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Citation:

Heeson, SJA (2018) From Resource Usage to User Engagement - A Data Management Perspective. In: Northern Collaboration Content Special Interest Group Learning Exchange, University of Liverpool. (Unpublished)

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# From Resource Usage to User Engagement

## A Data Management Perspective

Samantha Heeson

Electronic and Data Services Librarian

# The Data

## OpenAthens

name	Cambridge	Cengage	Digital Content Store	EBSCO	EDINA: DigiMap	Elsevier	Emerald	HeinOnline	JSTOR	Learning on Screen	LexisNexis	Oxford Academic	Taylor & Francis	Westlaw
I	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
7138	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	5	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

[illegible]

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



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- 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

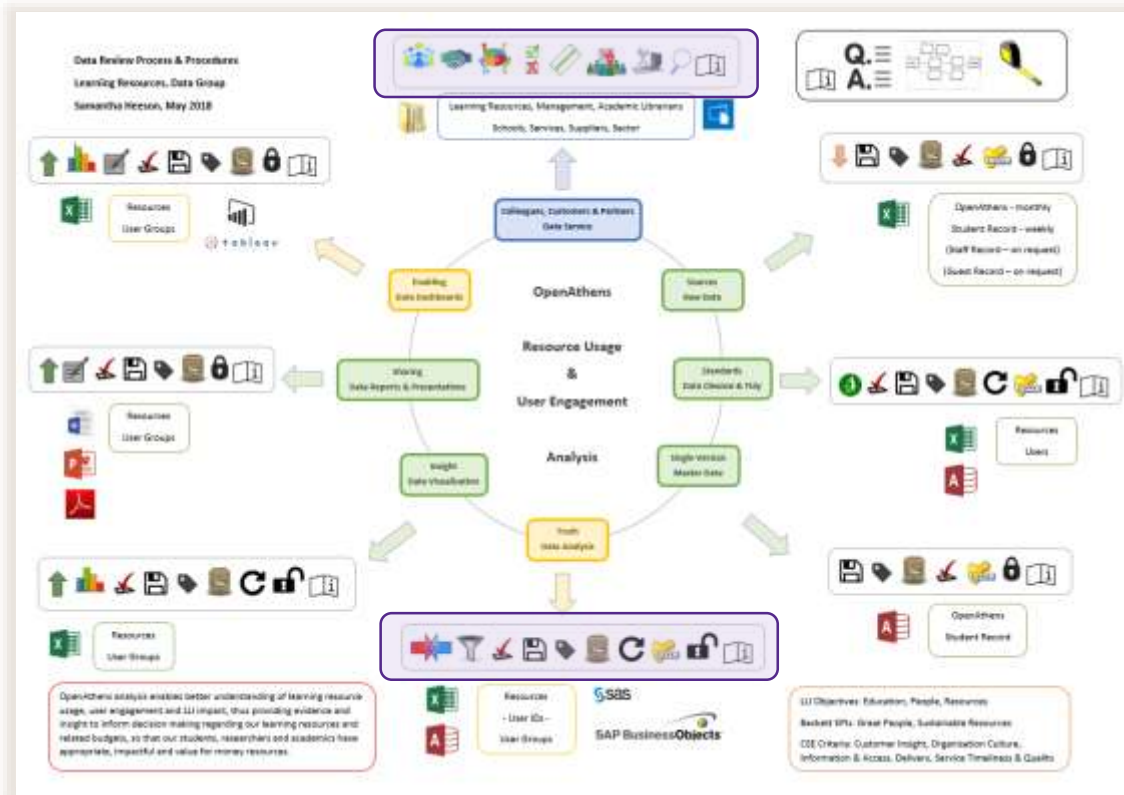
## Review template

Data	Notes / Questions	Answers / Solutions	Process	Retention / Protection	Documentation / Standards	Systems	Partners	Objectives / Risks
New Data SCURDS	OpenAthens Student Record	1. What new data do we have? 2. What new data (SCURDS) we need? 3. What other new data do we need?	1. OpenAthens reports - e-resources usage by user ID 2. LMS (SCURDS) - Student Record by user ID (informal audit) 3. We may not need all the e-resources data in the OpenAthens reports, we could exclude the data for the e-resources that we don't use or are not of interest as they are not academic. 4. We don't need all the fields in the LMS (SCURDS) reports, perhaps we could have a template report with the appropriate fields, or perhaps more Student Record data could be fed into library systems (informal review) 5. OpenAthens is an external report, but there is currently no plan for them to take it to a more granular level	1. Download the OpenAthens report from the OpenAthens system to the relevant folder, or save it from the email alert 2. Save a copy