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Building Library Analytics - With a little help from your friends in Institutional Research

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Building Library Analytics

With a little help from your friends in Institutional Research

Jennifer Murray
University at Buffalo

Why we needed an Analytics tool

- Have many systems that don't talk to each other
- Numerous statistics kept by numerous staff using numerous tools
- Easily connect, view and blend data elements
- Interpret data in a way that allows for informed decision making
 - Drive improvement of services
 - Create workflow efficiencies
 - Aid in direction of future services

What is Tableau?

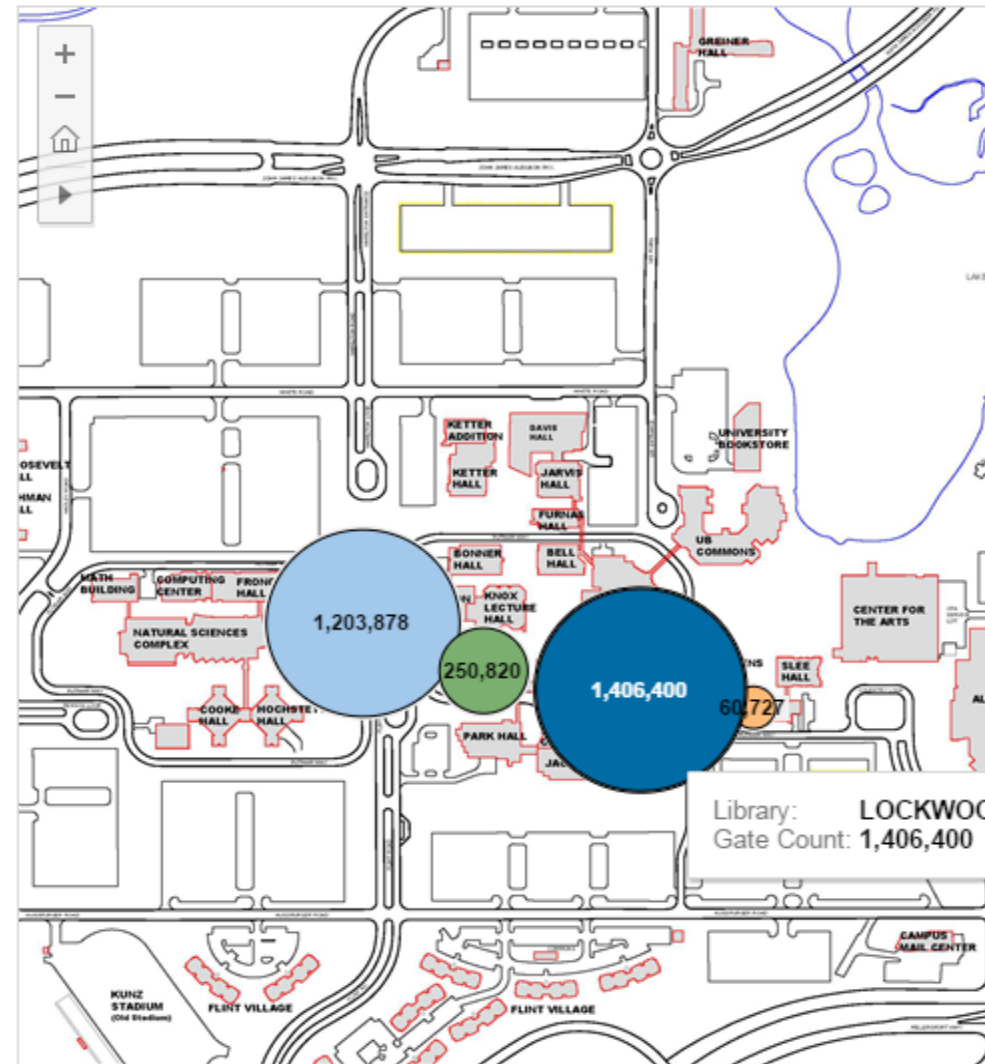
Tableau is easy-to-use business intelligence software used for data analysis, providing visual tools to help you see and understand your data.

