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Visualizing Success: Transforming Disparate Data into a Dashboard that Tells a Story

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A blue-tinted photograph of a modern university building with palm trees and people walking on a plaza. The building features a facade with a grid of small square openings. Several tall palm trees are scattered throughout the scene, and a paved plaza with people walking is in the foreground. The overall atmosphere is bright and clear.

SJSU SAN JOSÉ STATE
UNIVERSITY



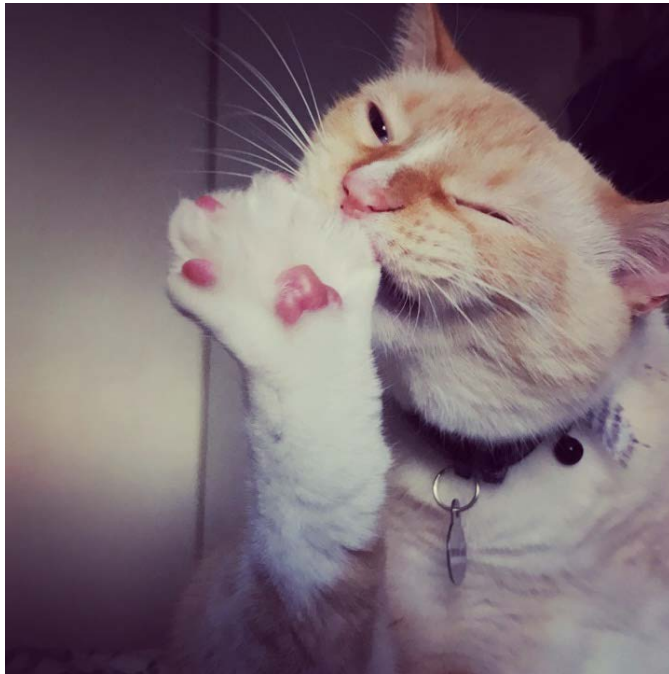
Visualizing Success

Transforming Disparate Data into a Dashboard that Tells a Story

May 3, 2019. ELUNA Atlanta, GA

The Data Team

Natasha Allen



Karen Schlessler



Micah Jeffries



Martin Luther King Jr Library

San Jose State University

- California State University System
- FTE approximately 33,000 students
- Joint Library with City of San Jose
- Alma Primo Implemented Summer 2017

Project: Data Dashboard

- Tasked by the the Library Associate Dean of Technology and Innovations
- Develop a dashboard that tells a story regarding what we offer as far as resources and services
- Utilize the resources of our new ILS (Alma Analytics) for robust reporting

Stakeholders

Intended Audience

- Library & Campus Administration
- Librarians & Faculty
- Students
- The Public

Early Inspirations

“This looks nice. So can we do it like theirs? But in blue?”

- University of Portland
- Georgia Tech

“And how long will it take?”

