

CARLI Public Services Committee

2014 White Paper:

Assessment Using Evidence – CARLI Voyager Reports

2013-2014 Members:

David Stern (2013-2015), Chair, Illinois State University, david.stern@ilstu.edu

Rebecca Brown (2013-2016), College of DuPage, brownr@cod.edu

Anne Buchanan (2013-2015), Saint Xavier University, buchanan@sxu.edu

Rosanne Cordell (2013-2014), Northern Illinois University, rcordell@niu.edu

Paula Garrett (2013-2016), Illinois Mathematics and Science Academy, pgarrett@imsa.edu

Andrew Lenaghan (2013-2014), Joliet Junior College, alenagha@jjc.edu

Marianne Ryan (2013-2014), Northwestern University, marianne-ryan@northwestern.edu

Jennifer Sauzer (2013-2016), Columbia College Chicago, jsauzer@colum.edu

Tori Tracy (2013-2015), Prairie State College, VTracy@prairiestate.edu

Staff Liaisons:

Elizabeth Clarage clarage@uillinois.edu

Debbie Campbell dmcmpbll@uillinois.edu

EXECUTIVE SUMMARY

This paper provides a brief framework to introduce Voyager Reports that would allow for evidence-based assessment of individual library and CARLI-based services. We will focus on data that can be generated that might demonstrate the effectiveness of services in relation to collection use by specific populations. Many other Reports exist that can provide information for different types of evidence-based evaluations.

Phase I describes two standard Reports that can be run by CARLI members at any time to determine charges and renewals by patron type and charges and renewals by Location Code/Name. This data can be used to perform analyses of current collection use, to reconsider space utilization based upon actual use, and to revise programs to highlight specific under-utilized materials.

Phase II describes the possible use of other standard Reports, the collection and use of other Reports (and associated analyses) currently being run by individual libraries, and the coordinated development of new Reports to support existing and new collaborative CARLI initiatives. Such coordinated services, based upon proactive planning and evidence-based reviews of collection use, could result in more efficient and effective CARLI services.

The following steps would move the conversation about coordinated evidence-based collaboration forward in a more programmatic fashion:

- Proactively gather local Reports (and associated analyses) through various methods, which might include the use of Interest Group lists, Committee actions, and CARLI liaison outreach efforts.
- Review these materials and add significant Reports to the existing CARLI web site.
- Develop organized conversations on possible collaborative efforts that could utilize the gathered Reports.
- Develop organized conversations on possible collaborative efforts that would require new Reports, and document the elements desired in such new Reports.

The Process of Obtaining Data for Analyses

The process would involve two stages. The first phase promotes the use of selected Voyager Reports as examples of already available data for making both local and consortial evidence-based evaluations of services. The second phase provides a framework for more programmatic CARLI collaboration and evaluation using both additional Reports that are found at individual libraries but are not shared among the members, and also developing new Reports when additional data is desired for assessing existing or new CARLI coordinated initiatives.

Phase I: Assessment of effectiveness based upon two Voyager Reports -- user circulation information by Patron Types and charges and renewals by Location Code/Name.

This paper will provide a brief framework for coordinated CARLI assessment of the effectiveness of our services in relation to collection use. Phase I will describe two standard Reports that can be run by CARLI members at any time to determine charges and renewals by patron type and charges and renewals by Location Code/Name. This data can be used to perform analyses of current collection use, to reconsider space utilization based upon actual use, and to revise programs to highlight specific under-utilized materials.

Phase II: Assessment of effectiveness based upon additional Voyager reports.

Phase II will describe the possible use of other standard Reports, the collection of other Reports currently being utilized by individual libraries, and the coordinated development of new Reports to support existing and new collaborative CARLI initiatives. Powerful coordinated services based upon proactive planning and evidence-based reviews of collection use could result in more efficient and effective services.

Details of Voyager Reports:

- new ACCESS SQL training tutorials, utilized to run reports, were just released and are found at <http://www.carli.illinois.edu/products-services/i-share/reports/secure/intro-access-videos>
- the existing Reports documentation is found at <http://www.carli.illinois.edu/products-services/i-share/reports>
- the Local Circulation Statistics section of Reports (stats and definitions) is found at <http://www.carli.illinois.edu/products-services/i-share/reports/secure/sql-loc-circ#12-09c>

Phase I: Assessment of effectiveness based upon two Voyager Reports -- user circulation information by Patron Types and charges and renewals by Location Code/Name.

