Getting Library Data to Where It’s Needed

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Concordia University – St. Paul
Audience participation: http://goo.gl/x7VK4z
Results

- https://sites.google.com/a/csp.edu/google-forms-for-libraries-workshop/test?pli=1
Library Data Sources

- COUNTER Reports
- ILS Reports
- Reference Statistics
- ILLiad Reports
- Budget
- Web Analytics
- Institutional Research Reports
Our Context

• Need to integrate many data sources
• Need to share, but selectively, with permissions
• Software costs = $0
• Visualizations (instead of tabular data)
• No programming expertise
• Google Apps
  – Already using campus-wide
  – Meets all of our criteria
Google Apps Pros & Cons

Pros
• Enterprise system
• Integrated functionality
• No additional cost
• Sharing selectively
• Varied levels of permission

Cons
• Lots of transcription
• “No frills”
• Latency
• Reliance on Internet
Budget-to-Enrollment Comparison

* "Ideal Budget" is based on 2013 enrollment figures.

**2012-2013 Departmental Budget Comparison**

- Database Spending
- Book Spending
- Ideal (based on 2013 Student Enrollment)
- Periodical Spending

Allocation Departments

Percent Variation from Ideal Budget Amount by Department

Book
Database
Periodical
Transforming Data

• Move from data source to Google Spreadsheet
• Arrange data on spreadsheet in tabular form
• Insert chart directly on spreadsheet
  – Edit labels and other metadata on chart
• Insert completed chart on the Google site
• Demo
Library Internal Research Site

Home
- Budget Usage
- Circulation Usage
- Database Usage
- eBook Usage
- Our Users

More To Come:
- ILLiad
- Periodicals
- Web Analytics
Our Users

Image Source: Concordia University Archives
Our Users

Image Source: Concordia University Archives
Our Users

Quarterly sales track for current fiscal year

Image Source: http://webex.com
Our Users

- Demographic Data
- Student Type & Degree Level
- Major Areas of Study
- Faculty
- Budgetary Considerations
Demographic Data

- Age
- Sex
- Race/Ethnicity
- Religious Affiliation
- Undisclosed
Age

Age (Adjusted Groups) - Overall

# of Students

Year


17 or younger
18-21
22-29
30-39
40-49
50 or older
Undisclosed
Race/Ethnicity

Race/Ethnicity - Overall

Race/Ethnicity - Overall: 2013

- African American
- American Indian
- Asian/Pacific Islander
- Caucasian
- Hispanic
- Multi-Racial
- Undisclosed

72.5%
Student Type & Degree

Level

• Traditional v. Non-Traditional
• Undergraduate v. Graduate
Traditional v. Non-Traditional

Enrollment Trends (Traditional/Non-Traditional/Undergraduate/Graduate)
Undergraduate v. Graduate
Major Areas of Study

• Degrees Granted
• Enrollment
• Departmental Degrees Granted & Enrollment

Image Source: http://www.planforcollegea2z.blogspot.com
Enrollment

Enrollment by Major - Yearly

- Art
- Communications
- English
- History
- Math
- Science
- Music
- Sociology
- Criminal Justice
- Psychology
- Theatre
- Education
- Kinesiology and Health
- CBOL
- CVM
Departmental Degrees Granted & Enrollment

Kinesiology and Health Enrollment and Degrees Granted by Year

- **Enrolled**
- **Granted Degrees**

Legend:
- Blue line: Enrolled
- Red line: Granted Degrees

Number of Students

Year

Faculty

Faculty Status 2002-2012

Faculty Status: 2012
Budgetary Considerations

From Data...

...To Dollars
Database Usage: The Basics

- **Database Usage**
  - 2010-11
  - 2011-12
  - 2012-13
  - Cancellations
  - Longitudinal

- 2012-13
  - Cost per download
  - Subscription usage
  - No Cost usage

- Cancellations
  - For posterity
  - Demonstrate stewardship

- Longitudinal
Key Measures: Big Picture

**Fiscal Year Total: 2010-2011**
- Total Downloads: 172,645

**Fiscal Year Total: 2011-2012**
- Total Downloads: 229,767

**Fiscal Year Total: 2012-13**
- Total Downloads: 260,724

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**Yearly Use Increase**
- 2011-2012: 32.00%
- 2012-2013: 8.00%