Evaluation & Research

Evaluating Software

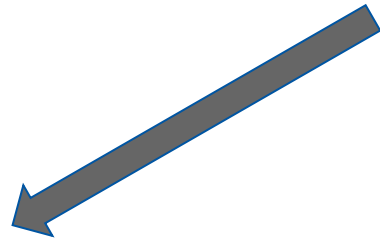


tableau⁺⁺public

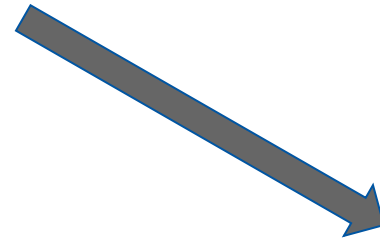


CHARTIO





Server



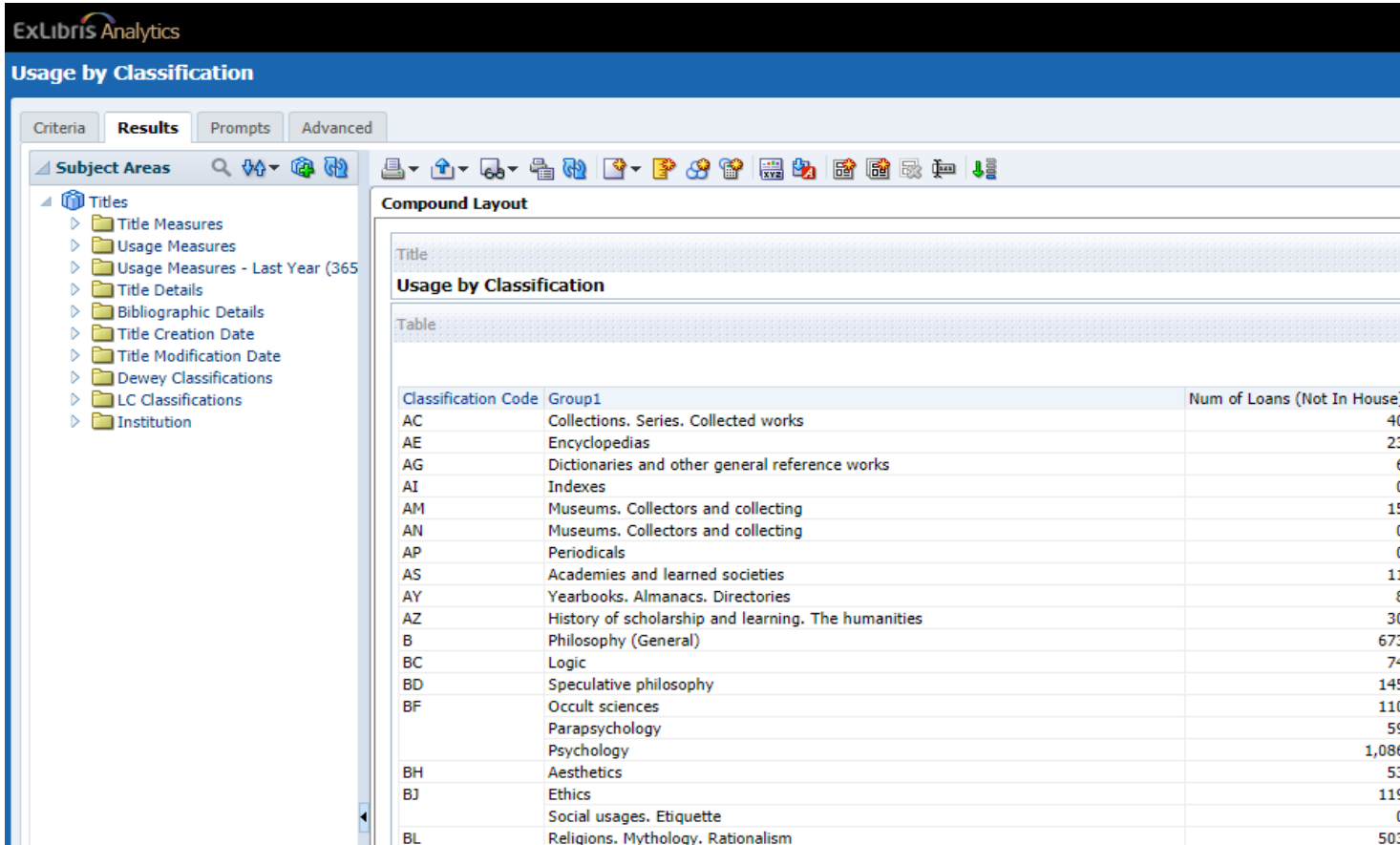
Public



Desktop



Alma Analytics



The screenshot displays the ExLibris Analytics interface for 'Usage by Classification'. The left sidebar shows a tree view of 'Subject Areas' including Title Measures, Usage Measures, Title Details, Bibliographic Details, Title Creation Date, Title Modification Date, Dewey Classifications, LC Classifications, and Institution. The main content area shows a table titled 'Usage by Classification' with columns for Classification Code, Group1, and Num of Loans (Not In House). The table lists 20 subject areas with their corresponding loan counts.

| Classification Code | Group1 | Num of Loans (Not In House) |
|---------------------|---|-----------------------------|
| AC | Collections. Series. Collected works | 40 |
| AE | Encyclopedias | 23 |
| AG | Dictionaries and other general reference works | 6 |
| AI | Indexes | 0 |
| AM | Museums. Collectors and collecting | 15 |
| AN | Museums. Collectors and collecting | 0 |
| AP | Periodicals | 0 |
| AS | Academies and learned societies | 11 |
| AY | Yearbooks. Almanacs. Directories | 8 |
| AZ | History of scholarship and learning. The humanities | 30 |
| B | Philosophy (General) | 673 |
| BC | Logic | 74 |
| BD | Speculative philosophy | 145 |
| BF | Occult sciences | 110 |
| | Parapsychology | 59 |
| | Psychology | 1,086 |
| BH | Aesthetics | 53 |
| BJ | Ethics | 119 |
| | Social usages. Etiquette | 0 |
| BL | Religions. Mythology. Rationalism | 503 |

- Collection counts
- Circulation
- Electronic Usage (COUNTER)
- Top 10 Subjects by LC classification
- Interlibrary Loan (ILLiad/CSU+)

