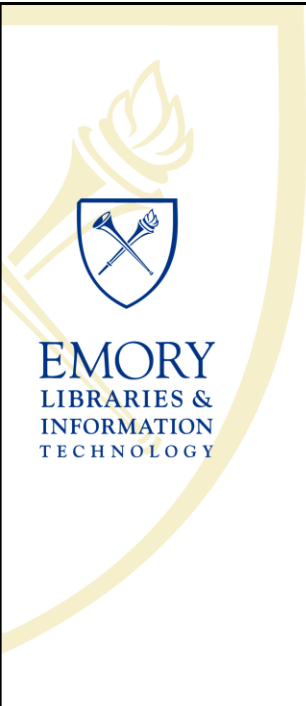


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## Emerging from the Project!

### Evolving Views of Emory's Library Use System

**Susan Bailey and Megan Slemons**  
November 17, 2015  
Southeastern Library Assessment Conference



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## The History of Library Use Reporting at Emory

## What we used to know

2012 - 2013	ALLIED HEALTH	BUSINESS	COLLEGE	GRADUATE	LAW	MEDICAL	NURSING	OXFORD	PUBLIC HEALTH	THEOLOGY	TOTAL
JUL 12	22	711	5617	3446	388	272	61	719	244	390	11870
AUG 12	13	1034	8242	3890	221	266	43	140	226	466	14541
SEP 12	17	11200	64122	7578	654	470	251	499	603	1412	86806
OCT 12	16	13812	73492	7594	784	634	274	362	638	1408	99014
NOV 12	8	12055	60791	6722	1323	522	162	505	534	1153	83775
DEC 12	18	9968	57256	4505	1149	569	231	1002	427	1277	76402
JAN 13	12	3601	17251	3694	361	354	40	259	243	529	26344
FEB 13	1	13862	60393	6855	942	382	115	649	494	1040	84733
MAR 13	5	11031	48521	5822	843	445	85	540	482	1041	68815
APR 13	21	17765	71375	7476	2269	489	173	730	857	1380	102535
MAY 13	16	4916	26599	3902	476	291	61	844	227	646	37978
JUN 13	1	1432	5853	3357	472	362	36	1460	150	274	13397
<b>TOTAL</b>	<b>150</b>	<b>101387</b>	<b>499512</b>	<b>64841</b>	<b>9882</b>	<b>5056</b>	<b>1532</b>	<b>7709</b>	<b>5125</b>	<b>11016</b>	<b>706210</b>

## Our original goals

More granular entry times (rather than monthly totals)

Greater demographic detail about library users

Aggregated, anonymized data

A process that is not labor-intensive

## Getting Started, and Evolving Goals

**What we had:** basic spreadsheet data



**What we wanted:** better spreadsheet data



**What we didn't even know we needed:** better data  
in an *interactive dashboard!*

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## Building the Dashboard

## Challenges

Merging data from two campus entities

Defining and constructing our queries

Choosing a single role for people with multiple affiliations

Extensive up-front data cleaning and building time before we could evaluate usefulness

