

ArchSite Needs Assessment Summary Report

In May 2012, the ArchSite Steering Committee conducted an online needs assessment. The survey was designed to determine who is using ArchSite, how it is being used, the features users consider most useful, and potential improvements users would like to see. The survey was sent to everyone who has signed up for an ArchSite account and a link was provided in the South Carolina Department of Archives and History's newsletter, *News in Review*. The response was strong with 157 people completing the survey. Thank you to everyone who participated.

Who Is Using ArchSite?

To understand who is using ArchSite, the survey included four questions about the users. These questions included type of employment (Figure 1), specialty or profession (Figure 2), reasons for using ArchSite (Figure 3), and GIS experience (Figure 4). The majority of respondents to the survey were private consultants (Figure 1), specifically environmental planners and consultants (Figure 2). ArchSite is mostly used for Section 106 review (Figure 3), but it is also used for research and planning. The majority of respondents have experience with GIS (Figure 4).

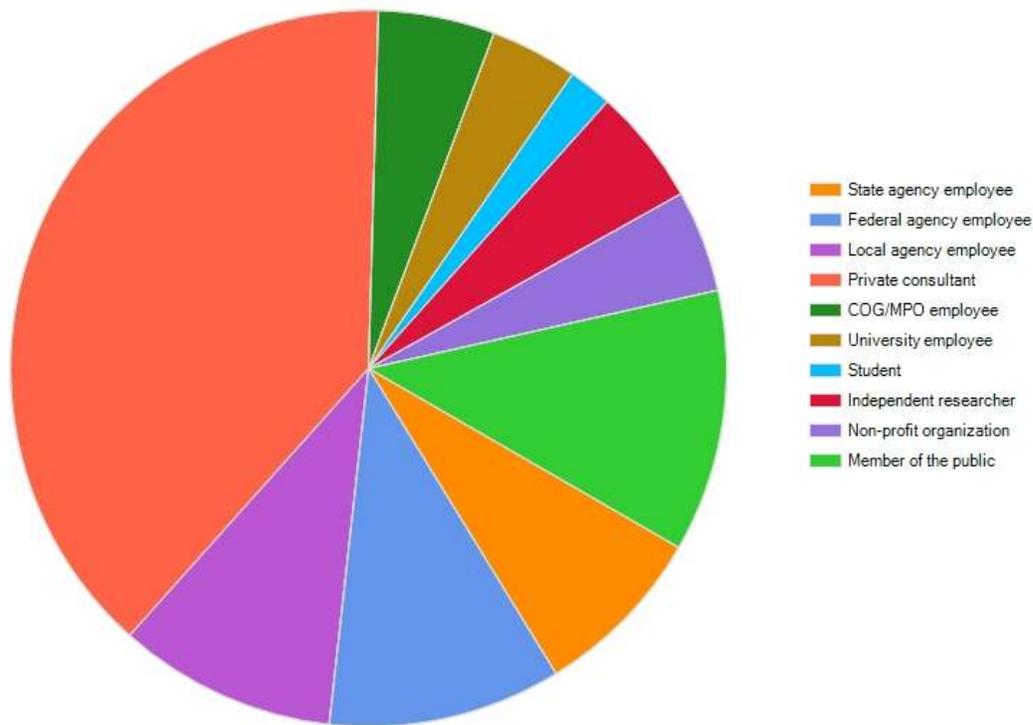


Figure 1. ArchSite users

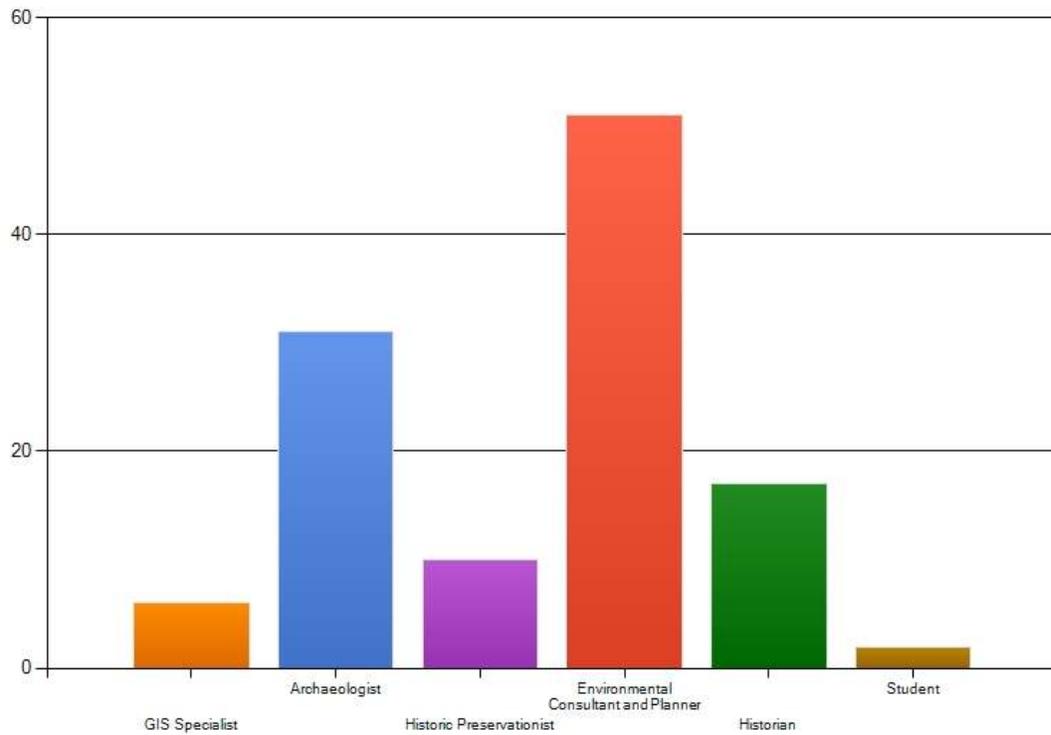


Figure 2. Position or occupation of ArchSite users

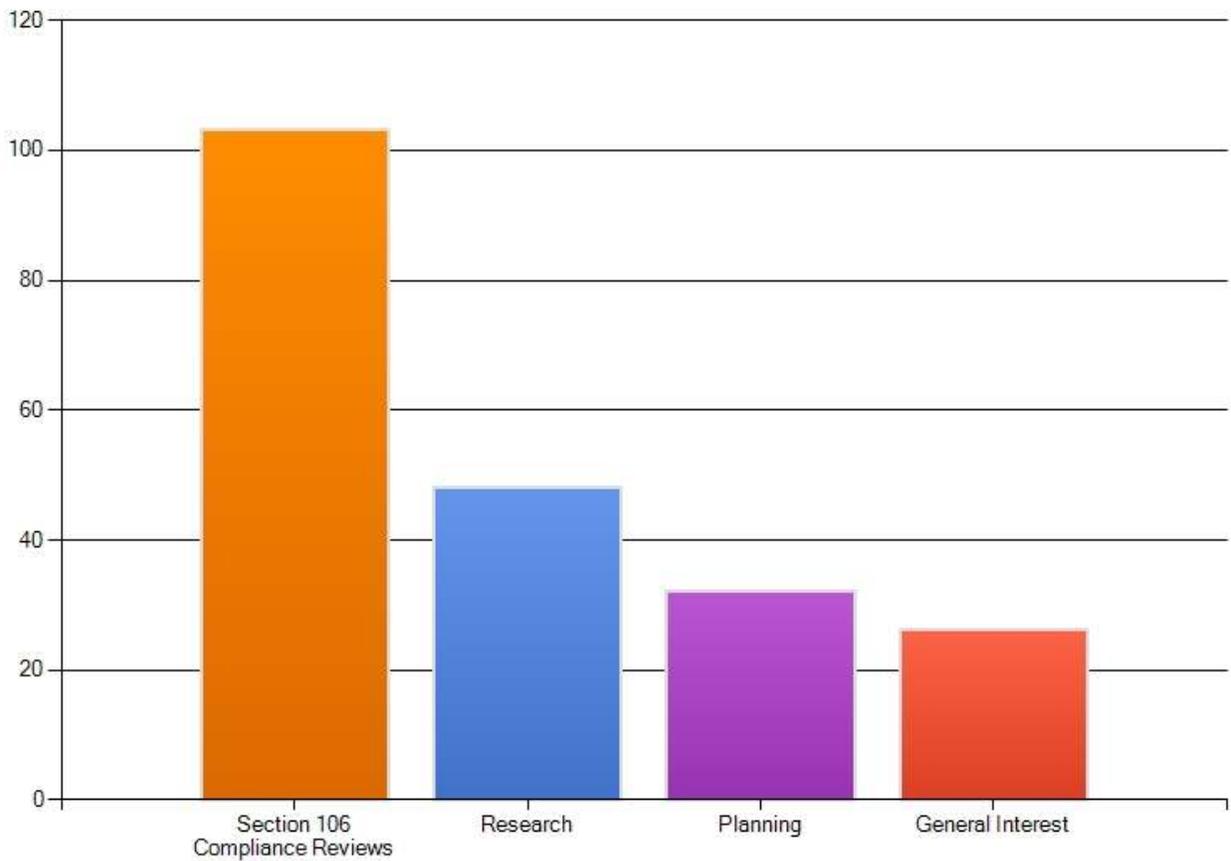


Figure 3. Reasons for using ArchSite.

