



LEEDS
BECKETT
UNIVERSITY

Usage, Engagement and Impact: Evaluating the usage of and measuring impact and engagement with library resources at Leeds Beckett University Library

Julie Cleverley, Journal and Electronic Resources Manager, Leeds Beckett University

Samantha Heeson, Electronic and Data Services Librarian, Leeds Beckett University



Leeds Beckett University

- Located in the North of England
- Two large campuses
- 29,000 students
- 3000 staff
- Franchise partners world-wide
- Information access budget of £2 million
- £1.5 million annual spend on eResources

Content

- Introduction
- Proof of concept
- Requirement gathering and data cleaning
- Induction impact
- School of sport engagement
- NSS results and eResource usage
- Challenges
- EZproxy – analysis

Background

- Existing OpenAthens usage reports = no of users accessing at provider level
- May 2017 – Electronic and Data Services Librarian
- Remit – OpenAthens data + Student Record data = meaningful eResource usage data by course and school

Project Aim

To evaluate the usage of electronic resources by users to identify levels of engagement at school and course level and to inform resource provision.

Project Phases

1. Investigate viability and move eResources over to OpenAthens
2. Produce Proof of Concept using OpenAthens and Student Record data
3. Requirement and criteria gathering from stakeholders
4. Feasibility study
5. Impact and NSS analysis

Risks

- User experience may be affected
- Losing access to the data
- Insufficient systems
- Insufficient time
- Single point of failure

Proof of Concept

Student...
 CERNH
 CHIFS
 CHILD
 CHLRS
 CIVIL
 CLAWD

Smrprl...
 CHLDH...
 3D VIS...
 ACADE...
 ACC & F...
 ACC & F...
 ACCA F...

Provider
 Atvpon...
 Cambrid...
 Dawson...
 Digital C...
 EBSCO I...
 Elsevier

Month
 17/04 April
 17/05 May
 17/06 June

Item Li...
 Heading...
 Sheila Sil...

Item C...
 SHELVES
 AV
 COUNTER
 ILL
 LAW-CO...
 ON-DIS...

Course...
 DUH3 3...
 DUH3 3...
 DUH3 3...
 DUH3 3...
 DUH3 3...
 DUH3 3...

Category
 Essential...
 Other re...
 Recom...
 Backgro...
 Websites
 Week 1

Materi...
 Book
 eBook
 Web link
 Article
 Audio Vi...
 Book ch...

Student Program Code	Smrprl Program Desc	Module ID	Subscri Title	Crn	Total
CHLD	CHILDHOOD STUDIES	DUH3 30017	Intro Soc Pol Childh & Youth	17154	106
		DUH3 30018	Development and Childhood	17158	109
		DUH3 30019	Intro to Psych for Childhood	17161	105
		DUH3 30020	Intro to Soc Childh Young Peo	17162	109
		DUH3 30021	Perspectives on Childhood	17171	106
		DUH3 30041	Children & Yng People's Rights	17183	107
		DUH3 30017	Perspectives on Social Work	17155	25
		DUH3 30018	Visual & Literary Perspective	17157	17
		DUH3 30019	Issues in Early Childhood	17160	34
		DUH3 30020	Working with child & yean peo	17164	110
		DUH3 30021	HighWire Press (transfer)	17185	114
		DUH3 30022	Introduction to Research	17167	108
		DUH3 30023	Philosophy and Childhood	17167	108
		DUH3 30024	Perspectives on Primary Teach	17168	41
		DUH3 30026	Language and Communication	17177	110
		DUH3 30045	Social Inequality Child Youth	18651	109
		DUH3 30014	Disability and Social Needs	17137	23
		DUH3 30016	Autism Needs Children Families	17146	27
		DUH3 30018	Children Crime Soc Justice	17149	21
		DUH3 30022	Childhood Politics of Policy	17159	108
		DUH3 30023	Perspectives on Play	17163	39
		DUH3 30024	MS	17169	110
		DUH3 30025	Health Promotion	17170	26
		DUH3 30026	Childr Young Peop Consumers	17171	19
		DUH3 30027	Men and Early Childhood	17173	27
		DUH3 30028	Multi-agency Practice Children	21217	107
		DUH3 30096	Work with Vulnerable Families	22296	26
		DUH3 30097	Role of Outdoor Environment	22297	11
			CHLD Total		338
			Grand Total		338

Student Program Code	Provider	Month	Sum of Accesses	Count of ID	Distinct Count of ID2
CHLD	Atypson SP (transfer)	17/05 May	3	2	2
	Cambridge Journals Online (transfer)	17/06 June	1	1	1
	Dawson (transfer)	17/04 April	3	1	1
	Digital Content Store (transfer)	17/04 April	35	12	12
		17/05 May	129	34	34
		17/06 June	1	1	1
	EBSCO Information Services (transfer)	17/05 May	5	5	5
	Elsevier Products (transfer)	17/04 April	2	1	1
		17/05 May	25	8	8
	HighWire Press (transfer)	17/04 April	5	1	1
	https://journals.sagepub.com/shibboleth (transfer)	17/04 April	13	5	5
		17/05 May	14	5	5
	Ingenix (transfer)	17/05 May	5	2	2
	JSTOR (transfer)	17/04 April	8	2	2
		17/06 June	3	1	1
	Learning on Screen (transfer)	17/04 April	3	2	2
		17/05 May	4	1	1
		17/06 June	3	1	1
	NLS extra Student Discount card (transfer)	17/05 May	4	2	2
		17/06 June	8	4	4
	Oxford University Press Resources (transfer)	17/05 May	1	1	1
	ProQuest & Chadwyck-Healey Databases (transfer)	17/04 April	2	1	1
		17/05 May	1	1	1
	Publishing Technology: IngentaConnect (transfer)	17/05 May	2	1	1
	Semantic Limited - OUP Shibboleth 2 SP (transfer)	17/04 April	3	1	1
		17/05 May	11	7	7
	Springer (transfer)	17/04 April	2	1	1
	Student Beans (transfer)	17/05 May	1	1	1
		17/06 June	1	1	1
	Taylor & Francis eBooks (transfer)	17/05 May	1	1	1
	Taylor & Francis Online (transfer)	17/04 April	17	7	7
		17/05 May	45	17	17
	Webbooks.com (transfer)	17/06 June	1	1	1
	Wiley Online Library (transfer)	17/04 April	31	7	7
		17/05 May	37	15	15
		17/06 June	1	1	1
			CHLD Total	469	164
			Grand Total	469	164

Student Program Code	Catalog Title	Item Library Desc	Item Collection	Distinct Count of Catalog Title	Count of ID	Distinct Count of ID2
CHLD	A good childhood : searching for values in a competitive age /	Headingly Library	SHELVES	1	1	1
	An introduction to early childhood : a multidisciplinary approach	Headingly Library	SHELVES	1	1	1
	At greatest risk : the children most likely to be poor /	Headingly Library	SHELVES	1	1	1
	Changing childhoods : local and global /	Headingly Library	SHELVES	1	1	1
	Changing the odds for children at risk : seven essential principles	Headingly Library	SHELVES	1	1	1
	Child development /	Headingly Library	SHELVES	1	3	3
	Child development : a practitioner's guide /	Sheila Silver Library	SHELVES	1	1	1
	Child development : a thematic approach /	Headingly Library	SHELVES	1	4	4
	Child development for child care and protection workers /	Sheila Silver Library	SHELVES	1	1	1
	Childhood & adolescence : voyages in development /	Headingly Library	SHELVES	1	1	1
	Childhood disability in a multicultural society /	Headingly Library	SHELVES	1	1	1
	Childhood poverty : multidisciplinary approaches /	Sheila Silver Library	SHELVES	1	1	1
	Childhood studies : an introduction /	Headingly Library	SHELVES	1	1	1
	Children, welfare and the state /	Headingly Library	SHELVES	1	1	1
	City survivors : bringing up children in disadvantaged neighbour	Headingly Library	SHELVES	1	1	1
	Coming of age in Samoa : a study of adolescence and sex in primi	Headingly Library	SHELVES	1	1	1
	Defining women : social institutions and gender divisions /	Headingly Library	SHELVES	1	1	1
	Early childhood studies /	Headingly Library	SHELVES	1	1	1
	Education and poverty in affluent countries /	Headingly Library	SHELVES	1	1	1
	Educational failure and working class white children in Britain /	Headingly Library	SHELVES	1	1	1
	Equal opportunities and social policy : issues of gender, race and	Headingly Library	SHELVES	1	1	1
	Introducing social policy /	Headingly Library	SHELVES	1	2	2
	Introducing social policy /	Sheila Silver Library	SHELVES	1	1	1
	Living on the edge : rethinking poverty, class and schooling /	Headingly Library	SHELVES	1	1	1
	Making sense of social development /	Headingly Library	SHELVES	1	1	1
	Narrowing the gap : the final report of the Fabian Commission on	Sheila Silver Library	SHELVES	1	1	1
	Poverty and social exclusion in Britain : the millennium survey /	Headingly Library	SHELVES	1	1	1
	Promoting equality : challenging discrimination and oppression /	Headingly Library	SHELVES	1	1	1
	Small fortunes : spending on children, childhood poverty and pe	Headingly Library	SHELVES	1	1	1
	Social policy /	Headingly Library	SHELVES	1	1	1
		Sheila Silver Library	SHELVES	1	1	1
	Social policy : an introduction.	Headingly Library	SHELVES	1	2	2
	Social policy : theory and practice /	Sheila Silver Library	SHELVES	1	1	1
	Stand up speak out : book about children's rights, written by yo	Headingly Library	SHELVES	1	4	4
	Tell it like it is : how our schools fail black children /	Sheila Silver Library	SHELVES	1	1	1
	The developing child /	Headingly Library	SHELVES	1	3	3
	The Wiley Blackwell handbook of childhood social development.	Headingly Library	SHELVES	1	1	1
	Understanding the policy process : analysing the welfare policy a	Sheila Silver Library	SHELVES	1	1	1
	Unequal childhoods : young children's lives in poor countries /	Headingly Library	SHELVES	1	1	1
	Well-being in the early years /	Headingly Library	SHELVES	1	1	1
				CHLD Total	39	52
				Grand Total	39	52




Course_Identifier	Category	Material_Type	Title
DUH3 30017	Essential reading	Book	Childhood : services and provision for children /
			Reflection in learning and professional development : theory and practice /
			The intuitive practitioner : on the value of not always knowing what one's doing /
			The school rd like : children and young people's reflections on an education for the 21st century.
			The study skills handbook /
		eBook	Childhood services and provision for children /
			Reflection in learning & professional development theory & practice /
	Other reading	Web link	Skills for Learning
			Subject Guide
	Recommended reading	Book	Daring to be a teacher : essays, stories and memoranda /
			How to win as a final-year student : essays, exams and employment /
			The good writing guide for education students /

- 3 months of OpenAthens data – April to June 2017
- 1 month of stock circulation data - May 2017
- Annual reading list data – 2016/17
- Snapshot student record data – July 2017

