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# From Resource Usage to User Engagement

## A Data Management Perspective

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# The Data

## OpenAthens

name	Cambridge	Cengage	Digital Content Store	EBSCO	EDINA: Digital	Elsevier	Emerald	HeinOnline	JSTOR	Learning on Screen	LexisNexis	Oxford Academic	Taylor & Francis	Westlaw
	47	19516	418	783	327	477	164	19	233	361	218	126	888	4
0605	0	0	0	1	0	0	0	0	0	0	0	0	0	0
1056	0	0	0	0	0	1	0	0	0	0	0	0	0	0
5032	0	0	0	0	0	1	0	0	0	0	0	0	0	0
2641	0	0	2	0	0	0	0	0	0	0	0	0	0	0
8185	0	0	0	1	0	0	0	0	0	0	0	0	1	0
9549	0	0	0	0	0	11	0	0	0	0	0	0	0	0
7338	0	0	0	0	1	0	0	0	0	0	0	0	0	0
1062	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1225	0	0	0	0	4	0	0	0	0	0	0	0	0	0
4461	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7846	0	0	1	0	0	0	0	0	0	0	0	0	0	0
2885	0	0	1	0	0	0	0	0	0	0	0	0	0	0
3988	0	1	0	0	0	0	0	0	0	0	0	0	0	0
5583	0	0	0	0	0	0	3	0	0	0	0	0	0	0
1172	0	0	4	0	0	0	0	0	0	0	0	0	0	0
5115	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7161	0	0	0	0	0	0	4	0	0	0	0	0	0	0
7919	0	0	0	5	0	0	0	0	0	0	0	0	0	0
7993	1	0	0	0	0	0	0	0	0	0	0	0	0	0
9533	0	0	0	0	0	0	0	0	0	0	0	0	7	0
0463	0	0	0	3	0	1	0	0	0	0	0	2	2	0
1126	0	0	0	0	0	0	0	0	0	0	0	0	2	0
2959	0	0	0	1	0	3	0	0	0	0	0	0	1	0
5349	0	0	1	0	0	0	0	0	0	0	0	0	0	0
1371	0	0	0	0	0	0	2	0	0	0	0	0	1	0
2112	0	0	1	0	0	0	0	0	0	0	0	0	0	0
5771	0	0	1	0	0	0	0	0	0	0	0	0	0	0
6527	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9044	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4716	0	0	0	3	0	0	0	0	0	0	0	0	0	0
8301	0	0	0	0	0	0	0	0	0	2	0	0	0	0
1488	0	0	0	0	0	0	0	0	0	0	4	0	0	0

- 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

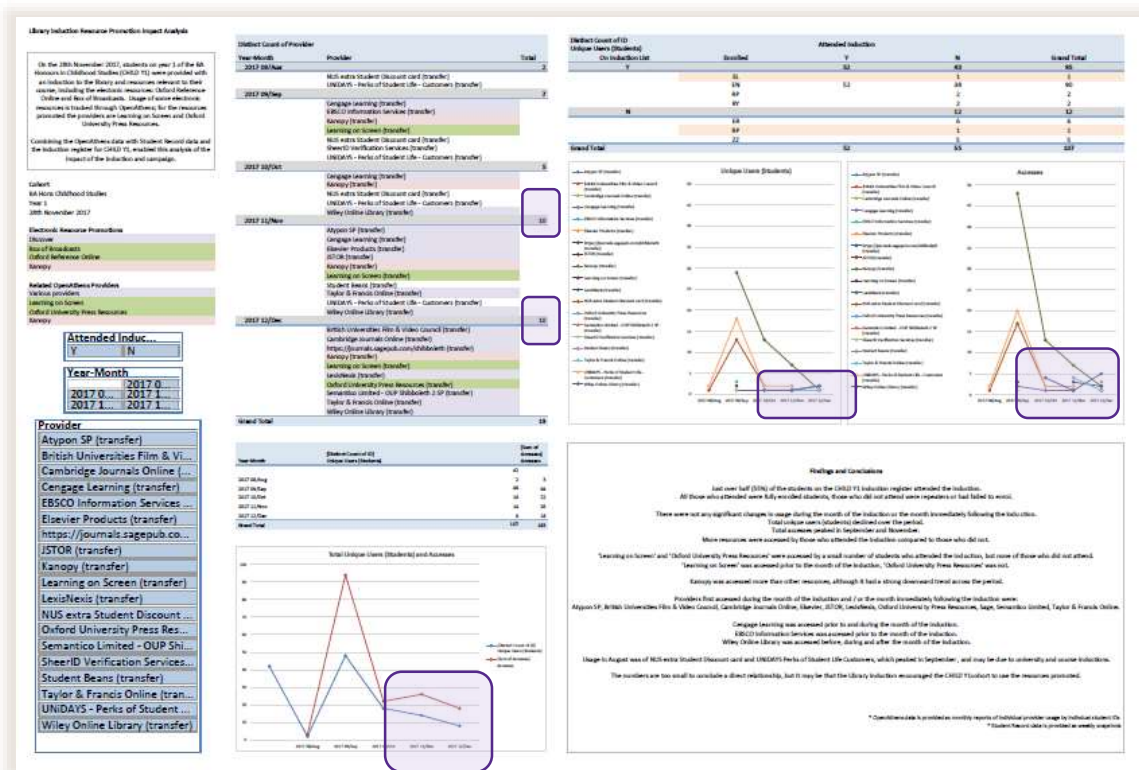
The screenshot shows an Excel spreadsheet with a PivotTable and a PivotChart. The PivotTable is filtered by Provider and Month. The PivotChart shows the distribution of books across providers and months.

