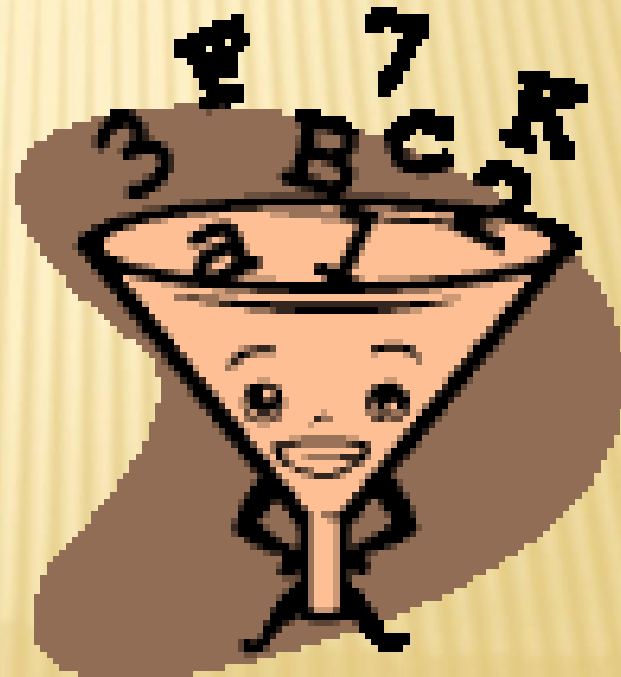


FROM NUMBERS TO POLICY: HOW TO USE ALL YOUR DATA

By: Risa White and Elizabeth Jones
Oklahoma City University

WHAT WILL BE COVERED

- ✗ What data we collect.
- ✗ How we get it.
- ✗ What it all means.



TYPES OF STATISTICS

- ✖ System (Voyager) generated
 - + Circulation statistics
 - ✖ Renewals
 - ✖ Reserves
 - ✖ By patron type
 - ✖ By item type
 - + Courtesy Cards Issued
 - + OPAC searches
- ✖ Human collected
 - + Gate counts
 - + Floor counts
 - + Desk questions



WHERE DO WE START?

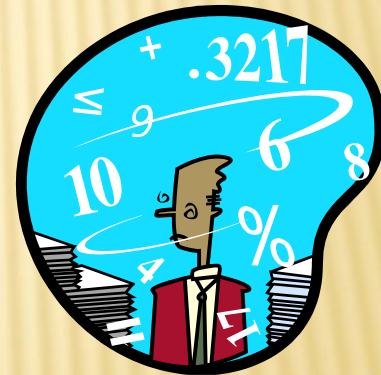
- ✗ Problem/Question?

- + Is our collection actually being used? What is a normal/average level of use?

- ✗ Go looking for data.

- + We look at our peers
 - + We look for standards

- ✗ Define our data and how we collect it.



STANDARDS

- ✗ NISO (National Information Standards Organization)

- ✗ What is a circulation?

“The total annual circulation of all library materials of all types, including renewals. Note: Count all materials in all formats that are charged out for use outside the library. Interlibrary loan transactions included are only items borrowed for users.”

ANSI/NISO z39.7-2004: Information Services and Use: Metrics & statistics for libraries and information providers — Data Dictionary. Baltimore: NISO, 2004.

<http://www.niso.org/dictionary/toc/appendices/appendixa/> (accessed June 4, 2010).

WHY ARE STANDARDS IMPORTANT

- ✗ Comparing Data outside your library/branch
- ✗ Directors have annual surveys
 - + ACRL/IPEDs surveys
 - ✗ ACRL - <http://www.ala.org/ala/mgrps/divs/acrl/publications/trends/index.cfm>
 - ✗ IPED - <http://nces.ed.gov/surveys/libraries/>
- ✗ Again what is circulation?
 - + Do you count at...
 - ✗ Check out
 - ✗ Check in



VOYAGER CIRCULATION MODEL

Transaction	Check-out	Check-in
1	4/3/2011	4/10/2011
2	4/5/2011	5/10/2011
3	5/10/2011	6/1/2011

Assume you run your stat reports on the first day of the month and limit by check-out date.