Proof of Concept Conclusions

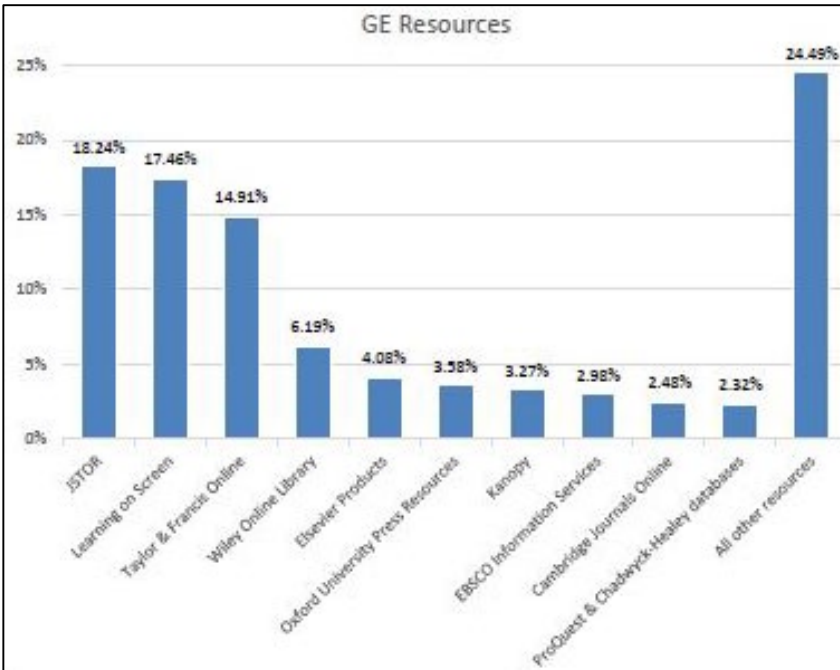
- Reading list items and items loaned don't match
- More eResource usage over print loans
- Digital Content Store used most (165 accesses over 3 months) – further investigation...
- Reading list, Circulation and OpenAthens data too large to manipulate
- Prioritise OpenAthens data

Data Cleaning

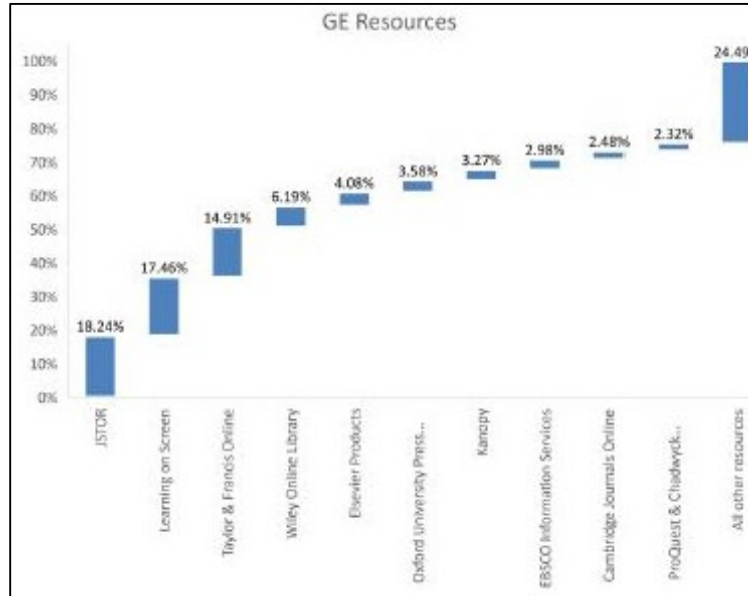
OpenAthens E-resources 	Combinations 	LLI Reporting Name 
Oxford Academic (transfer)	Oxford Academic (transfer) Oxford University Press Resources (transfer) Semantico Limited - OUP Shibboleth 2 SP (transfer) University of Oxford: Oxford Text Archive (transfer)	Oxford University Press
Oxford University Press Resources (transfer)	Oxford Academic (transfer) Oxford University Press Resources (transfer) Semantico Limited - OUP Shibboleth 2 SP (transfer) University of Oxford: Oxford Text Archive (transfer)	Oxford University Press
Semantico Limited - OUP Shibboleth 2 SP (transfer)	Oxford Academic (transfer) Oxford University Press Resources (transfer) Semantico Limited - OUP Shibboleth 2 SP (transfer) University of Oxford: Oxford Text Archive (transfer)	Oxford University Press

Stakeholder Feedback

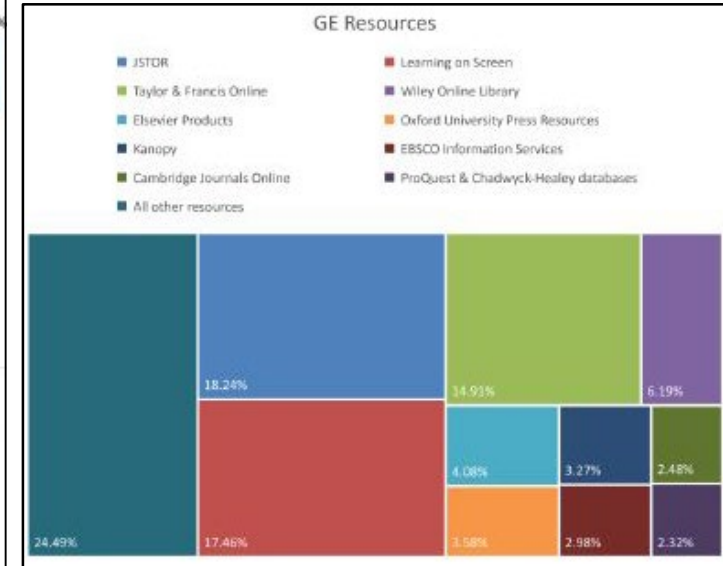
GE Resources



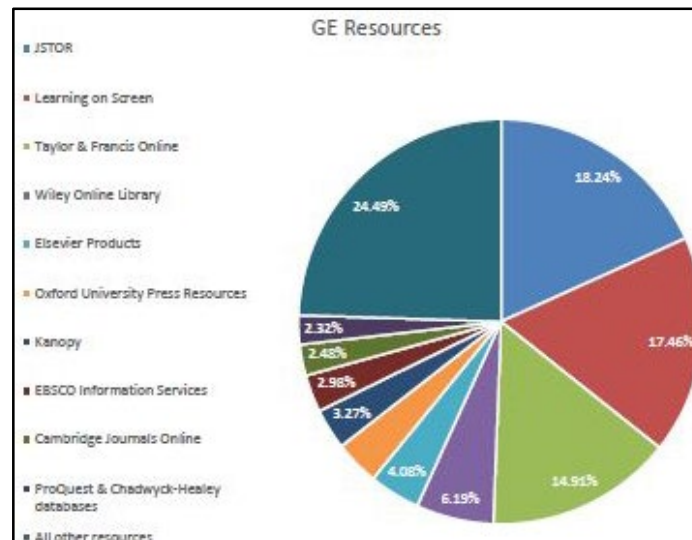
GE Resources



GE Resources

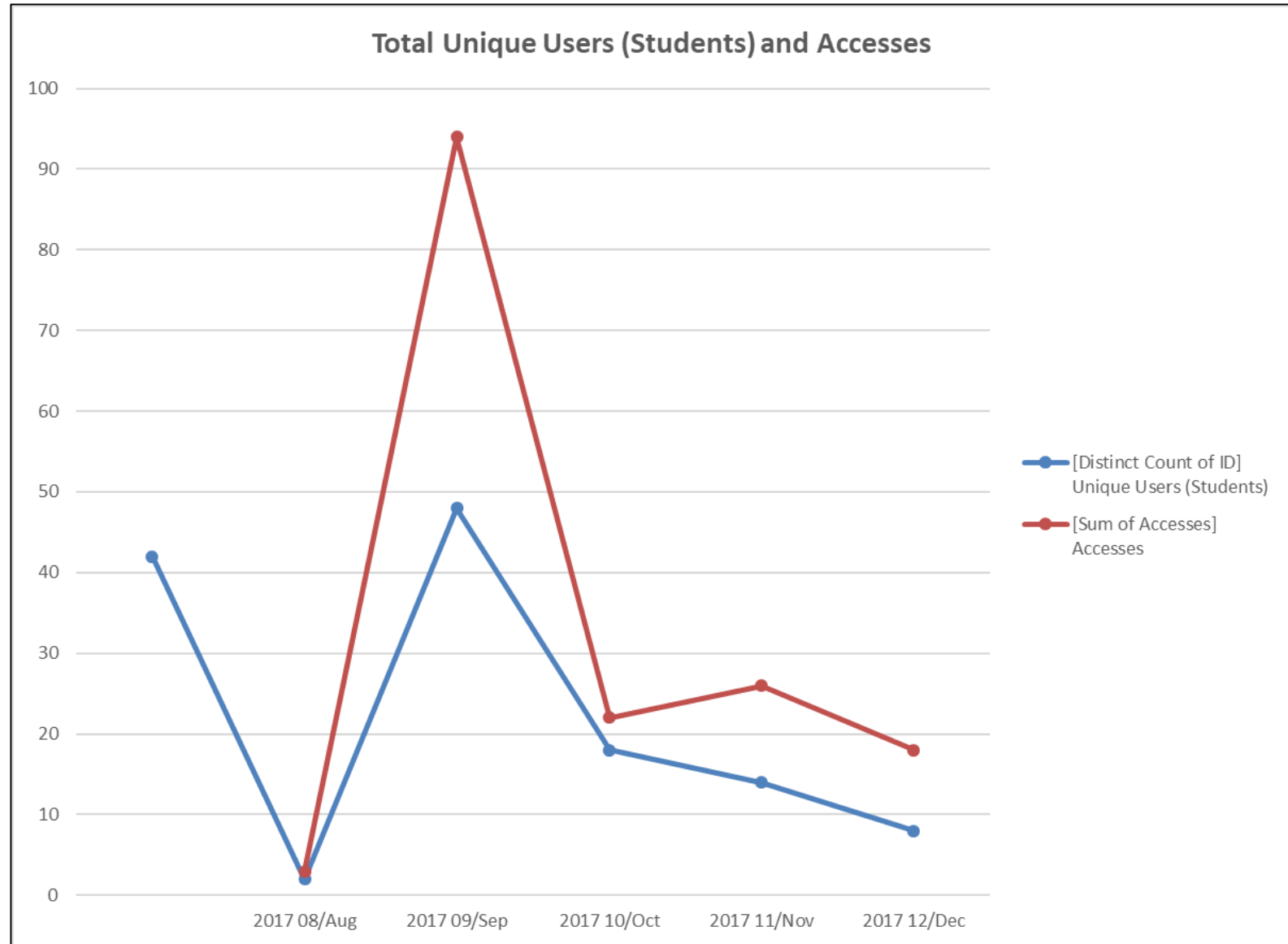


GE Resources



Induction Impact – Childhood studies Yr 1 (L4)

Year-Month	[Distinct Count of ID] Unique Users (Students)	[Sum of Accesses] Accesses
	42	
2017 08/Aug	2	3
2017 09/Sep	48	94
2017 10/Oct	18	22
2017 11/Nov	14	26
2017 12/Dec	8	18
Grand Total	107	163