**Yearly Total Cost Per Use**
- 2010-2011: $1.30
- 2011-2012: $1.20
- 2012-2013: $0.90

**Yearly Downloads Per Student**
- 2010-2011: 88.00
- 2011-2012: 81.00
- 2012-2013: 81.00
# Key Measures: Yearly Bulk

## Total Downloads: Most to Least

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## Total Downloads: Alphabetic by Database

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**Total Downloads: 260,724**
Key Measures: Top 10 and Bottom 10

• Easily isolate candidates
  – Probation
  – Further investment
Key Measures: Usage by Subject

- Easily isolate candidates
- Probation – Further investment

Can also make charts for Cost by Subject
Key Measures: Each Database Longitudinal

Database X

1. **Database X: Total Downloads**
   - 2010-11: 8,000
   - 2011-12: 9,000
   - 2012-13: 10,000

2. **Database X: Cost Per Download**
   - 2010-11: $0.19
   - 2011-12: $0.17
   - 2012-13: $0.16

3. **Database X: Yearly Price Increase**
   - 2011-12: 4.50%
   - 2012-13: 3.00%

4. **Database X: Longitudinal Cost**
   - 2010-11: $1,550.00
   - 2011-12: $1,600.00
   - 2012-13: $1,700.00
Key Measures: Total Costs

• Provided as a simple table, sorted 2 ways
  – Alphabetical
  – Most to Least Expensive

• Cost transparency promotes teamwork?
  – For us, yes it does.
Key Measures: Timeline

- Demonstration
Problems: Defining Usage

• In ebrary: 1 Download = 1 user session
  – 1 user session = at least 1 page turn
  – (in COUNTER 4, a page turn is counted only once 10 seconds have elapsed between page turns)

• Films on Demand: 1 Download = a digital request for a specific Title page

• EBSCOhost: 1 Download = 1 Full text request

• Usage tells you about access more than use
Problems: Scaling

Total Downloads: 0-1,000 Downloads

Total Downloads
Actions taken

• Cancellation
• Probation
  – Outreach to faculty (self-correcting?)
  – Assessment opportunity
• Benchmarks
  – Everything above $5 per use is on probation
• Restructuring budget
• Justifying purchasing decisions
• Easily share pages from site when they are germane to conversation
Student Worker Management

Circulation Dashboard Website
Circulation Manual – Searchable
Circulation Desk Tracking - Before
Circulation Tracking - Now

The Circulation Website

- One-stop shop for all Circulation Desk needs
- Allows easy tracking of many Circulation functions and student worker activity
- Easy integration with Google docs, spreadsheets, and forms
- Accessible from anywhere with an internet connection
- APP???

Dashboard

Welcome to the Circulation Desk!
Please utilize the “Notes” section at the bottom of the page to leave notes for each other.

Concordia Library Workers Contact Info - CLIC Circ Group

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone #</th>
<th>Email</th>
</tr>
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<tbody>
<tr>
<td>Student 1</td>
<td>565-555-5555</td>
<td><a href="mailto:student1@csp.edu">student1@csp.edu</a></td>
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<tr>
<td>Student 2</td>
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<td>Reference Librarians</td>
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<tr>
<td>Jennifer Carlson</td>
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<tr>
<td>Geruth Buettow</td>
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</tbody>
</table>

Tier 1: Must Happen

1. Opening/Closing - Instructions
2. Paging List/Process CLIC Bin - Instructions
   (paging list - 10am, 4pm)
3. People Count - Instructions (hourly)

Tier 2: As Needed

1. Check-in Books - Instructions
2. Shelf Books
3. Replenish Slips (due date, hold, etc.)
4. Refill St lupers & Printer Paper (check hourly)

Tier 3: Projects

1. Shelf Reading (CIRCA) - Instructions
   (minimum of 15 minutes per hour of work)
2. Donation Lists - Instructions
3. Book Processing - Instructions

CLIC Directory for other library’s phone numbers
Circulation Desk Manual - Before
Circulation Desk Manual - Now

- Easily accessed both at the desk and when out in the library (or at home...)
- Searchable
- Easy Integration with other sites (eg, Circulation Website)
- Easily Updated
Solving Authentication Problem with Google Apps

• Provide Google Form at point of need collecting info needed by IT
• After form is submitted, confirmation page provides student with temporary credentials
• Responses spreadsheet is shared with IT guy, and he has turned on Notifications
• IT guy fixes account, notifies student to use their own credentials
• All activity is tracked by our Reference account, which also has turned on Notifications
• Demo