Other Data Sources



ACRL Survey

- Year over year

Gate Count

- Visits

Google Analytics

- Website visits from around the world

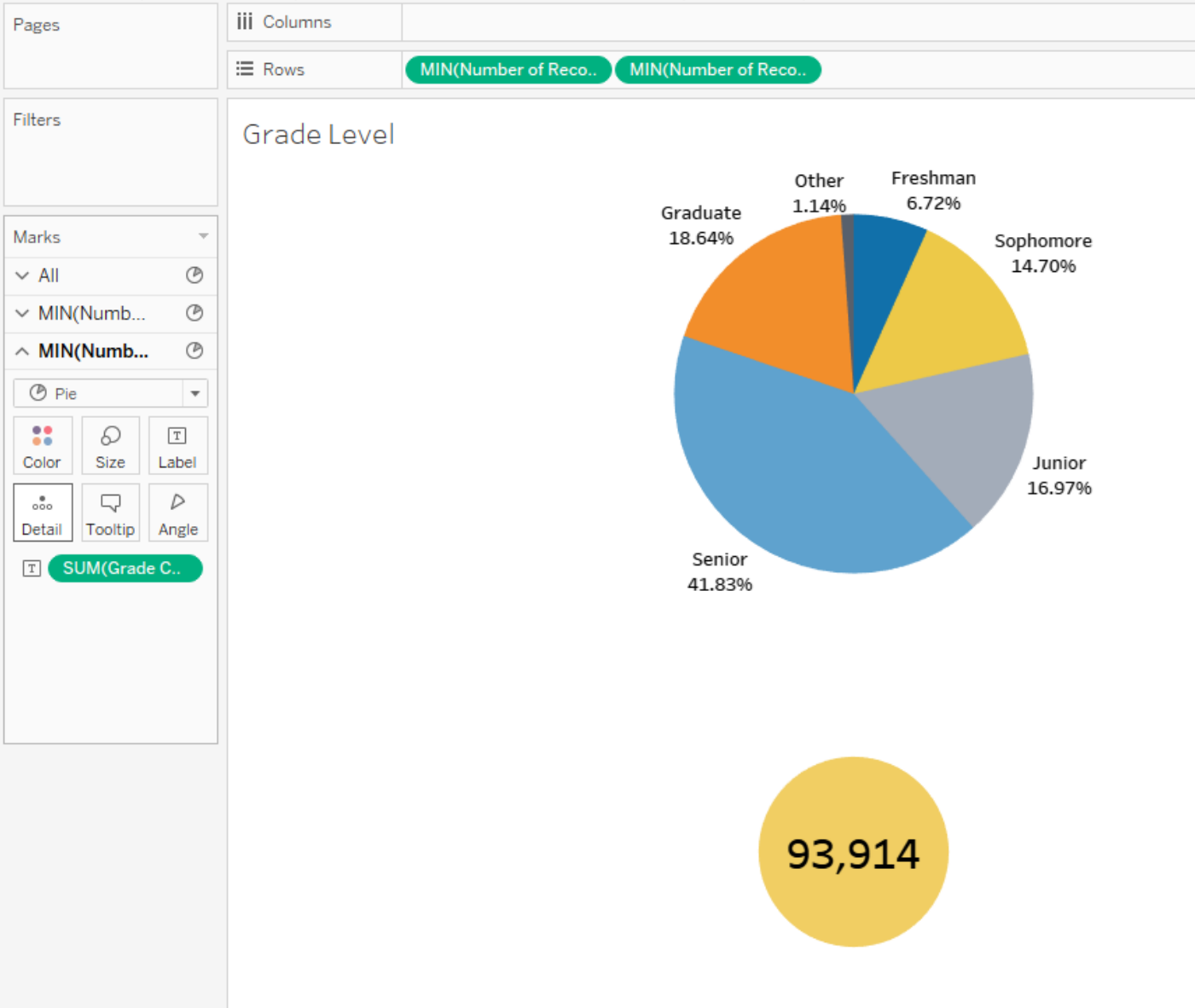
GradesFirst

- Late Night Study
- Late Night Tutoring

bepress

- ScholarWorks

Research - Where to go to get quick training...



MIN(Number of R..)

- Filter...
- Show Filter
- Format...
- Show Header
- Dimension
- Attribute
- Measure (Minimum) ▶
- Discrete
- Continuous
- Edit in Shelf**
- △ Add Table Calculation...
- Quick Table Calculation ▶
- Dual Axis** ←
- Mark Type ▶
- Remove

