

NEW METRICS FOR TELLING YOUR LIBRARY'S STORY

Panelists: Maurini Strub, Meris Longmeier, Jon Wheeler,
and Krystal Wyatt-Baxter

Moderated by Devin Savage



AN INTRODUCTORY OVERVIEW

By: DEVIN SAVAGE

Presented as part of

**TOGETHER
WHEREVER**



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Discuss using new evidence and data to craft narratives

Identifying what new metrics may be emerging, and what else might be needed

NEW METRICS

Reporting

Tracking and Comparison

Decision-making

*ACRL Academic Library
Trends and Statistics Survey*

THE IMPORTANCE OF GATHERING DATA

Articulation of Value

Communicating to
Stakeholders

Challenges

GATHERING EVIDENCE AND TELLING YOUR STORY

AN INTRODUCTION TO THE PAUL V. GALVIN LIBRARY

OUR CULTURE



Innovation



Efficiency



Informed Engagement

ASSESSMENT & COLLABORATION



Communicating our Vision



Developing Partnerships



Assessing & Articulating Value

STRATEGIC DIRECTIONS



Fundraising & Development



Strategic Planning



Demonstrate Impact

STRENGTHS & CHALLENGES



Professional Staff



Digital Strategies & Scholarship



Alignment

LIBRARY.IIT.EDU

USING EVIDENCE FOR BUILDING YOUR NARRATIVE

Introductions

Maurini Strub, Director of Library Assessment, University of Rochester

Meris M. Longmeier, Head of Research Services, The Ohio State University

Jon Wheeler, Data Curation Librarian, University of New Mexico

Krystal Wyatt-Baxter, Head of Assessment and Communication, University of Texas at Austin

EVENT EVALUATION

By: MAURINI STRUB

Presented as part of

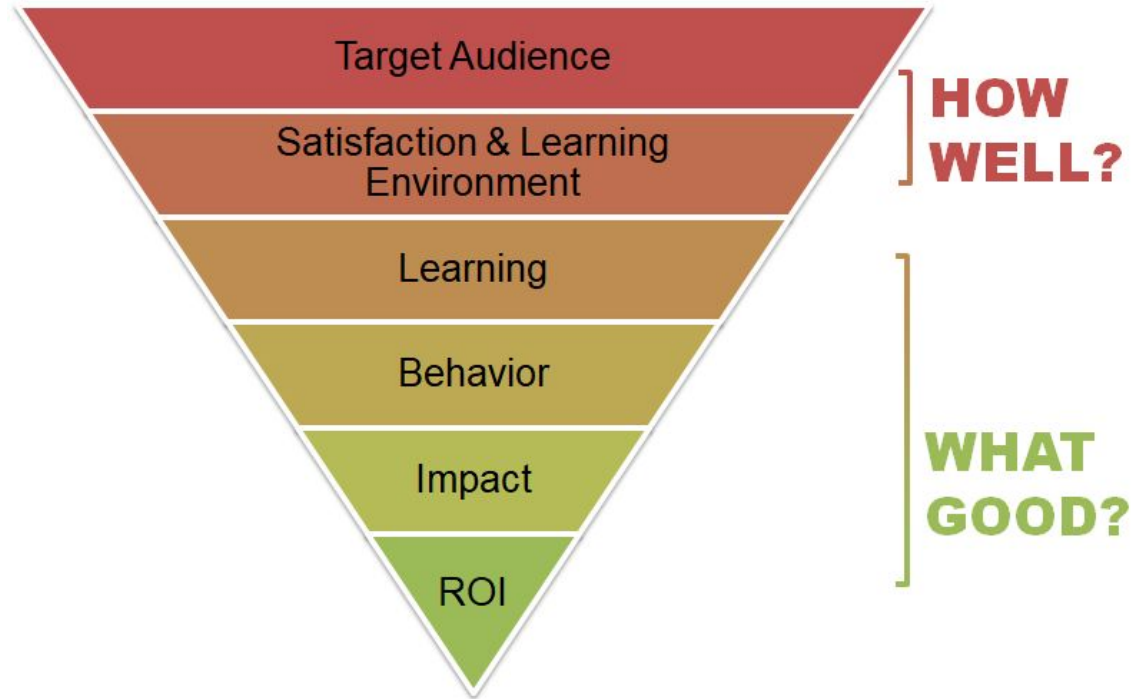


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CONTEXT

- Brief History
- Goals
- Process

FINAL MODEL



Target Audience

- # Attendees
- Marketing/Reach

Satisfaction & Learning Environment

- Content
- Space

HOW WELL?

