Information Use Management and Policy Institute
School of Information Studies, Florida State University

Network Performance Measures Task Group #6:
Meeting Summary
San Diego, CA
January 9, 2004

Friday, January 9, 2004
12:00 - 3:00 p.m.
San Diego Marriott Hotel & Marina

Attendees: Charles R. McClure (II), John C. Bertot (II), Wonsik "Jeff" Shim (II), Sue Phillips (ICLOC), Peter Young (NAL), Mary Parker (MINITEX), Candy Zemon (GIS Information Systems), Carol Roddy (OPLIN), Judith Hiott (Houston Public Library), Kurt Murphy (ASU), Amos Lakos (UCLA), Mike Gorrell (EBSCO), Lynn Connaway (NetLibrary/OCLC), Deborah Lettrell (Texas State Library), Mike Hoover (ProQuest), John Law (ProQuest), Bernie Seiler (Wilson), Ron Miller (Wilson), Gary Ross (Thomson/Gale), Helen Wilbur (Thomson/Gale), Peter Dalton (UCE), Joe Ryan (II), Michael Garvey (LexisNexis), Brinley Franklin (UConn), Martha Kyrillidou (ARL), Christie Koontz (GeoLib), Kim M. Thompson (II)

Summary of General Discussion:

1. McClure and Bertot have been involved in discussions with Counter to identify areas for cooperation and joint activities. Counter is moving ahead with a range of initiatives (see Counter website, http://www.projectcounter.org/).

2. McClure reported that he has been working with Bill Moen, University of North Texas, and staff at the Texas State Library and Archives Commission on reporting use and usage data from the statewide TexShare Database. These efforts have resulted in some procedures that can normalize data reports across various vendor statistical reports. A final report of this work will be made available from the Texas State Library and Archives Commission summarizing these efforts should be available in Spring 2004.

3. Bertot reported on Public Library E-metrics project (see handout).

4. Shim reported on Recent Trends in Usage Reports (see handout).

5. Shim directed vendor panel discussion (see below).

Summary of Panel Discussion:

1. Why did your company begin to offer usage statistics?

OCLC NetLib	Librarians requested usage statistics for comparative purposes.
EBSCO	Have offered usage statistics since the beginning.
Thomson/Gale	Started offering usage statistics for CD interface and continued in the web environment. Primarily to bring value to customers.
ProQuest	In 1985 we collected usage statistics for publisher royalties.

2. What are reasons behind your choice of data elements?

EBSCO	We report the data based on user demands: searches, retrievals, views, etc.
Thomson/Gale	Our report was based on old Dialog business model: searches, retrievals, views, full text, etc.
ProQuest	We report input for royalties; We report what users request, and; We report standard elements.
OCLC NetLib	For electronic books, we report usage, collection development standpoint, popular e-books searches by title, subject.

3. What are you doing to train users?

ProQuest	We have trainers who go on-site to train in use with interface. Still need training for analysis.
Thomson/Gale	We have a training staff for reporting methods but not data analysis.
EBSCO	We have no training, the users don't need it. We have tech support, Q&A, etc. They can take care of any questions re: data analysis.
OCLC NetLib	We used to have a training staff and seminars but found they were not necessary. We now simply have a tech support like EBSCO. For ARL we do have training modules, however.

4. Do you have any data on how many libraries actually download their statistics?

Thomson/Gale	Over 30,000 reports distributed. We provide customized reports for large consortium users and this accounts about 30% of our total efforts in providing statistics.

Wilson	Fewer than 10% use statistical packages on a regular basis. This could be because it is a relatively new service.
ProQuest	We've seen increase in report access.
EBSCO	There are no automatic reports—users must schedule via email. Perhaps 10% or fewer.
OCLC	Not sure if libraries or techs locally are retrieving reports. No agency-wide check on this.

5. How do you use network statistics for marketing purposes? (no responses recorded)

6. What is in store for the future development of statistics by vendors?

OCLC NetLib & Thomson/Gale	We are looking at standards based on library requests and we are trying to comply.
ProQuest	We are trying to figure how best to meet library needs.
EBSCO	We are working on enhancing consortia statistics reporting. Also working on liking activities.