Library Dashboard

Data reported for the Academic Year 2017-2018

COLLECTIONS

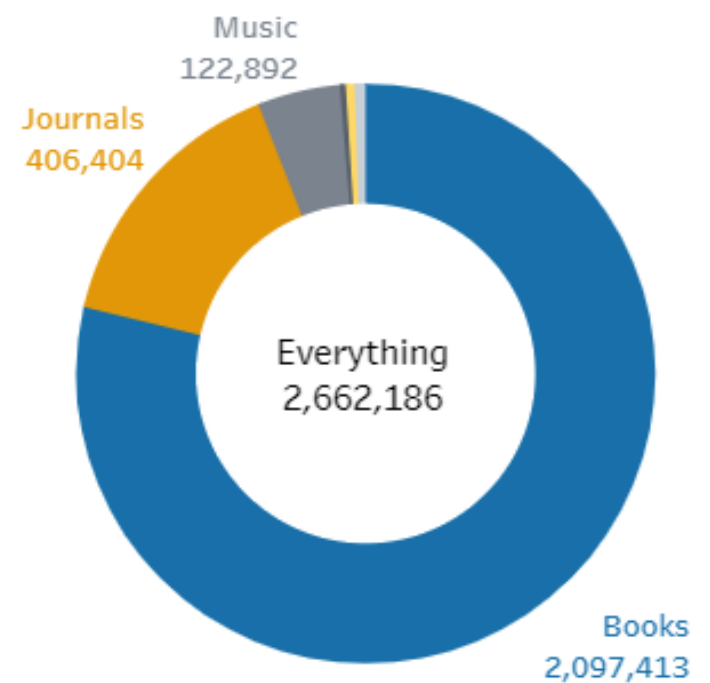
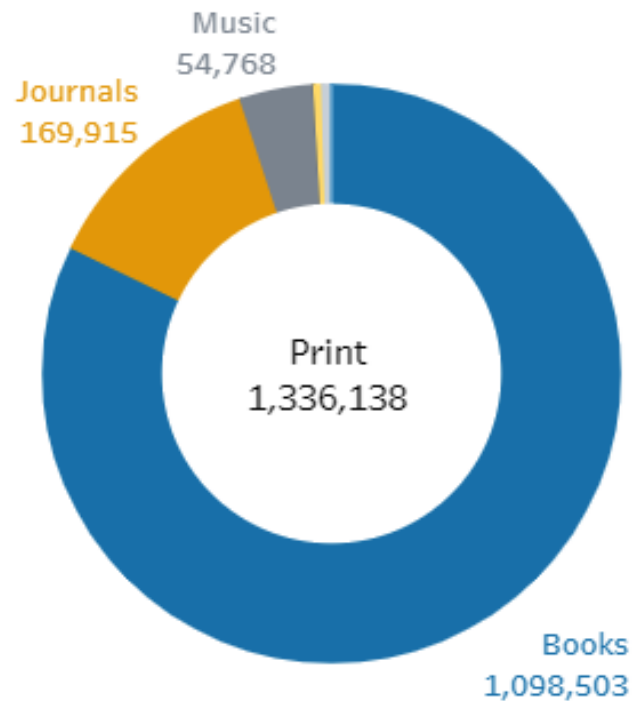
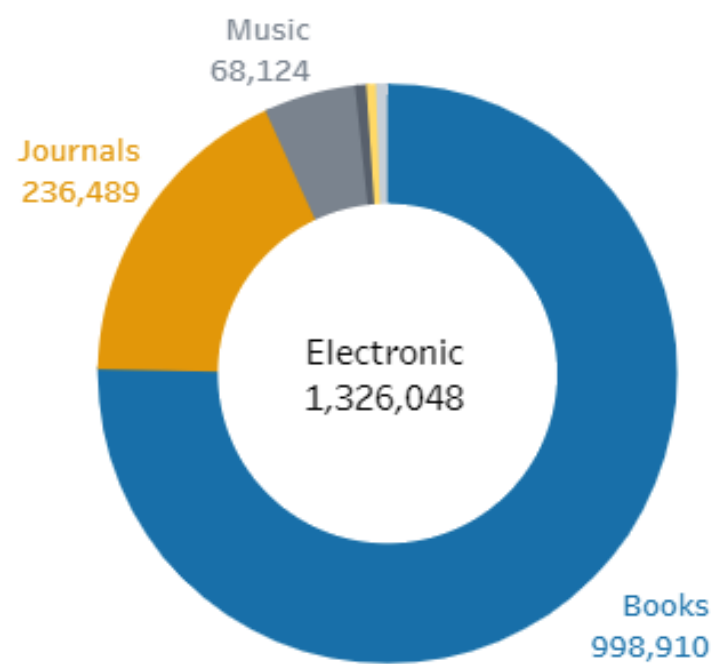
CIRCULATION & USAGE