Learning

Behavior

- Attendance
- Interaction

Impact

- Social Capital
- Attendance

ROI

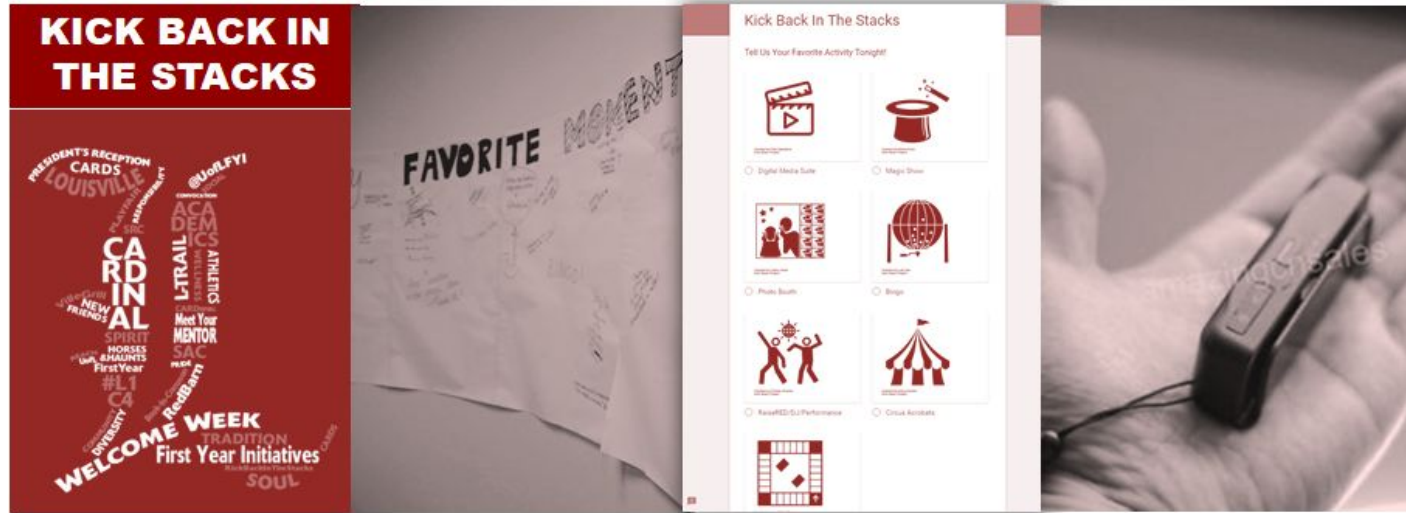
- Marketing
- Attendance
- Logistics
- Social Capital

WHAT GOOD?

CHALLENGES

- Legacy Mental Models
- Fear of Standardization & Loss of Autonomy
- Concerns About UX @ Events
- Perceptions on Impact on Innovation
- *Articulating Outcomes*

OPERATIONALIZED MODEL - THEN



HOW WELL?

WHAT GOOD?

OPERATIONALIZED MODEL - NOW

- Getting Out of the “How Well” Business
 - Sustainable practices
 - Managing Ownership & Perceptions of Oversight
 - Consultation model
- Developing Institutional Partnerships

Research Commons: Assessing Space and Partnerships

By: MERIS M. LONGMEIER
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Presented as part of
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Research Commons at Ohio State Libraries

- Physical space since 2016: 10,000 sq ft dedicated to researchers at all levels.
- Built on partnerships around campus. Hub and spoke referral model. Not duplicating services
- <https://library.osu.edu/researchcommons/>

Supporting the Research Lifecycle



Service Pillars:

- Education/Workshops
- Showcasing Research
- Consultations
- Referrals/Triage
- Space

Statistics we gather

- Consultations: in person and via email
- Event registrations and event attendance
- Website tracking (Google Analytics)
- Reference interactions
- Number of partners

Added since initial list

- Room Reservations- mediated and unmediated
- SUMA for space headcounts
- Software requests
- LibGuide usage
- Social media reports
- Cross-promotion of events

Useful?

It depends...

Who is the audience?

