



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

Gale Admin

Greetings!
Please sign in to Gale Admin.

User:

Password:

[Forgot Your Password?](#)

Power to the Admin


Same Log-in Information as before.

- ⚙ High-level and task-based usability improvements have been made to ensure administrative tasks are clearly defined and less time consuming.
- ⚙ Added functionality that allows Administrators to manage institutional authentication preferences.
- ⚙ General and individual product preferences are easier to manage with the new Product Preference Module.
- ⚙ Included easy access to support and training materials and additional services designed to increase product usage.
- ⚙ Added the new Cognos Reporting tool for a richer and simpler usage reporting experience.

GALE
CENGAGE Learning

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



Choosing an Account

Institution: Hialeah Public Libraries – Institution Member List

View general info about this institution and links to member locations. Users with "Admin" privilege can edit this page. The blue left menu provides additional settings for this institution. To return to this summary page, select the blue tab above.

Institution Name:

Institution ID:


Account Number:

Consortium Name:

Active Institution:

* required field Click on "view/edit" to review your library's reports.

Location ID	Location Name	Active	Account Number	General Prefs	View/Edit
21111_hpl	Hialeah Public Libraries	Active	190508	General Prefs	View/Edit
fl_hpl_sp	Hialeah Public Libraries - Spanish	Active	190508	General Prefs	View/Edit
21112_lacbl	Lua A Curtiss Branch Library	Active		General Prefs	View/Edit
21114_nhl	North Hialeah e-Library	Active		General Prefs	View/Edit
21113_whl	West Hialeah e-Library	Active		General Prefs	View/Edit



Accessing Your Reports

Gale Admin [advanced search](#)

Home | Institution: Hialeah Public Libraries | Location: Hialeah Public Libraries

- Location Details
- Location Summary **▶**
 - Edit Database Subscriptions
- Location Authentication
- Preferences
- Linking
- Custom Databases
- eBooks
- Reports **▶**
 - [View Usage Reports](#)
 - Tips to Increase Usage
- Help

Location: Hialeah Public Libraries – Location Summary

View general info about a location. Users with "Admin" privilege can edit this page. The green sidebar menu provides more settings for this location, including product preferences. Return to this Summary by clicking the green tab above. Return to the Institution Summary by clicking the blue tab (where you can link to a different location). If a consortium exists, click the purple tab to return to its Summary page.

Click the "Reports" tab to open the menu.

Location Name:

Location Id:


Location Type:

Account Status:

Select to access your reports.

Customer Class:

Customer Id:



Picking a Report

IBM Cognos Connection Hialeah Public Libraries Log Off [Home Icon] [Help Icon]

Gale Customer Reports My Folders

Gale Customer Reports
Click on any of the reports below to view your usage.


Available reports to run and review

Name	Actions
COUNTER - Book Report 2	[More...]
COUNTER - Database Report 1	[More...]
COUNTER - Database Report 2	[More...]
COUNTER - Database Report 3	[More...]
COUNTER - Journal Report 1	[More...]
COUNTER - XML Downloads	[More...]
sale - Ebook Returns	[More...]
sale - Journal Returns	[More...]
sale - Usage by Database	[More...]
sale - Usage by Location, Date, and Time	[More...]
sale - Usage by Session Time	[More...]
sale - Usage Summary	[More...]

Actions Legend

- [Icon] Displays the properties of the report
- [Icon] Runs the report with options
- [Icon] Creates a "Report View" of the report which you can save into "My Folders"
- [Icon] Schedules a report. This only works in your "My Folders" tab

Click to run your report



Formatting Your Report

Run with options - Gale - Usage by Database Help X

Select how you want to run and receive your report.