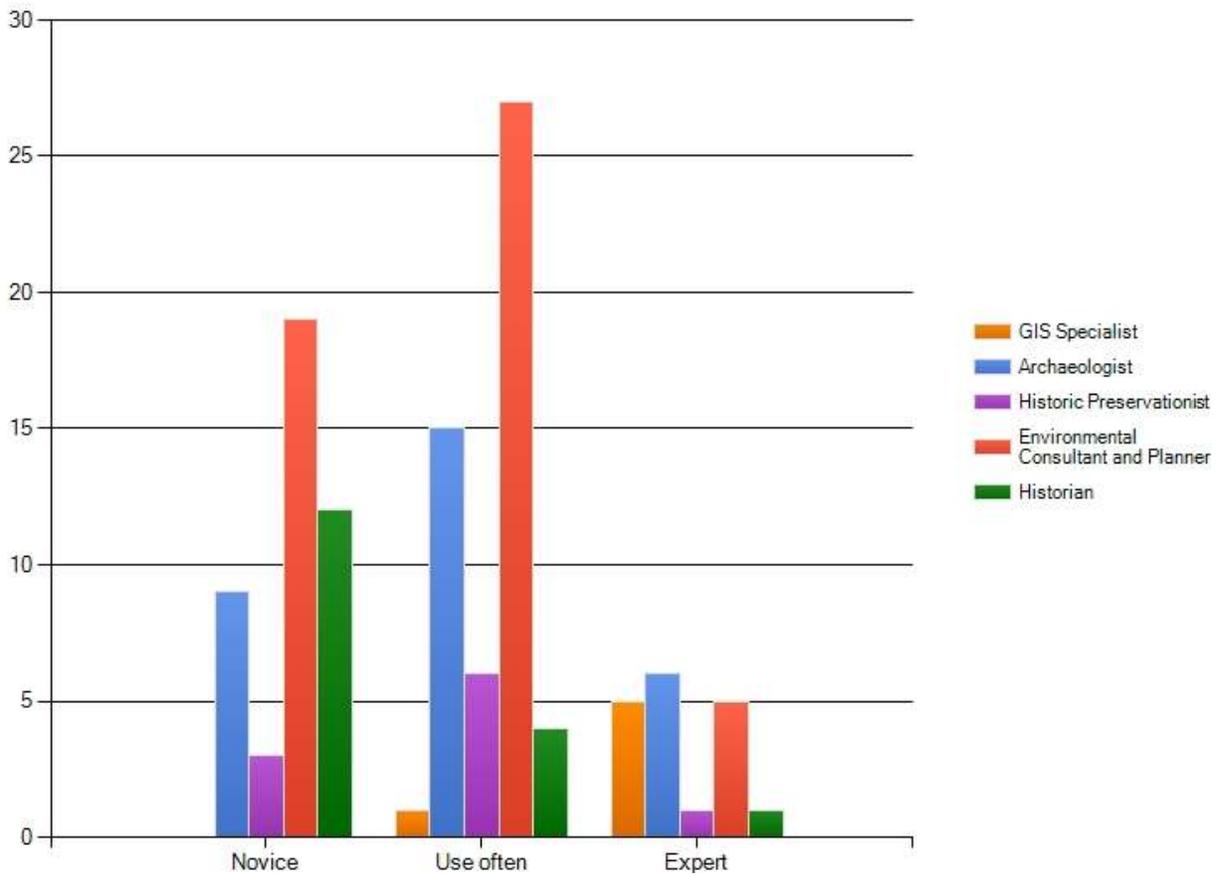


Figure 4. Experience with GIS cross-referenced with position of ArchSite users.

Who Is Using ArchSite?

ArchSite has two levels of access - public and subscriber. The survey was designed to provide information about who subscribed to ArchSite and why. The majority of respondents use the public view of ArchSite, with about a quarter of users accessing the subscriber view either with a paid subscription or using on-side access (Figure 5). Figure 6 shows the level of ArchSite access based on types of employment. Figure 7 illustrates level of access based on position or speciality.

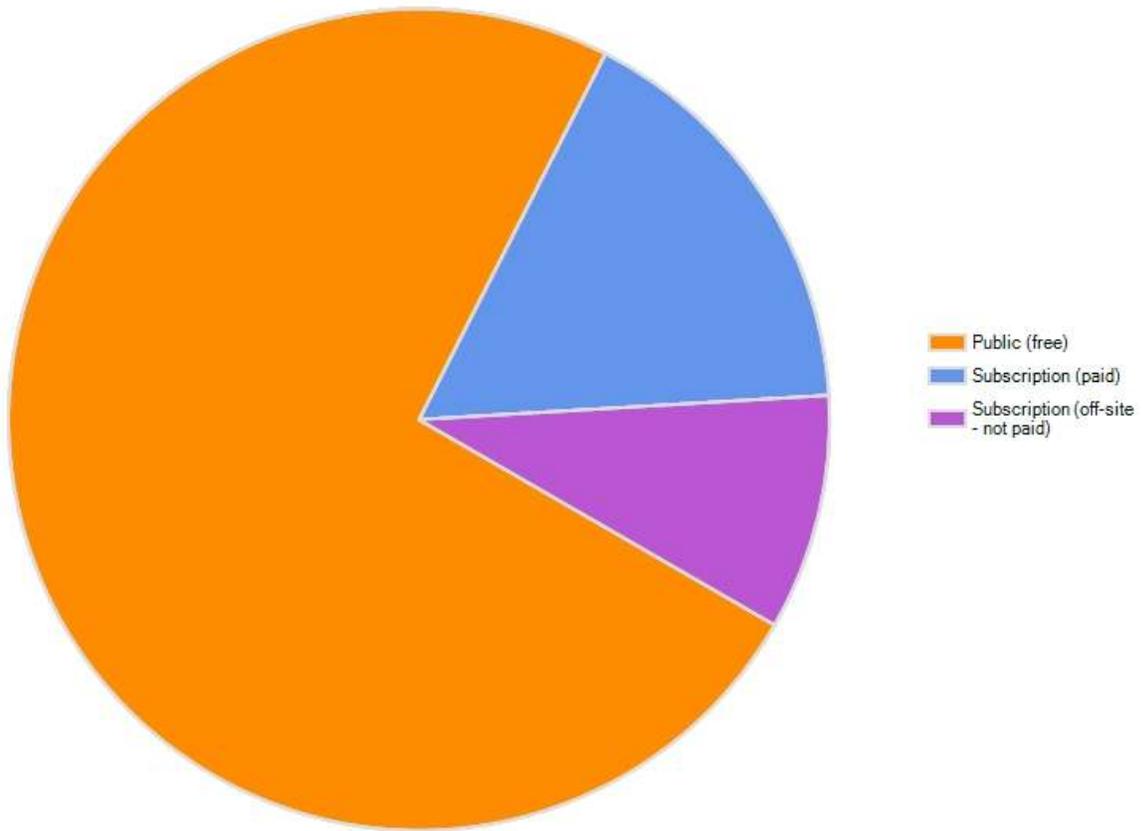


Figure 5. Levels of access for ArchSite use.

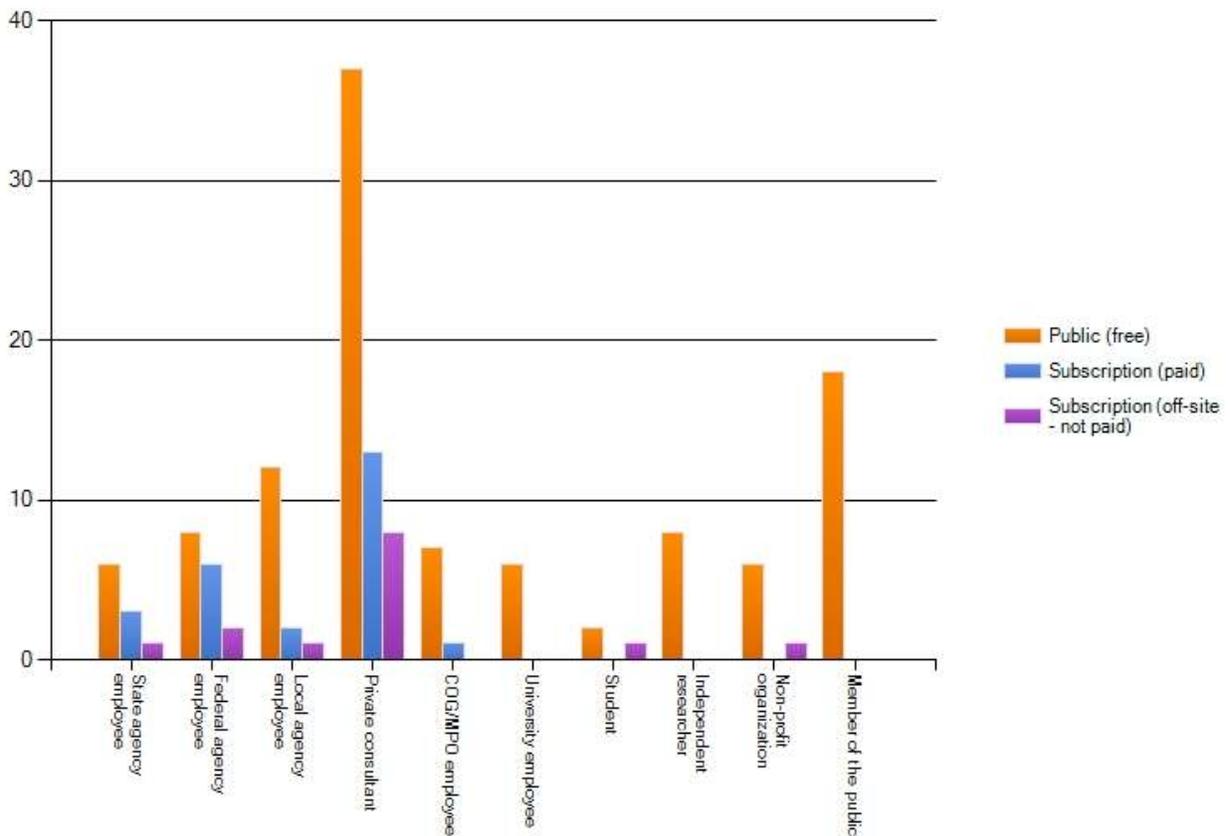


Figure 6. Type of employment cross-referenced with level of access.

