Getting the Message
Across...Statistics Gathering and Dissemination
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Abstract:

Gathering statistical data on resources can be a time intensive task regardless of whether or not your library employs an ERM solution or a statistics gathering service. Making sure that the data that is collected and evaluated is disseminated and understood is paramount to the successful implementation of the collection decisions that need to be made from the conclusion(s) reached from the data output. During this session the attendees will participate in a presentation and discussion on gathering statistics with and without the use of an ERM or statistics module, but also how to format that data so that it can be share and understood by a wide range of stakeholders.
Activity:

Parameters:
$1.68$ budget for last year
Need to cut $250,000.00

Questions:
What data do you need?
How are you going to decide where to cut?
To who and how will you present the information?
### Implement your solution: The Data...

<table>
<thead>
<tr>
<th>FY 2011-2012</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Arts and Sciences</td>
<td>$ 90,000.00</td>
</tr>
<tr>
<td>College of Engineering and Technology</td>
<td>$ 200,000.00</td>
</tr>
<tr>
<td>College of Business</td>
<td>$ 90,000.00</td>
</tr>
<tr>
<td>College of Education</td>
<td>$ 75,000.00</td>
</tr>
<tr>
<td>College of Nursing</td>
<td>$ 65,000.00</td>
</tr>
<tr>
<td>College of Health Sciences</td>
<td>$ 65,000.00</td>
</tr>
<tr>
<td>Library Monographs</td>
<td>$ 50,000.00</td>
</tr>
<tr>
<td>Journals</td>
<td>$ 450,000.00</td>
</tr>
<tr>
<td>Database</td>
<td>$ 500,000.00</td>
</tr>
<tr>
<td>PDA/PPV</td>
<td>$ 25,000.00</td>
</tr>
<tr>
<td>Library Operations</td>
<td>$ 75,000.00</td>
</tr>
<tr>
<td>Totals</td>
<td>$ 1,685,000.00</td>
</tr>
</tbody>
</table>

* 5% of college allocation must be spent on monographs
Part One: Where to Cut????

• What data do you need?

• Evaluate the data you have…
  • Even if you do not currently have a statistics gathering solution in place you have access to data through your vendor and publisher admin sites.
  • Download and consolidate this data…(use excel or access)
  • Don’t forget online journal content can be accessed usually in a variety of locations.

Keep a list of data that you are missing to inform your data collection strategy next time around…
Part One: Where to Cut?????

Possible Solutions:

• Expand PPV
• Expand PDA
• Expand database coverage
• Reduce operational costs through negotiation
• Reduce direct journal subscriptions
• Increase access package journal deals
• Invest in eBook collections of eBook collection subscriptions
• Negotiate for better price points
Part Two: How to Communicate...

- What structures exist within your institutions that already allow the library personnel contact/access to faculty and administration on campus?
- What does your collection development policy or other internal documents state about allocation of funds?
- What is the best way to proceed at your institution(s)?
- What is the best way to present the data?
Part Three: What data do you need?

• Office of Institutions Statistics, the Registrar, Office of the Provost...

• Average cost of Books/Journals in a specific field...

• Statistics on use of eCollections and Print Collections
  • Don’t have a process in place?
  • Excel
  • ERM
  • Usage Consolidation
  • Browse stats at title level
Presentation and Preparation are Everything

• Data, data, data... Administrators and Faculty respond to hard facts (numbers) and need information in a concise format.

• You must have data to share data...
  • Excel Stats Tracking
  • ERM Stats
  • EBSCO usage consolidation
  • Database FT content
  • What is available via PPV?
Part Two: How to Communicate...

Which is easier to understand in a short amount of time?

A. The college of engineering and technology currently receives 34% of the libraries journal allocation funding. The usage of this content is currently costing the library $75.00 per FT view, or $10,000.00 per faculty FTE/ $500.00 per student FTE...
Part Two: How to Communicate...

Which is easier to understand in a short amount of time?

**Cost per student FTE**

B. College of Health Sciences: $10.00
   College of Nursing: $7.50
   College of Education: $20.00
   College of Business: $5.00
   College of Engineering and Technology: $75.00
   College of Arts and Sciences: $5.00

**College Allocations**

- College of Arts and Sciences: 16%
- College of Engineering and Technology: 34%
- College of Business: 15%
- College of Education: 13%
- College of Nursing: 11%
SUSHI


http://www.niso.org/workrooms/sushi
Launched in March 2002, COUNTER (Counting Online Usage of Networked Electronic Resources) is an international initiative serving librarians, publishers and intermediaries by setting standards that facilitate the recording and reporting of online usage statistics in a consistent, credible and compatible way. The first COUNTER Code of Practice, covering online journals and databases, was published in 2003.
Wrapping up...

• Data, data, data…
• Get an actionable plan in place...data drives decision making on academic campuses!
• All the data in the world is useless without context and direct comprehensible communication.
• You must tailor your presentation to your audience.
• Have a plan...don’t be afraid to modify!
• Learn from your mistakes each time around and improve the process...
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