Anonymizing the visits



## Big Ideas



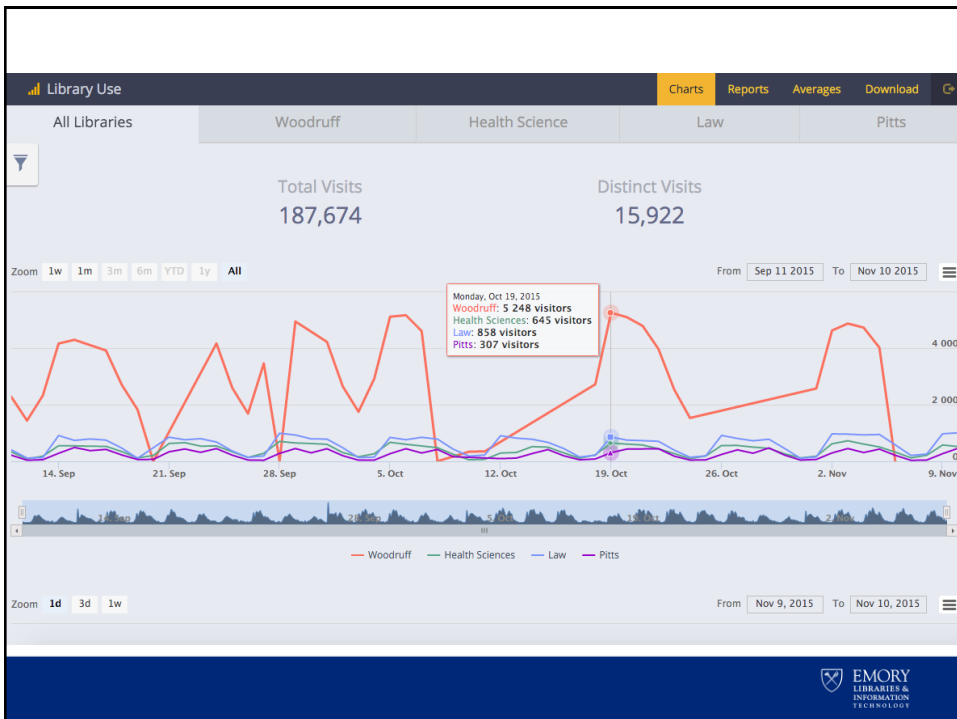
A LOT of upfront time is required to get meaningful, clean data and create useful visualizations

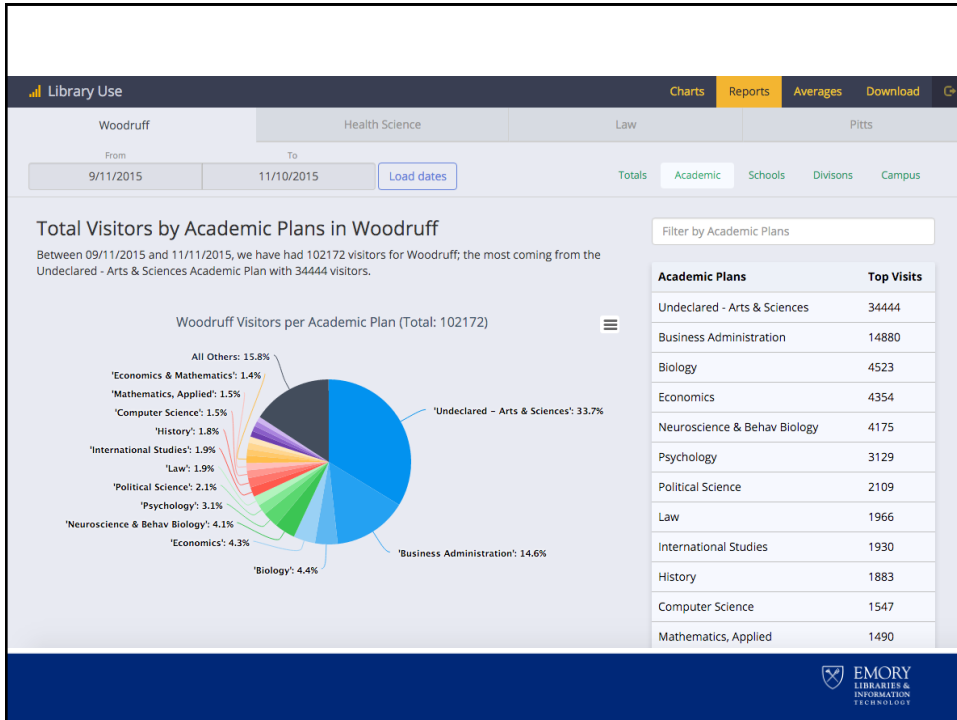
A major limitation is how the data is formatted university-wide

Easy and regular communication between project members is key



# Finished Product – How Did We Do?





## We met our original goals

- ✓ More granular entry times
- ✓ Greater demographic detail about library users
- ✓ Aggregated, anonymized data
- ✓ A process that is not labor-intensive



## Challenges

Changing staff halted the project's momentum

Getting developer time is complicated

It's not clear who sustains the finished product

## Big Idea

Consistent staffing is key to success on a large, complicated project

## Obstacles to Greater Use

## Challenge

### Training users

- Who needs access to the dashboard?
- How useful is training without regular use of the tool?
- Does anyone have time to write documentation?