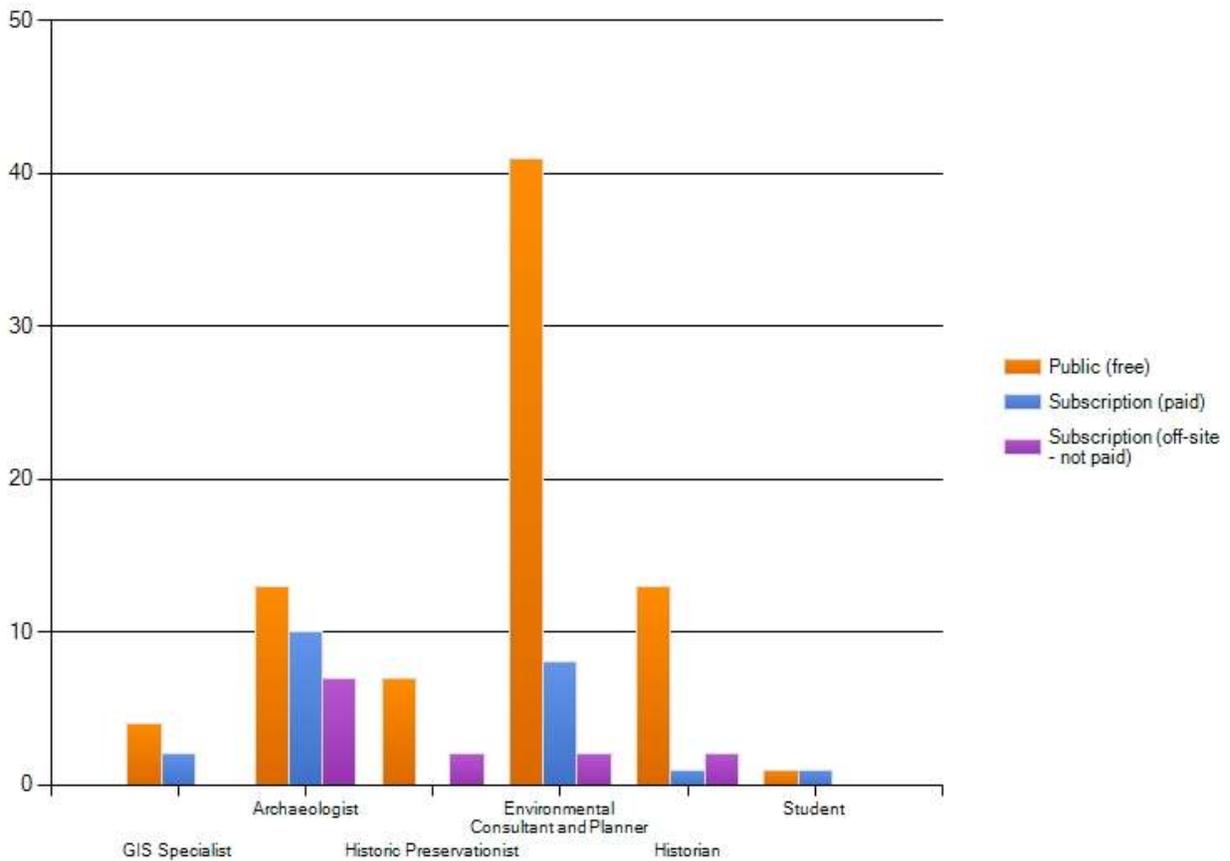


Figure 7. Level of access cross-referenced with position.

How Often Are People Using ArchSite?

The majority of people who responded to the survey only use ArchSite once or twice a year (Figure 8). Figure 9 illustrates the frequency of ArchSite use cross-referenced with level of access. Figure 10 shows frequency of use based on position or specialty.