1. Why these reports are valuable, what these may mean for non-Voyager members

The expectation is that assessment of actual Voyager use will lead to more effective service plans. This should be true when considering modifications for collection development profiling, creating instructional material, improving signage, revising staffing patterns, and developing and maintaining web-based materials.

This paper will discuss how to request and analyze a few basic Voyager usage reports.

2. Where are these Reports, and how do we obtain them?

CARLI maintains a list of standard reports on the CARLI site. Complete information on the existing Circulation reports can be found at

<http://www.carli.illinois.edu/products-services/i-share/reports/secure/sql-loc-circ#12-09c>

We will highlight two Circulation Reports:

- Circulation Stat 3: Circulation by Patron Group/Home Library, and
- Circulation Stat 1: Circulation by Item Location

You can see example data from these reports in the Appendices below.

Many other types of Voyager Reports are available on the CARLI web site at <http://www.carli.illinois.edu/products-services/i-share/reports>

3. What data is included?

As each report generates targeted data for specific purposes, the following describe the data elements found in the two specific reports we will review. The documentation on the web site provides far more detailed descriptions of the report generation criteria.

- In Circulation Stat 3: Circulation by Patron Group/Home Library
 - patron types (Faculty, staff, graduate students, undergraduates, outside borrowers)
 - number of charges per patron type
 - see example below

- In Circulation Stat 1: Circulation by Item Location
 - location, location codes (local library locations)
 - number of charges and renewals per location
 - see example below

4. How can these types of data be utilized (example analyses)?

CARLI reports allow staff to see how many times certain types of items have been checked out by specific patron types, and from which locations. This will help identify borrowing patterns for various patron groups, across groups by institution, and within institutional collections. This data may help in monitoring and revising services that promote local materials, and may assist in developing more proactive (and effective) cooperative collection development profiles.

One could imagine running these reports for multiple consecutive years to see patterns, especially after intense instruction programs have been put in place. This would also be a good way to determine the impact of visits to faculty offices to discuss services such as campus office book delivery. There are probably many other initiatives that should result in increased collection use activities, and for which reviewing use reports would provide valuable feedback.

Examples of additional analyses could include:

- percentage of circulation by graduate students or faculty
- increase in circulation after targeting specific populations
- increase in circulation after targeting specific collections

Example actions that could be taken after reviewing the data might include:

- reconsider allocations of public shelf space based upon use, in relation to off-site shelving
- develop additional instruction materials to highlight specific locations, collections
- target specific user groups for increased exposure to selected types of materials or locations

Other

- review high and low use materials to assist in revising collection budgeting
- assess instruction and promotion programs to see if new instruction approaches result in increased use of highlighted materials

5. Privacy Considerations

In addition to the logistical concerns of generating data, some privacy considerations must be addressed when creating specific reports using patron type, in order to not compromise patron confidentiality. For this reason, aggregate use data will always be provided. The next section will address the confidentiality of reports in greater detail.

6. Confidentiality concerns (Best Practices)

Libraries must ensure the privacy of patron privacy when using systems data to explore usage. No individual identifying information should be revealed in the statistics and reports that are generated using data from Voyager. Professional standards, consortium policies, and state and federal guidelines provide the following guidance:

ALA's Policy Concerning Confidentiality of Personally Identifiable Information about Library Users specifies that records of individual usage should be kept private.

CARLI Privacy Policy does not support the retention of personal information beyond what is minimally necessary. We also need to be aware that aggregate statistics may be problematic in cases of small populations, which may allow for identifying individual user patterns.

Patron record confidentiality is protected by law in forty-eight states. The Illinois Library Records Confidentiality Act protects the privacy of patron registration and circulation

records. This privacy protection does not prohibit the collection of statistics as long as those statistics contain no identifying information. In addition federal laws must be considered.