## Limitations

Dashboard response time is slow

Mostly for viewing one thing at a time – hard to compare data


Visualization types are set (mostly pie charts)

## Big Idea



Was all of the time and resources put into developing the dashboard worth it for the level of use and what we get out of it?





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## The Future of Library Use Reporting at Emory

### Library Use Reporting—Should We Add Additional Data Sources?

- Visitor sign-in data
- Additional demographic traits (e.g. GPA)
- University calendar and class schedule
- Learning Commons Workstation usage

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## Library Use Reporting – Current Development & Other Resource Efforts

- No current active programmer development
- Status: all campus libraries are included with the recent addition of Theology
- Level of effort to include other data sources has not been estimated
- Can Library Use Data be utilized with other sources of data in Tableau?

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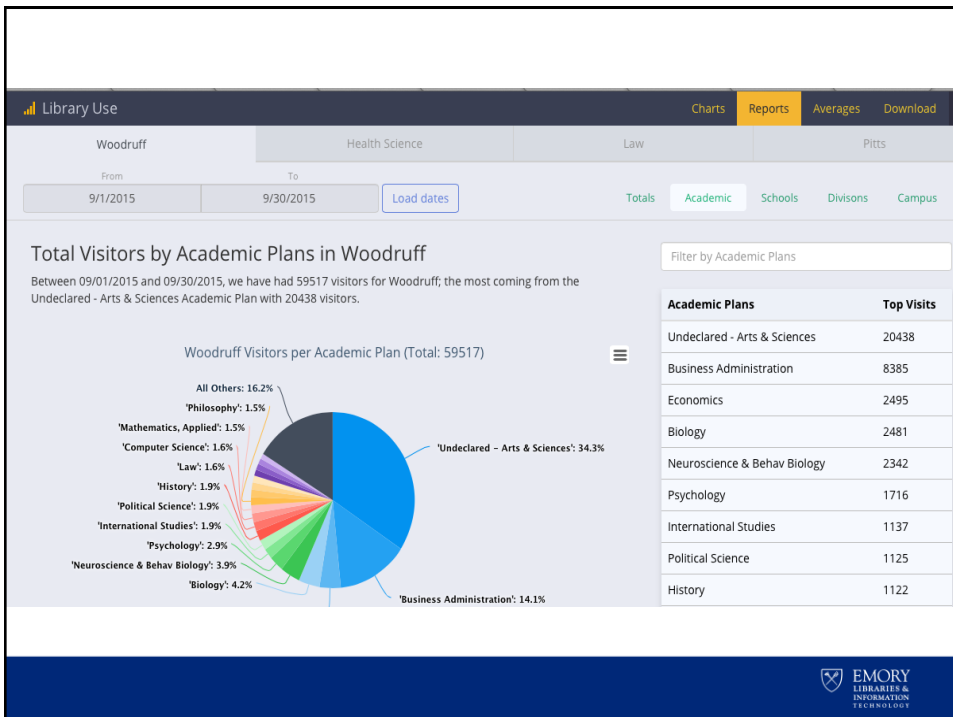
## What Advantages Could Tableau Offer?




- Working with a data extract, system performance processing time is not an issue
- Greater opportunity for exploring data for unexpected insights in Tableau
- Multiple data sources could be added and explored without development effort
- Comparisons, such as by period or by Library, can be accomplished with data exports
- Tableau provides multiple chart types for visualizing the data

# I have a question!

How many Neuroscience and Behavioral Biology students used the library buildings during September, and what do we know about them?






