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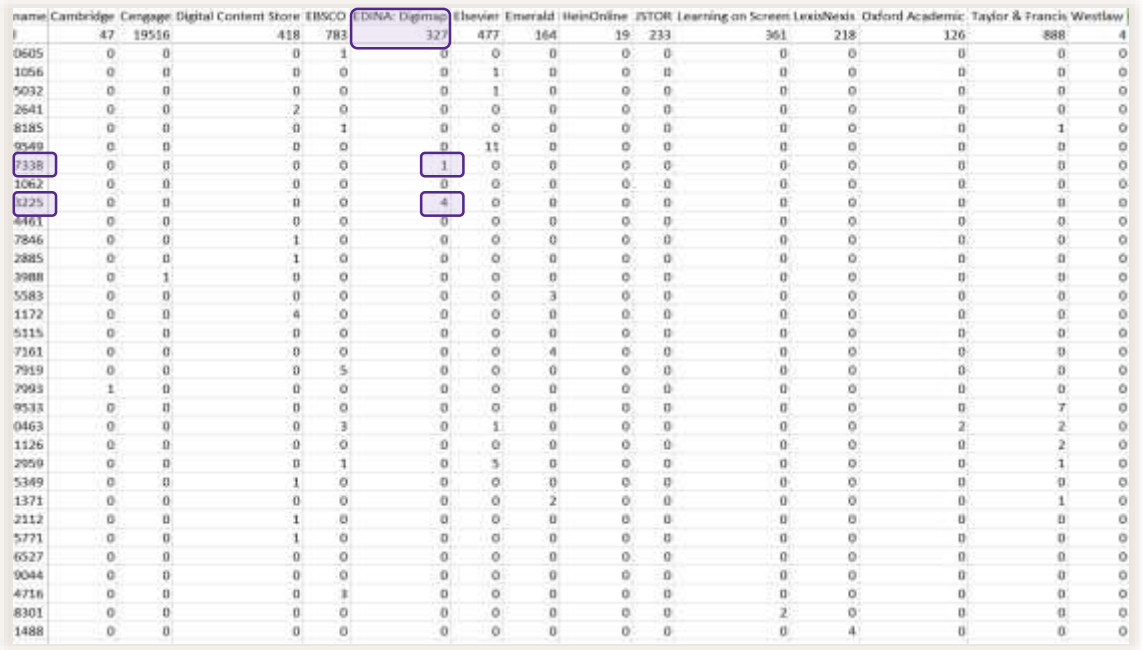
From Resource Usage to User Engagement

A Data Management Perspective

Samantha Heeson
Electronic and Data Services Librarian

The Data

OpenAthens



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

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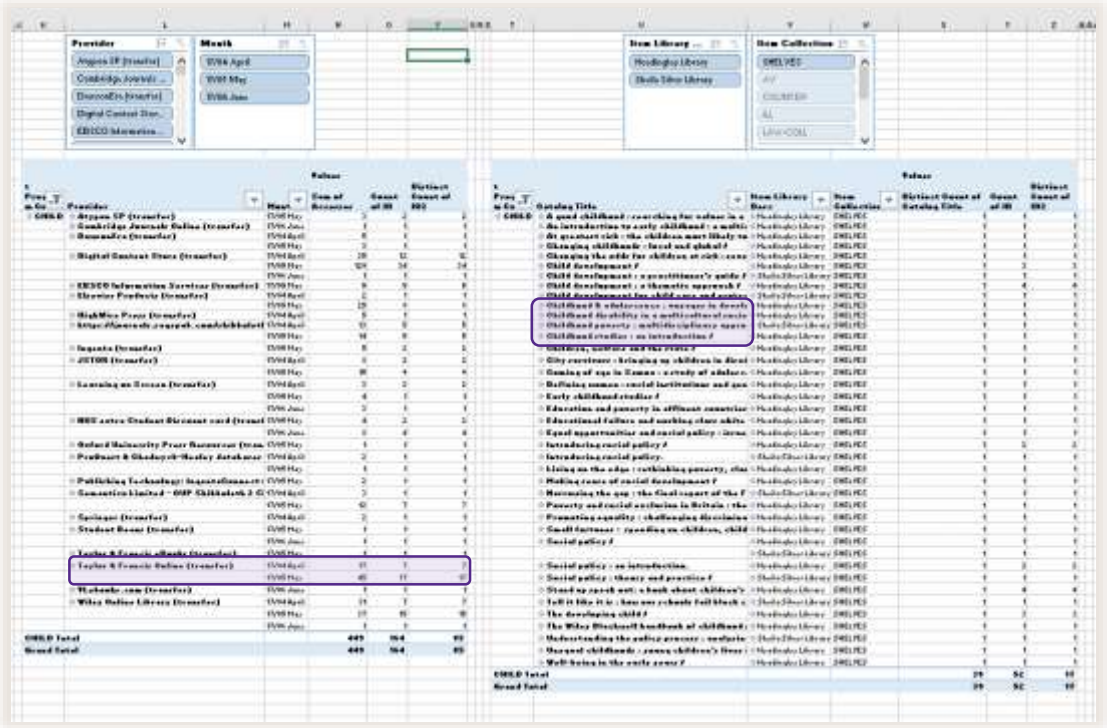
The Proof of Concept