Can you create stories from it?

Does it guide future decisions?

Does it inform service evolution?

Program Implementation Logic Model



Forthcoming article in C&RL:
Framing Outcomes and Program
Assessment for Digital
Scholarship Services: A Logic
Model Approach
Meris Mandernach Longmeier
Sarah Anne Murphy

<https://kb.osu.edu/handle/1811/91810>

Used WK Kellogg Foundation
Logic Model Development guide

Data Gathering Plan Excerpt

	Audience	Assessment Question	Criteria for Success	Data Source	Task Date
Relationships	Library and strategic partners	Do strategic internal and external groups partner or collaborate with the RC in the space on educational activities or research showcase events?	<input type="checkbox"/> # co-sponsored / cross-listed events <input type="checkbox"/> # of new partnerships; repeat partnerships	Events calendar Consultant list	Data gathering: <ul style="list-style-type: none"> Ongoing (for planning/communication purposes) Reporting: <ul style="list-style-type: none"> Annual report
	Library and strategic partners	Are we reaching our target population in the space and beyond?	<input type="checkbox"/> 90% of program attendees are graduate students or above <input type="checkbox"/> 40% of program attendees from arts, humanities, or social science disciplines <input type="checkbox"/> 90% of office hours consultations are with graduate students or above <input type="checkbox"/> 40% of consultations are with researchers from arts, humanities, or social science disciplines	Event sign-in data Appointments+ data	Data gathering: <ul style="list-style-type: none"> Ongoing (for planning/communication purposes) Reporting: <ul style="list-style-type: none"> Annual report
	Researchers	Do RC experts and partners help me establish interdisciplinary connections (leading to research collaborations)?	<input type="checkbox"/> Positive user stories <input type="checkbox"/> Referrals to other researchers <input type="checkbox"/> Increased number of interdisciplinary programs	Events calendar Annual user survey Interviews/ focus groups	Data gathering: <ul style="list-style-type: none"> Ongoing (events calendar) Every year (questions in annual user survey) Every other year (interviews/focus groups) Reporting: <ul style="list-style-type: none"> Annual report Interview/focus group summaries every other year (could be integrated into annual report for on years)

Useful?

It depends...

Who is the audience?

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Common Reports

- Annual reports (<https://library.osu.edu/researchcommons/about/>) Not standardized year to year.
- Partner reports: first year in existence; reports on breakdown of attendance, survey results from consultations, feedback from attendees
- Presenter follow-up: direct feedback provided, individuals surveys
- Event/consultation report: each semester summary, repeat attendees
- Room Reservation reports: heatmaps for time of day, specific room demand
- Event archive for internal use: attendees, presenter, partner office, frequency of delivery
- Subject area reports: annual summary by discipline per semester for subject liaisons

Ad hoc reports

- Social media engagement recommendations by library communications
- MBA student project around messaging -Social media, website, user engagement analysis
- Advancement/Fundraising opportunities for library development videos

Next steps

- From the data gathering plan, one question relates to why do researchers choose to use RC spaces rather than other spaces. Currently surveying users.
- Review and refine the data gathering plan. Draft made in 2017.
- Examining gaps for sharing information within libraries, to campus users, to campus partners, beyond
- Enhance public facing information about services/reports/stories.

Thank You!

- Additional questions: Meris Longmeier, longmeier.10@osu.edu
- Shout out to Nicole Hernandez, Holly Davis, and Joshua Sadvari for contributions and clarifications around content and report writing!

<https://library.osu.edu/researchcommons/>

researchcommons@osu.edu

Benchmarking IR Search Engine Performance with RAMP

By: JON WHEELER

Presented as part of



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Overview

Describe RAMP's reporting method.

Demonstrate RAMP's implementation as a service.

Discuss dynamic benchmarking in RAMP.

RAMP is the **R**epository **A**nalytics & **M**etrics **P**ortal
<https://rampanalytics.org/>

Acknowledgment

RAMP is one product of a collaboration between Montana State University, the Association of Research Libraries, the University of New Mexico, and OCLC Research. RAMP and related research is funded by the IMLS.

IMLS Funding:

- Measuring Up: Assessing Accuracy of Reported Use and Impact of Digital Repositories. IMLS: LG-06-14-0090, 2014-2017.
- Data Driven Improvement to Institutional Repository Discoverability and Use. IMLS: LG-72-18-0179, 2018-2020.