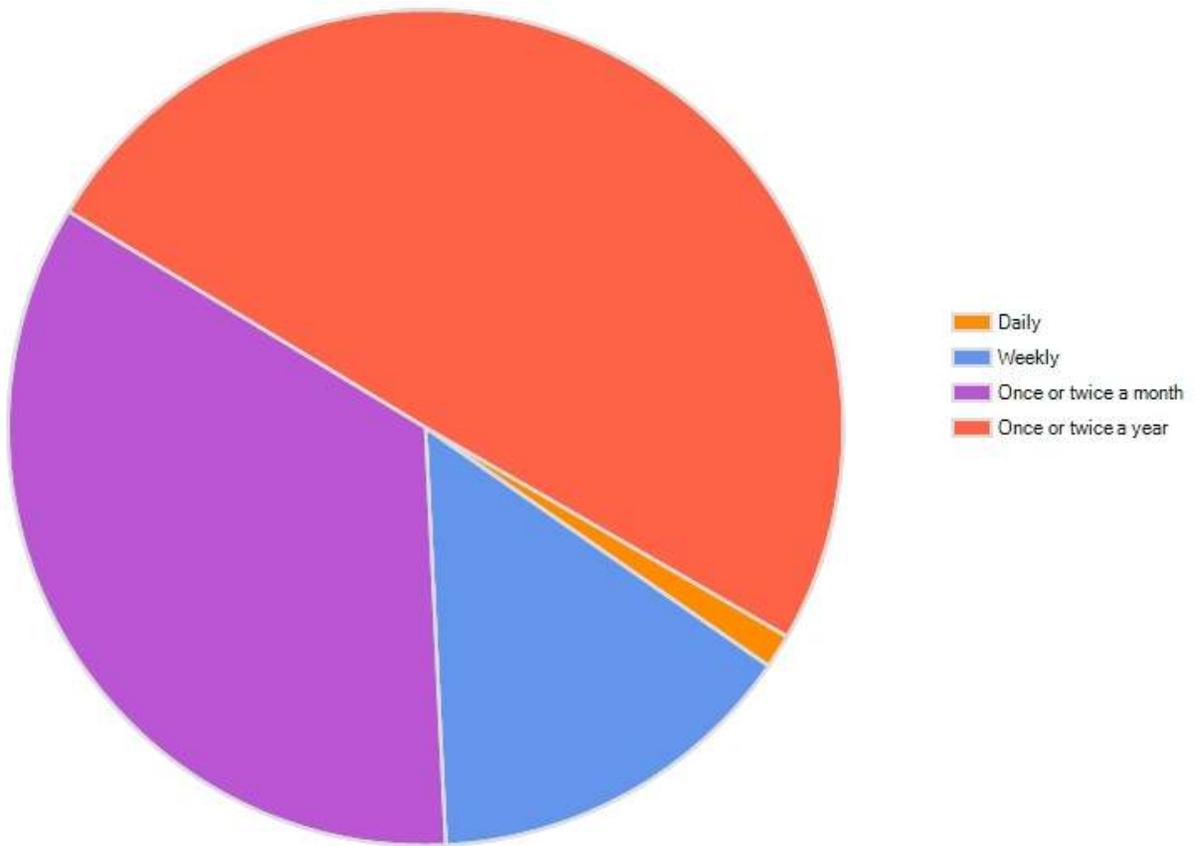


Figure 8. ArchSite use

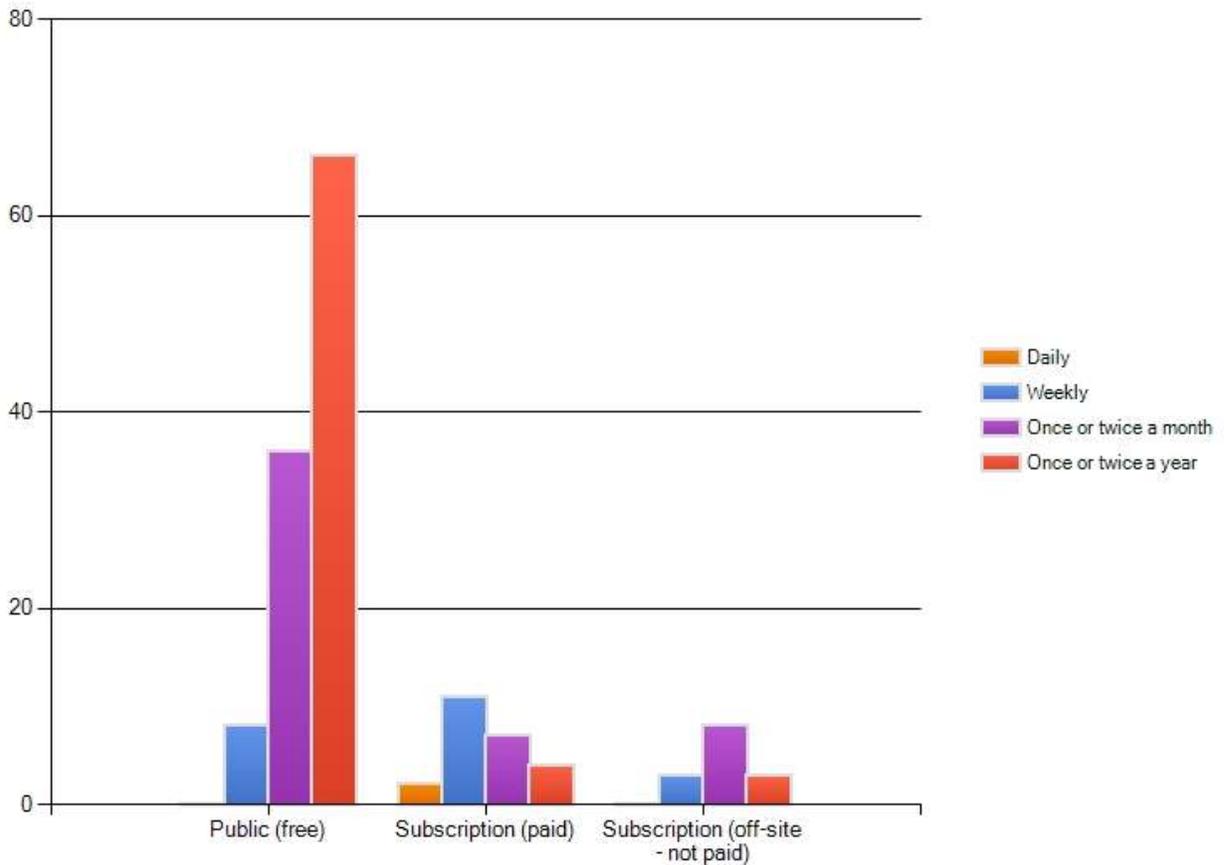


Figure 9. Frequency of use cross-referenced with level of access

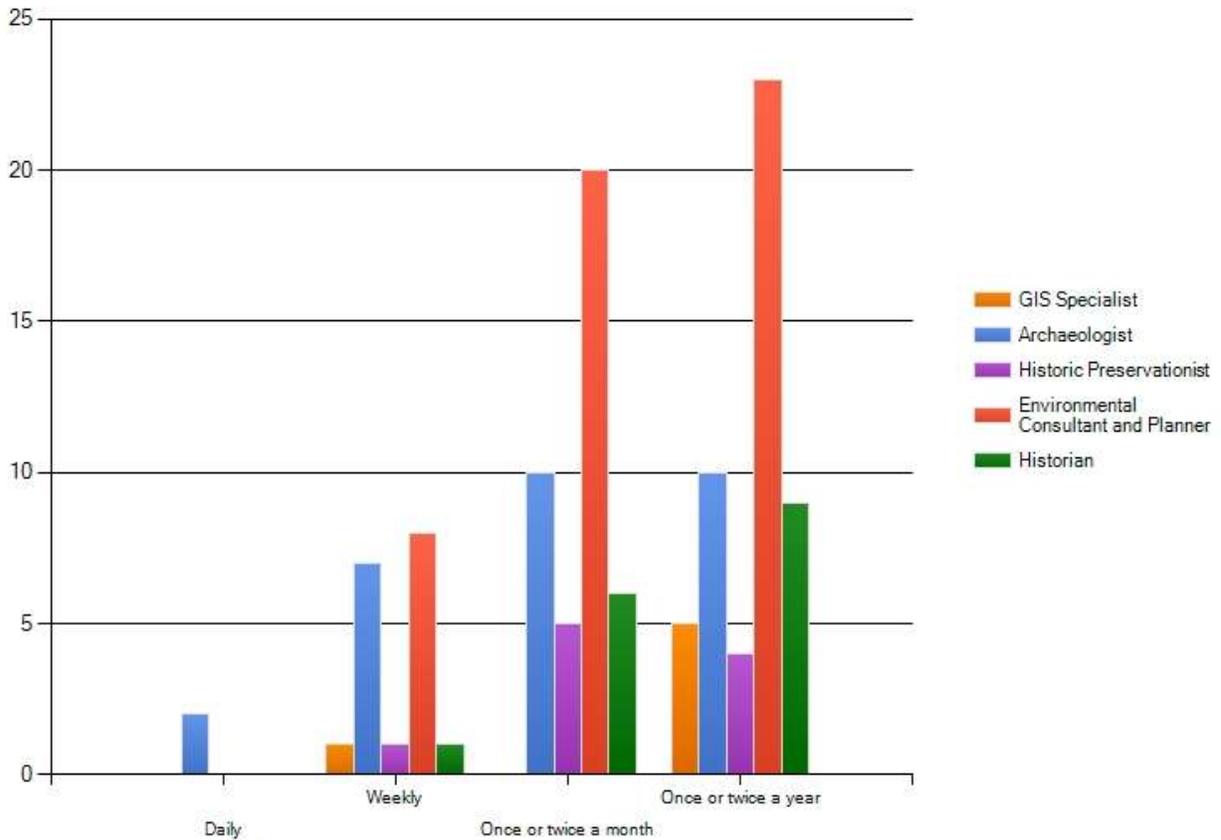


Figure 10. Frequency of use of ArchSite cross-referenced with position of user

Reasons for Not Subscribing to ArchSite

Subscriber level of access requires a license agreement and a subscription fee. According to the survey, the main reason for not acquiring the subscriber level access is infrequency of use (Figure 11). For people who use the subscriber level of access at SCDAH or SCIAA, the main reason for not subscribing is cost (Figure 12). Figure 13 shows the reasons for not acquiring a paid subscription cross-referenced with type of employment.