Excel Power Pivot



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

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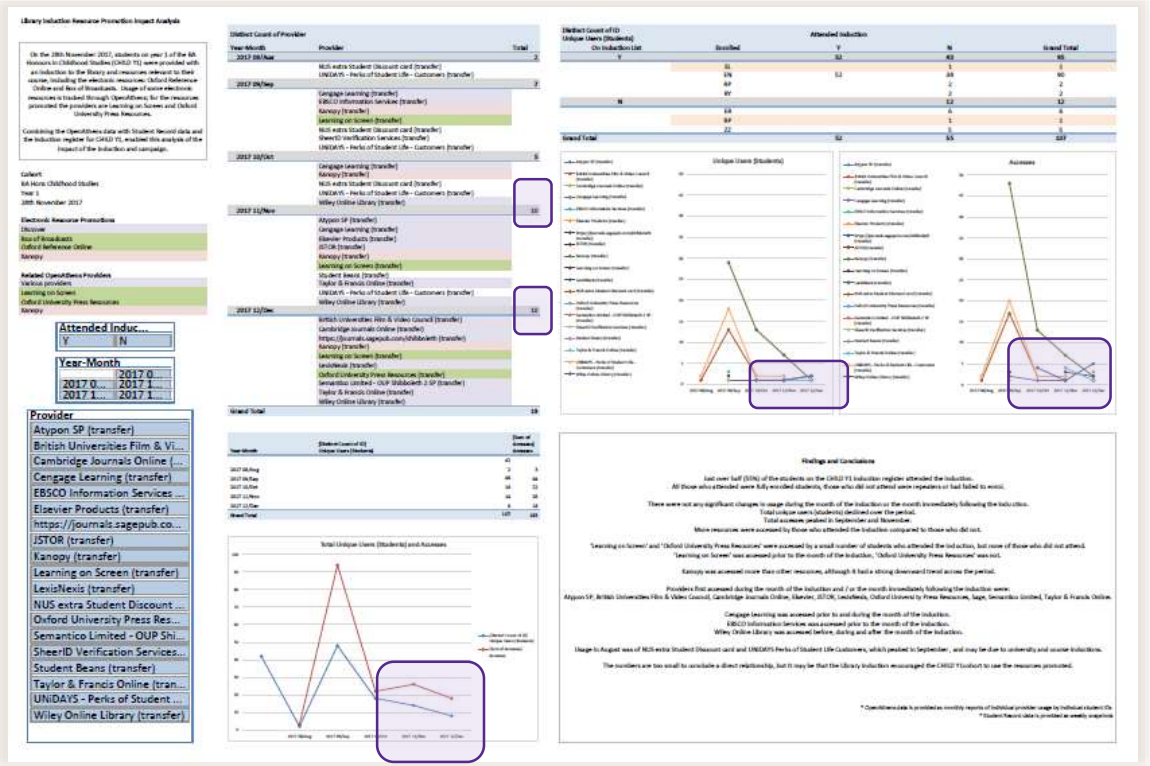
The Prototype

Access database and Excel charts



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

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The Plan

Formalisation

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

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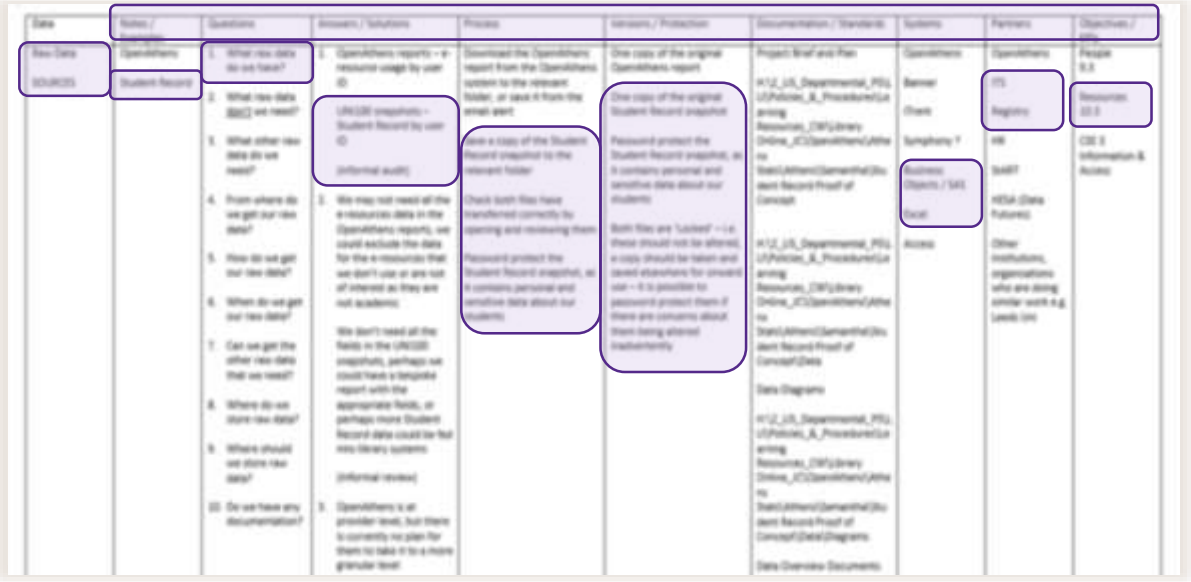
The Matrix