Scenario 1	Look at Circ_Transactions Table	
April Stats	Trans 2	1
May Stats	Trans 3	1
Total		2 2 out of 3

Scenario 2	Look at Circ_Archive_Trans Table	
April Stats	Trans 1	1
May Stats	None	0
Total		1 1 of 3

Scenario 3			
Look at both tables			
	Circ_Transactions	Circ_Archive_Trans	
April Stats	Trans 2	Trans 1	2
May Stats	Trans 3	None	1
Total			3 out of 3

DATA MANAGER / GATEKEEPER

✗ Someone who...

- + understands the data and where it comes from
- + controls the data (data integrity)
- + tracks the changing definitions of the data



WHAT DOES THIS ALL MEAN?

✕ Circulation

- + Any time our overall stats drop we discuss ways to improve circulation in our monthly staff meetings.
- + Set a level at which you should be concerned and ready to take more immediate action (10% drop)
 - ✕ Collect more detailed stats

✕ Courtesy Cards

- + Increasing service to outside constituents is part of our strategic plan and fits with the University's strategic goals

WHAT DOES THIS ALL MEAN?

✗ OPAC Searches

+ Use for decisions regarding the design of your website and OPAC interface

+ Helpful with information literacy research

+ <http://documents.el-una.org/459/1/ELUNA2010-Liu.pdf>

SEARCH THE LIBRARY CATALOG

Keyword Relevance Search

(search more books)

SEARCH EBSCOhost

Keyword Relevance Search

(search more articles)

Keyword (and/or/not "phrase")

Title (skip "a", "an", or "the")

Author (last name first)

Journal Title Phrase

Subject

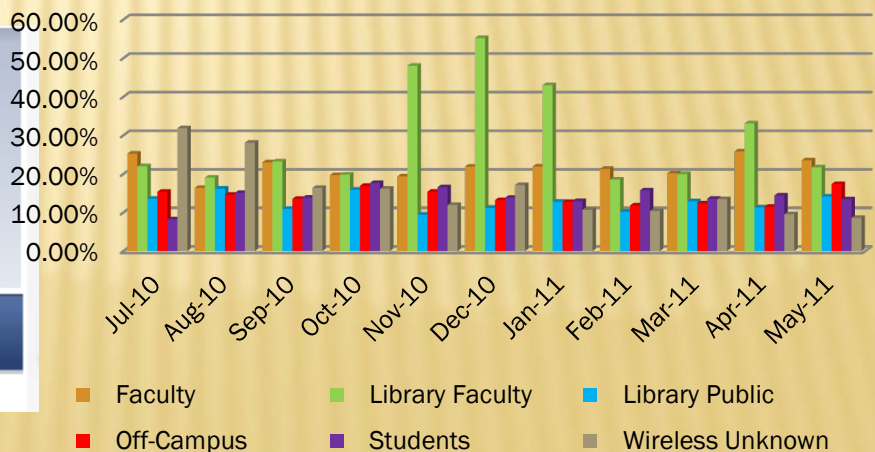
Call Number

Title Phrase

Special Call Number

Media Collection

% Failed Searches



METHODS OF COLLECTION - HUMANS

✕ Floor Count

- + Students (or staff) walk the floors of the library every hour counting the number of people on each floor

✕ Gate Count

- + Staff and students collect the numbers off the gate counters 4 times a day

✕ Desk Questions

- + Staff and students tally the questions they receive at the desk by hour and question type

HUMAN COLLECTED – FLOOR COUNT

Floor Count Statistics

Date	First Floor	Computer Lab	2nd Floor	3rd Floor	4th Floor	5th Floor
8:00:00 AM						
9:00:00 AM						
10:00:00 AM						
11:00:00 AM						
12:00:00 PM						
1:00:00 PM						
2:00:00 PM						
3:00:00 PM						
4:00:00 PM						
5:00:00 PM						
6:00:00 PM						
7:00:00 PM						
8:00:00 PM						
9:00:00 PM						
10:00:00 PM						
11:00:00 PM						
Closing walk thru						

Please count the number of people on each floor.