7. Existing Reports: how to find the existing reports, and questions that could be answered using the existing Circ3 and Circ1 reports

As we stated earlier, standard user data may be easily obtained using the Circ3 and Circ1 reports found at <http://www.carli.illinois.edu/products-services/i-share/reports/secure/sql-loc-circ#12-09c>

The local Voyager liaison can use Access to run these pre-created reports on demand. Most reports take under an hour to run. Time periods for the data retrieval will need to be specified.

For a better general understanding of the Reports, we generated the example spreadsheet data below. These should help staff see the elements that are contained in the final reports.

Questions that can be analyzed with this type of data include:

- Are we reaching our targeted populations based upon collection use statistics?
- How do print and online book circulation patterns compare?

Phase II: Assessment of effectiveness based upon additional Voyager reports.

8. Customization possibilities using other reports

Additional Voyager reports may be possible but are not commonly considered or requested.

Other Voyager reports have been developed in specific CARLI libraries and are run locally. Some of these reports may have been informally distributed and may be commonly run in some other CARLI libraries, but that information has not always been broadly shared.

Using other reports already generated by individual libraries, but not yet shared, one could imagine future reviews of reports that could create new ways of working together for the most efficient and effective collection development and use.

For these other reports to be more fully utilized, CARLI would need to perform a more complete survey for other local reports already in existence and add these materials to the current CARLI shared report list.

9. Future Customized Reports: questions that could be answered using new reports

Working in a coordinated effort among CARLI libraries, one could imagine utilizing these reports, and developing additional reports and service reviews, that could result in entirely new ways of working together for efficient and effective collection development and use.

This type of advanced collaboration would require us to perform a survey of desirable CARLI analyses and support reports, which would also be added to the current CARLI shared report list.

What types of data are not currently included in existing reports, in terms of granularity?

- collection use breakdowns by location -- see Circ1 report (copied below)
- collection use breakdowns by LC or Dewey range, by date, by media type

- Circ1 report - temporary location impact; increased circulation of highlighted materials from displays, or new book shelves
- merge elements from Circ1 and Circ3 to have use by Patron Types by Location

What types of coordinated analyses would be possible given new data reports?

- LC or Dewey areas of intense concentration by undergraduates (course-related?)
- LC or Dewey areas heavily utilized by non-institutional borrowers (I-Share borrowing)
- Are we buying the right materials? Should we modify our purchasing profiles?
- How can we repurpose our space without negatively impacting our high-use areas?
- typical uses (use of collections by patron types, by call number range, by media type, by non-institutional users)

Sharing of more detailed reports

- The sharing of local information for coordinated actions could result in better reviews of appropriate collection development and use over time, based upon intentional crafting of specific collections in specific locations, and shared access to lesser-used materials.

Examples of the types of shared analyses and plans might include:

- co-locate existing individual library reports that include additional breakdowns ... material use by decade, by media type, for Reserves?
- see what other reports have targeted

10. Cooperative efforts that would benefit from group analysis

Creating initiatives within the consortium that analyze the overall usage of a member library's collection by consortia patrons would not only benefit the individual library, but the consortium as a whole. Specific projects, using data collected from an individual library's reports, could be designed to identify not only overall borrowing and lending patterns among patrons, but also isolate in-depth collection development needs for more specific and rigorous subject matter.

Using data collected from individual member libraries for cooperative efforts, like collection development and patron use patterns, provides an extremely useful tool for libraries to more

effectively grow their own collections while being cognizant of that collection's role in the larger group efforts among the consortium.

- Analyzing member libraries' net borrowing and lending patterns could provide valuable usage data.
- Assessment of the data could reveal collection areas across the consortium that could be adjusted to provide better coverage of heavily used segments, as well as streamline those of lighter use.
- Core collection areas requiring less immediate access could be divided among libraries to reduce duplication, while designating in-depth areas to appropriate institutions could enrich the consortial collection.
- The result could be realized in establishing centers of excellence, documentation of borrowing arrangements, and shared profiles strategically placed throughout the consortium.

One possible cooperative collection development project... subject cooperation:

Specialized reports could be created to identify and bring together CARLI institutions with programs and significant holdings in specific subject areas. For example, the use of German language materials: by utilizing a specialized report, that subject area could be broken down by institutional strengths within subtopics, e.g., language studies, art, theatre, and aeronautical engineering. Through collaboration that group of libraries could then determine how its members might further focus their collection development, which could possibly result in the reallocation of funds for more in-depth materials. Further specialized reports could provide an ongoing review and analysis of both the streamlining of collection development in these areas and the individual library and interlibrary loan usage data.

