Planning for the Future:

Using Database Usage Statistics to Map Out Future Library Development

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Presented at Florida Library Association Annual Conference 2011

Information Institute & the FEL

- Has worked with the Florida Division of Library and Information Services evaluating the Florida Electronic Library since 2002
- Past projects:
  - Gale Training Evaluation
  - 2009: Florida Memory Project
  - 2007 – 2008: Evaluation Activities for the Florida Electronic Library
  - 2006: Evaluation Activities for the Florida Electronic Library
  - 2005: Evaluation Activities for the Florida Electronic Library - Management Practices

To view past projects visit http://ii.fsu.edu/Research/Projects

Overview

- Learn how to obtain usage data reports from Gale Admin Portal;
- Learn how to analyze and understand the data;
- Learn what it means about your users and their needs;
- Learn how to use the data to plan future staff training, create targeted programming for users, and guide collection development.

Accessing Your Information

Portal URL: http://admin.galegroup.com/

Choosing an Account

Accessing Your Reports

Picking a Report

Formatting Your Report

Formatting Your Report

Cancel   Next >   Finish

Usage by Database
Report Selection Criteria

Data available from **January 1, 2008** *through* **April 18, 2011**

Date Selection: Last Month

Date Selection

Date Range
This Year
Last Year
This Quarter
Last Quarter
This Month
Last Month
This Week
Last Week

24 25 26 27 28 29 30

Date Range:
Note: This prompt is ignored
unless "Date Range" is chosen
as the Date Selection above

◄   2011   ►
Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec
Sun Mon Tue Wed Thu Fri Sat
                          1   2
3   4   5   6   7   8   9
10   11   12   13   14   15   16
17   18   19   20   21   22   23
24   25   26   27   28   29   30
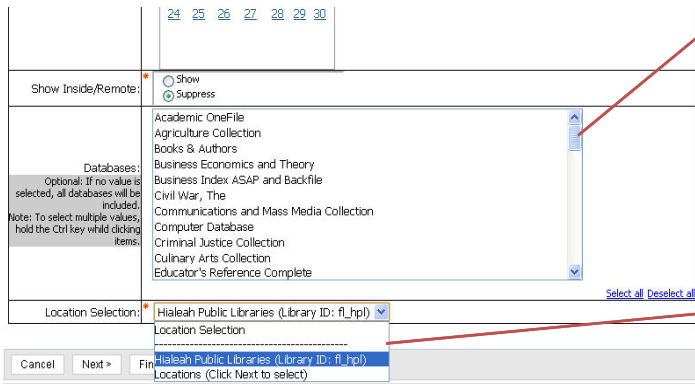
Show Inside/Remote: ○ Show
                      ● Suppress

Select time
frame for report:
•Date range
• Current year
•Past year
•Current or past
  quarter
•Current month
•Last month
•Current week
•Last week

Formatting Your Report

24 25 26 27 28 29 30

Show Inside/Remote: ○ Show
                      ● Suppress

Databases:
Optional: If no value is
selected, all databases will be
included.
Note: To select multiple values,
hold the Ctrl key whild clicking
items.

Academic OneFile
Agriculture Collection
Books & Authors
Business Economics and Theory
Business Index ASAP and Backfile
Civil War, The
Communications and Mass Media Collection
Computer Database
Criminal Justice Collection
Culinary Arts Collection
Educator's Reference Complete

Select all Deselect all

Location Selection: Hialeah Public Libraries (Library ID: fl_hpl)

Location Selection

Hialeah Public Libraries (Library ID: fl_hpl)
Locations (Click Next to select)

Cancel   Next >   Fin

Select all or
specific items to
run report for

Select which
location/library
to run report for

Run Report!

17 18 19 **20** 21 22 23
24 25 26 27 28 29 30

Show Inside/Remote: ○ Show ● Suppress

Databases:
Optional: If no value is selected, all databases will be included.
Note: To select multiple values, hold the Ctrl key whild clicking items.