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

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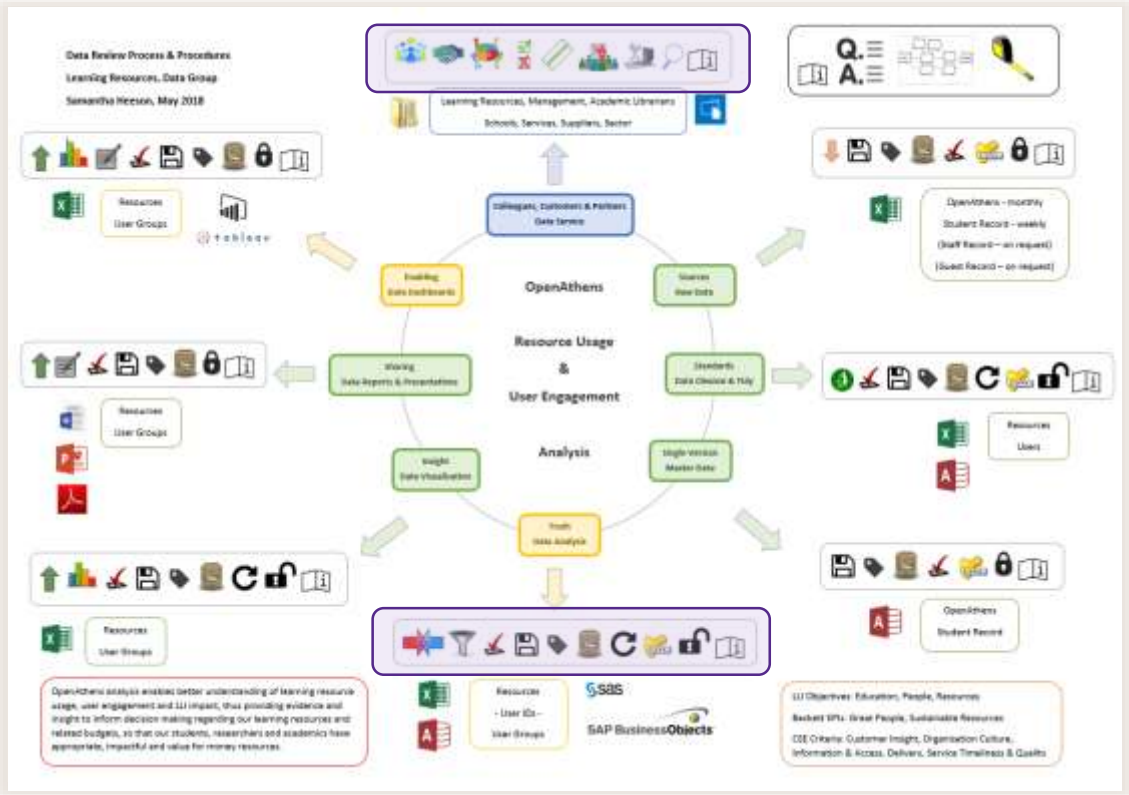
The Viz