Impact – Childhood Studies Yr 1

Year-Month	Provider	Total
2017 08/Aug		2
	NUS extra Student Discount card (transfer)	
	UNiDAYS - Perks of Student Life - Customers (transfer)	
2017 09/Sep		7
	Cengage Learning (transfer)	
	EBSCO Information Services (transfer)	
	Kanopy (transfer)	
	Learning on Screen (transfer)	
	NUS extra Student Discount card (transfer)	
	SheerID Verification Services (transfer)	
	UNiDAYS - Perks of Student Life - Customers (transfer)	
2017 10/Oct		5
	Cengage Learning (transfer)	
	Kanopy (transfer)	
	NUS extra Student Discount card (transfer)	
	UNiDAYS - Perks of Student Life - Customers (transfer)	
	Wiley Online Library (transfer)	
2017 11/Nov		10

2017 11/Nov		10
	Atypon SP (transfer)	
	Cengage Learning (transfer)	
	Elsevier Products (transfer)	
	JSTOR (transfer)	
	Kanopy (transfer)	
	Learning on Screen (transfer)	
	Student Beans (transfer)	
	Taylor & Francis Online (transfer)	
	UNiDAYS - Perks of Student Life - Customers (transfer)	
	Wiley Online Library (transfer)	
2017 12/Dec		10
	British Universities Film & Video Council (transfer)	
	Cambridge Journals Online (transfer)	
	https://journals.sagepub.com/shibboleth (transfer)	
	Kanopy (transfer)	
	Learning on Screen (transfer)	
	LexisNexis (transfer)	
	Oxford University Press Resources (transfer)	
	Semantico Limited - OUP Shibboleth 2 SP (transfer)	
	Taylor & Francis Online (transfer)	
	Wiley Online Library (transfer)	
Grand Total		19

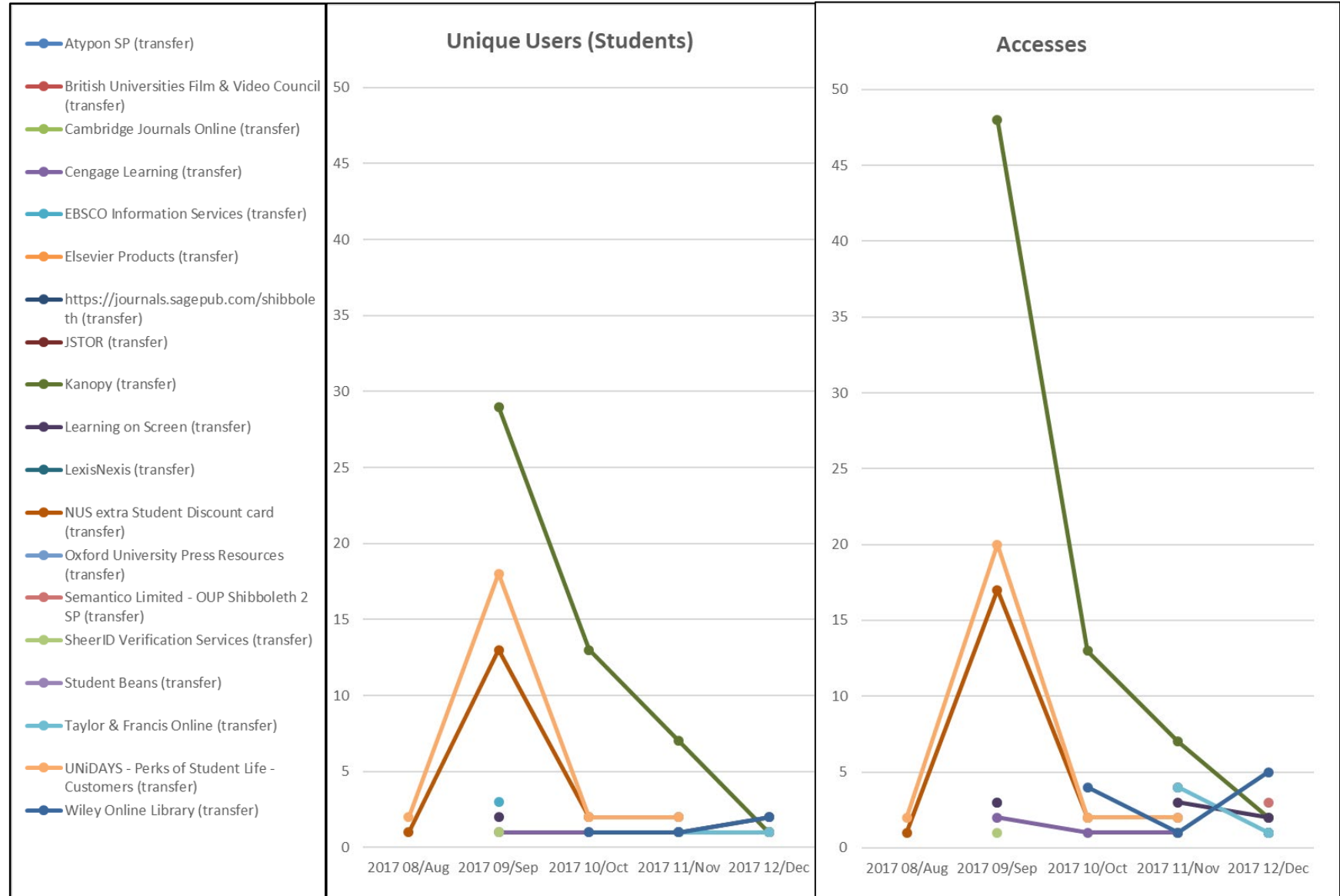
eResources promoted in induction

- Box of Broadcasts (Learning on Screen)
- Oxford Reference Online (OUP Resources)

- 95 students enrolled on course

- 52 attended induction

Attended Induction			
Enrolled	Y	N	Grand Total
	52	43	95
EL		1	1
EN	52	38	90
RP		2	2
RY		2	2
		12	12
ER		6	6
RP		1	1
ZZ		5	5
	52	55	107

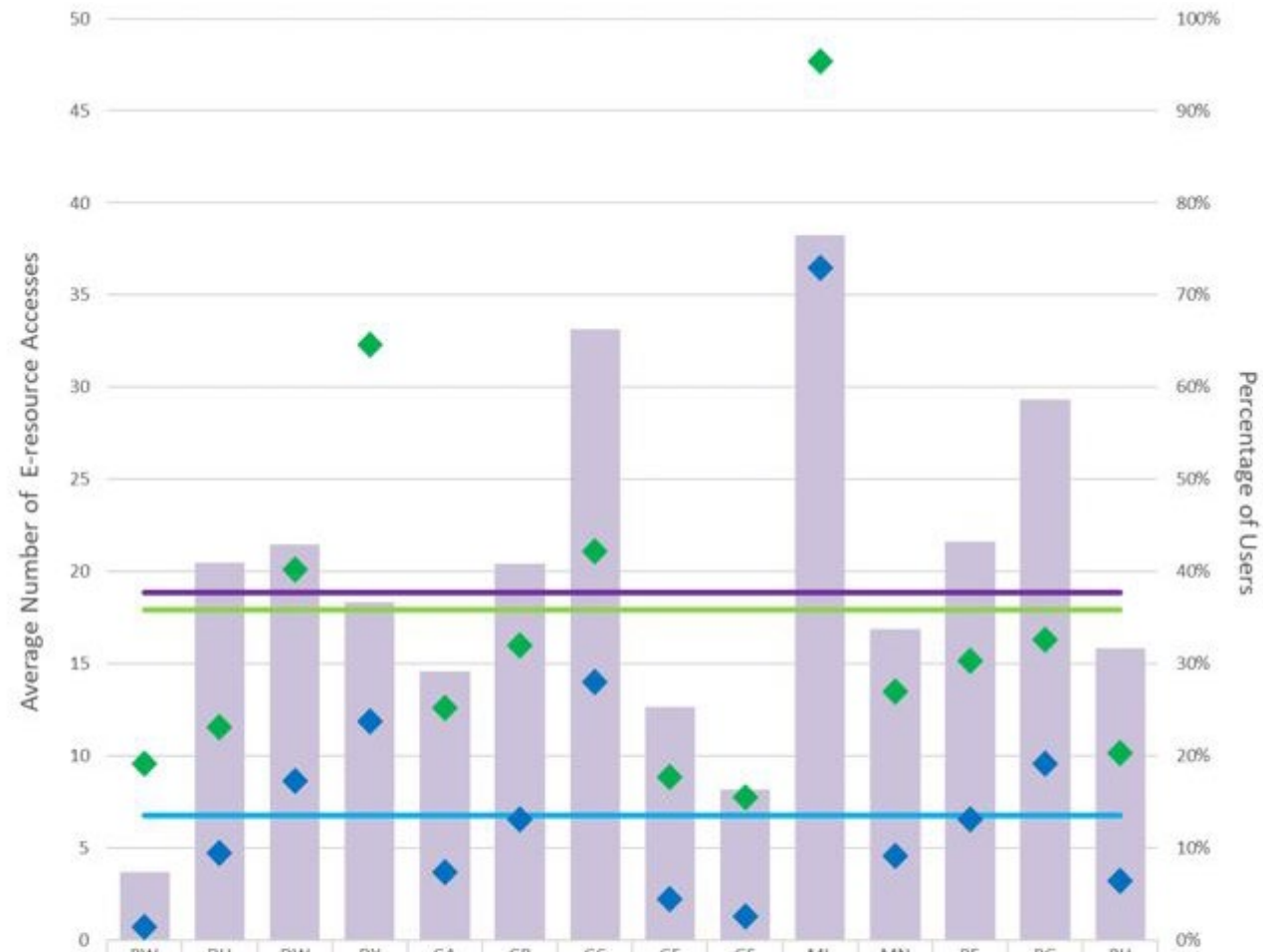


Findings

- More resources accessed by induction attendees than non-attendees
- Breadth of eResources increased following induction
- Oxford University Press only accessed following the induction
- Kanopy and Box of Broadcasts were accessed prior to induction
- Library induction and promotion = eResource usage?