Academic OneFile
Agriculture Collection
Books & Authors
Business Economics and Theory
Business Index ASAP and Backfile
Civil War, The
Communications and Mass Media Collection
Computer Database
Criminal Justice Collection
Culinary Arts Collection
Educator's Reference Complete

Select all Deselect all

Location Selection: Hialeah Public Libraries (Library ID: fl_hpl)

Cancel Next > Finish → Click "Finish" to run report

Reports:
Location, Date, and Time

User: Hialeah Public Libraries
Date Selection: Between 03/01/2011 and 03/31/2011 (Last Month)
Session Time:
Day of Week:
Libraries: Hialeah Public Libraries (Library ID: fl_hpl)

State Library of Florida

Hialeah Public Libraries

Location Name	Calendar Date Desc	Session Hour	Session Time (5-min)	Sessions Started	Sessions Ended
Hialeah Public Libraries	Tuesday, March 01, 2011	6-7PM	6:40 PM	26	0
			6:45 PM	0	26
	Monday, March 14, 2011	12-1 PM	12:55 PM	26	0
			1:00 PM	26	0
		1-2PM	1:05 PM	0	52
	Tuesday, March 15, 2011	1-2PM	1:15 PM	26	0
			1:25 PM	26	0
			1:30 PM	0	26
		2-3PM	2:30 PM	0	26
	Saturday, March 19, 2011	3-4PM	3:05 PM	26	0
			3:10 PM	0	26
	Sunday, March 27, 2011	1-2PM	1:50 PM	26	0
			2:00 PM	0	26
	Tuesday, March 29, 2011	12-1 PM	12:45 PM	26	0
			12:55 PM	0	26
		6-7PM	6:55 PM	26	0
			7:00 PM	0	26
Hialeah Public Libraries - Spanish	Thursday, March 17, 2011	1-2PM	1:35 PM	60	29
			1:40 PM	0	31

Reports:
Database

Product Description	Sessions	Full Text Retrievals	Retrievals	Searches	Turn-Aways
Academic OneFile	2	0	0	3	0
Agriculture Collection	2	0	0	3	0
Business Economics and Theory	2	0	0	3	0
Communications and Mass Media Collection	2	0	0	3	0
Computer Database	2	0	0	3	0
Criminal Justice Collection	3	8	8	6	0
Culinary Arts Collection	2	0	0	3	0
Educator's Reference Complete	2	0	0	3	0
Environmental Studies and Policy	2	0	0	3	0
Expanded Academic ASAP	2	0	0	3	0
Fine Arts and Music Collection	2	0	0	3	0
Gale Virtual Reference Library	2	0	0	3	0
Gardening, Landscape and Horticulture	2	0	0	3	0
General Business File ASAP	2	1	1	3	0
General OneFile	2	3	3	3	0
General Reference Center Gold	2	0	0	3	0
Health Reference Center Academic	2	0	0	3	0
Home Improvement Collection	2	0	0	3	0
Hospitality, Tourism and Leisure	2	0	0	3	0
Informe	2	0	0	3	0
Junior Edition	2	0	0	3	0
Junior Reference Collection	2	0	0	3	0
Nursing and Allied Health Collection	2	0	0	3	0
Popular Magazines	2	0	0	3	0
Psychology Collection	2	0	0	3	0
Student Edition	2	0	0	3	0
Summary	**53**	**12**	**12**	**81**	**0**

Reports:
E-Book Retrievals

Cognos Viewer - Gale - EBook Retrievals

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GALE
CENGAGE Learning
EBook Retrievals
Ranked by Retrievals

User: Hialeah Public Libraries
Date Selection: Between 01/01/2010 and 12/31/2010 (Last Year)
Libraries: Hialeah Public Libraries (Library ID: fl_hpl)

EBook Title	eISBN	Full Text Retrievals	Retrievals
St. James Encyclopedia of Popular Culture , 5v, 2000	9781558625297	1	4
Gale Encyclopedia of Alternative Medicine , 2nd ed., 4v, 2005	9780787693961	1	1