Current Collaborators:

- Kenning Arlitsch, Dean of the Library, Montana State University
- Minh Pham, PhD Candidate, University of Missouri
- Nikolaus Parulian, PhD Candidate, University of Illinois Urbana Champaign

Problem Statement

There is a need for reliable and consistent benchmarks of institutional repository use.

Complicating factors include:

- Variance among IR platforms and local customizations.
- Variance across usage reporting methods.
- Distinguishing between human and bot activity.

RAMP's Reporting Model: Focus on Content Clicks

Page Type	Definition	Examples
Citable Content Downloads	Non-HTML scholarly content that may be formally cited in the research process	<ul style="list-style-type: none">● Publication (.pdf)● Presentation (.ppt)● Data Sets (.csv)
Item Summary	HTML pages to help user decide to download the full publication	<ul style="list-style-type: none">● Title & Abstract● Item Metadata
Ancillary	HTML pages that provide general information or navigation	<ul style="list-style-type: none">● Search Results● Browse by Author● Statistics

RAMP's Reporting Model: Capture Clicks from SERP (via Google Search Console API)

IR	Item Summary PV	Ancillary PV	Total Google Analytics HTML PV	Download Events	Citable Content Downloads
scholarworks.montana.edu	26,735	23,350	50,085	7,129	77,380
macsphere.mcmaster.ca	51,150	71,585	122,735	n/a	133,342
repository.unm.edu	83,491	59,289	142,780	n/a	166,320
content.lib.utah.edu	122,927	47,569	170,496	19,226	159,536

RAMP: Key Points

RAMP captures user activity not reported by server logs or services like Google Analytics.

The same reporting method is used for all repository platforms.

- Data for participating IR are harvested daily from Google Search Console.
 - RAMP captures click activity on IR pages and content files that appear in search engine result pages (SERP) on Google properties, including web search and Google Scholar. Click events are recorded even if users do not actually visit the IR.
 - Search engine performance data for URLs pointing to IR content. Metrics include the URL's position in the SERP, number of impressions, and the number of clicks on a URL.

