Driving and evaluating usage at UoB

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Agenda

- Promoting our content and delivery services
- Usage analysis – what do we do?
- eLibrary portal analysis - demo
- Issues
Promoting usage

- News feed on new acquisitions / trials
- Make available in resource discovery interfaces
- Activate in link resolver
- Integrate with Google Scholar / A&I sources
- Make authentication seamless
- Embed applets in other sites
Usage Analysis: What services do we use?

- Selection Support
- Journals Usage Statistics Portal (JISC)
- Templates for big deal usage versus subscription analysis (Excel)
- SCONUL Return
What we measure…..

☐ COUNTER JR1
☐ Cost per use
☐ Low / zero usage
☐ DB1 searches and sessions*
☐ Archive versus frontfile usage*
☐ BR2 eBook section requests*
Periodicals Review - Objective

☐ Cancellation of poorly performing content
☐ Validation of new subscription performance
☐ Identify issues – eg single user access
☐ Demonstrate value for money of Information resources Fund
Big deals - Objective

- Demonstrate overall value
- Make full use of cancellations allowance – save money and increase overall value
- Make full use of substitutions allowance – increase overall value
- Annual evaluation of value of big deal (unsubscribed usage) over having individual subscriptions
Resource discovery evaluation

- Steering group to review / trial eLibrary functionality – soft launch
- New resource discovery services
- Analysing current provision
- Approach – very much activate access everywhere and let user decide
Issues

- Doesn’t tell us the value of the download – ROI
- Traffic on eLibrary doesn’t equate to downloads on content provider platform
- Link resolver clickthroughs to target gets closer but again need to extrapolate
- Labour intensive
So why are we doing all this?

- Justify our resources budget expenditure to senior mgmt
- Inform future resource discovery service procurement
- Evaluate success of integrating new functionality
- Ensure that we make right decisions!
Thank you!

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