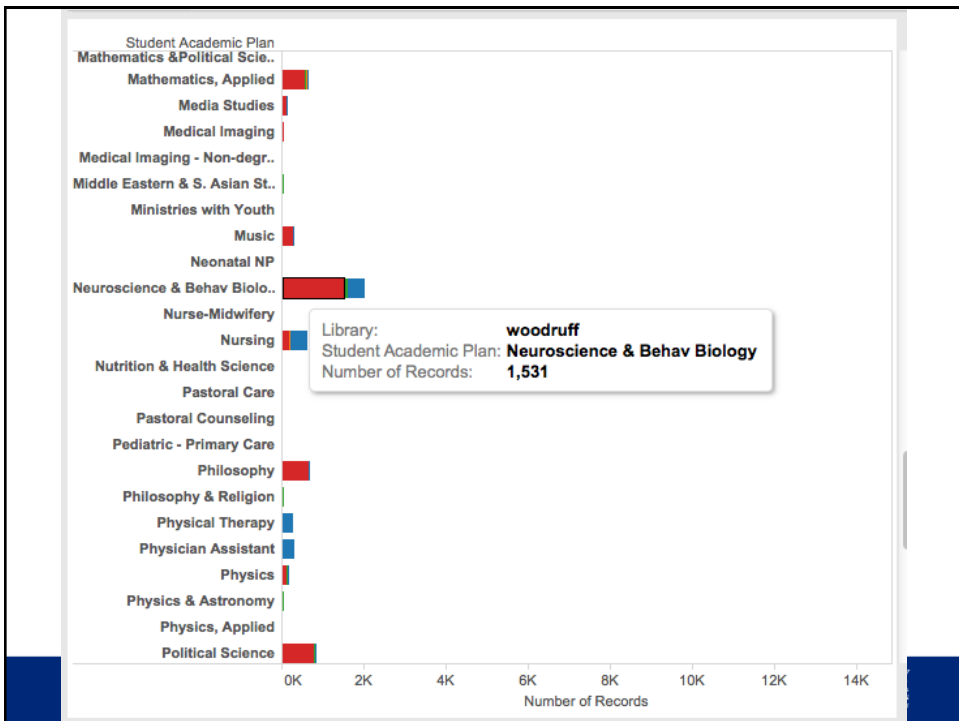


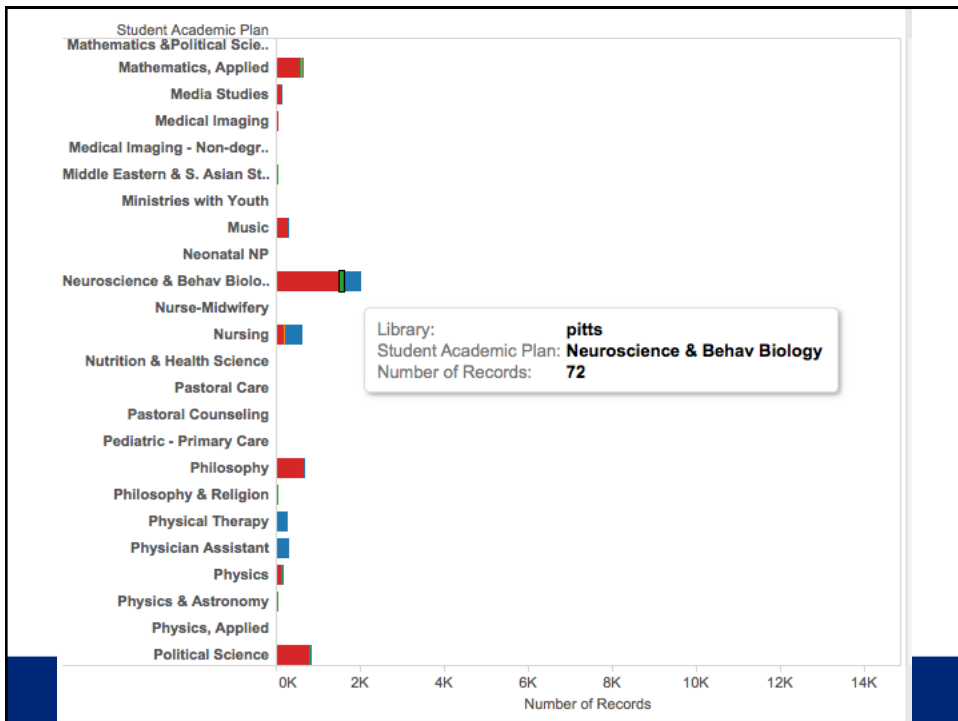