Do not count:

People in offices, the Archives Reading Room, or the 2nd Floor Conference Room/Classroom.

If there is a class going on in a room (Lab or 5th Floor seminar), write "C" and the # of people.

Data Collection Sheet

Information Collected:

- Date
- Hourly counts for each floor plus the computer lab

HUMAN COLLECTED – GATE COUNT

- ✗ Printed Spreadsheet
- ✗ Includes numbers for both Gates
- ✗ Data recordings at:
 - + Opening
 - + ½ hour after opening
 - + 1 hour before closing
 - + 15 minutes before closing
 - + Closing



HUMAN COLLECTED - DESK QUESTIONS

Desk Questions

Today's Date									
	Place one mark on this side				AND	One mark on this side			
Time	In Person	Roving	Phone	Email		Basic	Equipment	Collection	Referral
						directions, ILL pickup, scissors, stapler	copying, printing, scanning, computer use, microform, card center, bill changer	looking for specific items, basic use of catalog or database	needs research help, looking for topical items (non- specific), place ILL, etc.)
7:30-9am									
9am-10am									
10am-11am									
11am-12pm									
12pm-1pm									
1pm-2pm									
2pm-3pm									
3pm-4pm									
4pm-5pm									
5pm-6pm									
6pm-7pm									
7pm-8pm									
8pm-9pm									
9pm-10pm									
10pm-11pm									
11pm-12am									

What's Recorded:

- Date
- Time of Day
- How it was asked
- Type of Question

HUMAN COLLECTED – PROBLEMS

✗ Inconsistent Collection

+ Data doesn't get entered for every collection point

✗ Forget

✗ Not enough students/staff at that time

+ Handwriting can be hard to read



HUMAN COLLECTED – PROBLEMS

- ✗ Data entry

- + Every piece of data has to be entered into a spreadsheet by hand



HUMAN COLLECTION – SOLUTIONS

✗ Inconsistent collection

- + Use estimates and averages

- + Excel's average function does not count null data

 - ✗ =AVG(cell1, cell2, cell3...)

 - ✗ Leave cells empty when no data was collected

 - ✗ Enter a zero when there were no people

HUMAN COLLECTION – SOLUTIONS

✕ Data entry

- + Set aside time monthly to enter figures
- + Assign a student or staff member to help
- + Do the data manipulation and analysis yourself

HUMAN COLLECTED - USES

- ✗ Reducing hours due to staff shortage Jan 2011
 - + Looked at October and November data
 - + Floor Count – heaviest use dropped by 10pm
 - + Desk Questions – after 10pm made up less than 4% of daily questions for October as well as November

FLOOR COUNT TREND - OCTOBER

	October Averages by Day of the Week						
Day of the Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00:00 AM	6	3		5	7		
9:00:00 AM	31	26	17	16	16		
10:00:00 AM	52	30	43	30	22.5		
11:00:00 AM	97	46	52	45.5	36.5	10.5	
12:00:00 PM	70	63	50	40	45	29	
1:00:00 PM	78	76	61	64.5	37	31	34.5
2:00:00 PM	86	80	106	88	31	37.5	52.5
3:00:00 PM	71	51	69	76.5	33.5	34.5	56
4:00:00 PM	44	45	52	49	39.5	34	59.5
5:00:00 PM	41	44	49	49	26	27.5	64.5
6:00:00 PM	45	50	30.5	38.5	23.5	31	56
7:00:00 PM	69	47.5	49.5	29	9	7	47.5
8:00:00 PM	70	59	51	47			63
9:00:00 PM	76	49.5	34	40			56
10:00:00 PM	62	50.5	38.5	43			50
11:00:00 PM	44	35	28	42			28
Closing walk thru	15	10	5.5	8.5			19