12 Month Analysis – Aug 2017- Jul 2018

Institution
&
Schools
~
Users
&
E-resource
Accesses



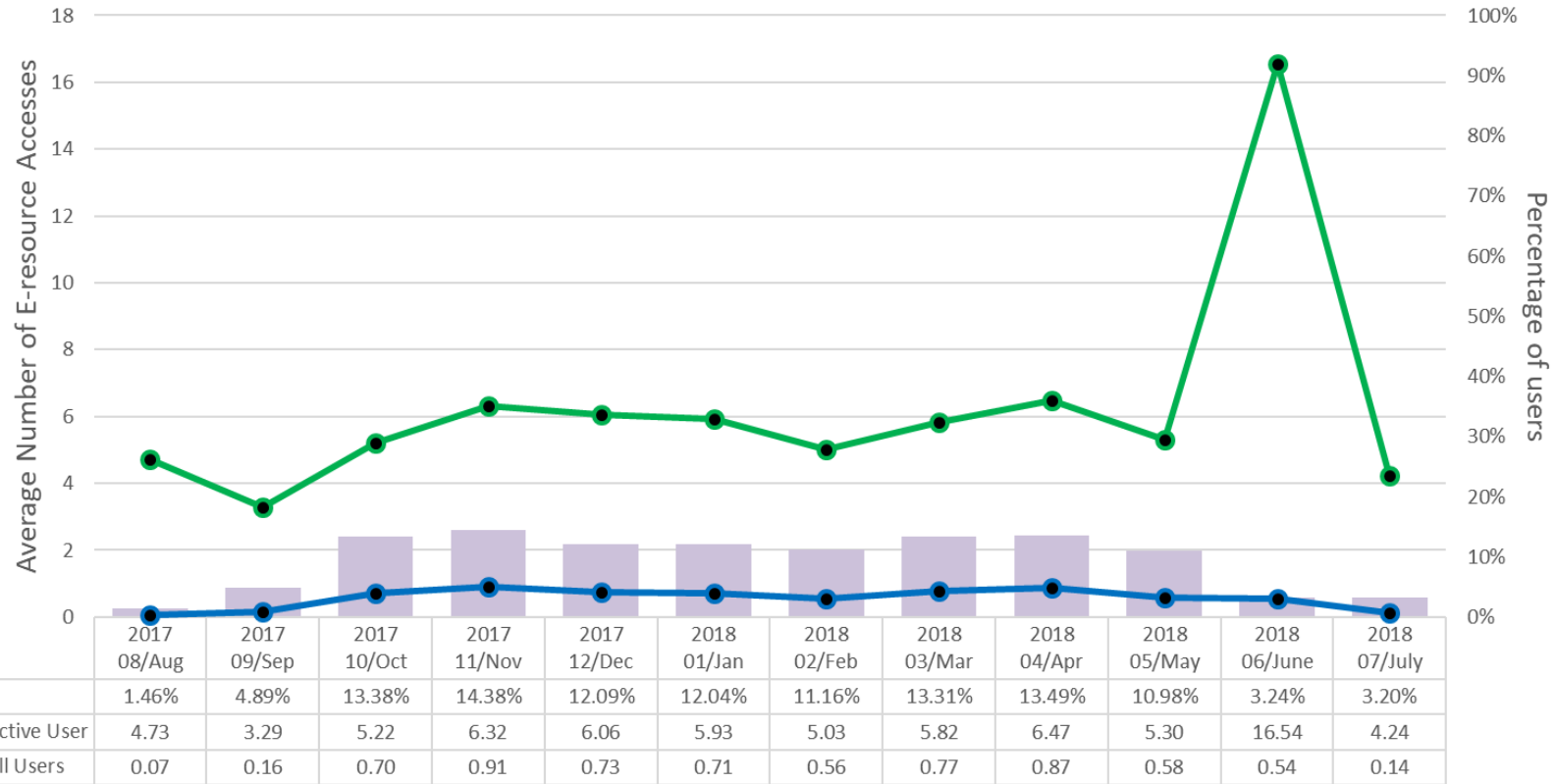
% All Users Accessing E-resources	7.38%	40.99%	42.88%	36.69%	29.18%	40.79%	66.27%	25.28%	16.36%	76.50%	33.78%	43.25%	58.65%	31.67%
Av. No. E-resource Accesses per Active User	9.59	11.58	20.13	32.29	12.58	16.01	21.10	8.84	7.76	47.66	13.46	15.16	16.29	10.14
Institution Av. No. E-resource Accesses per Active User	17.90	17.90	17.90	17.90	17.90	17.90	17.90	17.90	17.90	17.90	17.90	17.90	17.90	17.90
Av. No. E-resource Accesses per All Users	0.71	4.74	8.63	11.85	3.67	6.53	13.98	2.23	1.27	36.46	4.55	6.56	9.55	3.21
Institution Av. No. E-resource Accesses per All Users	6.74	6.74	6.74	6.74	6.74	6.74	6.74	6.74	6.74	6.74	6.74	6.74	6.74	6.74
Institution % Users Accessing E-resources	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%	37.68%

12 Month Analysis Institutional Level

Institution

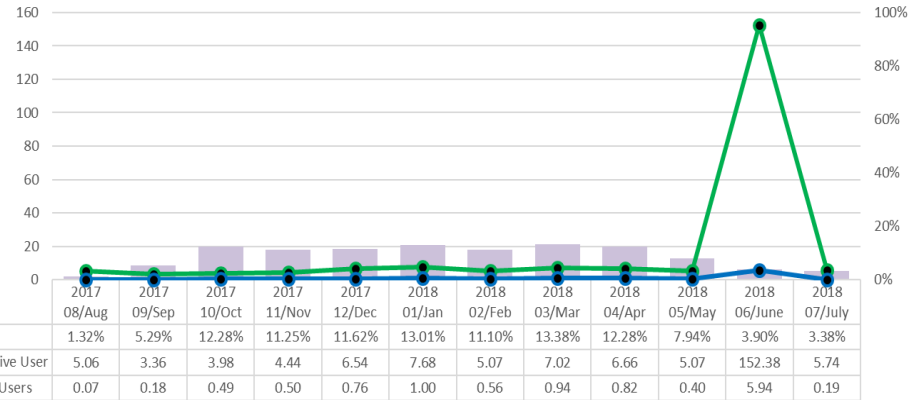
~

Users
&
E-resource
Accesses

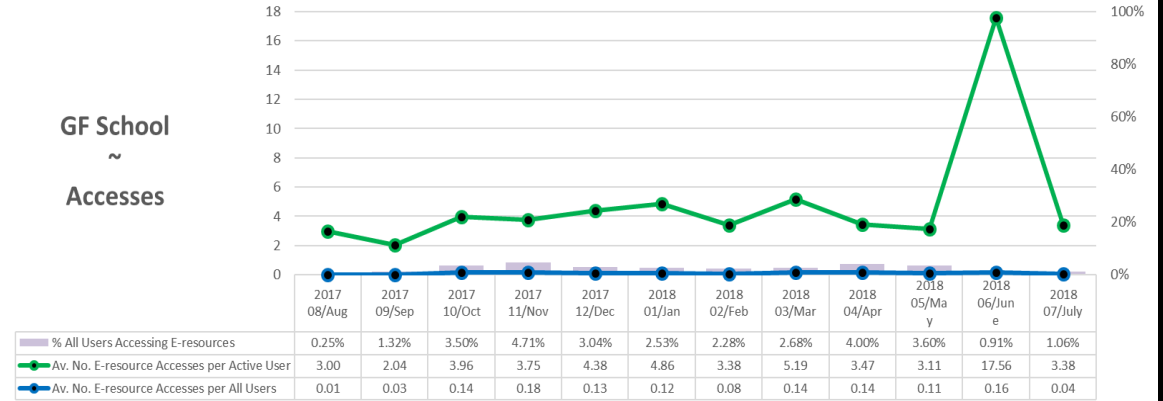


12 Month School Level Analysis

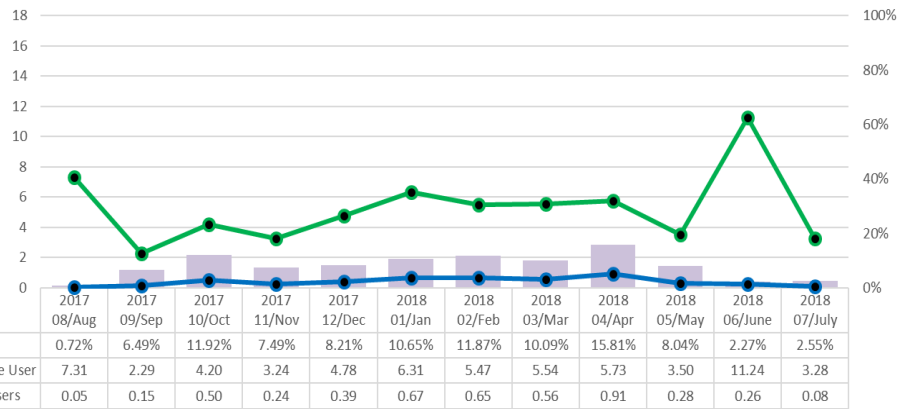
DY School
~
Accesses



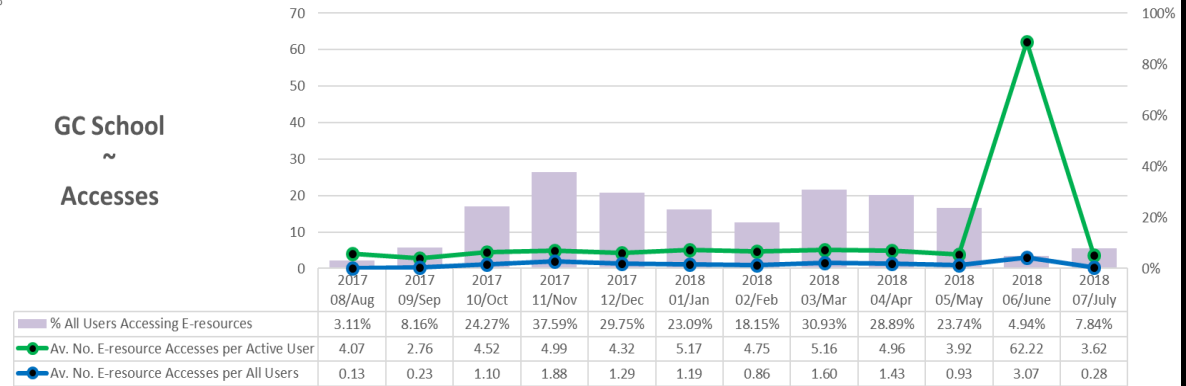
GF School
~
Accesses



DU School
~
Accesses



GC School
~
Accesses



Resource Spike

School	Course Code	Degree	Course Title	Anonymised Student	Number of Accesses
DU Education	BAHES	BAH	EDUCATION STUDIES	A	244
DY Events, Tourism and Hospitality Management	BSTBM	BSCH	TRAVEL BUSINESS MANGT (TU)	B	275
DY Events, Tourism and Hospitality Management	MITHM	MSC	INT TOUR & HOSP MAN	C	6939
DY Events, Tourism and Hospitality Management	MSRTM	MSC	RESPONSIBLE TOURISM MGT	D	220
DY Events, Tourism and Hospitality Management	PDLRM	PDIP	LEISURE RETAIL MANAGT WSPoons	E	208
GC Cultural Studies and Humanities	MASHI	MA	SOCIAL HISTORY	F	1780
GC Cultural Studies and Humanities	MASHI	MA	SOCIAL HISTORY	G	658
GC Cultural Studies and Humanities	MASHI	MA	SOCIAL HISTORY	H	219
GF Computing, Creative Technologies and Engineering	BDTSA	BSCH	DIGITAL & TECH SOLUTIONS (DA)	I	245