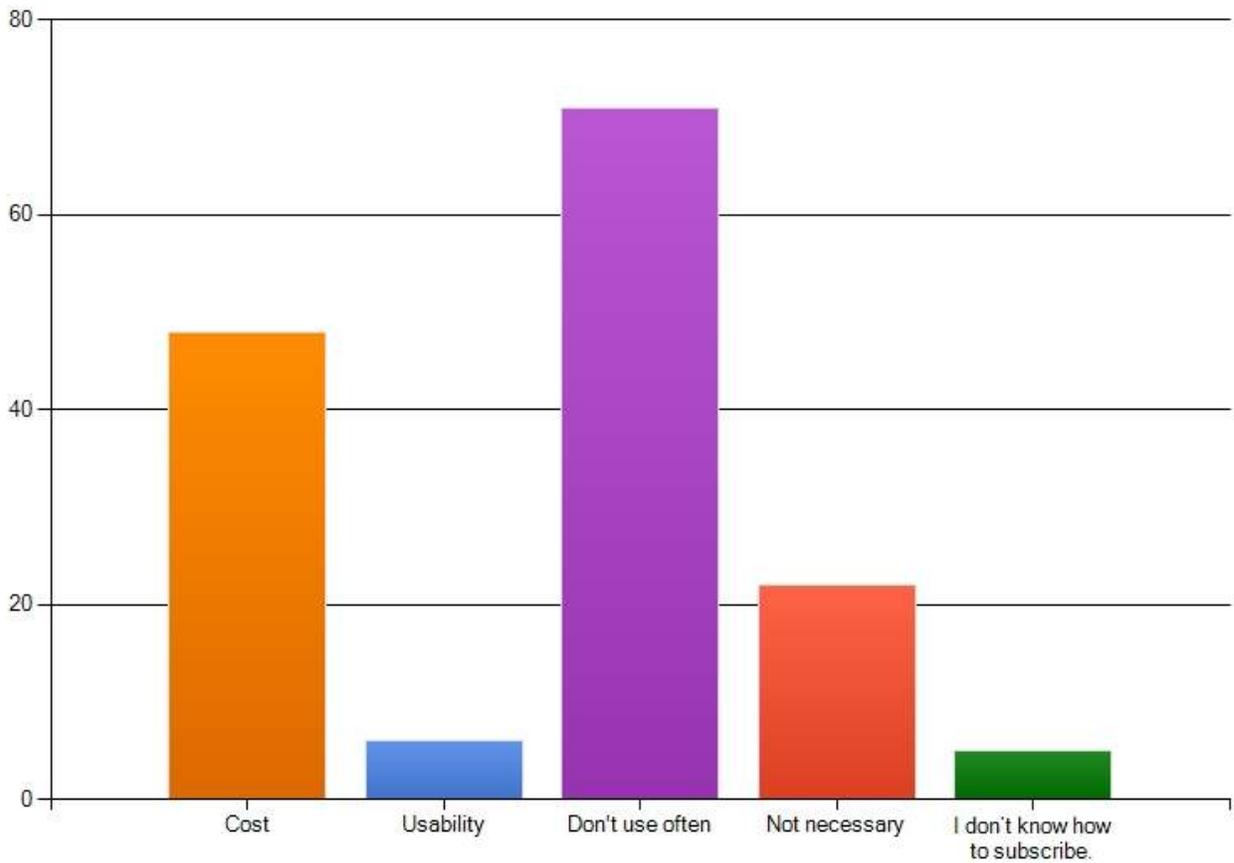


Figure 11. Reasons for not having a paid subscription to ArchSite

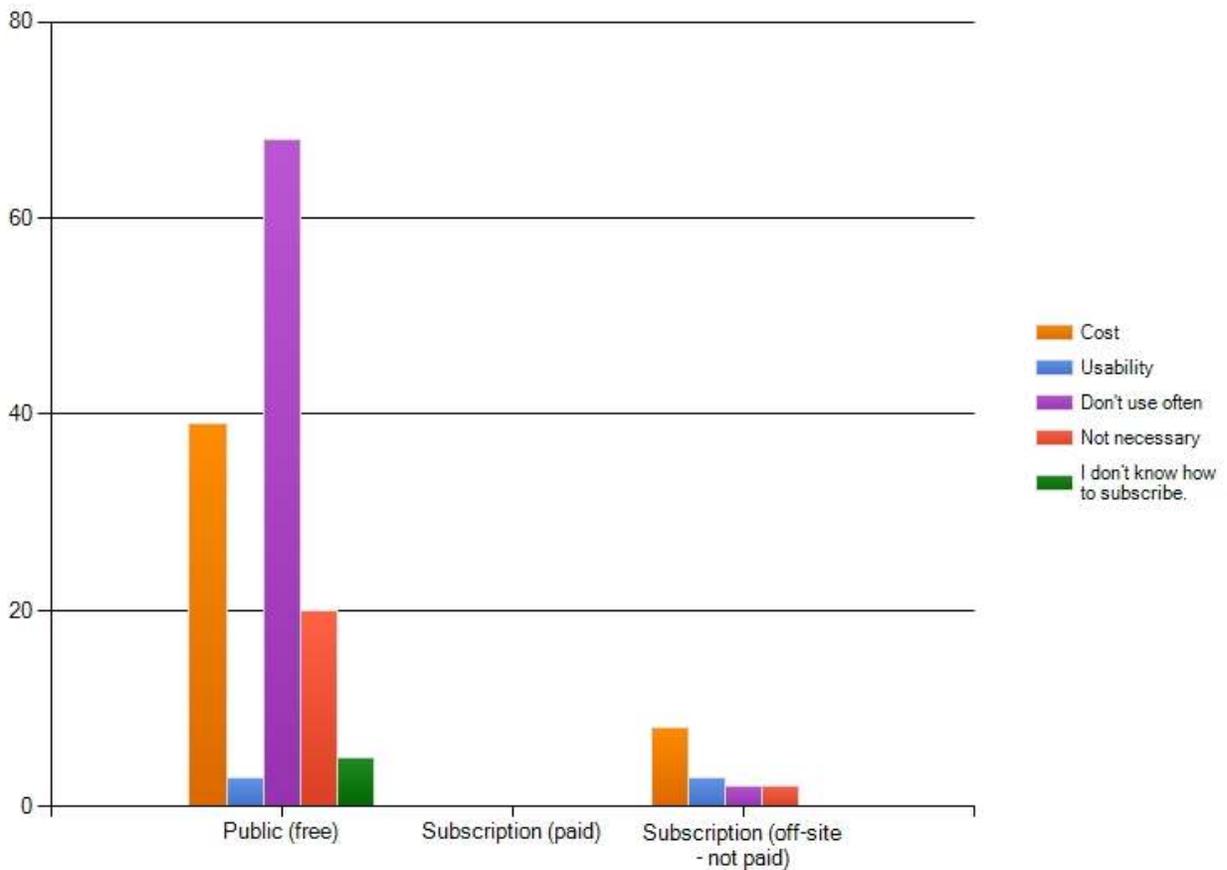


Figure 12. Level of access cross-referenced with reasons for not acquiring a paid subscription.

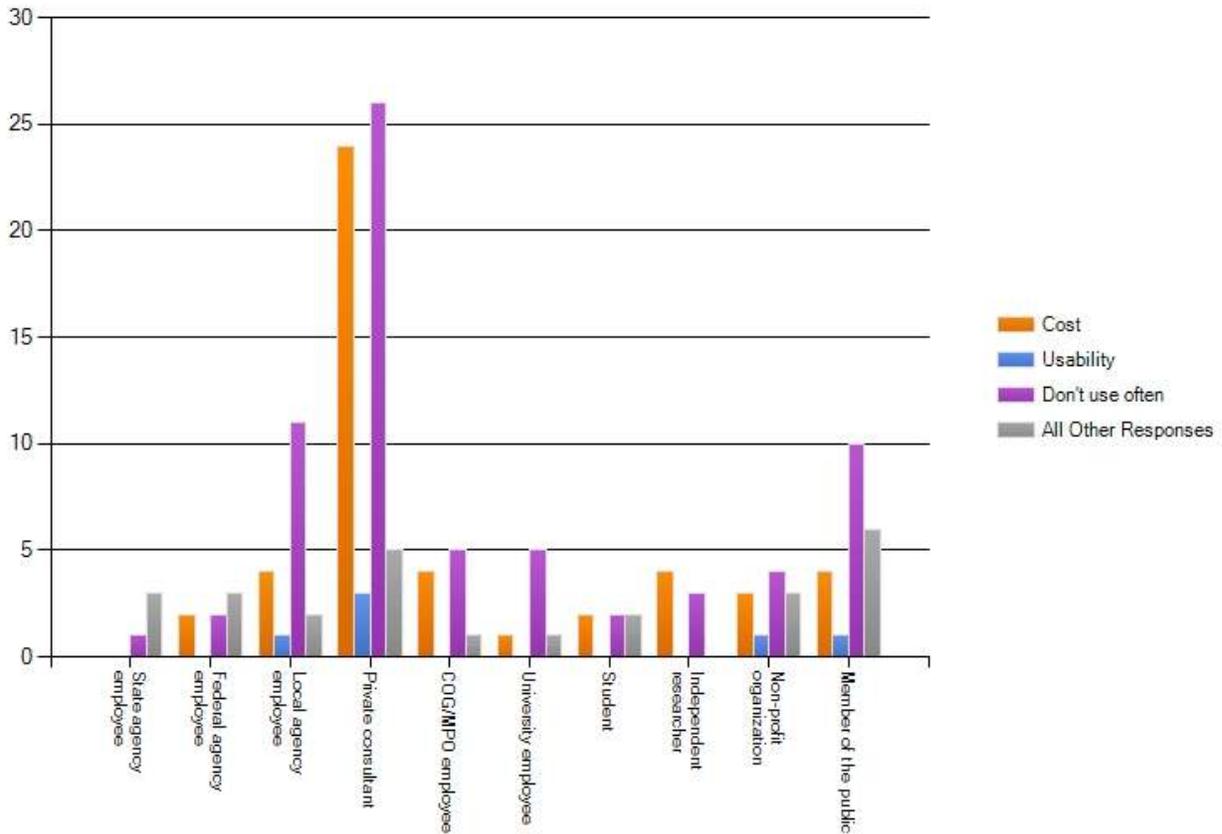


Figure 13. Reasons for not acquiring a paid subscription cross-referenced with type of employment

ArchSite Usability

As we consider ways to improve ArchSite, we are concerned about its usability. Overall, respondents thought ArchSite was usable (Figure 14). This is further broken down by considering usability with level of access (Figure 15) and type of employment (Figure 16).