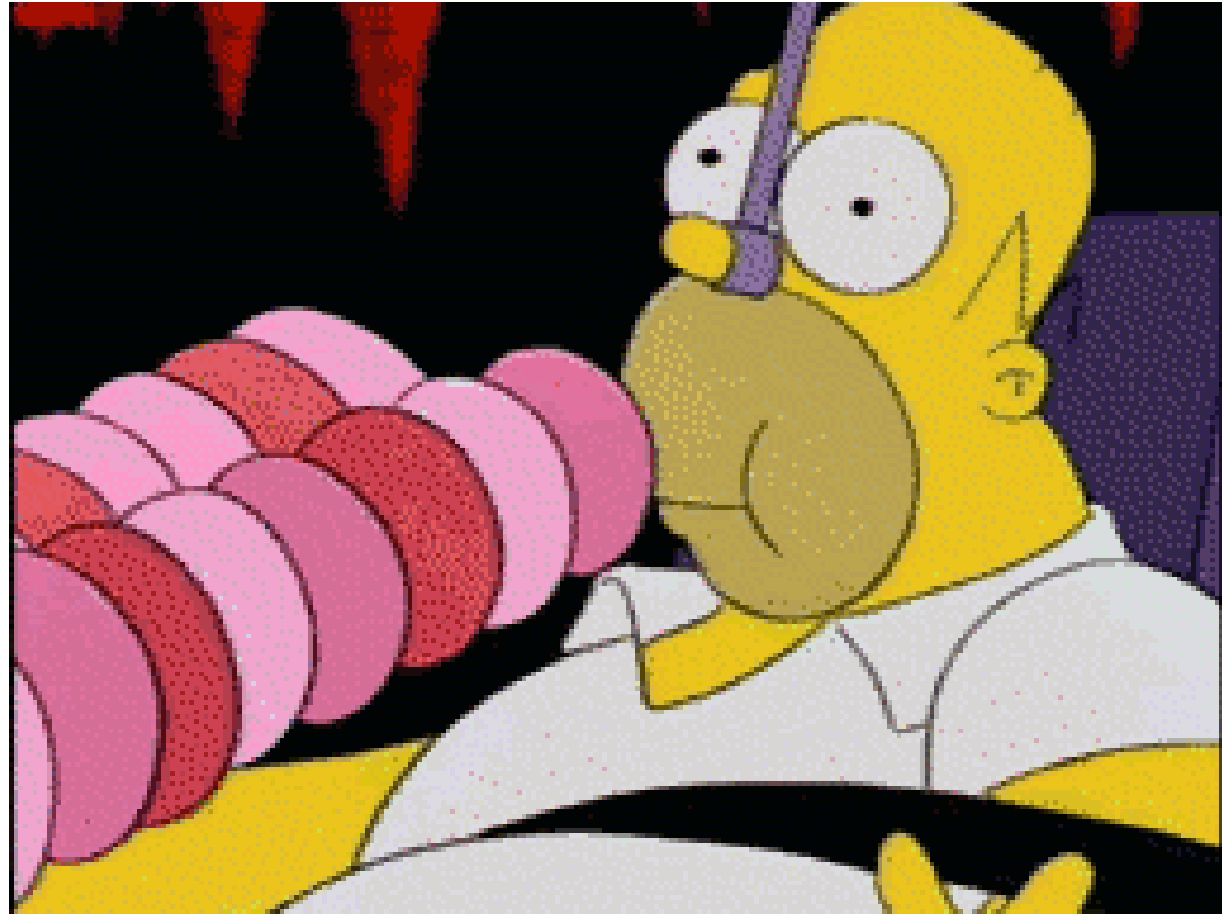
SERVICES

SCHOLARWORKS

Collections

The library's print and electronic collections are nearly equal.





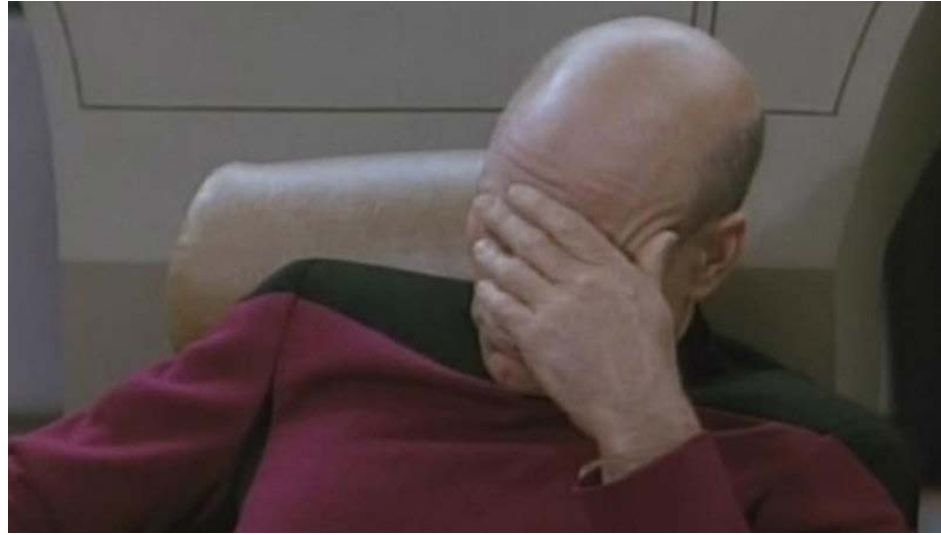
Challenges

- Web Data Connector
- Data formatting and compatibility





- Inter-Department Communication
- System learning curve



- Vendor Support
- Embedding Vizzes on library website (set up test server, if possible)
- Accessibility - color scheme, tool tips, etc.

GO LIVE!