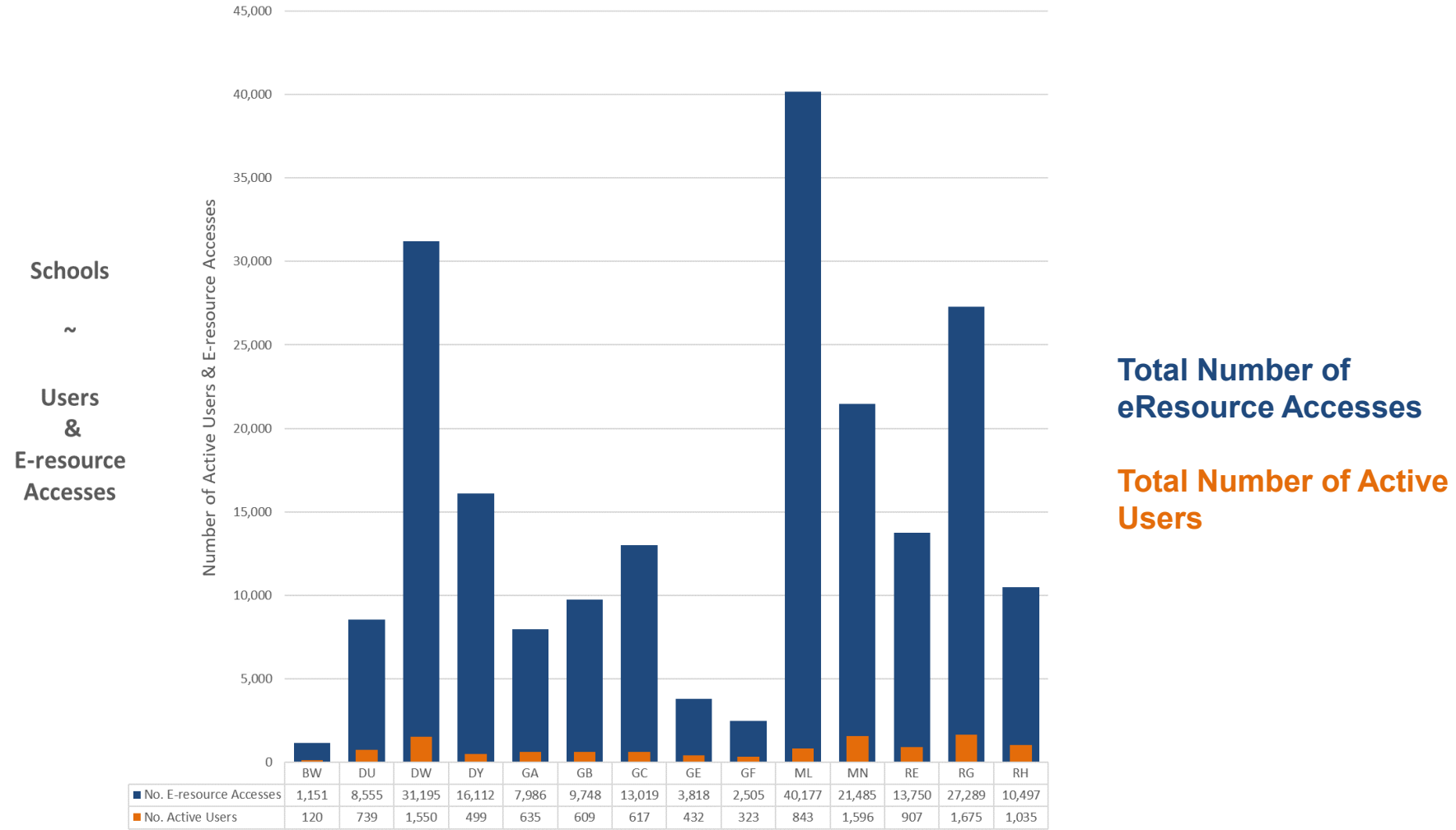
Top 10 by School – Aug 2017- Jul 2018 (Law)

Pos	ML School Top 10 E-resources	Total E-resources Accesses	No. E-resources Accesses	No. Active Users
	School Total	100.00%	40177	843
1	LexisNexis	42.15%	16933	796
2	Thomson Reuters OnePass	33.44%	13434	635
3	Westlaw UK	20.63%	8287	653
4	Taylor & Francis Online	0.42%	167	52
5	Oxford University Press Resources	0.41	163	66
6	Semantico Limited - OUP Shibboleth 2 SP	0.38%	151	56
7	Wiley Online Library	0.32%	127	39
8	HeinOnline	0.25%	101	34
9	Oxford Academic	0.25%	101	29
10	JSTOR	0.24%	97	53
Total	T10 Total	98.47%	39561	2413
Total	Rest Total	1.53%	616	335

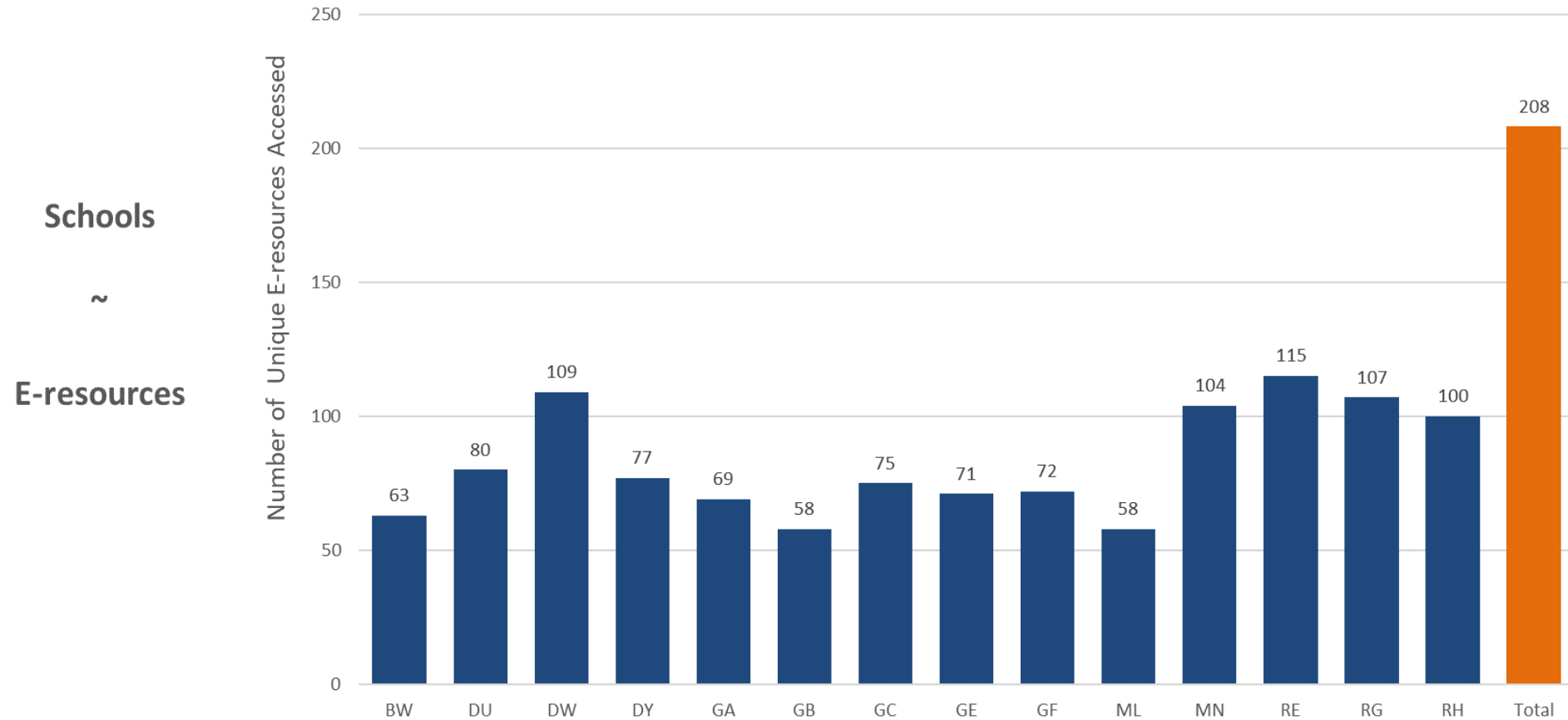
Top 10 by School – Aug 2017- Jul 2018 (Sport)

Pos	DW School Top 10 E-resources	Total E-resources Accesses	No. E-resources Accesses	No. Active Users
	School Total	100.00%	31195	1550
1	EBSCO Information Services	50.95%	15895	780
2	Taylor & Francis Online	13.62%	4248	430
3	Elsevier Products	6.38%	1991	424
4	Wiley Online Library	5.28%	1647	351
5	Sage Journals	2.35%	734	209
6	Learning on Screen (Box of Broadcasts)	2.35%	734	119
7	ProQuest & Chadwyck-Healey databases	2.29%	714	225
8	Wolters Kluwer Health - Ovid	1.95%	609	83
9	Atypon SP	1.67%	520	209
10	Ovid Technologies, Inc.	0.97%	302	61
Total	T10 Total	87.82%	27394	2891
Total	Rest Total	12.18%	3801	1618