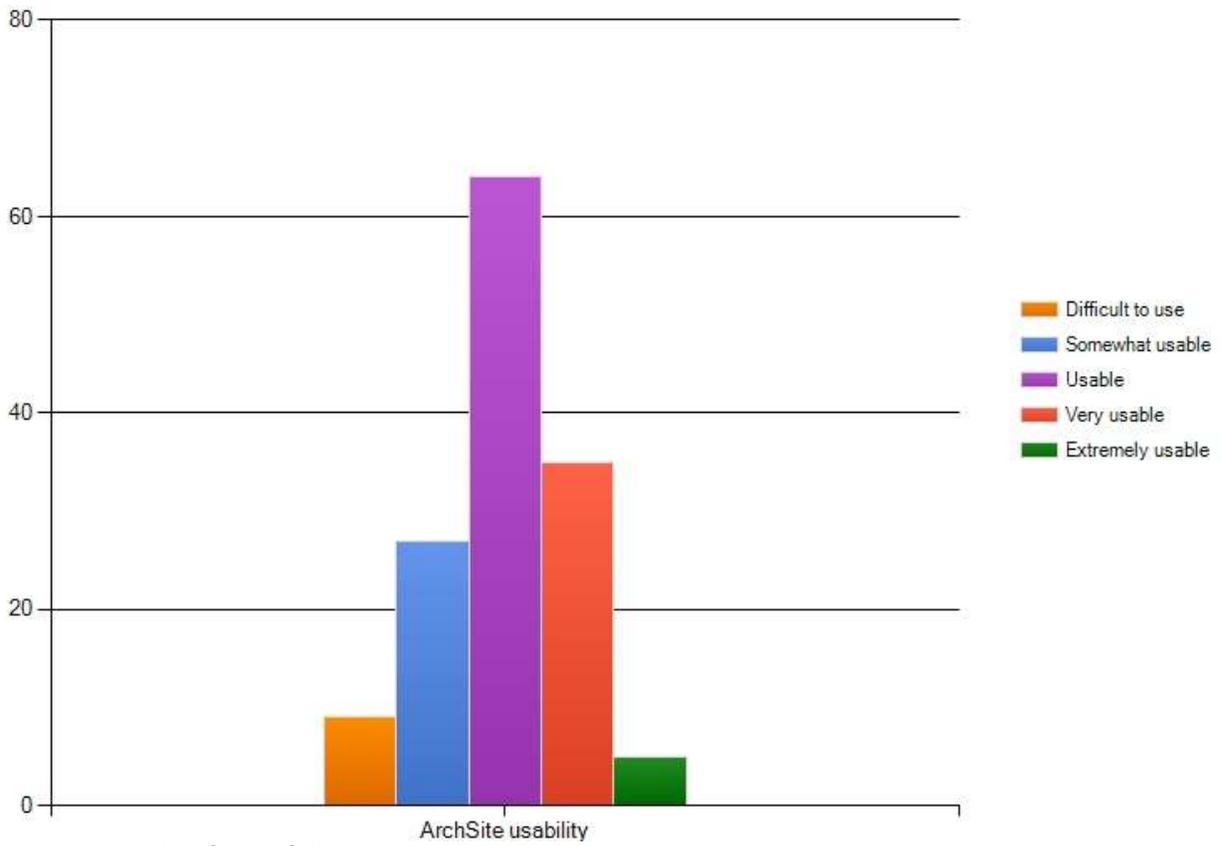


Figure 14. Usability of ArchSite

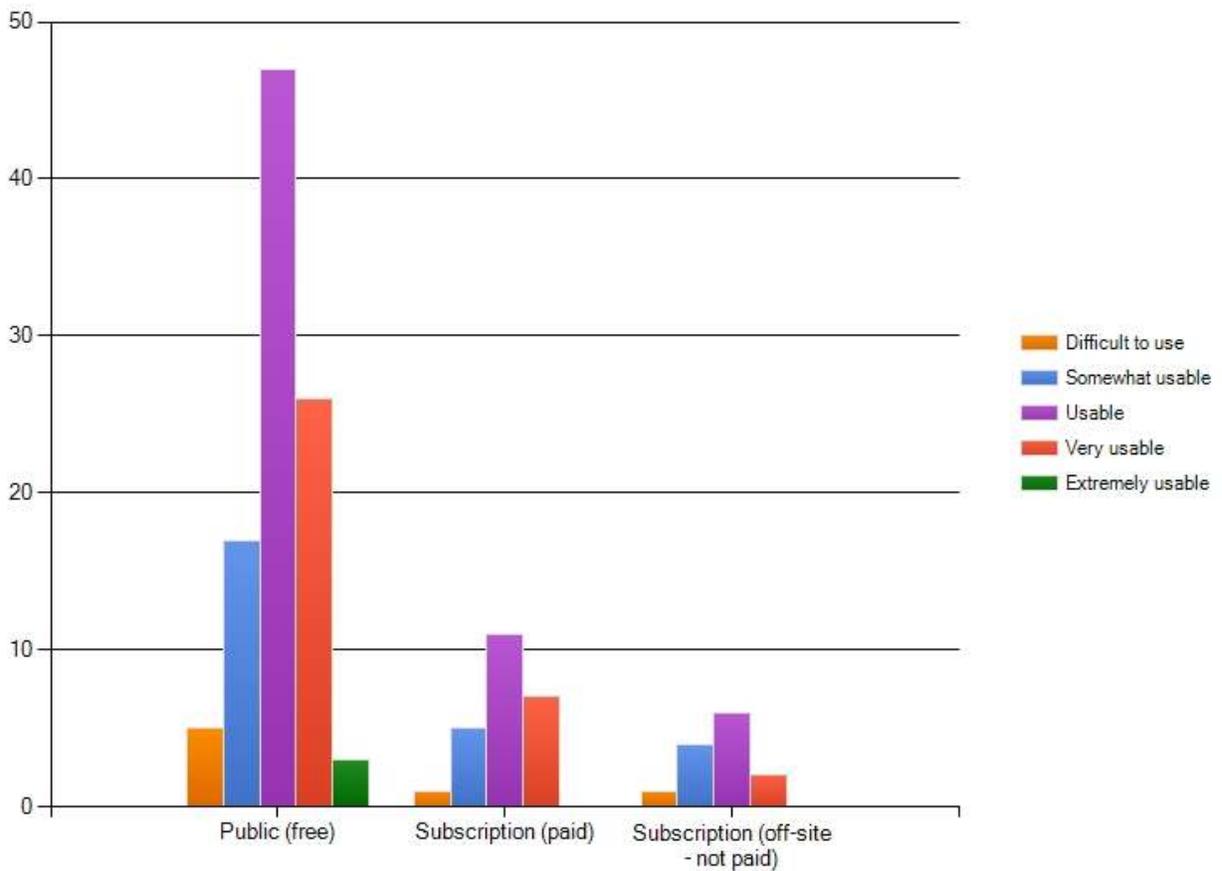


Figure 15. Usability of ArchSite cross-referenced with level of access.

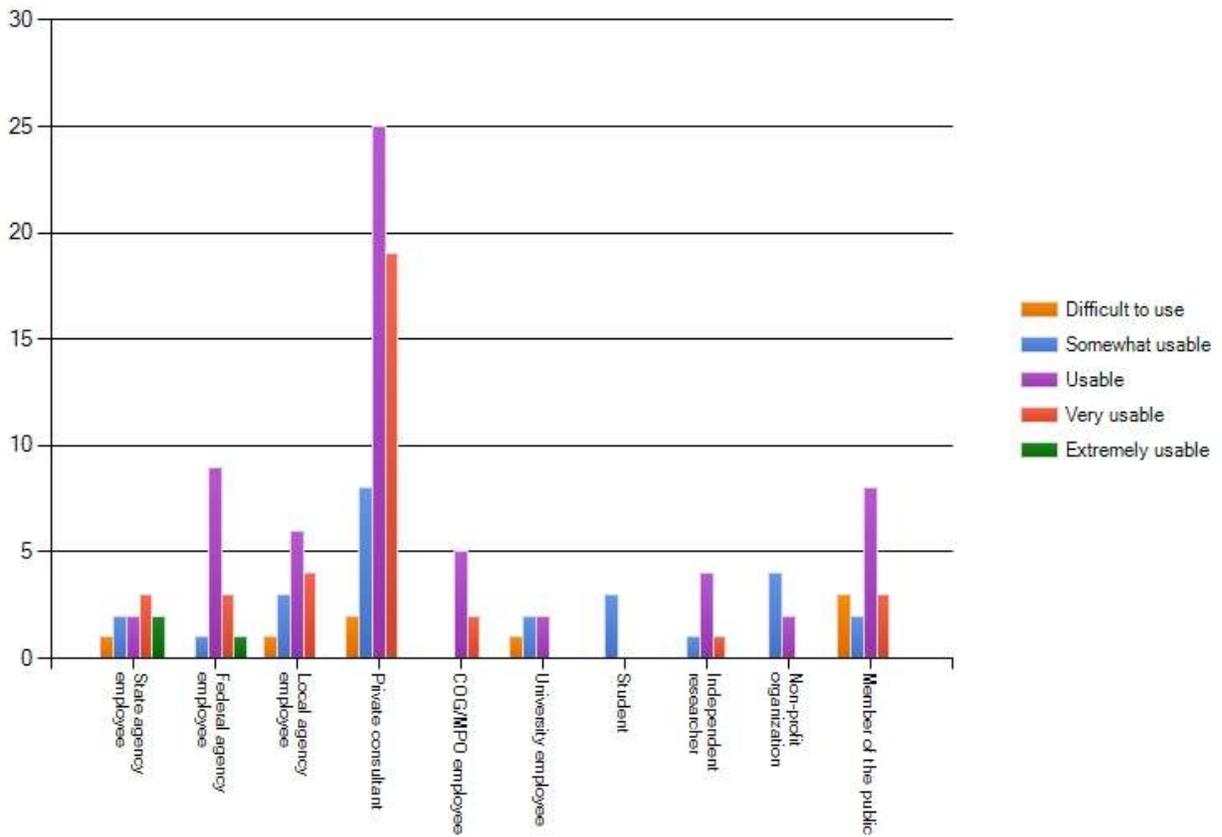


Figure 16. Usability of ArchSite cross-referenced with type of employment.

There are a number of ways to navigate in ArchSite. Figure 17 shows how respondents rate each navigation tool.