November 2018

<https://library.sjsu.edu/library-dashboard/library-dashboard>

Library Dashboard

Data reported for the Academic Year 2017-2018

COLLECTIONS

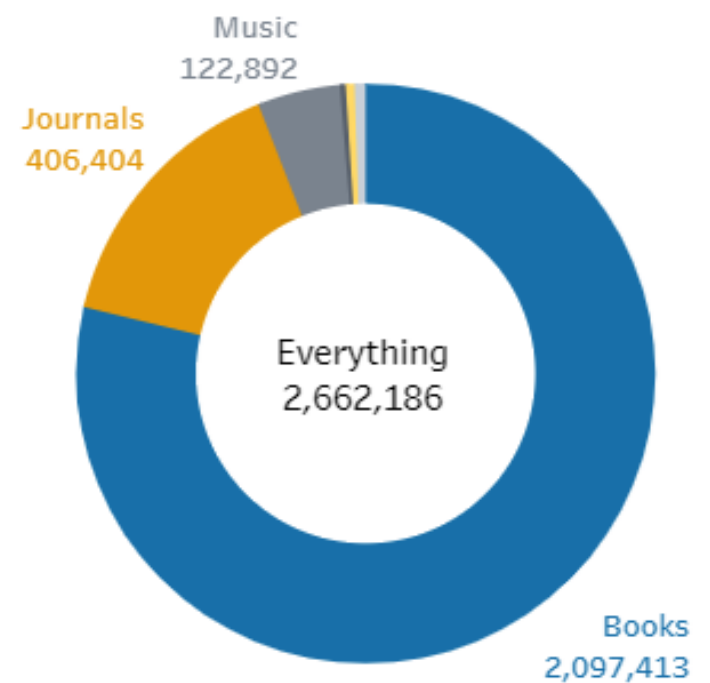