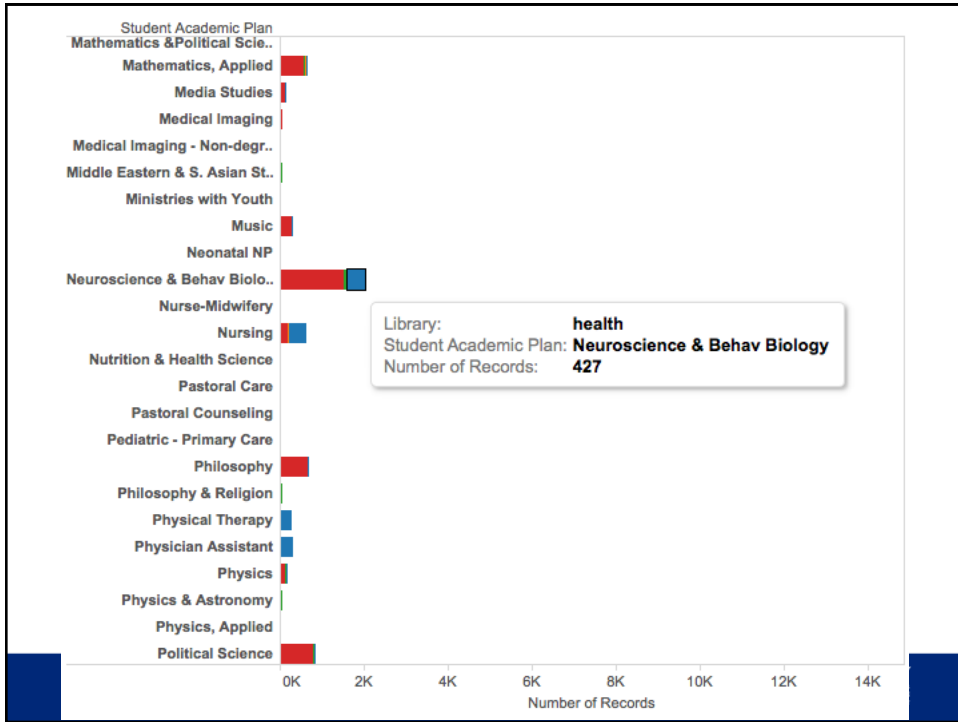
**Show Me**