of the Student Record imported to the relevant folder 3. Check both files have transferred correctly by opening and reviewing them 4. Password protect the Student Record spreadsheet, as it contains personal and sensitive data about our students 5. Both files are "locked" - i.e. these should not be altered, or copy should be taken and saved elsewhere for student use - it is possible to password protect them if there are concerns about them being altered inadvertently	1. One copy of the original OpenAthens report 2. One copy of the original Student Record spreadsheet 3. Password protect the Student Record spreadsheet, as it contains personal and sensitive data about our students 4. Both files are "locked" - i.e. these should not be altered, or copy should be taken and saved elsewhere for student use - it is possible to password protect them if there are concerns about them being altered inadvertently	1. Project Brief and Plan 2. v1.2_LIS_Departmental_Policies_Policies_&_ProceduresLibrary 3. Resources_OAPLibrary 4. Online_ICCOpenAthensLibrary 5. StudentRecordOpenAthensLibrary 6. StudentRecordOpenAthensLibrary 7. StudentRecordOpenAthensLibrary 8. StudentRecordOpenAthensLibrary 9. StudentRecordOpenAthensLibrary 10. StudentRecordOpenAthensLibrary 11. StudentRecordOpenAthensLibrary 12. StudentRecordOpenAthensLibrary 13. StudentRecordOpenAthensLibrary 14. StudentRecordOpenAthensLibrary 15. StudentRecordOpenAthensLibrary 16. StudentRecordOpenAthensLibrary 17. StudentRecordOpenAthensLibrary 18. StudentRecordOpenAthensLibrary 19. StudentRecordOpenAthensLibrary 20. StudentRecordOpenAthensLibrary 21. StudentRecordOpenAthensLibrary 22. StudentRecordOpenAthensLibrary 23. StudentRecordOpenAthensLibrary 24. StudentRecordOpenAthensLibrary 25. StudentRecordOpenAthensLibrary 26. StudentRecordOpenAthensLibrary 27. StudentRecordOpenAthensLibrary 28. StudentRecordOpenAthensLibrary 29. StudentRecordOpenAthensLibrary 30. StudentRecordOpenAthensLibrary 31. StudentRecordOpenAthensLibrary 32. 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- 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