Why Tableau?

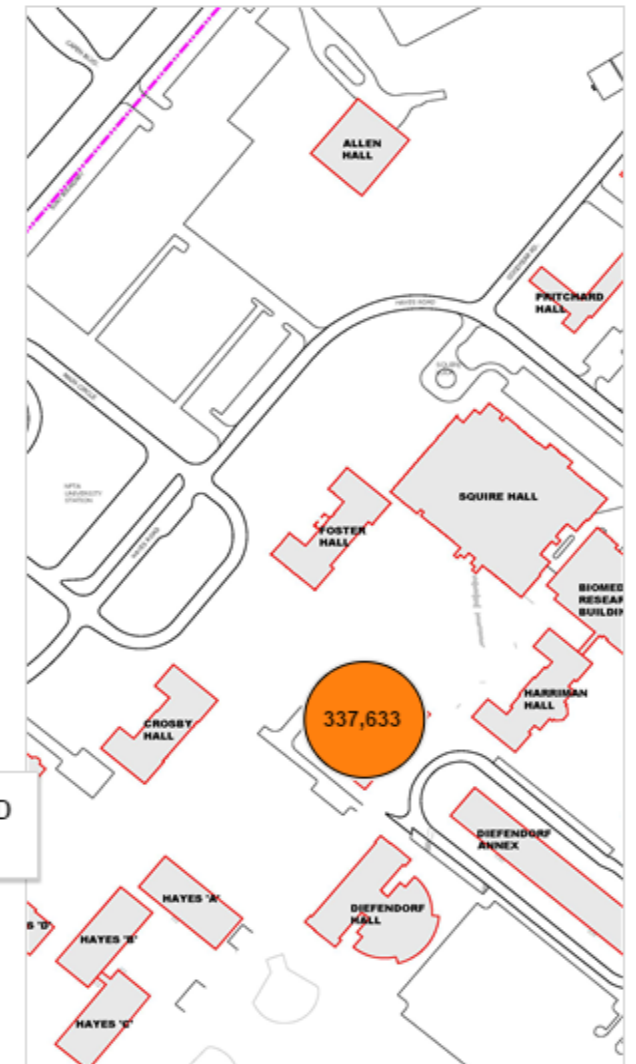
- Other departments on campus were using Tableau
- Libraries Innovation Fund allowed us to purchase 2 desktop licenses
- IR office offered guidance
 - Became involved in UB Tableau User Group through IR office
 - Attended training classes offered on campus through UB Tableau User Group
 - IR office made Tableau Server available to departments

Gate Counts By Fiscal Year

North Campus



South Campus



Library (Buildings)