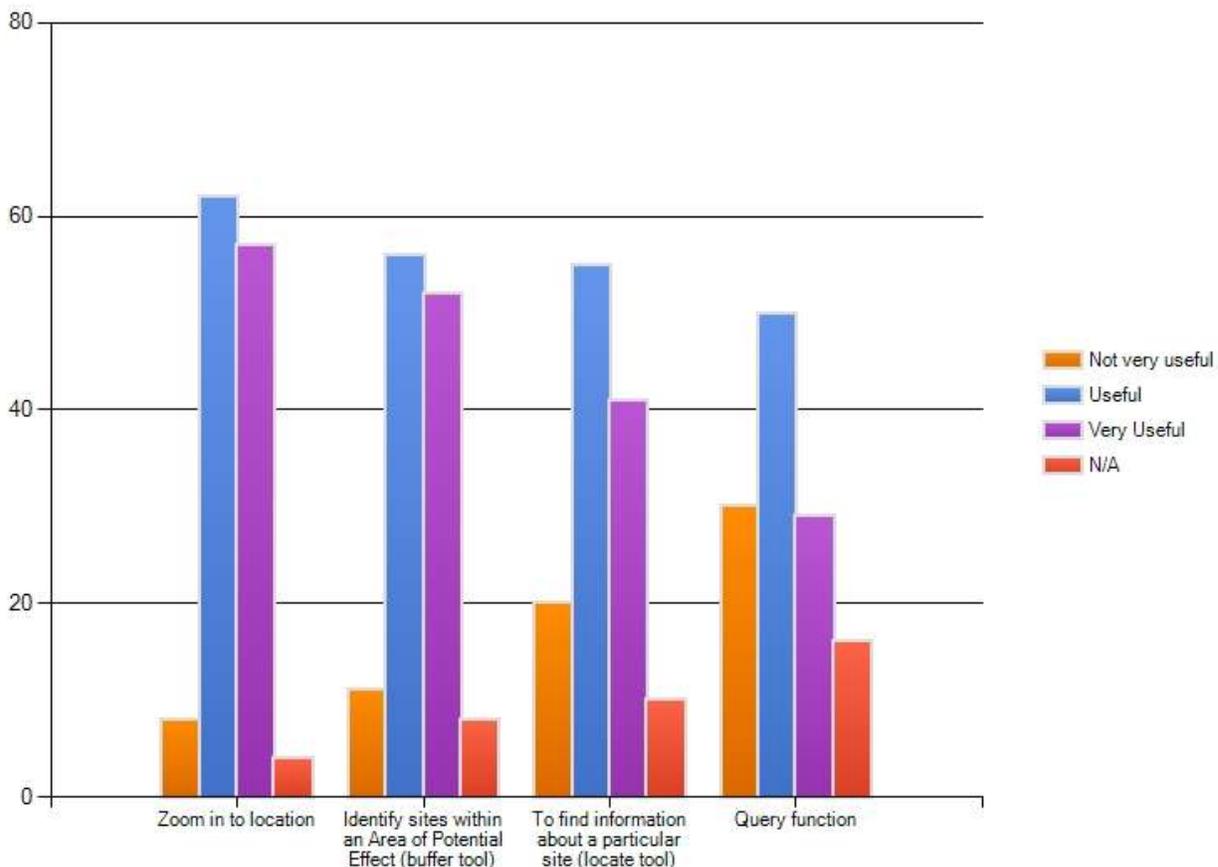


Figure 17. Navigating ArchSite

The query feature gives the user a way to search the layers by their attributes. More than half of the respondents have used the query function (Figure 18). Figure 19 shows that archaeological sites and sites listed on the National Register of Historic Places are the favored layers to query. Figure 20 illustrates the types of queries respondents think would be most useful.

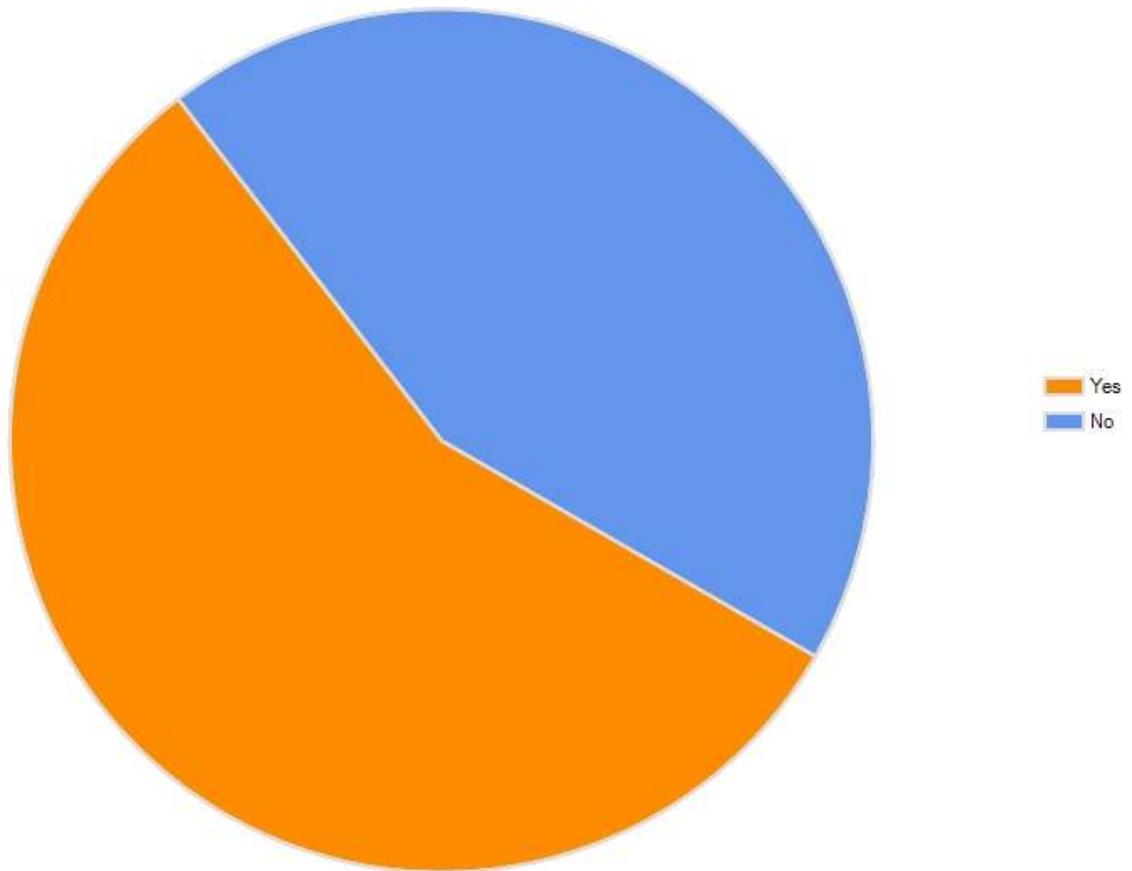


Figure 18. Use of the ArchSite query function

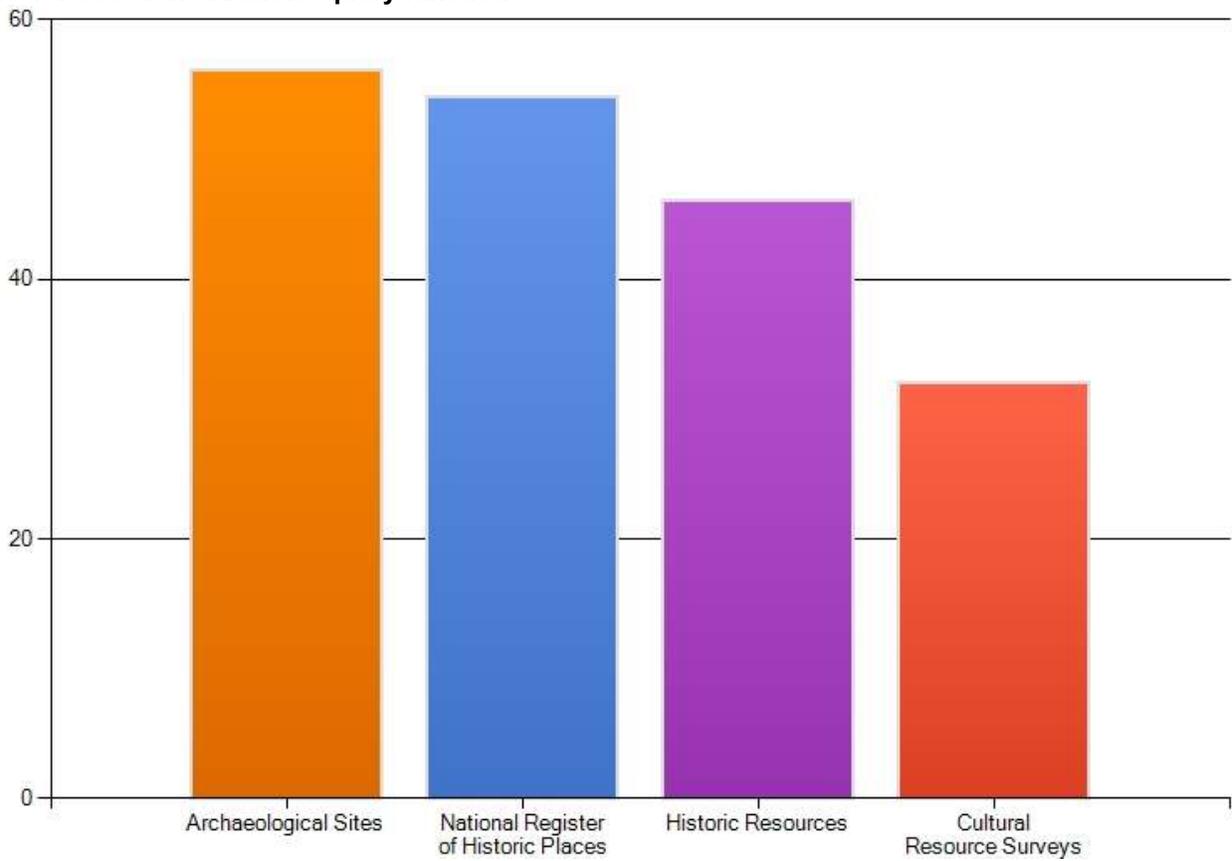


Figure 19. Layers users are most likely to query.