RAMP Service Implementation: Institutional & Global Dashboards

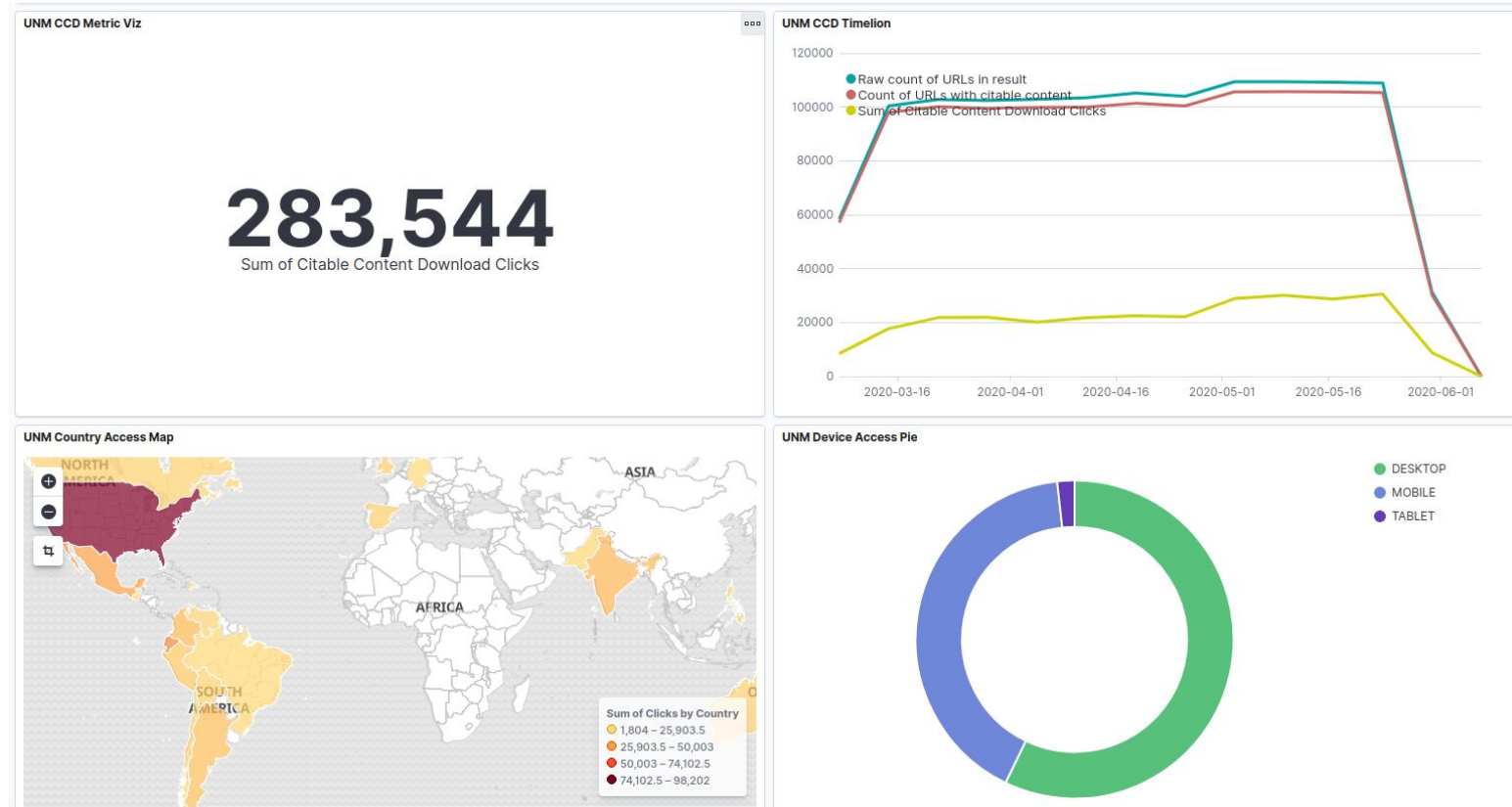
Service Implementation

Making the model accessible to
other repository managers.

Quick RAMP Stats:

- 59 participating IR
 - 34 DSpace
 - 10 Digital Commons
 - 6 EPrints
 - 9 Other (Fedora, Islandora, custom built)
- 4 continents

RAMP Dashboard for the University of New Mexico



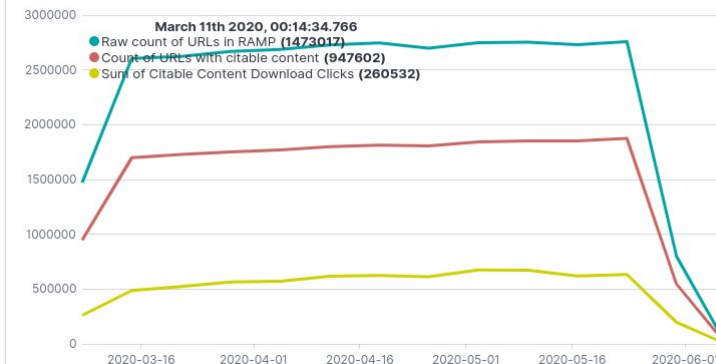
Date range for data shown in March 12 - June 7, 2020.

RAMP Global Dashboard: All Participating Repositories

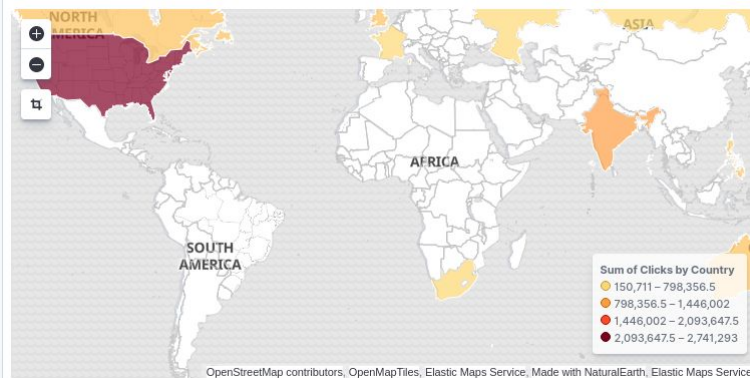
RAMP CCD Metric Viz

7,064,020
Sum of Citable Content Download Clicks

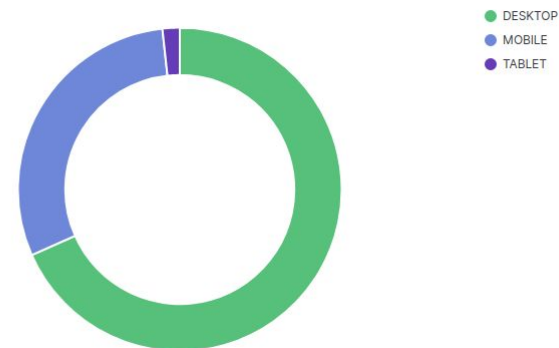
RAMP CCD Timelion



RAMP Country Access Map



RAMP Device Access Pie



Date range for data shown in March 12 - June 7, 2020.