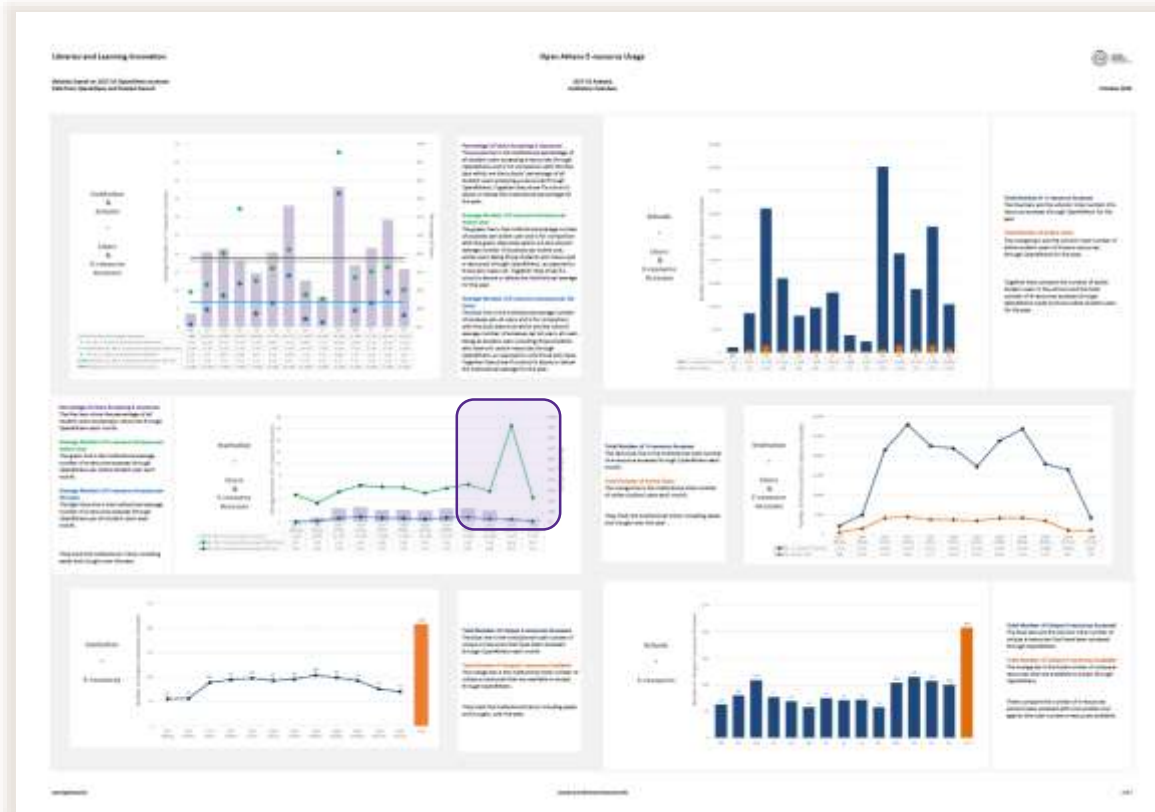
## Process diagram



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

# The Output

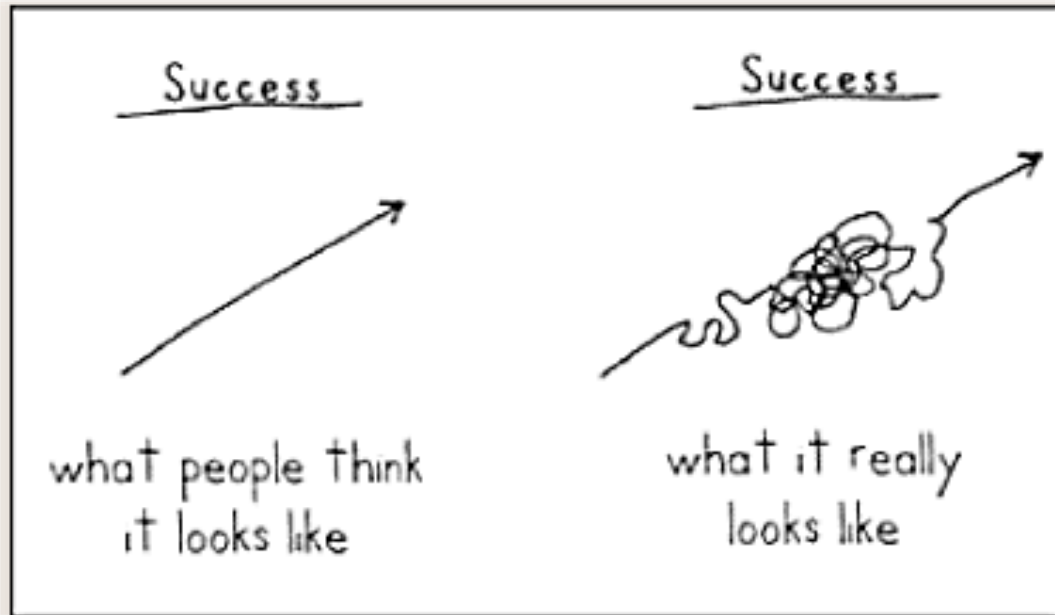
## Operational report



- 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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