School of Sport Usage - Institutional Overview



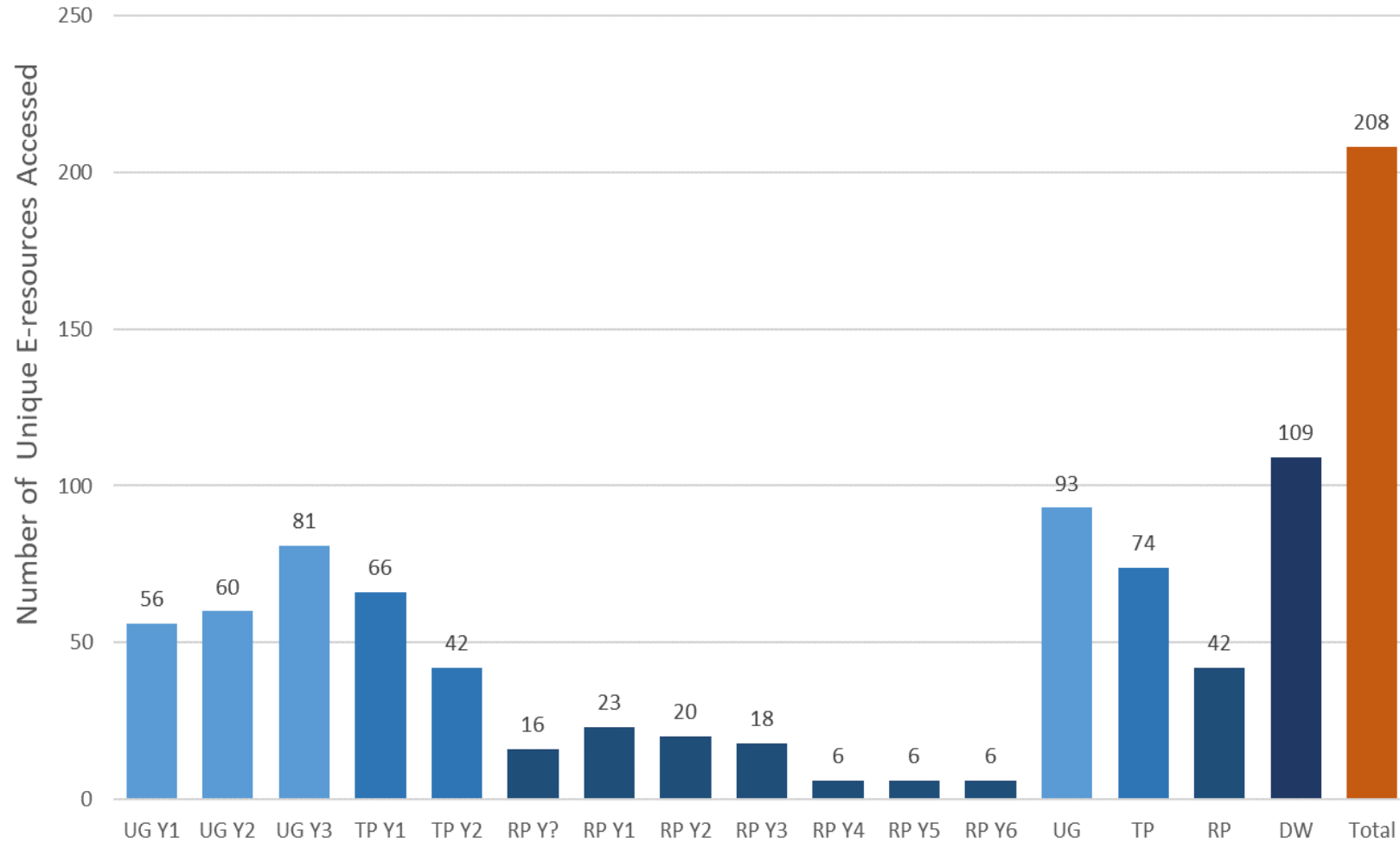
Unique eResource Usage across Schools



School of Sport - Level Usage

School of Sport
2017-18

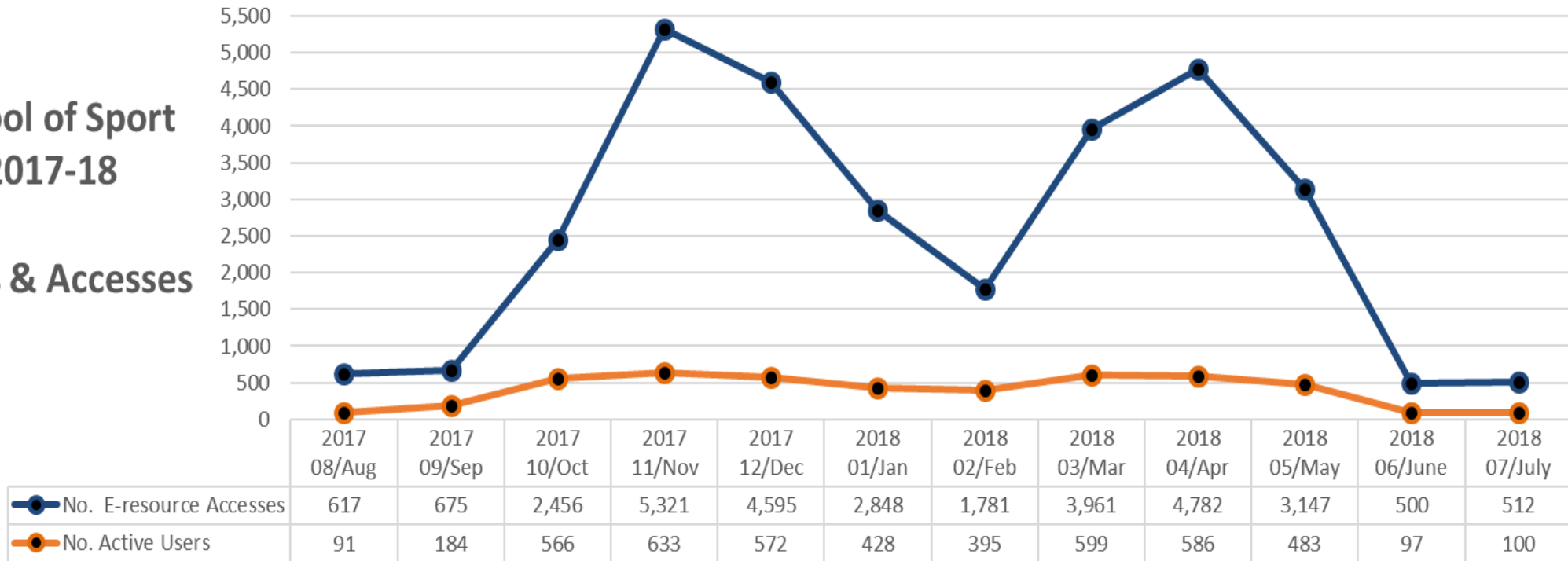
Unique
E-resources
Accessed



School of Sport - Annual Trends

School of Sport
2017-18

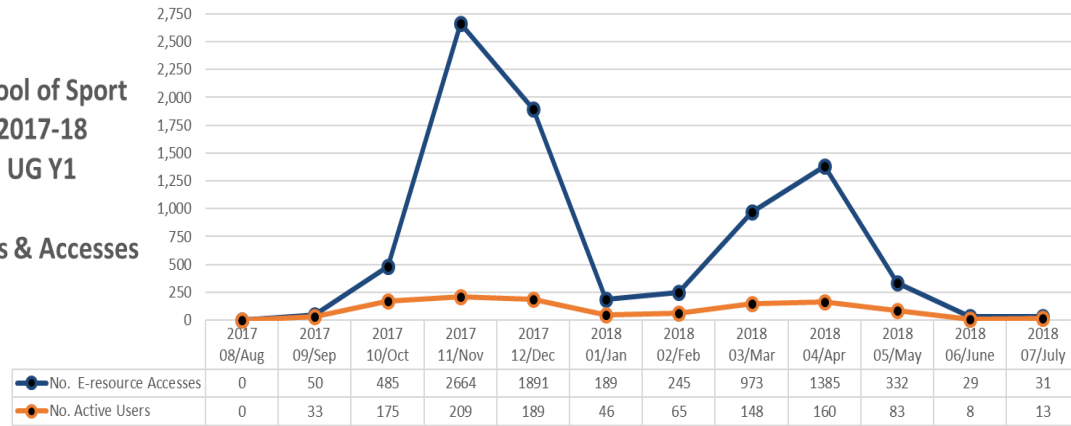
Users & Accesses



School of Sport - Annual Trends by Level

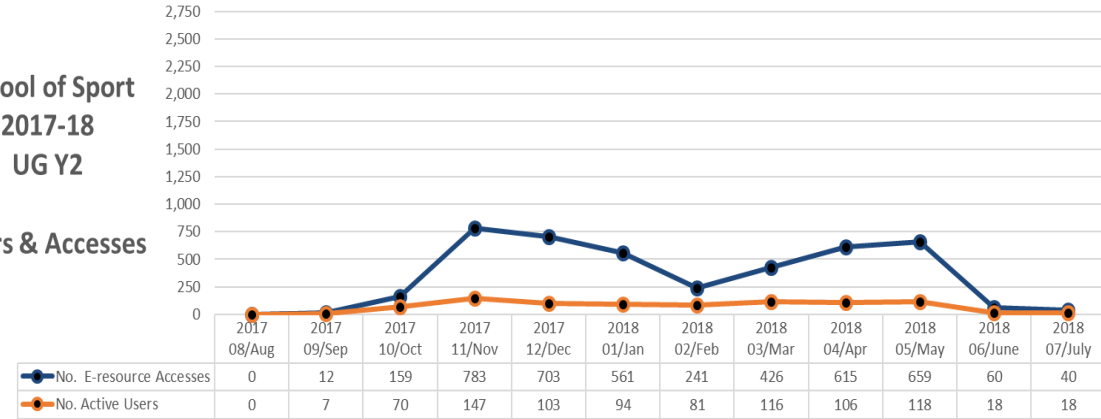
School of Sport
2017-18
UG Y1

Users & Accesses



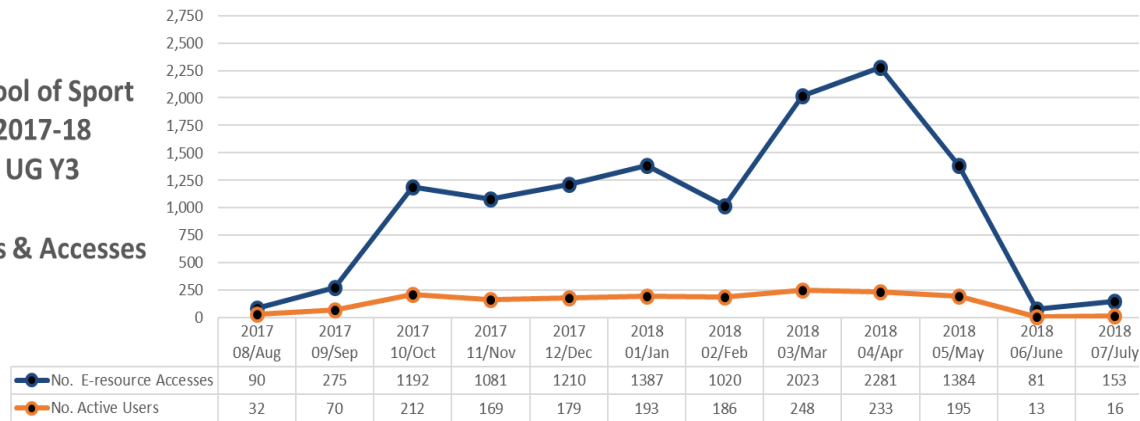