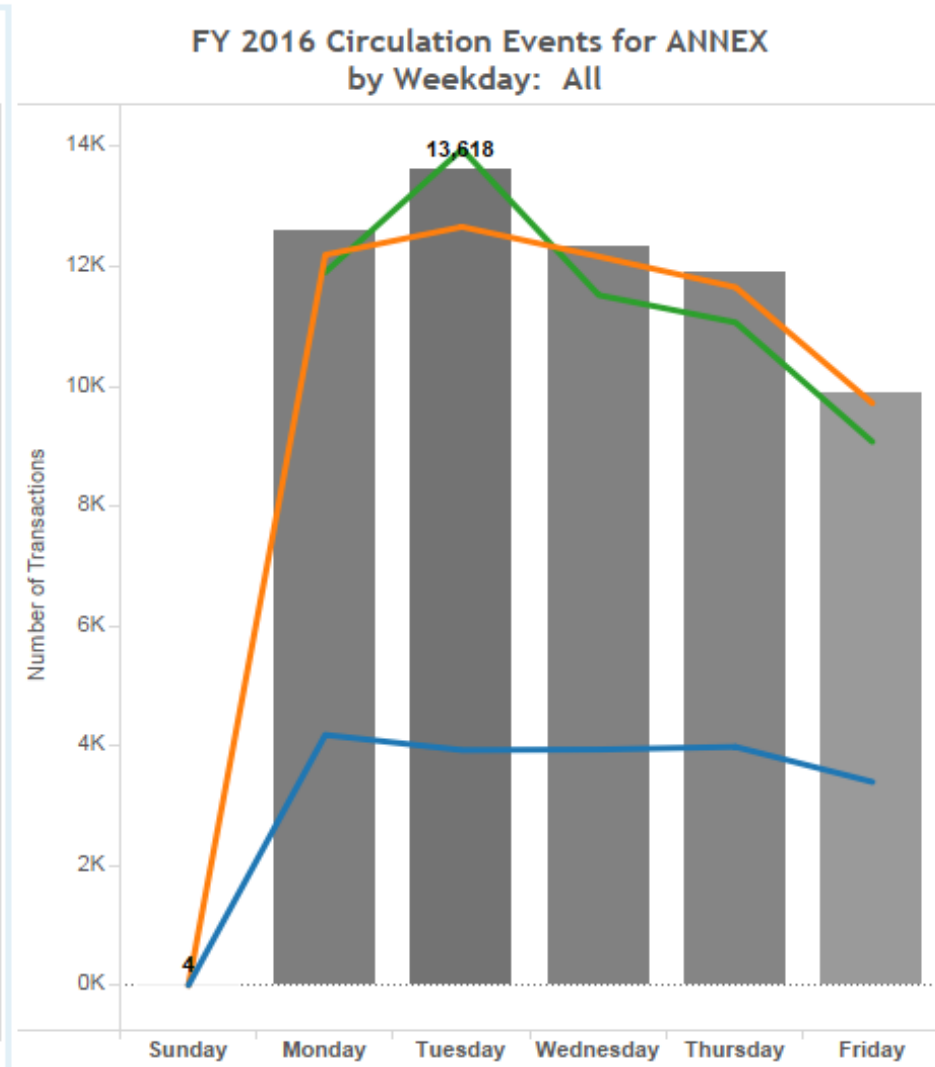
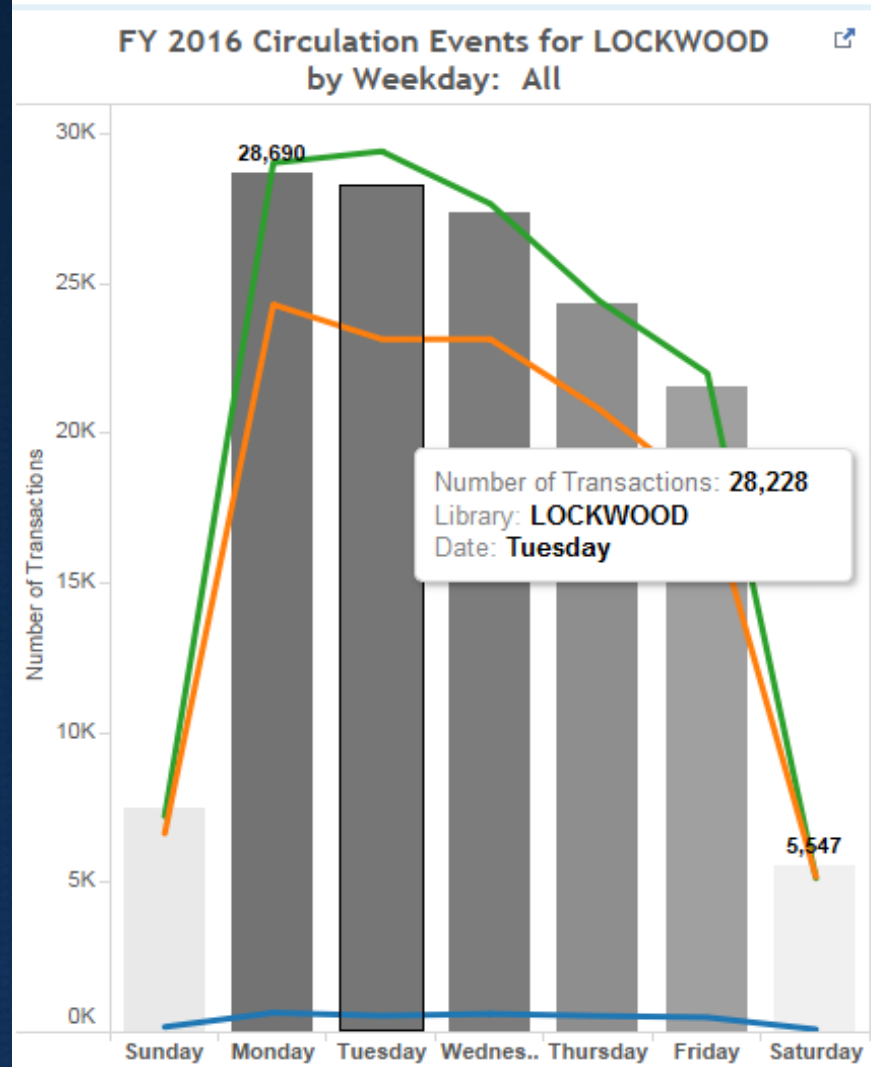
- HEALTH SCIENCES
- LAW
- LOCKWOOD
- MUSIC
- SILVERMAN / SPECIAL COLLECTIONS

