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

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

More To Come:

• ILLiad
• Periodicals
• Web Analytics
Our Users

Image Source: Concordia University Archives
Our Users

Quarterly sales track for current fiscal year

(in millions of dollars)

Q1, Q2

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

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

Image Source: http://www.enterpriseirregulars.com
Demographic Data

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

Image Source: http://www.greenspoint.org
Race/Ethnicity

Race/Ethnicity - Overall

Race/Ethnicity - Overall: 2013

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

# of Students

Year


72.5%
Religious Affiliation

**Religious Affiliation - Overall**

- LCMS
- Other Lutheran
- Other Protestant
- Catholic
- Other Faiths
- No Affiliation
- Undisclosed

**Religious Affiliation - Overall: Current Year**

- LCMS: 36.2%
- Other Lutheran: 13.2%
- Other Protestant: 13.1%
- Catholic: 22.7%
- Other Faiths: 9.8%
- No Affiliation: 13.1%
- Undisclosed: 22.7%
Undisclosed

Undisclosed Responses

Year

# of Undisclosed Responses

- Age
- Race/Ethnicity
- Religious Affiliation
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

Undergraduate, Graduate, and Total Enrollment

Year


Standard FTE
Major Areas of Study

- Degrees Granted
- Enrollment
- Departmental Degrees Granted & Enrollment
Departmental Degrees Granted & Enrollment

Kinesiology and Health Enrollment and Degrees Granted by Year

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<td>2013</td>
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Faculty

Faculty Status 2002-2012

- Tenure Track
- Term
- Adjunct

Faculty Status: 2012

- Tenure Track: 17%
- Term: 76.6%
- Adjunct: 76.6%
Budgetary Considerations

From Data...

...To Dollars

Image Source: http://www.inc.com

Image Source: http://www.brazenthoughts.com
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: Yearly Bulk

### Total Downloads: Most to Least

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<th>Downloads</th>
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### Total Downloads: Alphabetical by Database

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<th>Downloads</th>
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<td>304</td>
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</table>
Key Measures: Top 10 and Bottom 10

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

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

Database X

- **Database X: Total Downloads**
  - Graph showing the number of downloads increasing over years 2010-11 to 2012-13.

- **Database X: Cost Per Download**
  - Graph showing the cost per download decreasing over years 2010-11 to 2012-13.

- **Database X: Yearly Price Increase**
  - Bar chart showing yearly price increase from 2011-12 to 2012-13.

- **Database X: Longitudinal Cost**
  - Graph showing the longitudinal cost increasing over years 2010-11 to 2012-13.
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

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???

<table>
<thead>
<tr>
<th>Tier 1: Must Happen</th>
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</thead>
<tbody>
<tr>
<td>1. Opening/Closing - Instructions</td>
</tr>
<tr>
<td>2. Paging List/Process CLIC Bin - Instructions (paging list - 10am, 4pm)</td>
</tr>
<tr>
<td>3. People Count - Instructions (hourly)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tier 2: As Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Check-in Books - Instructions</td>
</tr>
<tr>
<td>2. Shelve Books</td>
</tr>
<tr>
<td>3. Replenish Slips (due date, hold, etc.)</td>
</tr>
<tr>
<td>4. Refill Staplers &amp; Printer Paper (check hourly)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tier 3: Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Shelf Reading (CIRCA) - Instructions (minimum of 15 minutes per hour of work)</td>
</tr>
<tr>
<td>2. Donation Lists - Instructions</td>
</tr>
<tr>
<td>3. Book Processing - Instructions</td>
</tr>
</tbody>
</table>
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