School of Sport
2017-18
UG Y2

Users & Accesses



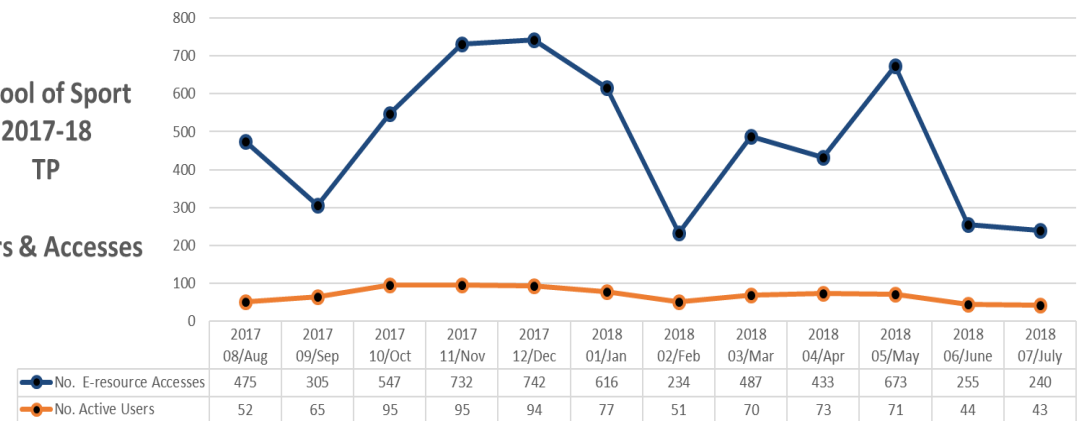
School of Sport
2017-18
UG Y3

Users & Accesses



School of Sport
2017-18
TP

Users & Accesses

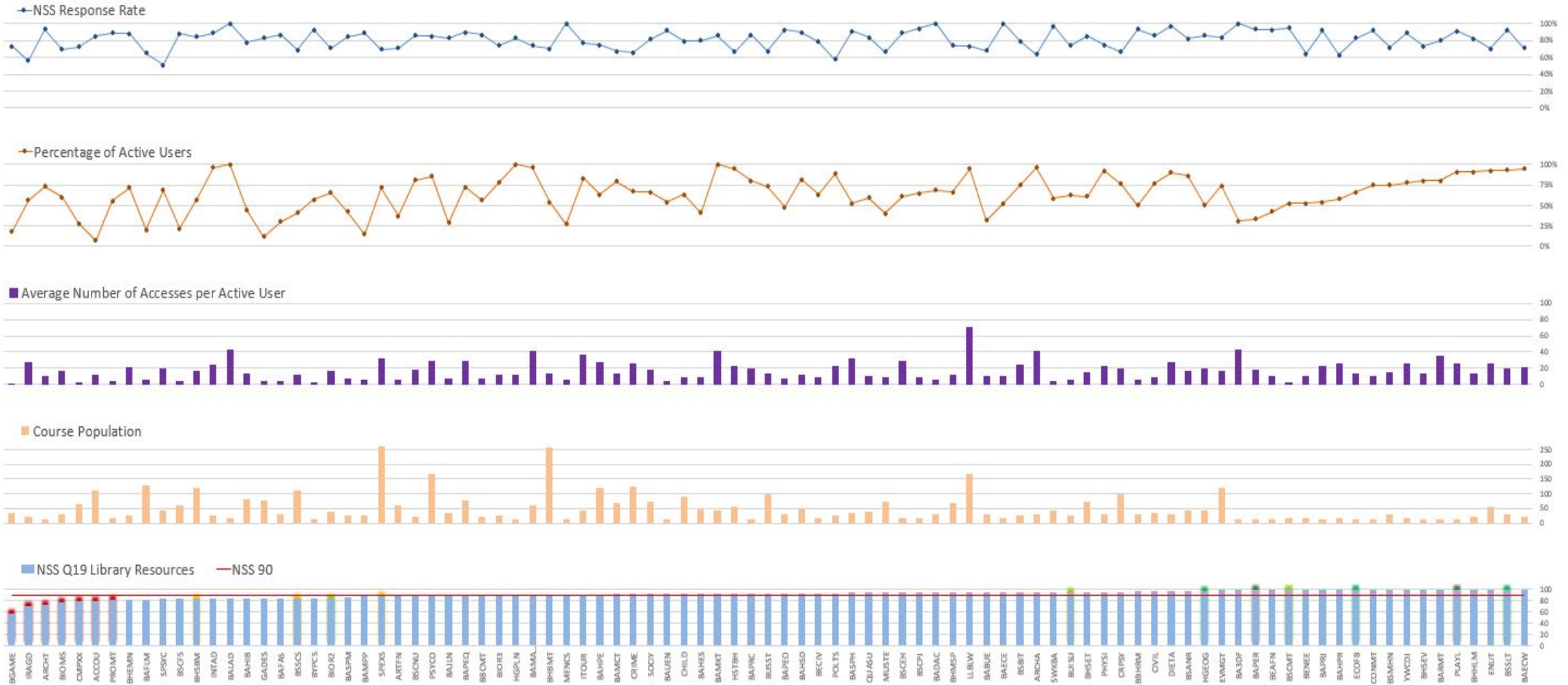


Findings

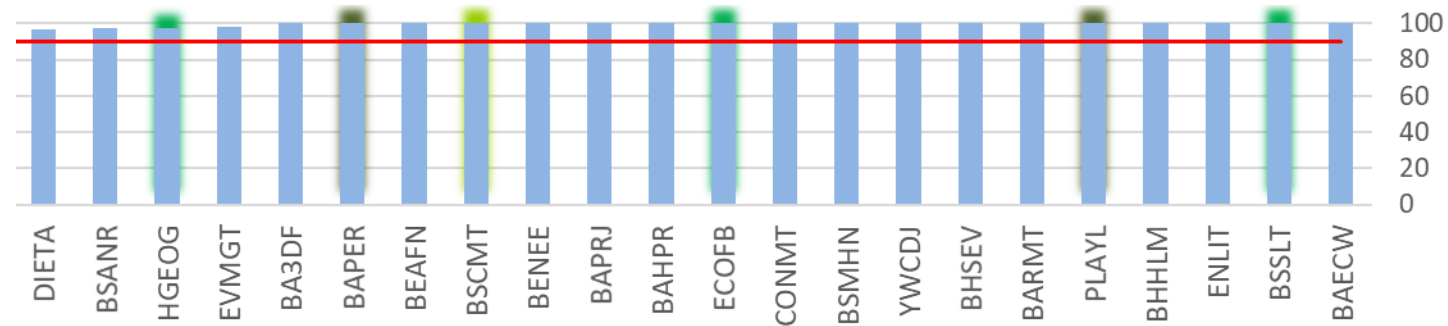
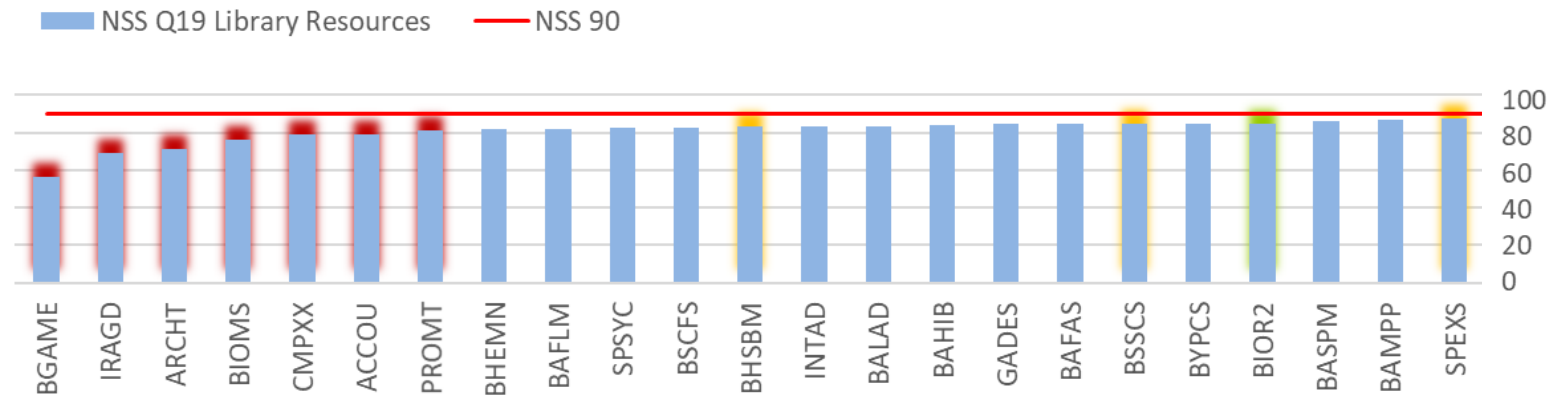
- Usage patterns supported qualitative data
- Future request is for accesses by course for each year – more granular

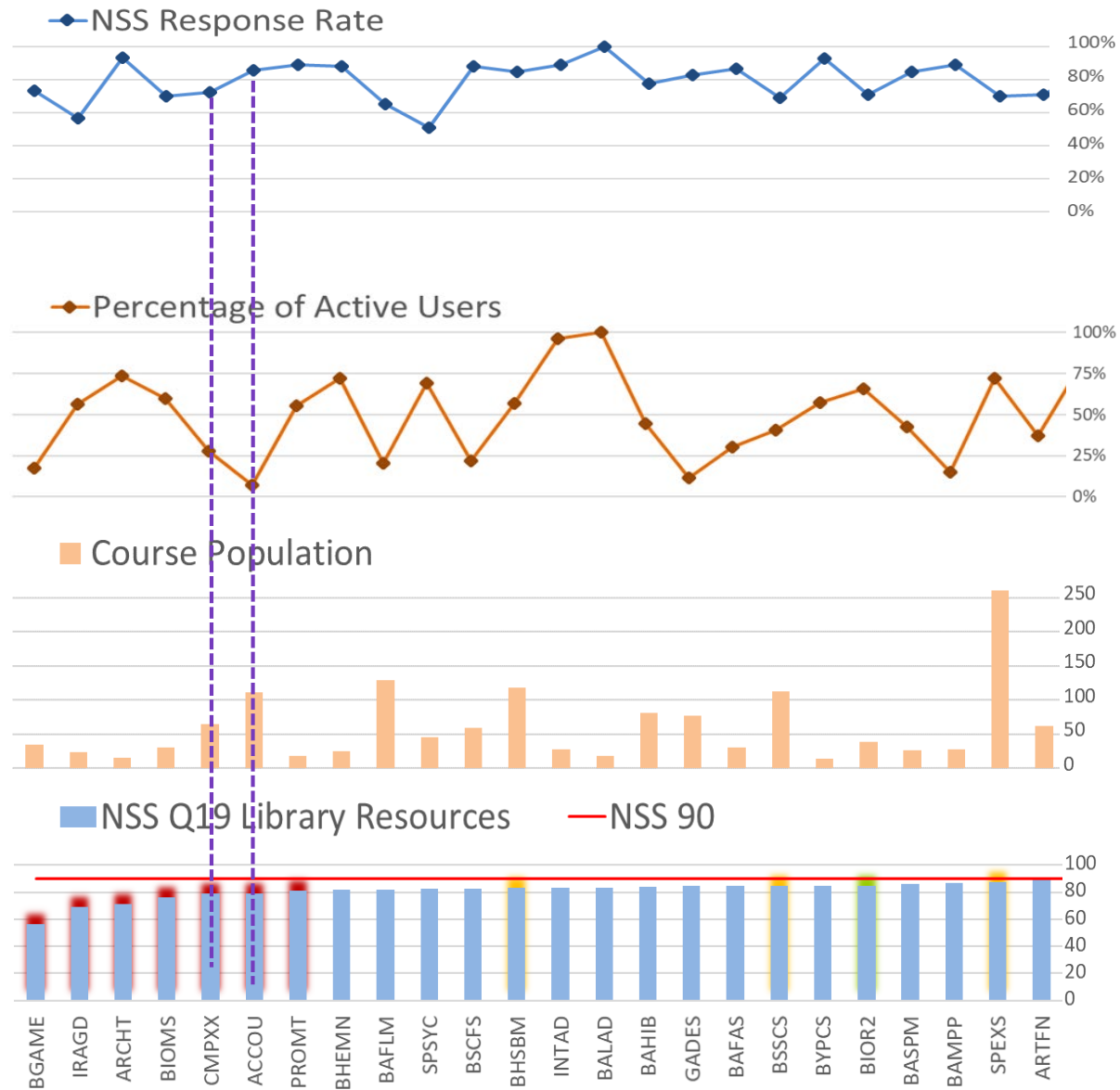
Is there any correlation between National Student Survey results and eResource usage?