Fiscal Year

- (All)
- FY 2014
- FY 2015

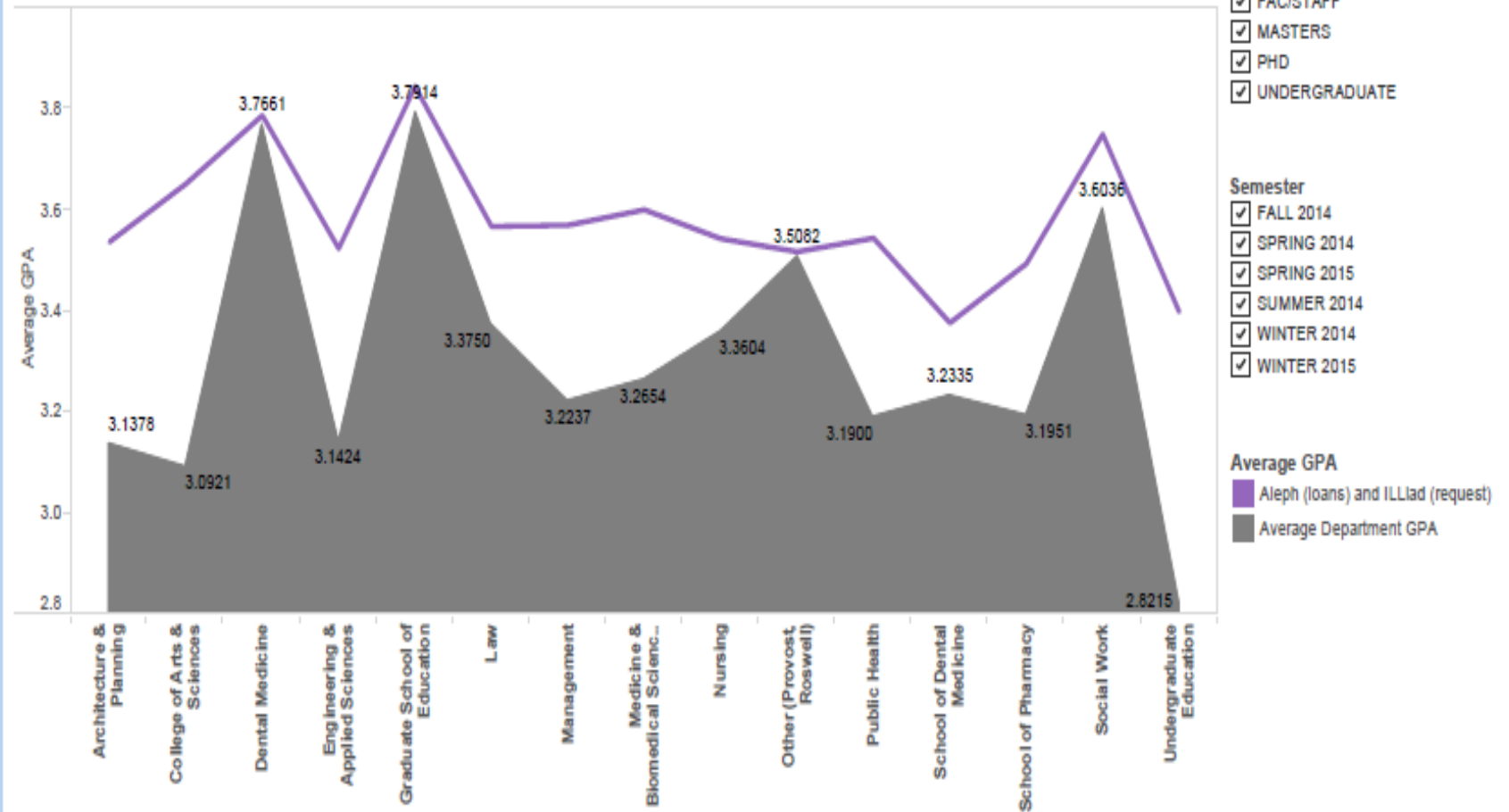
Circulation Activity by Library

Fiscal Year (left):
 Date Range (left):
 Library (left):
 Select Date Type:
 Circ Event:
 DELIVERY+
 LOAN
 RETURN
 Fiscal Year (right):
 Date Range (right):
 Library (right):



Average GPA of students who used both Aleph and ILLiad

Average GPA of students who used both Aleph and ILLiad



Date range for each semester:

Winter 2014: 1/1/14 - 1/24/14

Spring 2014: 1/25/14 - 5/18/14

Summer 2014: 5/19/14 - 8/15/14

Fall 2014: 8/16/14 - 12/31/14

Winter 2015: 1/1/15 - 1/23/15

Spring 2015: 1/24/15 - 5/17/15

Patron Status taken from Aleph.