Provider	Month	Books
Angus IP (transfer)	1/14 Apr	1
Angus IP (transfer)	1/14 May	1
Angus IP (transfer)	1/14 Jun	1
Cambridge Journals (transfer)	1/14 Apr	1
Cambridge Journals (transfer)	1/14 May	1
Cambridge Journals (transfer)	1/14 Jun	1
Digital Content Stan.	1/14 Apr	1
Digital Content Stan.	1/14 May	1
Digital Content Stan.	1/14 Jun	1
EDCO Materials	1/14 Apr	1
EDCO Materials	1/14 May	1
EDCO Materials	1/14 Jun	1
Leeds Beckett University	1/14 Apr	449
Leeds Beckett University	1/14 May	164
Leeds Beckett University	1/14 Jun	99
<b>Total</b>		<b>612</b>

- 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

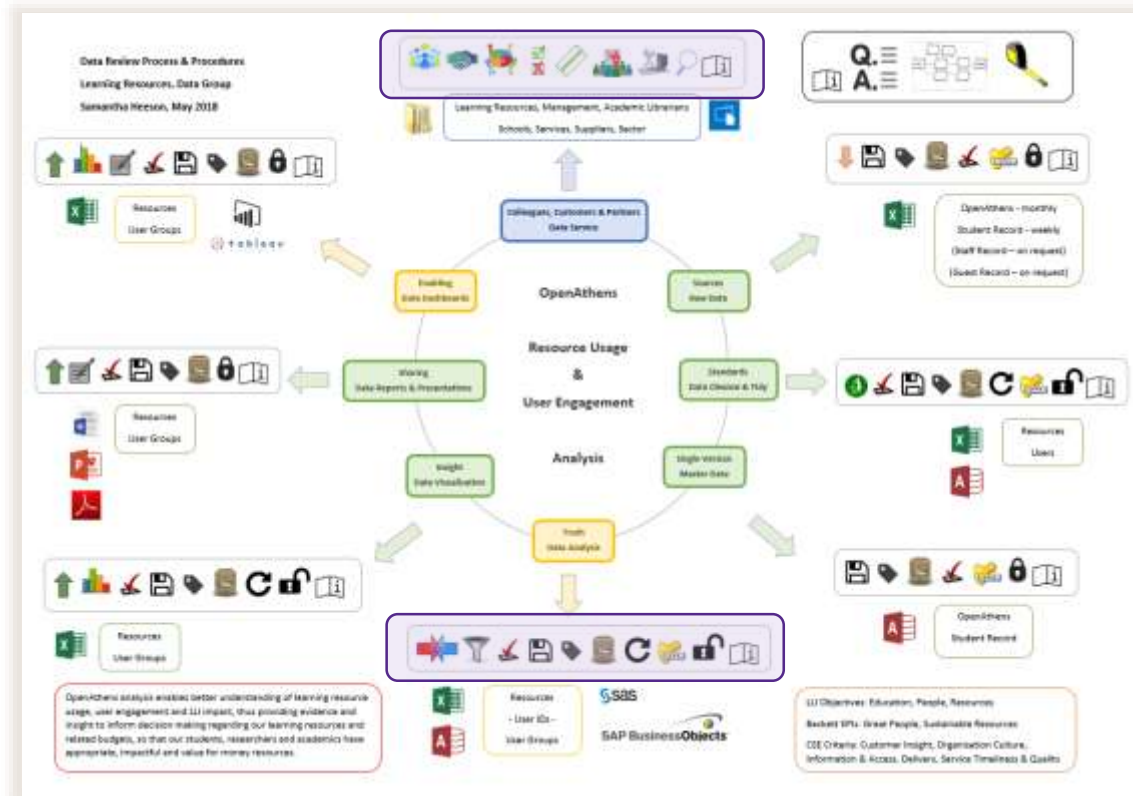
## Review template

Data	Notes /	Questions	Answers / Solutions	Process	Security / Protection	Documentation / Standards	Systems	Partners	Objectives /
Raw Data COURSES	OpenAthens Student Record	1. What raw data do we have? 2. What raw data (RWD) do we need? 3. What other raw data do we need? 4. From where do we get our raw data? 5. How do we get our raw data? 6. When do we get our raw data? 7. Can we get the other raw data that we need? 8. Where do we store raw data? 9. Where should we store raw data? 10. Do we have any documentation?	1. OpenAthens reports - a resource usage by user ID  UNICED insights - Student Record by user ID (internal audit)  2. We may not need all the 4 resources data in the OpenAthens reports, we could exclude the data for the 4 resources that we don't use or are not of interest as they are not academic.  