Format: [HTML] **Select report format**


HTML
PDF
Delimited text (CSV)
XML

Delivery: **Select format to view report**

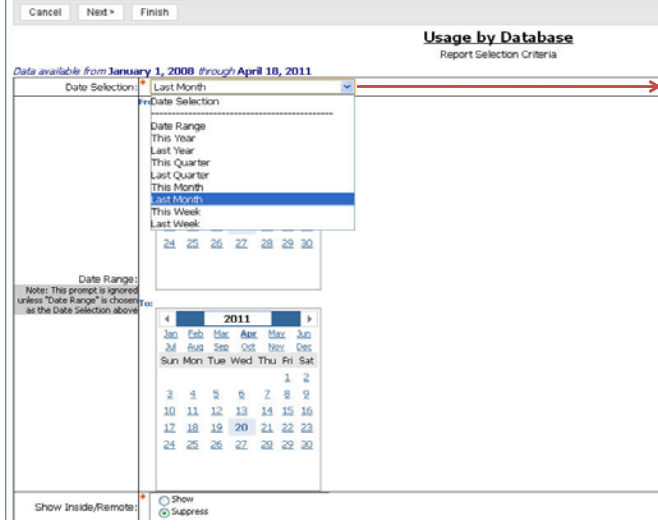
View the report now
 Print the report:
Printer location: [Select a printer...]

Prompt values:
No values saved
 Prompt for values **Click to run report**

[Run] [Cancel]



Formatting Your Report



Usage by Database
Report Selection Criteria

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

Date Selection: Last Month

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


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

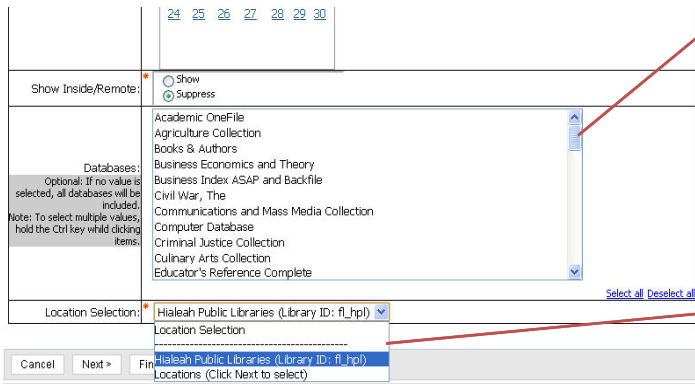
Show Inside/Remote: Show Suppress

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 while 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


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 > Finish

Select all or specific items to run report for


Select which location/library to run report for



Run Report!

	<table border="1" style="border-collapse: collapse;"> <tr> <td style="padding: 2px 5px;">17</td> <td style="padding: 2px 5px;">18</td> <td style="padding: 2px 5px;">19</td> <td style="padding: 2px 5px; background-color: #e0e0e0;">20</td> <td style="padding: 2px 5px;">21</td> <td style="padding: 2px 5px;">22</td> <td style="padding: 2px 5px;">23</td> </tr> <tr> <td style="padding: 2px 5px;">24</td> <td style="padding: 2px 5px;">25</td> <td style="padding: 2px 5px;">26</td> <td style="padding: 2px 5px;">27</td> <td style="padding: 2px 5px;">28</td> <td style="padding: 2px 5px;">29</td> <td style="padding: 2px 5px;">30</td> </tr> </table>	17	18	19	20	21	22	23	24	25	26	27	28	29	30
17	18	19	20	21	22	23									
24	25	26	27	28	29	30									
Show Inside/Remote: *	<input type="radio"/> Show <input checked="" type="radio"/> Suppress														
Databases: Optional: If no value is selected, all databases will be included. Note: To select multiple values, hold the Ctrl key while clicking items.	<div style="border: 1px solid gray; padding: 2px;"> 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 </div>														
Location Selection: *	Hialeah Public Libraries (Library ID: fl_hpl)														

→ 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 Times:
 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
			1:2PM	1:15 PM	26	0
	Tuesday, March 15, 2011	1-2PM	1:25 PM	26	0	
			1:30 PM	0	26	
			2:3PM	2:30 PM	0	26
			3:4PM	3:05 PM	26	0
	Saturday, March 19, 2011	3-4PM	3:10 PM	0	26	
			1:50 PM	26	0	
	Sunday, March 27, 2011	1-2PM	2:00 PM	0	26	
			12:45 PM	26	0	
Tuesday, March 29, 2011	12-1 PM	12:55 PM	0	26		
		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
Informa	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 [Keep this version](#)



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 , 5w, 2000	9781558625297	1	4
Gale Encyclopedia of Alternative Medicine , 2nd ed., 4v, 2005	9780787693961	1	1