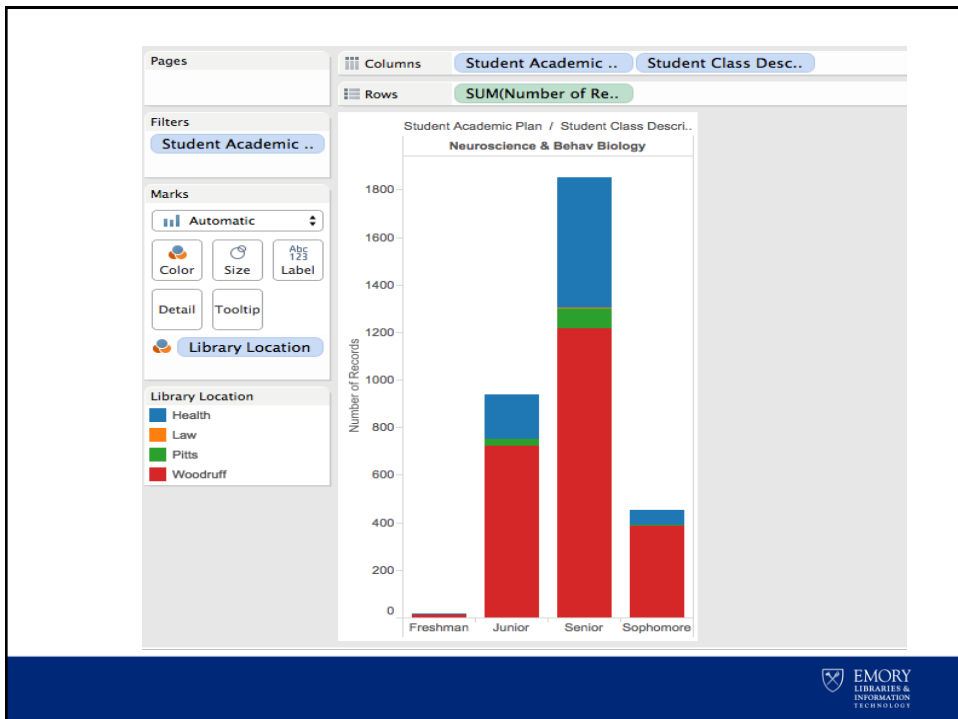
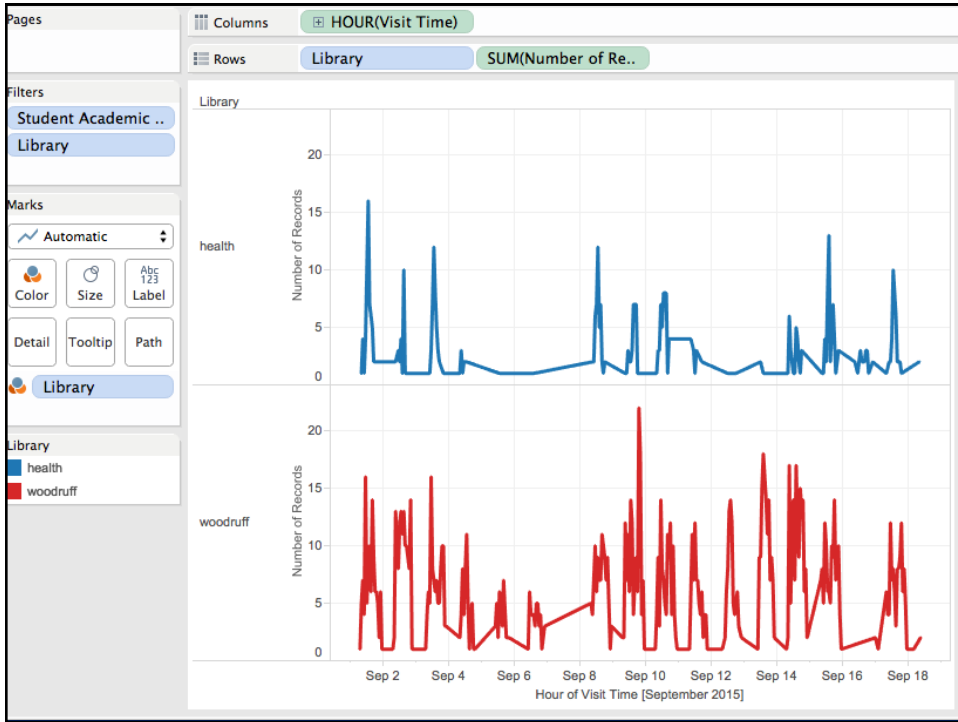
For **horizontal bars** try  
 0 or more dimensions  
 1 or more measures

25









## What Disadvantages Are There With Using Tableau?



- Someone has to structure or reshape the files for best use with Tableau—just the plain Excel export file doesn't produce best results
- Much of the data, especially university data, isn't ideally structured for quick analysis with the Library Use Data
- Responsibility is distributed
- Decisions have to be made! Best visual?

## Best Results? Use of Both!

### Library Use

- Best for current view of activity

### Tableau

- Best for looking at data in-depth, adding in additional data sources



## Our Experience at Two Years In

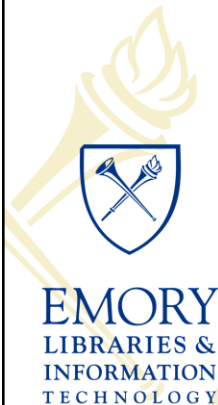


Just like any kind of construction project, building the Library Use System took longer and encountered more obstacles than expected.

In spite of the challenges, the advances we've made and the potential for understanding use even more make it worth continued effort!



## Thank You!



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