We don't need all the fields in the UNICED insights, perhaps we could track a template report with the appropriate fields, or perhaps more Student Record data could be fed into library systems (internal review)  3. OpenAthens is an provider level, but there is currently no plan for them to take it to a more granular level	Download the OpenAthens report from the OpenAthens system to the relevant folder, or save it from the email alert  Save a copy of the Student Record imported to the relevant folder  Reupload protect the Student Record imported, as it contains personal and sensitive data about our students  Check both files have transferred correctly by opening and reviewing them  Reupload protect the Student Record imported, as it contains personal and sensitive data about our students	Use copy of the original Student Record imported  Reupload protect the Student Record imported, as it contains personal and sensitive data about our students  Both files are 'locked' - i.e. these should not be altered, a copy should be taken and saved elsewhere for onward use - it is possible to reupload protect them if there are concerns about them being altered inadvertently	Project Brief and Plan  A12_L10_Department_PTU_COPATHS_&_ProceedureLibrary Relevant_OPLibrary Online_ICCDepartment/John Data Address/Department/Student Record/Prod of Content  A12_L10_Department_PTU_COPATHS_&_ProceedureLibrary Relevant_OPLibrary Online_ICCDepartment/John Data Address/Department/Student Record/Prod of Content/Data Data Diagrams  A12_L10_Department_PTU_COPATHS_&_ProceedureLibrary Relevant_OPLibrary Online_ICCDepartment/John Data Address/Department/Student Record/Prod of Content/Data Diagrams Data Overview Documents	OpenAthens Check Symphony 7 Library SAS SIS	OpenAthens Programs SIS SIS Other institutions, organisations who are doing similar work e.g. Leeds Uni	Phase 1.1 Resources CIS 2 Information & Access

