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From Resource Usage to User Engagement

A Data Management Perspective

Samantha Heeson
Electronic and Data Services Librarian
The Data

OpenAthens

- Monthly reports
- Basic overview
- Resource usage
  - E-resource titles
  - User IDs
  - Number of resource accesses
- 750,000 single pieces of data
- 30,000+ students
The Proof of Concept

Excel Power Pivot

- Three month snapshot
- In-depth
- User engagement
  - OpenAthens
  - Print stock
  - Reading lists
  - Student Record
- Significant usage
The Prototype

Access database and Excel charts

- Five month snapshot
- Focused
- Library impact
  - OpenAthens
  - Student Record
- Interactive dashboard
- Inconclusive insight
The Plan

Formalisation

• Background, Objective, Business case
• Scope, Exclusions, Deliverables
• Constraints, Dependencies, Interfaces
• Issues, Risks, Opportunities
• Quality
• Phase 1 breakdown and timings
The Matrix

Review template

- Raw data - sources
- Data cleanse & tidy - standards
- Master data - single version
- Data analysis - truth
- Data visualisation - insight
- Data reports & presentations - sharing
- Data dashboards - enabling
- Data service - customers & colleagues
The Viz

Process diagram

- Process
- Procedures
- Tools
- Measures
- Reasons
- Stakeholder needs & fulfilment
The Output

Operational report

- Dashboard
- Institutional comparisons
- School trends
- Top resources
- Inform discussions with schools
- Enhance academic support
- Make purchasing decisions
- Investigate anomalies
The Purpose

Success!

- Handle multiple complex datasets
- Create & maintain focus
- Set direction
- Provide reference material
- Manage stakeholder expectations
- Deliver meaningful statistics
- Value for money collection
Thank you

Any questions?
The Viz Process Diagram Imagery

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