Reports:
Journal Retrievals

Cognos Viewer - Gale - Journal Retrievals

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Journal Retrievals

Sorted by Retrievals

User: Hialeah Public Libraries
Date Selection: Between 03/01/2011 and 03/31/2011 (Last Month)
Libraries: Hialeah Public Libraries (Library ID: fl_hpl)

Source	ISSN	Full Text Retrievals	Retrievals
Mayo Clinic Proceedings	0025-6196	2	3
USA Today (Magazine)	0161-7389	2	3
JAMA, The Journal of the American Medical Association	0098-7484	0	2
OBG Management	1044-307X	2	2
Psychology & Psychiatry Journal	1944-2718	2	2
West Virginia Medical Journal	0043-3284	1	2
Women's Health Weekly	1078-7240	2	2
American Journal of Drug and Alcohol Abuse	0095-2990	1	1
American Journal of Psychiatry	0002-953X	0	1
American Medical News	0001-1843	1	1
Archives of Disease in Childhood	0003-9888	1	1
Bulletin (Southern California Academy of Sciences)	0038-3872	1	1
Children Today	0361-4336	1	1
Community Care	0307-5508	1	1
Community Practitioner	1462-2815	1	1
Contemporary OB/GYN	0090-3159	1	1
Evidence-Based Mental Health	1362-0347	1	1
Family Practice News	0300-7073	1	1
Harvard Children's Health		1	1
Harvard Journal of Hispanic Policy	1074-1917	1	1
National Journal	0360-4217	1	1
Newsweek	0028-9604	1	1

Reports:
Usage Summary

GALE
CENGAGE Learning

Usage Summary

User: Hialeah Public Libraries
Date Selection: Between 03/01/2011 and 03/31/2011 (Last Month)
Libraries: Hialeah Public Libraries (Library ID: fl_hpl)

	Inside Usage	Remote Usage	Total Usage
Total Sessions	190	104	294
Total Connect Time (min)	2,814	770	3,584
Average Connect Time (min)	15	7	12
Total Fulltext	28	3	31
Total Retrievals	31	3	34
Total Searches	927	104	1,031
Total Turnaways	0	0	0