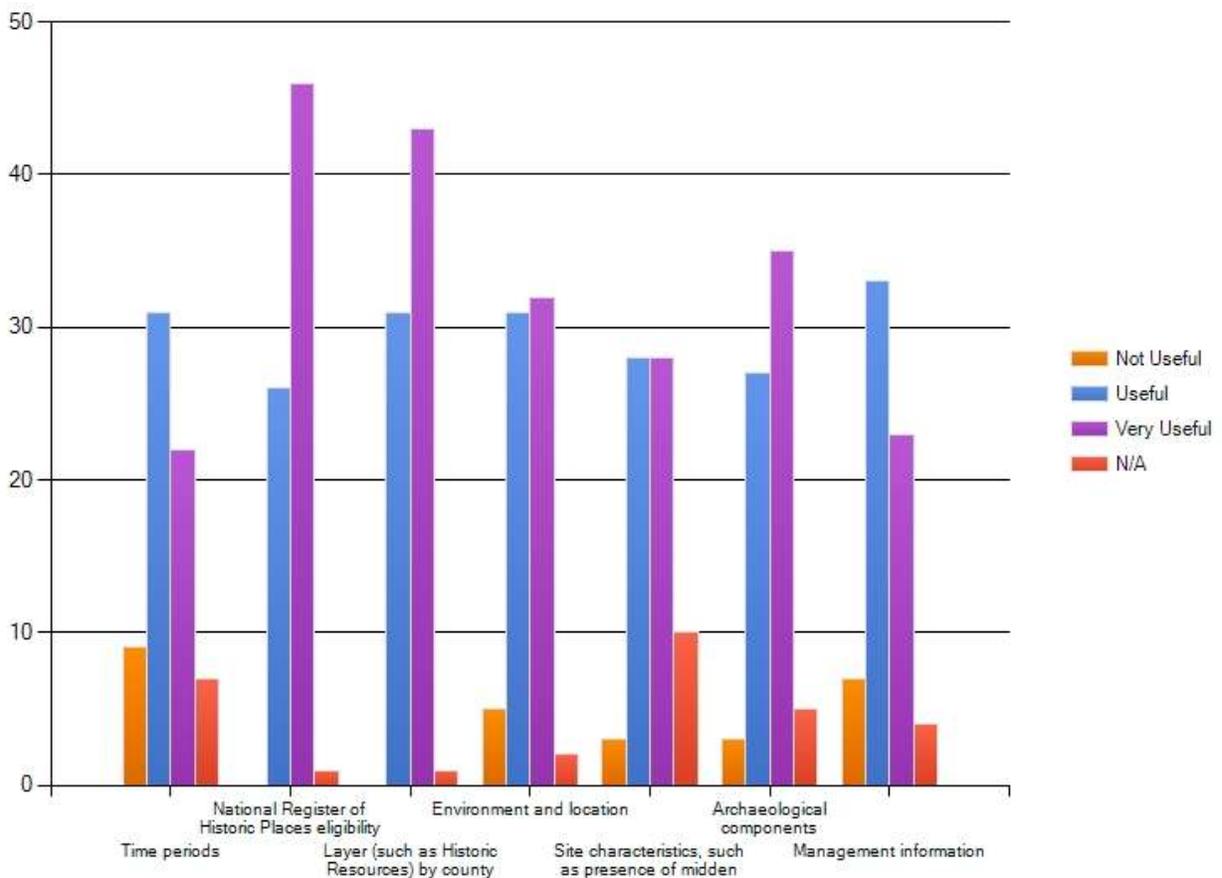


Figure 20. Types of queries respondents think would be most useful.

Improving ArchSite

Another goal of the survey was to determine what types of improvements ArchSite users would like to see. In Figure 21, respondents rate the level of importance of a number of potential improvements. One possible improvement is the addition of ancillary data to the ArchSite view. Figure 22 shows the ancillary data users would like to see incorporated/ overlaid with historical and archaeological layers in Archsite.

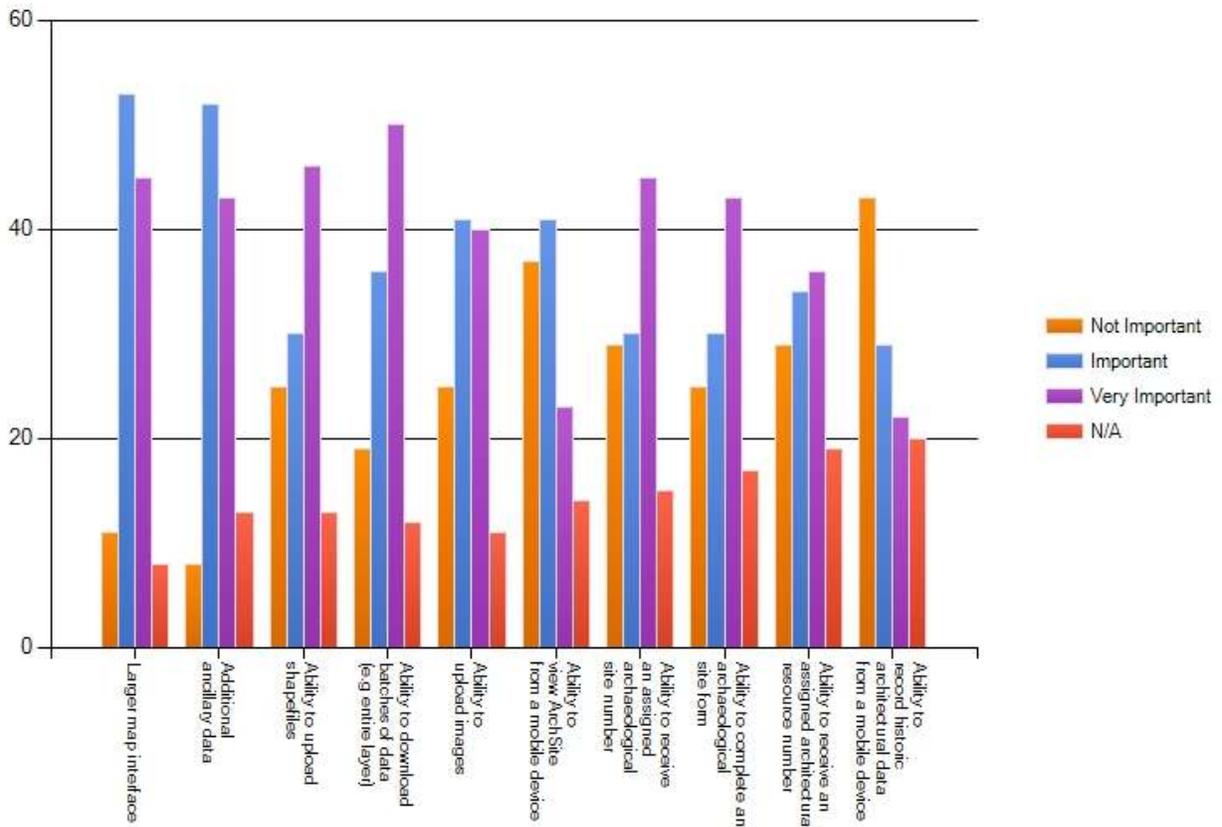


Figure 21. Features that will improve ArchSite.

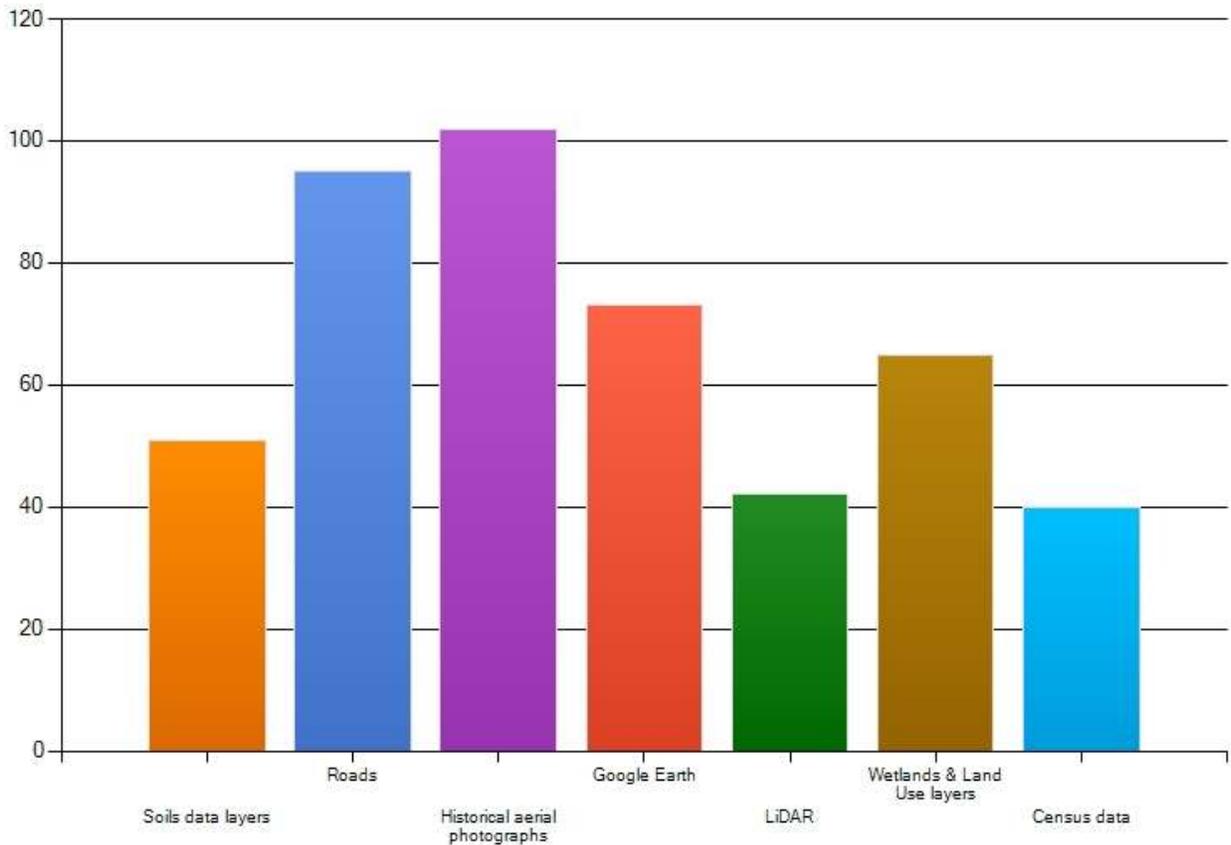


Figure 22. Ancillary data users would like to see incorporated/ overlaid with historical and archaeological layers