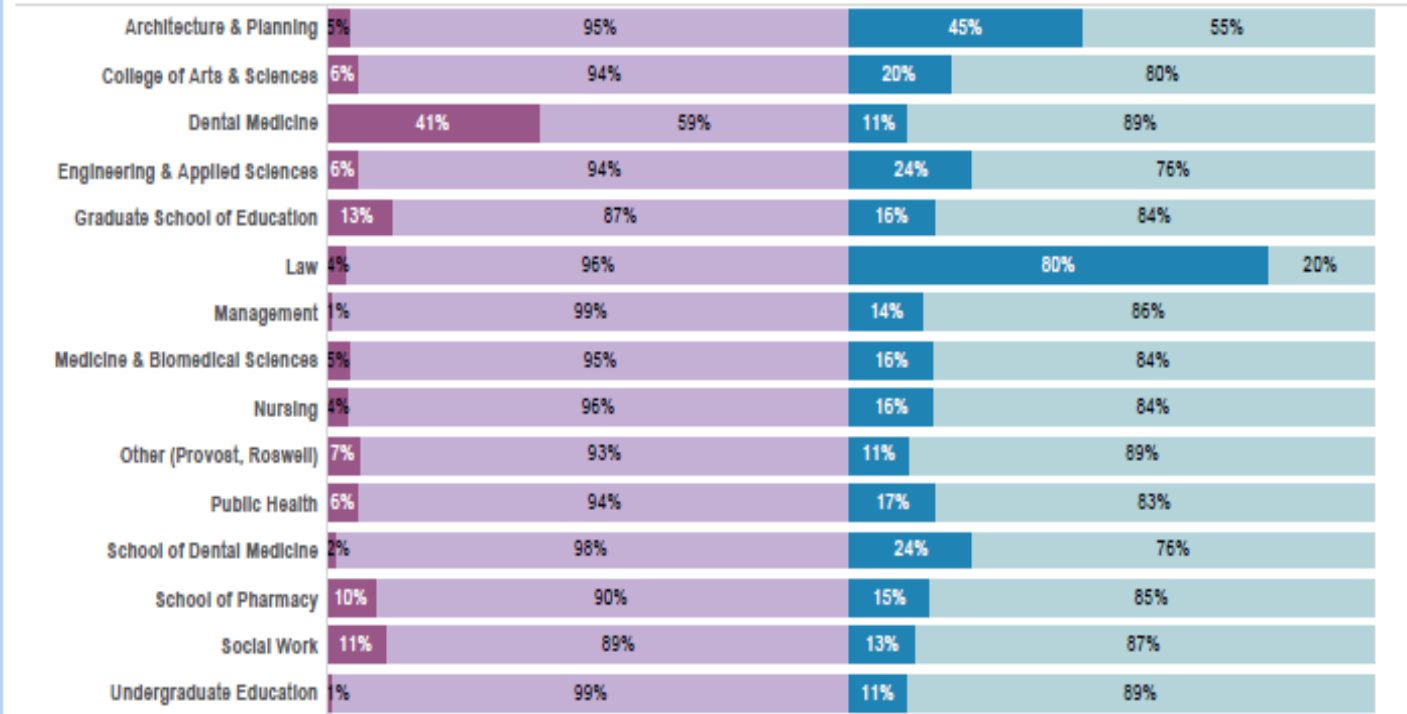
FAC/STAFF: Patrons who were students during one of the semesters but are now FAC/STAFF in Aleph. We do not know at one point their status changed.

*ILLiad requested material includes:

Doc Del/Borrowing Article request placed & viewed or material borrowed from another institution and checked out in Aleph.

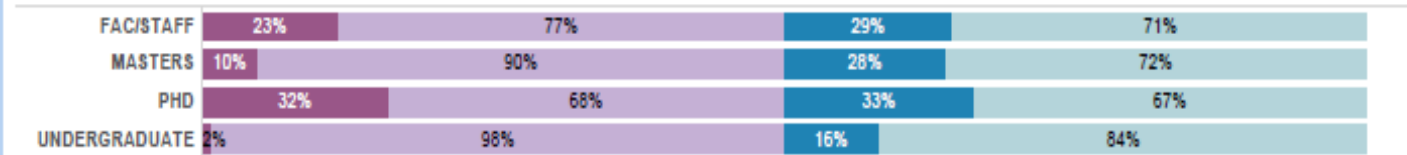
Student use of ILLiad/Aleph by department

Student use of ILLiad/Aleph by department



- Semester
- FALL 2014
 - SPRING 2014
 - SPRING 2015
 - SUMMER 2014
 - WINTER 2014
 - WINTER 2015

- Use by Department
- Aleph(no loans)
 - Aleph(loans)
 - ILLiad(no requests)
 - ILLiad(requests)



Date range for each semester:
 Winter 2014: 1/1/14 - 1/24/14
 Spring 2014: 1/25/14 - 5/18/14
 Summer 2014: 5/19/14 - 8/15/14
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Factbook

- University Factbook - <http://www.buffalo.edu/provost/oia/factbook.html>
 - Interactive reports about the University and it's operations
- Libraries Factbook - <http://library.buffalo.edu/aboutus/administration/factbook/>
 - Linked to University Factbook with help from IR office
 - Interactive reporting platform designed to provide top-level reporting on the Libraries operations as well as detailed information on some of the services the Libraries provide.
 - Reports include: ARL Statistics, Discovery Statistics, Circulation of Print Collection and so on.

In summary...

- Libraries increasingly need to show value to the University
 - What impact does library usage have on student retention and academic success?
- IR office is an excellent consultant and a reliable source for information
- Work together to improve higher education



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