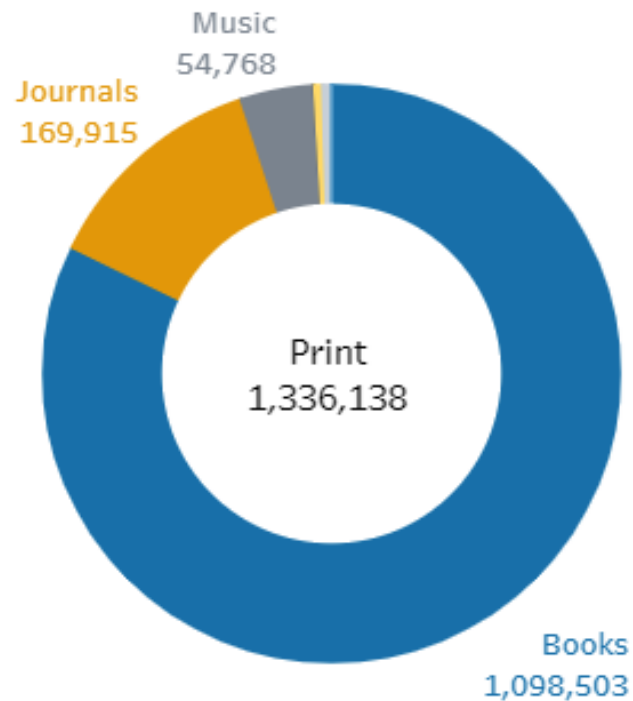
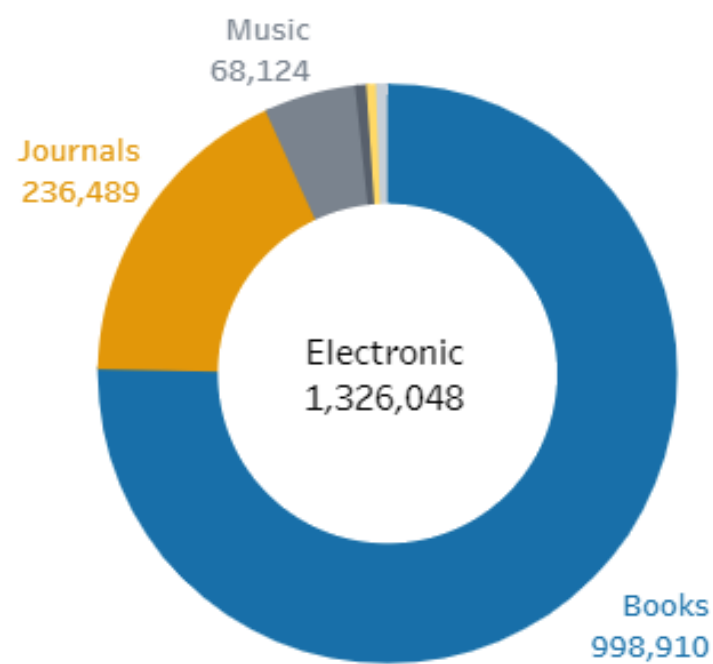
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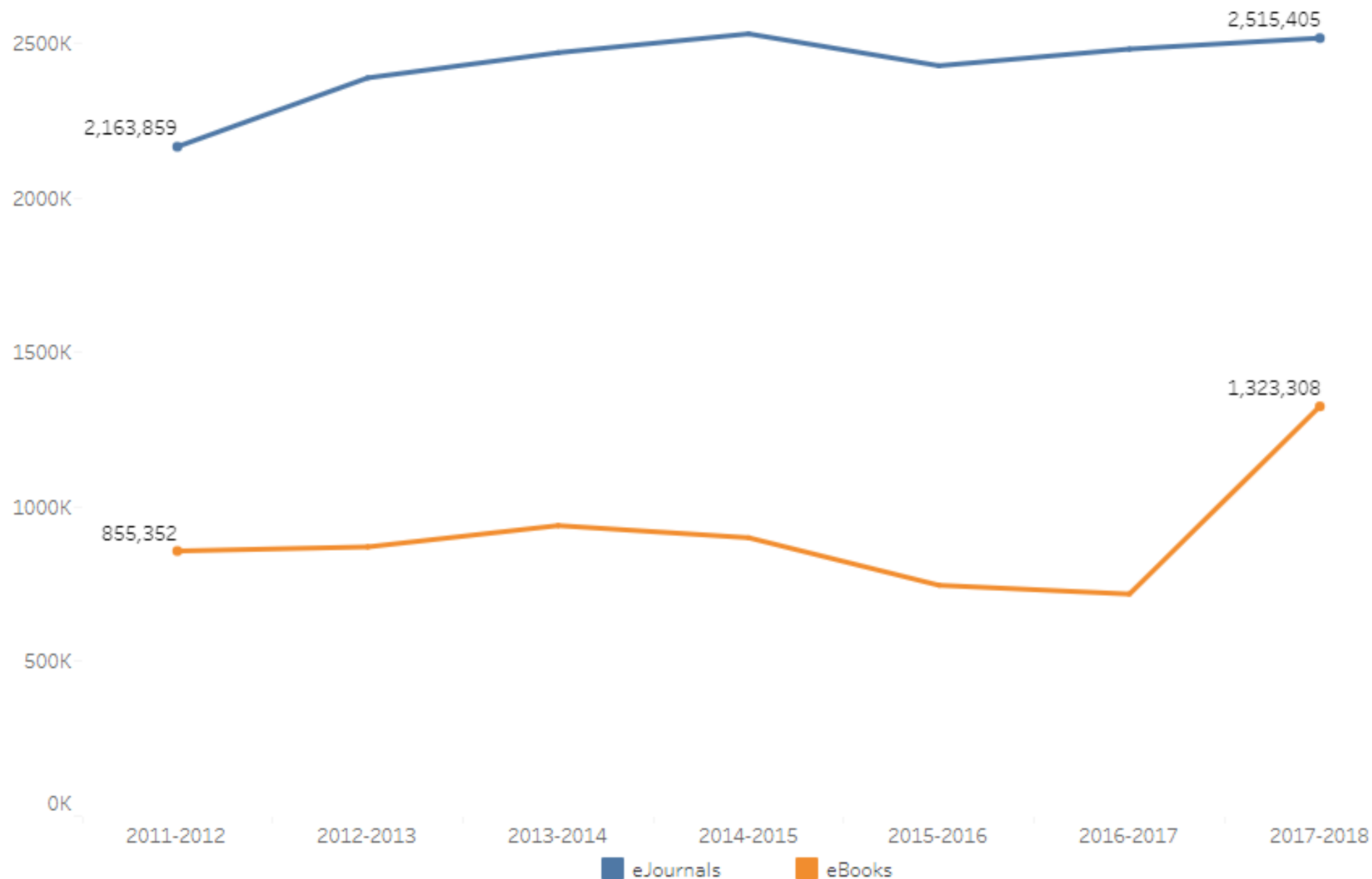
SCHOLARWORKS

