web site will respond positively to inquiries about increased awareness of book	Online Survey	Online Survey Participants	1st collection date: July 2006; quarterly data evaluations will follow	90% of each 100 survey Participants



production.				

Outcome #5: Visitors to the PBO web site will gain a convenient means to access over 5,000 titles previously available to the public only through on campus visits to these respective special collections.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
90% of every 100 Survey Participants will describe their ability to access PBO collection as “convenient” or “easy.”	Online Survey	Online Survey Participants	1 st Collection Date July 2006	90% of every 100 Survey Participants

Outcome #6: Visitors to the PBO site will increase their awareness of the 19th and early 20th century book production and the artistic movements reflected in the bindings themselves.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
90% of every 100 Survey Participants acknowledge a greater understanding of artistic movements as a direct result of their visit to PBO web site.	Online Survey	Online Survey Participants	1 st Collection Date July 2006	90% of every 100 Survey Participants

Outcome #7: Visitors to the PBO site will increase their understanding of publishers’ bindings as both historical and art objects.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
90% of every 100 Survey Participants will respond that their understanding of publishers' bindings has increased after visiting PBO web site.	Online Survey	Online Survey Participants	1 st Collection Date July 2006	90% of every 100 survey Participants

Outcome #8: Cultural Heritage Professionals (Archivists, Curators, and Librarians) will have access to a model for the metadata creation and database development.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
80% of Survey Participants who identify themselves as "Cultural Heritage Professionals" will respond that PBO provides useful resources for the modification of metadata indexes and database development.	Online Survey	Online Survey Participants/ Cultural Heritage Professional	1 st Collection Date July 2006	90% of every 100 survey Participants

Outcome #9: Archivists and Librarians will be provided with a model for creating a shared database through digital collaboration from disparate collections and/or remote locations.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
80% of Survey	Online Survey	Online Survey	1 st Collection Date	90% of every 100



Participants who identify themselves as either Archivists and/or Librarians will increase their understanding of the possibilities available through digital collaboration based on their experiences/ searches at the PBO web site.		Participants/ Archivists; Librarians	July 2006	survey Participants

Outcome #10: Collections Management will be provided with a model for developing policies for the categorization and designation of “medium-rare” books.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
80% of Survey Participants who identify themselves as Special Collections Professionals or Scholars will respond that through their visit to the PBO web site they have gained a greater understanding of the “medium-rare” book and the methods for categorizing/cataloguing “medium-rare” books.	Online Survey	Online Survey Participants/ Special Collections	1 st Collection Date July 2006	90% of every 100 survey Participants

Outcome #11: Scholars will gain a greater understanding of the role of artistic trends in the mass production and marketing of books from 1815-1930, the first era of mechanized production.

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Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
90% of Survey Participants who identify themselves as “Academic Professionals” will acknowledge a greater understanding the mass production and marketing of books from 1815-1930.	Online Survey	Online Survey Participants/ Academic Professionals; Scholars	1 st Collection Date July 2006	90% of every 100 survey Participants

Outcome #12: Book Arts Scholars and Students will have access to digital example of publishers’ bindings from the first era of mechanized book production in America.

Indicator(s)	Data Source (Where data will be found)	To Whom (Segment of population to which this indicator is applied)	Data Intervals (Points at which information is collected)	Target (the number , percent, variation or other measure of change)
90% of Survey Participants who identify themselves as either Book Arts Scholars or Students will respond that access to the PBO collection, especially the surrogates and metadata, advanced their understanding of mechanized book production.	Online Survey	Online Survey Participants/ Book Arts Scholars; Book Arts Students	1 st Collection Date July 2006	90% of every 100 survey Participants