Process diagram



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

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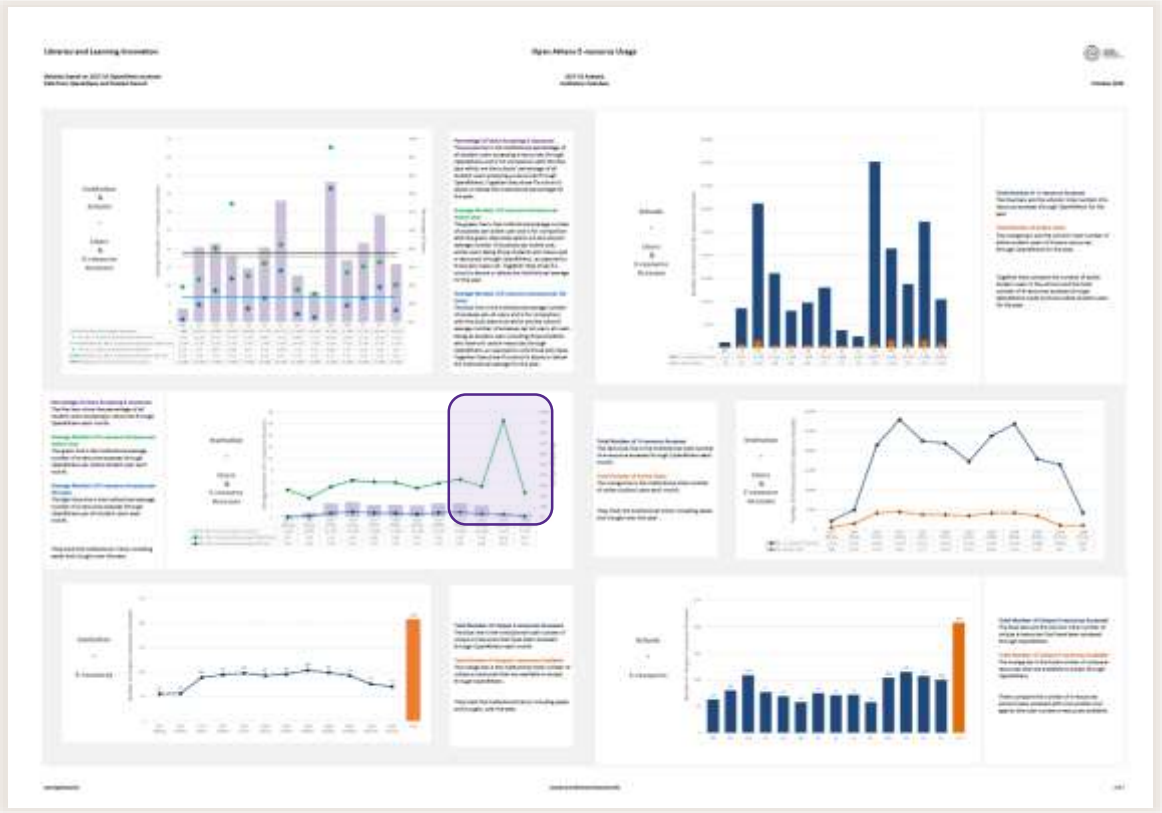
The Output

Operational report



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

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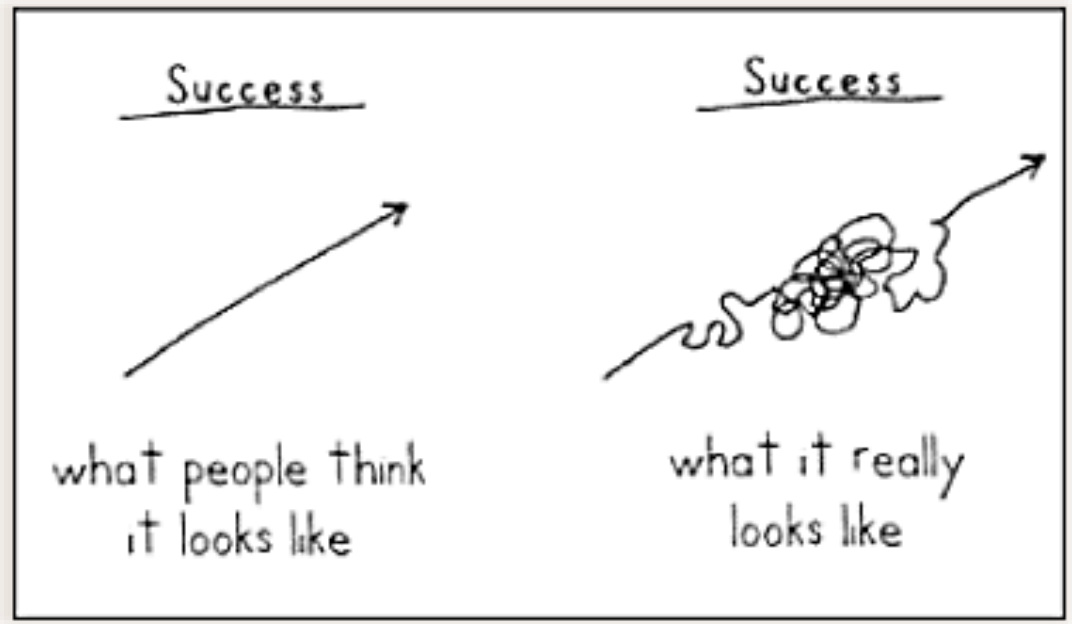
The Purpose

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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