- Analysis: Course level, NSS scores, OpenAthens eResource usage
- Used: NSS Q19. “The library resources (e.g. books, online services and learning spaces) have supported my learning well”
- Identified sample courses:
 - Low: Below 90% for Q19
 - Falling: Drop of more than 2 percentage points
 - High: Above 90% for Q19
- OpenAthens data used was 2017-18 Year 3 (Level 6). NSS Spring 18



- Below red line = NSS score below 90
- Above red line = NSS score above 90
- Red = Low
- Orange = Falling
- Green = High



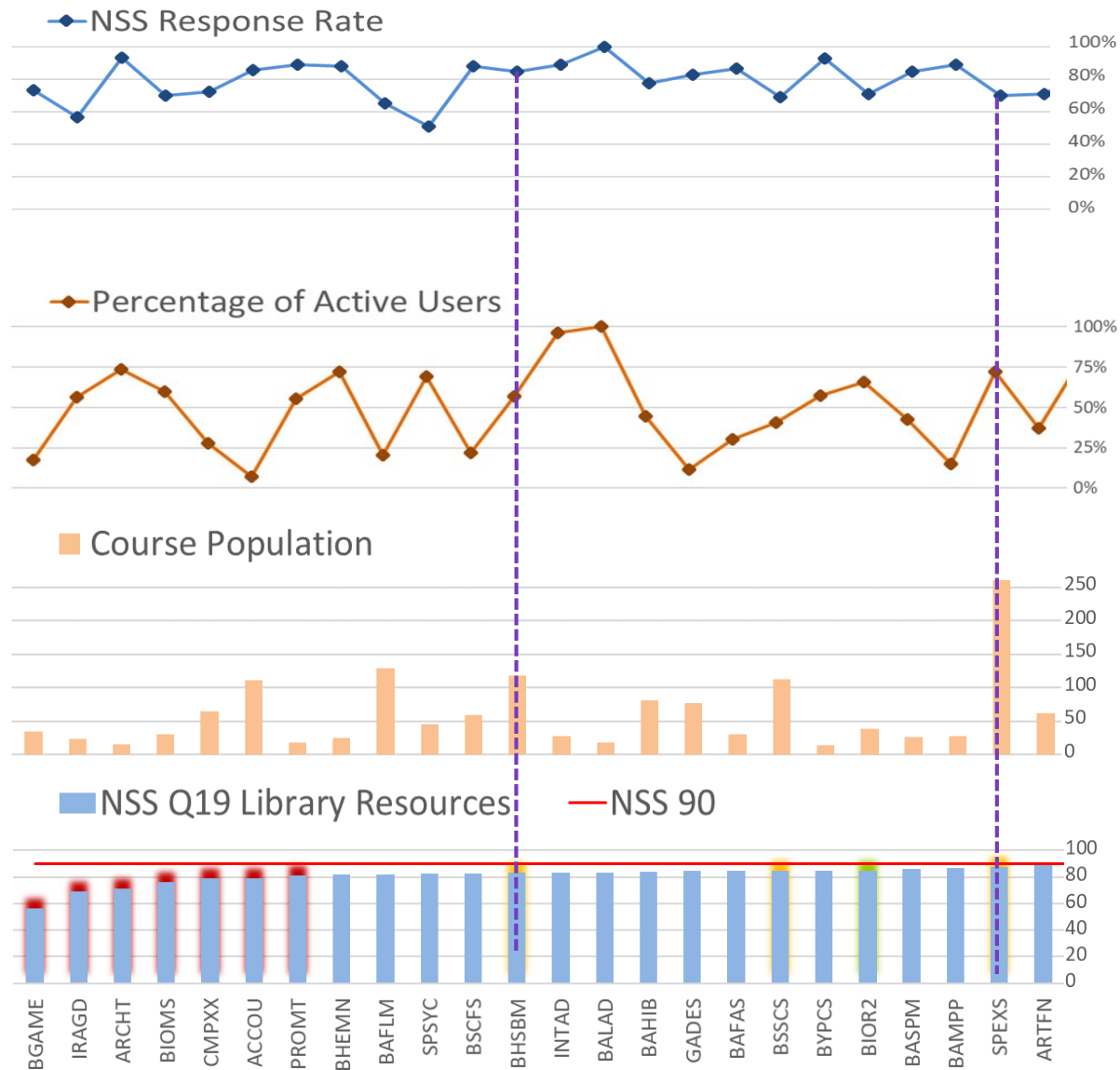


- Red – Low. Computing (CMPXX) and Accounting and Finance (ACCOU)
- Good NSS response rate
- Low percentage of active users
- Larger course population
- NSS score below 90

Low NSS courses – eResource accesses

Computing students	Accesses	% of eRes accesses	Accounting and finance students	Accesses	% of eRes accesses
Box of Broadcasts	23	10%	Marketline	62	13%
Elsevier	21	9%	Lexis Nexis	59	12%
ProQuest & Chadwyck-Healey	12	5%	Taylor and Francis	30	6%

- Do we have the right resources?
- Do they need more promotion?
- Increase engagement with resources = increase NSS?

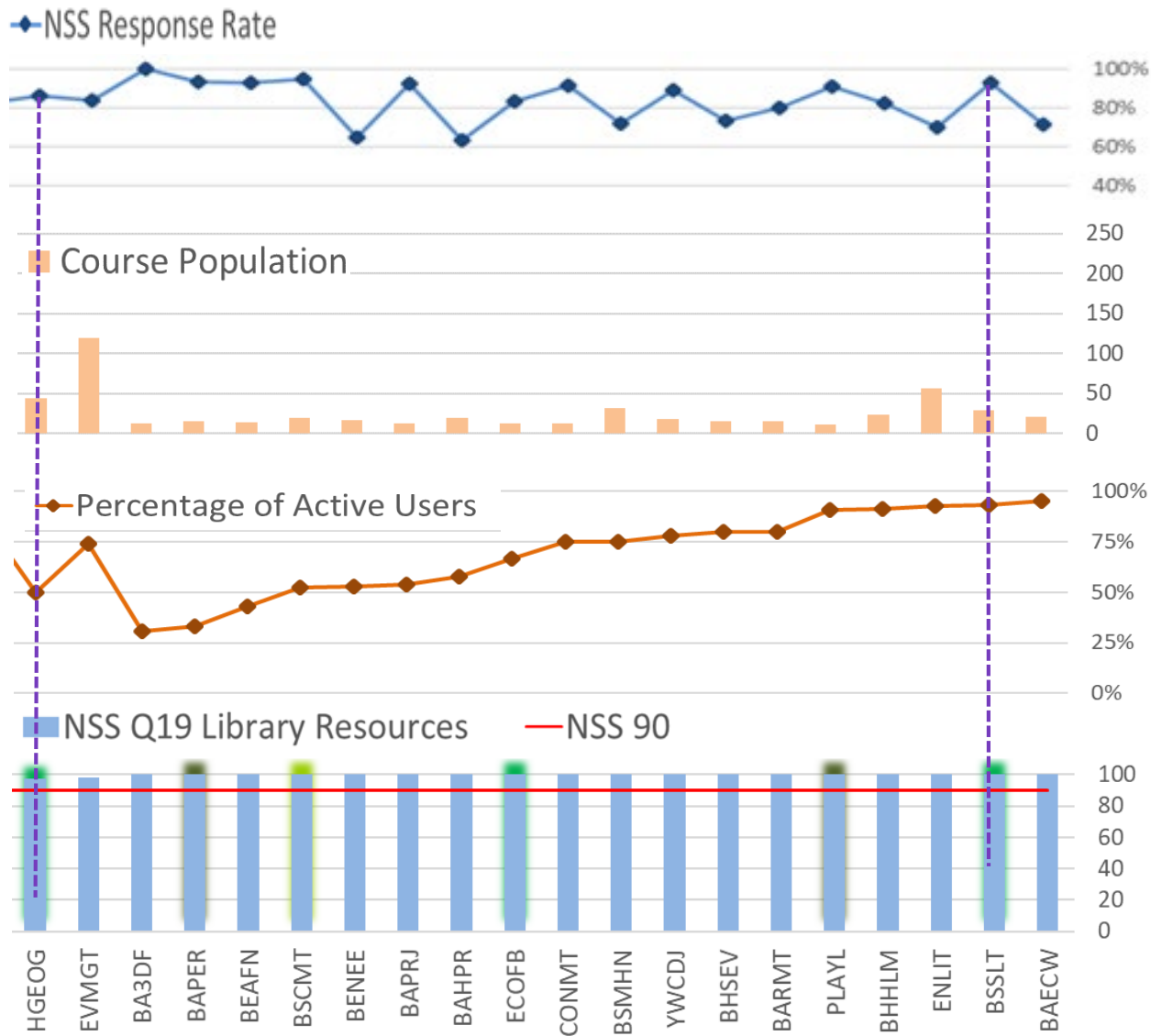


- Orange = Falling. Sport Business Management (BHSBM) and Sport and Exercise Science (SPEXS)
- Good NSS response rate
- Higher percentage of active users
- Larger course population
- NSS score falling

Falling NSS courses - eResource accesses

Sport and Exercise Science	Accesses	% of eRes accesses	Sport Business Management	Accesses	% of eRes accesses
EBSCO	11066	73%	Taylor and Francis	378	18%
Taylor and Francis	750	5%	Wiley	344	16%
Elsevier	644	4%	Elsevier	184	9%

- Good eResource usage but falling NSS score – why?
- Dissatisfaction with existing resource provision?
- Unawareness of library as provider?



Green = High scoring
Human Geography
(HGEOG) and Speech and
Language Therapy (BSSLT)

- NSS score above 90%
- Good NSS response rate
- Differences in percentage of active users
- Small course population

High NSS courses – eResource accesses

Human Geography	Accesses	% of eRes accesses	Speech and Language	Accesses	% of eRes accesses
Digimap	228	26%	Digital Content Store	539	30%
Taylor and Francis	122	14%	EBSCO	277	16%
Sage	72	8%	Lexis Nexis	59	3%

- Smaller course population = happier?
- Tailored content (DCS) = more satisfied?



NSS Conclusions

- No clear correlation between resource usage and high scoring NSS
- Courses with high scores did appear to use resources
- 90% of students on these courses were active users



NSS Further Analysis

- Dissatisfaction with current resource provision
- Only one indication of engagement and can't be used in isolation
- Difference between promoting the right resources and buying the right resources
- Promotion of the Library?
- Qualitative and quantitative data comparison

Challenges

- All project risks turned to issues
 - Loss of access to OpenAthens data
 - Loss of access to Student data
- Not an entire picture - Only 75% of our resources use OpenAthens authentication
- Single point of failure – need for analytical software

EZproxy Analysis

- More holistic view of Leeds Beckett eResource usage
- 23% of our resources are EZproxy (36000 ejournals)
- OED usage – Proof of concept
- New set of challenges

Conclusions

To evaluate the usage of electronic resources by users to identify levels of engagement at a school, individual and course level and to inform resource provision

- Engagement at School and course level
- Resource provision
- Engagement with Academic Librarians and Academic Staff

Future Focus

- Eliminate single point of failure
- OpenAthens hourly/daily reports for social media promotions and inductions
- eResource usage – More granular, NSS annual comparisons
- EZproxy analysis and integration
- Liaison with schools
- Qualitative and quantitative data comparison
- Evaluation against other library usage data



LEEDS
BECKETT
UNIVERSITY

Thank you

Any questions?

J.Cleverley@leedsbeckett.ac.uk

S.Heeson@leedsbeckett.ac.uk

(@BeckettLibrary)