Reports:
Session Time

GALE
CENGAGE Learning

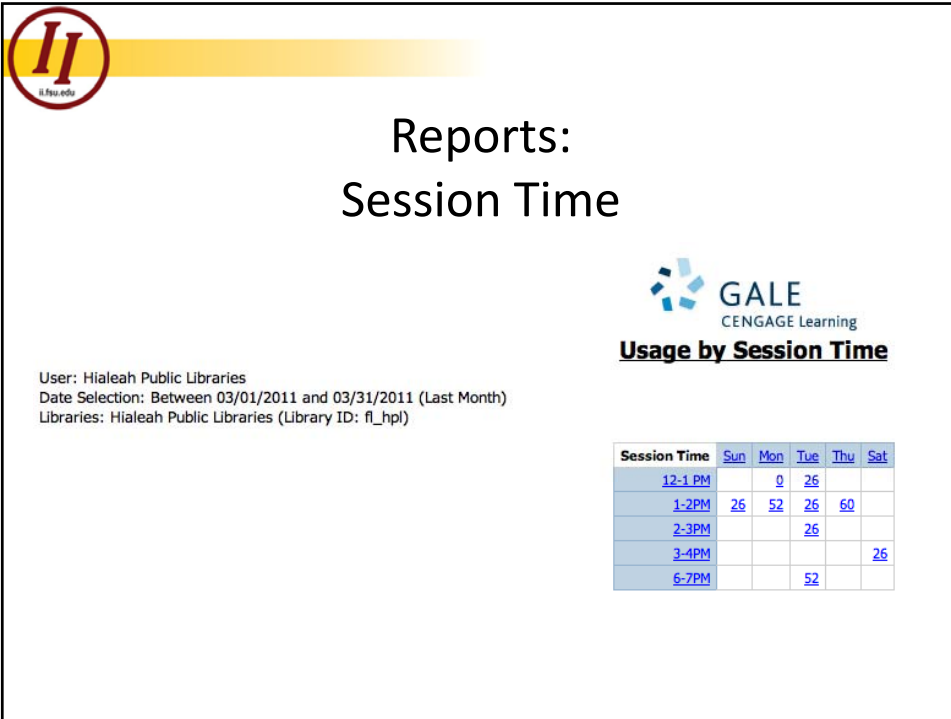**Usage by Session Time**

User: Hialeah Public Libraries
Date Selection: Between 03/01/2011 and 03/31/2011 (Last Month)
Libraries: Hialeah Public Libraries (Library ID: fl_hpl)

Session Time	Sun	Mon	Tue	Thu	Sat
12-1 PM		0	26		
1-2PM	26	52	26	60	
2-3PM			26		
3-4PM					26
6-7PM			52		

What does it all mean?

- What do the reports mean for your library?
- How can they help you better understand your patrons?
- How can you interpret them?

Example 1

- Reports show high use of FEL resources (databases, journals, & e-books) between August-November and January-May.
- Database reports shows high uses of Junior Reference Collection during the month of February.

Product Description	Sessions	Full Text Retrievals	Retrievals	Searches	Turn-Aways
Academic OneFile	4	0	0	4	0
Books & Authors	3	3	3	31	0
Civil War, The	1	0	0	1	0
Computer Database	3	0	0	4	0
Expanded Academic ASAP	1	0	0	0	0
General OneFile	4	0	0	3	0
General Reference Center Gold	2	0	0	8	0
Health Reference Center Academic	2	78	78	2	0
Health and Wellness Resource Center	2	0	0	2	0
Informe	1	0	0	0	0
Junior Reference Collection	4	0	0	40	0
Kid's Edition	1	0	0	1	0
Professional Collection	2	0	0	8	0
Small Business Resource Center	2	4	4	16	0
Student Edition	1	1	1	1	0
Summary	**33**	**86**	**86**	**121**	**0**

Example 2

- Last year's usage summary report shows high retrieval of e-books.

E-Book Retrievals
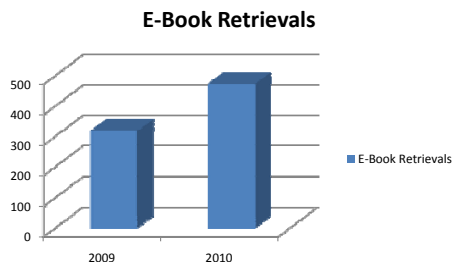
Example 3

- Last month your library ran a program for senior citizens about self health awareness; reports show a low use of Health & Wellness Resource Center, but an increase of A-Z Diseases & Conditions.

	May	June
	(bar chart)	

A-Z   Health & Wellness
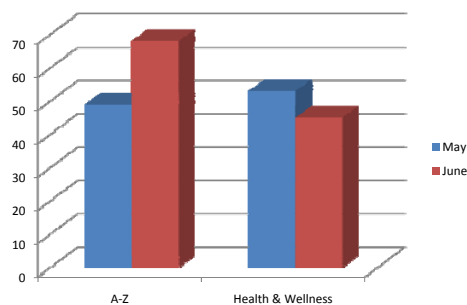
Making It Practical

Using the previous examples of potential patrons and what their needs and uses are, what are some future programming, training, and collection development opportunities?
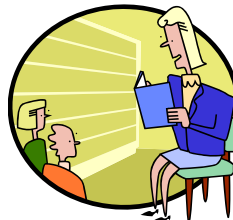
Scenario 1

From Example 1, a couple of things can be deduced:

1) Active K-12 population who use the FEL during school months;

2) High use of JRC during February may indicate that students are working on a research project.

Future Planning Opportunities:
- Promote research consultations during the month of February.
- Offer Junior Reference Collection training for K-12 students.

Other Ideas?

Scenario 2

Scenario 3

Thank You!

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Questions?

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