Reports: Journal Retrievals

Cognos Viewer - Gale - Journal Retrievals Keta IIIS version


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	1463-2815	1	1
Contemporary OB/GYN	0090-3159	1	1
Evidence-Based Mental Health	1363-0347	1	1
Family Practice News	0200-7073	1	1
Hanford Children's Health		1	1
Hanford Journal of Hispanic Policy	1074-1917	1	1
National Journal	0360-4217	1	1
Newsweek	0028-9604	1	1



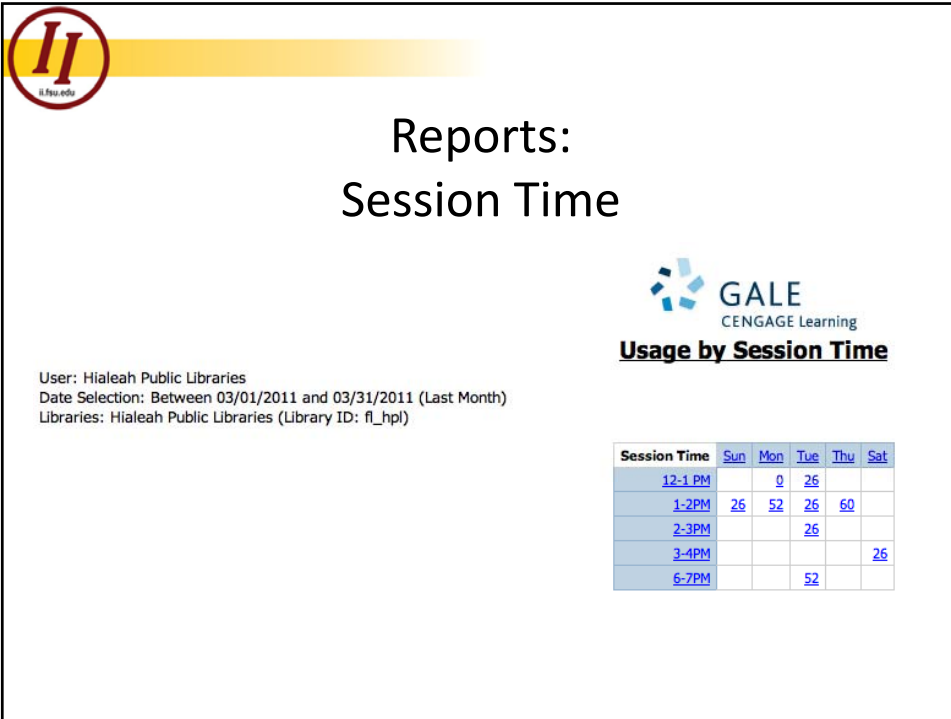

Reports: Usage Summary



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

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

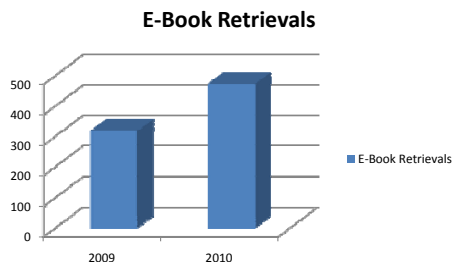
- Reports show high use of FEL resources (databases, journals, & e-books) between August-November and January-May.
- Database reports shows high uses of Junior Reference Collection during the month of February.

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
Infotrac	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

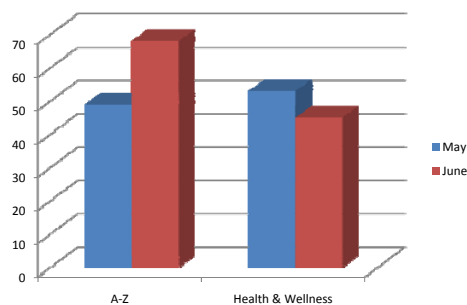
- Last year's usage summary report shows high retrieval of e-books.





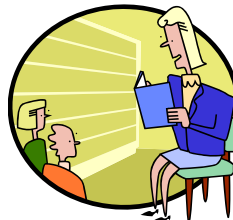
Example 3

- 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.



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!

Special thanks to Judith Ring and Mark Flynn at the Florida Division of Library and Information Services for all of their support and assistance.

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Questions?

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