Floor Count Data

Heaviest usage

Fri-Sat

Ends by 6pm

Sun – Thurs

Ends by 10 pm

FLOOR COUNT TRENDS - NOVEMBER

November Averages by Day of the Week							
Day of the Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00:00 AM	9.5	5.2	12.0	11.3	16.7		
9:00:00 AM	31.4	23.8	42.0	15.7	22.0		
10:00:00 AM	44.0	38.6	34.8	32.5	36.0		
11:00:00 AM	52.8	47.0	55.8	39.3	38.0	26.3	
12:00:00 PM	57.0	52.8	33.7	49.7	36.5	32.3	9.0
1:00:00 PM	62.5	63.4	59.5	61.0	31.0	39.3	25.0
2:00:00 PM	93.2	90.0	75.0	85.7	38.0	42.0	38.3
3:00:00 PM	83.8	72.2	46.7	53.5	39.0	42.7	60.0
4:00:00 PM	73.8	68.6	61.0	63.5	40.7	52.3	73.3
5:00:00 PM	64.6	62.8	49.3	57.0	35.3	39.3	74.3
6:00:00 PM	60.4	41.8	43.5	49.7	16.5	31.0	59.0
7:00:00 PM	72.3	43.5	42.5	52.3	2.0	10.3	55.8
8:00:00 PM	82.6	75.2	56.0	56.7			65.7
9:00:00 PM	66.4	75.6	63.7	50.3			61.5
10:00:00 PM	52.8	67.5	49.7	44.3			50.5
11:00:00 PM	35.2	38.3	43.0	32.0			39.3
Closing walk thru	11.8	12.0	10.0	7.3			4.0

Floor Count Data

Heaviest usage

Fri-Sat
Ends by 6pm

Sun – Thurs
Ends by 10 pm

DESK QUESTION TRENDS – FALL 2010

Averages by Day of the Week	Sundays	Mondays	Tuesdays	Wed	Thurs	Friday	Saturday
Fall 2010							
7:30AM-9AM		4.1	2.8	3.2	2.4	2.6	
9AM-10AM		4.0	2.6	3.5	2.9	2.1	
10AM-11AM		3.1	2.6	3.7	3.4	3.1	4.6
11AM-12PM		2.8	3.3	2.6	4.2	3.2	2.2
12PM-1PM	2.8	3.9	3.9	2.9	4.0	1.9	2.7
1PM-2PM	1.8	3.0	4.2	2.9	3.5	2.7	3.2
2PM-3PM	2.0	3.0	3.3	3.3	4.5	2.6	2.3
3PM-4PM	2.7	2.4	4.2	3.0	4.7	3.4	3.2
4PM-5PM	2.0	3.1	4.3	4.2	3.0	2.6	3.0
5PM-6PM	3.4	2.6	3.5	2.4	2.8	2.5	2.7
6PM-7PM	2.3	3.4	3.2	1.7	2.3	2.9	2.0
7PM-8PM	2.7	2.5	2.3	3.7	2.4	3.5	2.0
8PM-9PM	2.7	2.3	3.1	3.0	3.2	5.0	2.0
9PM-10PM	2.4	1.8	2.3	1.5	2.8		
10PM-11PM	2.2	2.6	2.5	1.5	1.7		
11PM-12AM	2.7	1.6	1.6	1.0	1.0		

Desk Question Data

Heaviest usage
Mon-Thurs
Ends by 10 pm

Some additional
usage 10-11pm
Mon and Tues

STAFF SHORTAGE HOURS

✖ Regular Hours – Total 134.5 hrs

✖ Sunday

+ Noon to midnight (12 hours)

✖ Monday – Thursday

+ 7:30 am – midnight (16.5 hours)

✖ Friday

+ 7:30 am – 7 pm (11.5 hours)

✖ Saturday

+ 10 am – 7 pm (9 hours)

✖ January Hours – Total 108.5 hrs

✖ Sunday

+ 2pm – **10pm** (8 hours – single staff member with paid lunch)

✖ Monday – Thursday

+ 7:30 am – **10 pm** (14.5 hours)

✖ Friday

+ 7:30 am – **6 pm** (10.5 hours)

✖ Saturday

+ 10 am – **6 pm** (8 hours – single staff member with paid lunch)

HUMAN COLLECTED - USES

- ✗ Constant requests for 2am daily closing time
 - + Floor Count data will give us a better picture of whether it will be sufficiently used
 - + Currently only opening until 2am during finals
 - + Still have to deal with the challenge of staffing that time period



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