Collections

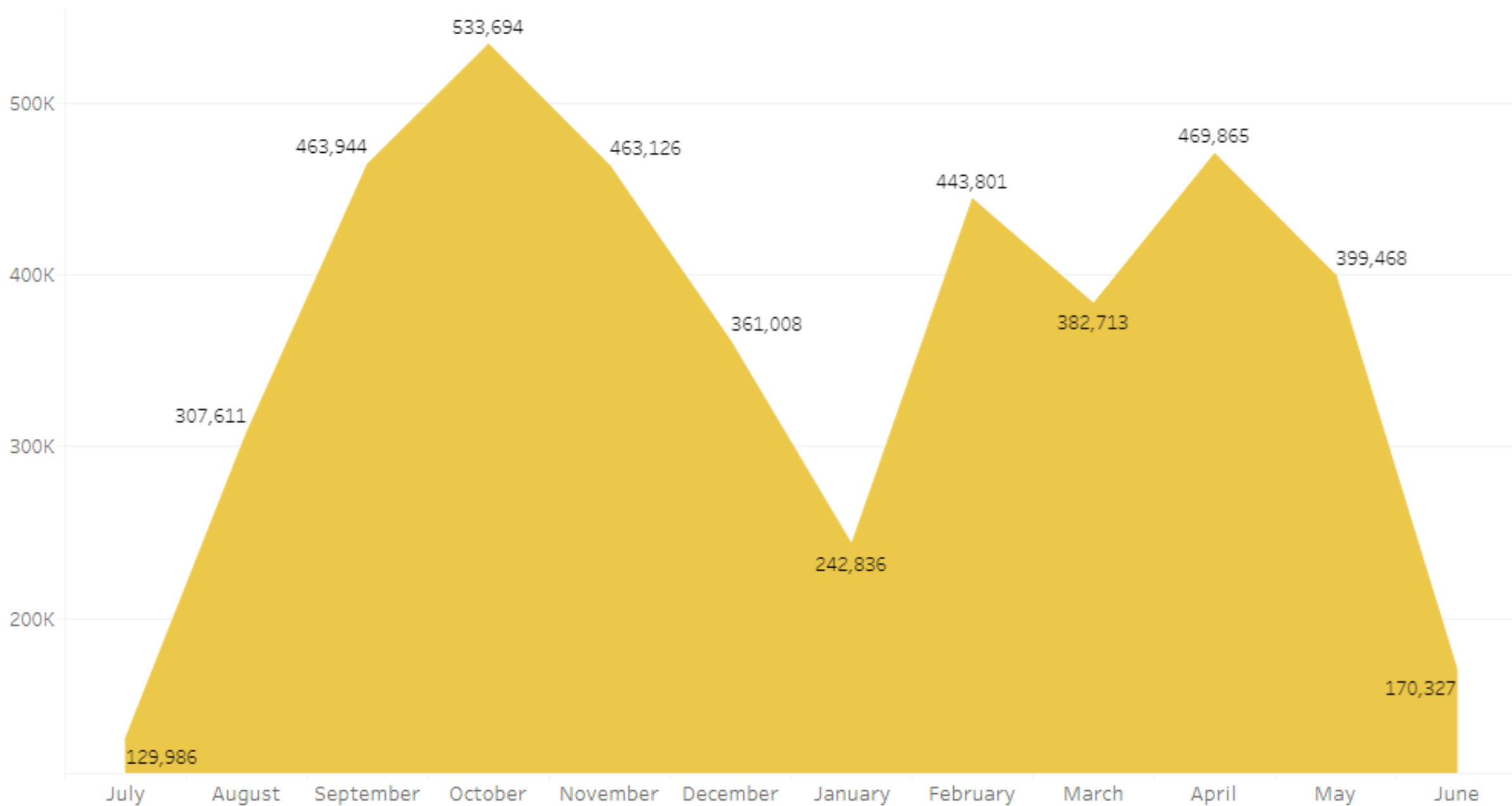
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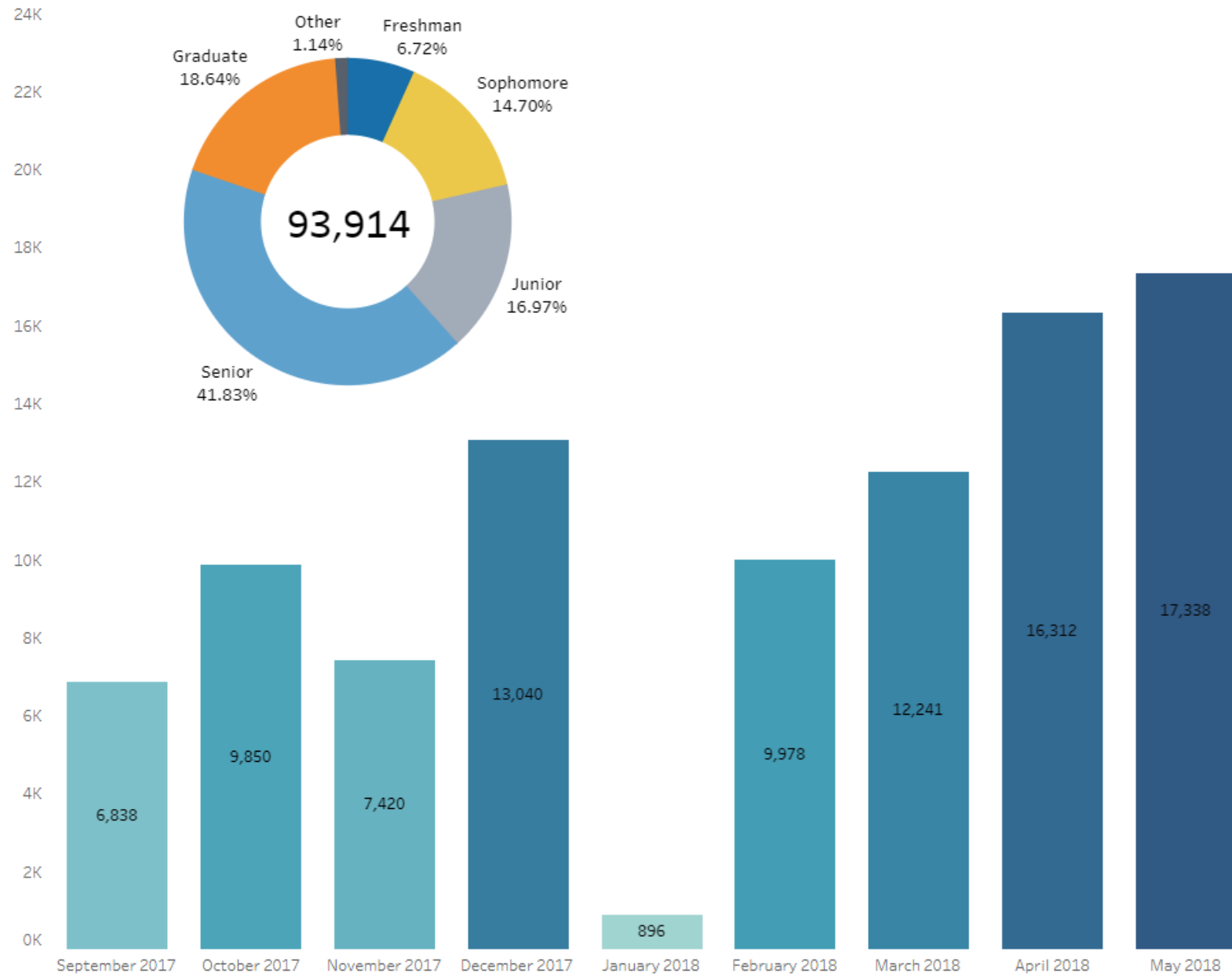
Use of electronic books and journals has increased over the last seven years.




In-person visits to the library are highest in **October and April**.



The number of students using **Late Night Study** increased over the year.



Post Go Live

- Setup email group for library staff and faculty feedback
- Feedback has been mostly positive 

Future Goals

Things We Are Considering

- Team expansion (possible)
- Interactive Content
- Accessibility Concerns
- Will the current software meet our needs?
- Data refresh and scheduling
- Internal Companion Site (2020)

Bibliography

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<http://journal.code4lib.org/articles/12152>



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