- 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

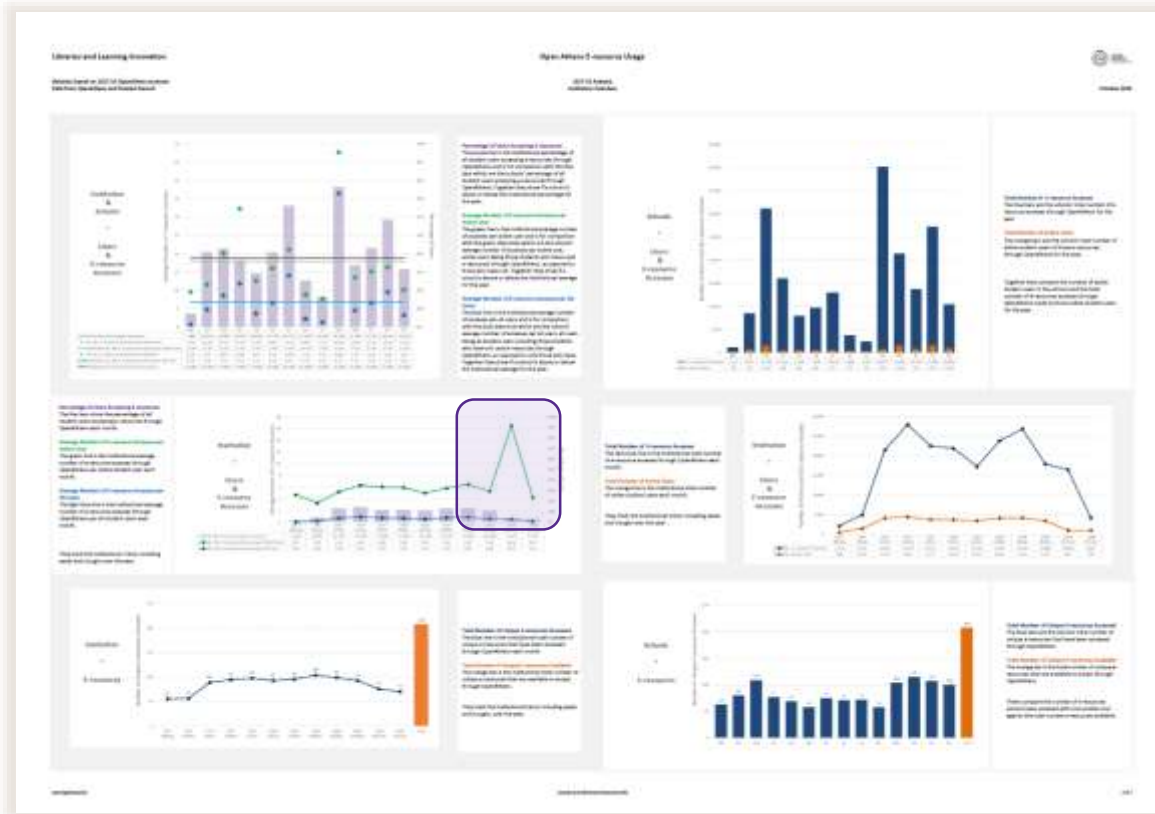


- Process
- Procedures
- Tools
- Measures
- Reasons
- Stakeholder needs & fulfilment



# The Output

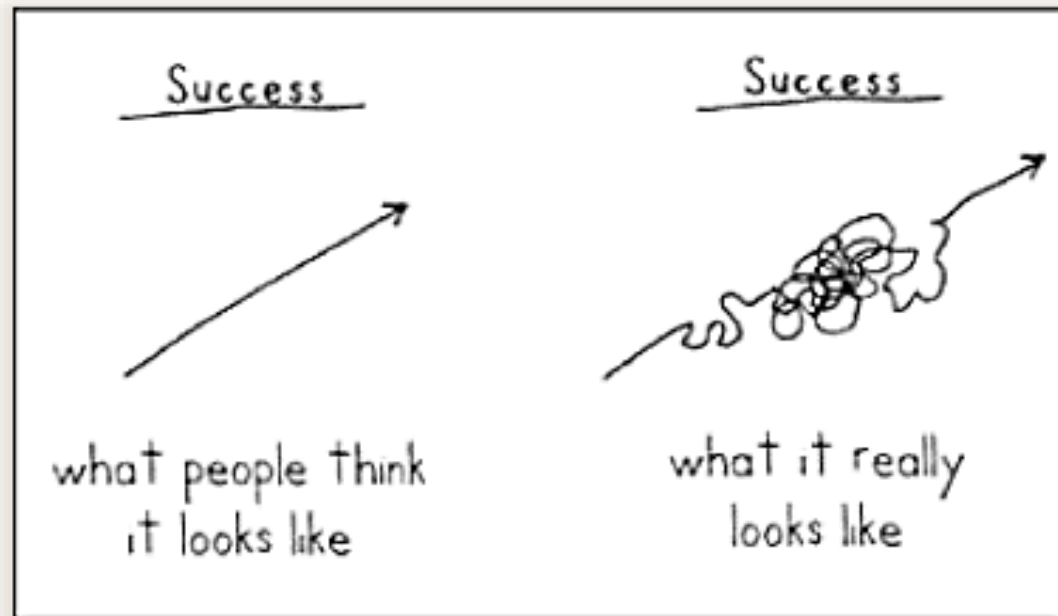
## Operational report



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

# The Purpose

Success!



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



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# Thank you

Any questions?

## The Viz Process Diagram Imagery

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