Next Steps: Dynamic Benchmarking

The University of New Mexico has 9 peer institutions participating in RAMP. How can we benchmark our IR search engine performance against our peers?

Benchmarking Example: Citable Content Downloads, January 2020

UNM & Peers: Average monthly clicks on content files.	61,465
Peers Only: Average monthly clicks on content files.	61,808
UNM Actual monthly clicks on content files.	58,379

Note: “UNM & Peers” and “Peers Only” data have not been weighted to account for number of results/rows in the dataset per IR.

Benchmarking Example: Ratio of Clicked vs. Unclicked URLs in SERP, January 2020

	Count of URLs appearing in SERP	Count of URLs with click values > 0	Ratio of clicked to unclicked URLs
UNM & Peers	1,716,523	330,630	0.19
Peers Only	1,384,265	299,862	0.22
UNM Actual	332,258	30,498	0.09

Note: “UNM & Peers” and “Peers Only” data have not been weighted to account for number of results/rows in the dataset per IR.

For more info about RAMP & how to participate:
<https://rampanalytics.org/>

More than checking boxes: Aligning assessment with institutional needs

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Institutional assessment at the University of Texas Libraries

- Continuous Improvement Framework adopted campus-wide in Fall 2015
- Outcome-based assessment for SACSCOC accreditation
- Libraries began participating in Fall 2017

Planning Phase

Workshop with
leadership



Kick-off meetings



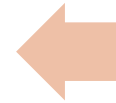
Workshop with
plan writers



Implementation
meetings



Feedback rubric



Drop-in work
sessions

Reporting Phase



Reflection Phase

+

- Due dates forced us to prioritize assessment
- Attention to big picture goals
- Made positive changes

—

- Cumbersome/irrelevant requirements
- Difficulty finding practical strategies
- Challenging to fit work into continuous improvement framework

Successes for the institution

- Major improvement in assessment portion of accreditation
- Libraries represented in campuswide working group
- Increased collaboration between siloed groups

Successes for the library

- Built organization capacity for assessment
- Formed working relationships for cross-functional assessment
- Gathered some meaningful info

Moving forward - less is more?

- Assessment doesn't always fall neatly into units/reporting lines
- Assess what's important/strategic rather than trying to be comprehensive
- Focus on creating change while maintaining bread and butter data collection for continuity

Aligning library strategic planning with institutional assessment

- Tying assessment to strategic planning (full circle for our org)
- Keeping an eye toward campus initiatives/interests

And then 2020 happened...

- Further scaling back in institutional needs
- Drastic change of focus

DISCUSSION

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WHAT DIDN'T WE COVER? WHAT DO YOU NEED BETTER DATA ON?

Interactive Polls

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Poll Question 1

What is the top priority/priorities at your institution?

1. Student Success
2. Open Access/Open Infrastructure
3. Facilitating Research
4. Elevating Institutional Status
5. Preservation of Knowledge
6. Information Literacy
7. Enabling Access to Knowledge

Poll Question 2

What other topics did we not talk about that you would want to see addressed?

1. Digital Stewardship
2. Information Literacy/Instruction
3. Digital Curation/Collections
4. Library as Publisher
5. Research Impact
6. Data Management
7. Online Teaching and Learning

Poll Question 3

What topics do you need better metrics on?

1. Service Volume/Type
2. Service Quality
3. Digital Curation/Collections
4. Student Learning Outcomes
5. Learning Spaces
6. Open Infrastructure/Initiatives
7. Online Teaching and Learning
8. Information Literacy/Instruction
9. Collection Use and Value
10. Library as Publisher
11. Research Impact
12. Data Management
13. Community Outreach
14. Fundraising/Donor Engagement

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