2011 Electronic Resources & Libraries Conference Highlights

To join audio call in: 1-877-860-3058 and enter the following Participant Code: 6213462
Your Friendly Host

• Anne Hatinen
  Electronic Resources Librarian
  hatin004@umn.edu  612-624-2925

• Cooperative Purchasing & Electronic Resources Services (CPERS)
  https://www.minitex.umn.edu/Electronic/About.aspx
  cpers@minitex.umn.edu
Libraries and Communities

Amy Sample Ward

http://www.slideshare.net/AmySampleWard/communitydriven-libraries
Tell a Story with Data

http://www.flickr.com/photos/38216675@N00/2956535664 by Steve Woolf
Tell a Story with Data

Possible Metrics

• Quantitative
  • Usage stats; COUNTER data
  • Number of simultaneous users
  • Multi-year deals
  • Capped inflationary costs
  • Staffing, workflows – use of automation rather than manual record keeping
  • Number of reference queries answered
  • Number of library instruction sessions taught
  • Collection age
  • Citation reports and impact factors
  • Price per item, package
  • Money saved by users for library use vs. alternatives
Tell a Story with Data

Possible Metrics

• Qualitative
  • Relevance to curriculum, degrees, mission
  • Format and resulting efficiencies
  • User self-sufficiency
  • Collection condition
  • Proactive troubleshooting

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Tell a Story with Data

Where to Find the Data

- Usage reports
- Financial records
- Institutional data
- Observation
- Interviews/focus groups
- Surveys
- Testing

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Stories

• Cost avoidance for users
• Reduced costs of course materials
• Quick access to research materials
• Increased faculty publishing activities
• Increased grant activity
• Time saved by researchers
• Staff time investment and resulting institutional savings
• Attracting faculty
• Retaining students
• Library incurs costs which would have otherwise been incurred by the user (in the form of purchasing an article, subscribing to a database, negotiating a license, waiting for item to arrive via ILL)
• Contributing to/furthering the mission/strategic plan of the institution
Tell a Story with Data

Jamene Brooks-Kieffer, Kansas State University Libraries

• **Tips from Jamene**
  ✓ Data story needs to be tailored for audience you’re trying to reach
  ✓ After you know your audience, think of the scope
  ✓ Then consider the outlet
  ✓ Use the tools and time you have
  ✓ Make it memorable and usable
Tell a Story with Data
Michael Levine-Clark, University of Denver

http://www.flickr.com/photos/liltree/559406530/ -- KCC library renovation by liltree
<table>
<thead>
<tr>
<th>Audience</th>
<th>Scope</th>
<th>Outlet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library Friends’ group</td>
<td>Item-level usage report</td>
<td>Cost/use analysis</td>
</tr>
<tr>
<td>Library administrators</td>
<td>Daily gate count</td>
<td>Social media updates</td>
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<tr>
<td>Users</td>
<td>Annual circulation</td>
<td>Postcards</td>
</tr>
<tr>
<td>Department heads</td>
<td>Average monthly Web traffic</td>
<td>Face-to-face meetings</td>
</tr>
<tr>
<td>Organization administrators</td>
<td>Weekly new books</td>
<td>Blog posts</td>
</tr>
<tr>
<td>Subject librarians</td>
<td>Fiscal year budget</td>
<td>Collection analysis</td>
</tr>
</tbody>
</table>

Jamene Brooks-Kieffer 2011
Tell a Story with Data

Tools and Resources

- Lib-Value Project: http://libvalue.cci.utk.edu/
- SenseMaker: http://www.sensemaker-suite.com/
Experimenting with PDA in a Consortial Environment

- 16 schools
- $150,000
- 9 days
PDA and DDA

Bryan Keane, ebrary

- DDA is a tool
PDA and DDA

Bryan Keane, ebrary

PDA triggered by subject
1. Business & Economics
2. Psychology
3. Social Science
4. Political Science
5. Science
6. Medical
7. Computers
8. History
9. Education
10. Religion

Overall ebrary usage
1. Business & Economics
2. Social Science
3. Study Aids
4. Political Science
5. History
6. Medical
7. Education
8. Psychology
9. Computers
10. Science
PDA and DDA

Robin Champieux, ELB

- DDA is a tool
Demand-Driven

- On average, pay 14.23% of list price to facilitate access to content
- % of titles purchased with no use = 0
- 2x unique title coverage
- 1.4x unique publisher coverage

Upfront Purchasing

- On average, pay 247% of list price to facilitate access to content
- % of purchased titles with no use = 50
- 50% less unique titles
- 29% less unique publisher coverage
PDA and DDA

Michael Levine-Clark, University of Denver

How DDA works for libraries

- Weekly batch of digital titles based on library profile
- Discovery records created and placed in FTP site
- Library places records in OPAC or other discovery layer
- Patrons have access to free browse, Short Term Loan, and/or purchase
- Approval profiling methodology ensures appropriate titles
- YBP provides invoicing for purchases and STLS
- Duplication control across print and electronic purchases
Social Media as Selection Tool

Steven Harris, University of New Mexico

- Jennifer Tribe:
  - http://www.librarything.com
  - http://www.goodreads.com
  - http://www.zotero.org
  - http://www.worldcat.org/identities/
Thank you for your interest

- Minitex website
  - http://www.minitex.umn.edu
- Upcoming training sessions
  - http://www.minitex.umn.edu/events/training/