Other possible initiatives might include:

- analyzing net borrower and net lender data in relation to collecting profiles
 - engage in cooperative collection development to revise profiles to cover heavy borrowing patterns and reduce collections in less utilized areas
 - correct heavy borrowing or very light use areas
 - divide areas where one can determine share core materials requiring less immediate access (while paper predominates)
- designating in-depth areas of collection to reduce duplication of core and expand the in-depth domain coverage
 - strategically designate centers of excellence and document borrowing arrangements
 - create shared profiles (e.g. split composer coverage across institutions)

11. Possible next steps to continue action on this collaborative evidence-based effort

The following steps would move the conversation forward in coordinated fashion:

- Proactively gather local Reports (and associated analyses), through various methods which might include the use of Interest Group lists, Committee actions, and CARLI liaison outreach efforts.
- Review these materials and add significant Reports to the existing CARLI web site.
- Develop organized conversations on possible collaborative efforts that could utilize the gathered Reports.
- Develop organized conversations on possible collaborative efforts that would require new Reports, and document the elements desired in such new Reports.

Appendix 1: Circulation Report 3 – Charges and Renewals by Patron Type

SAMPLE REPORT: Circ3

PATRON_GROUP_NAME	Charges	Renews
Academic Employee	13950	6812
Courtesy Card	2097	574
Elementary	8362	809
Emeritus Faculty/Staff	827	599
Faculty	32	1
Graduate Student	15189	5448
High School	1640	256
Inter Library Patron	710	147
ISU Alternative Programs	335	109
ISU Honors Undergrad (GA)	6924	1053
Library Staff	658	148
Lincoln Coll Student	57	
Support Staff	2696	1555
UnderGrad	66733	9723
ADL UBLong	7	15
ADL UBReg	109	216
ARU UBLong	25	35
ARU UBReg	60	74
AUG UBLong	88	282
AUG UBReg	178	171

Appendix 2: Circulation Report 1 – Charges and Renewals by Location Code/Name

SAMPLE REPORT: Circ1

LocationCode	LocationName	Charges	Renews
1-6shelf	FL1-6 Shelves	1	
2circ	FL2 Circulation Desk	20230	258
2desknc	FL2 Ref Desk Noncirc	3	
2media	FL2 Media	6423	218
2mform	FL2 Microforms Noncirc	4	
2refnc	FL2 Reference Noncirc	106	28
2res	FL2 Reserve Desk	5981	6
3ovshelf	FL3 Oversize Shelves	14	5
3shelf	FL3 Shelves	12034	8664
3shelfnc	FL3 Shelves Noncirc	4	
4desk	xFL4 4desk DO NOT USE	2	
4ovshelf	FL4 Oversize Shelves	7	1
4ovshelfnc	FL4 Oversize Noncirc	1	
4shelf	FL4 Shelves	15746	12232
4shelfnc	FL4 Shelves Noncirc	1	
5desk	xFL5 5desk DO NOT USE	1	1
5ovshelf	FL5 Oversize Shelves	7	7
5shelf	FL5 Shelves	9956	8579
5shelfnc	FL5 Shelves Noncirc	7	
6media	FL6 Media	2085	58
6miniscore	FL6 Miniature Scores	131	28
6ovshelf	FL6 Oversize Shelves	25	18
6shelf	FL6 Shelves	26915	18632
6shelfnc	FL6 Shelves Noncirc	7	
browsing	Browsing Collection	624	207
Deleted Item	Deleted Item	4400	152
docpam	Docs Pamphlets	2	1
docshelf	Docs Shelves	145	87
docshelfnc	Docs Shelves Noncirc	3	1
maps	Maps	1	1
meteasy	Metcalf Easy	3163	54
metfic	Metcalf Fiction	5005	450
metnfc	Metcalf Nonfiction	4704	465
metprof	Metcalf Professional	3	
metrefnc	Metcalf Reference	1	
metstr	Metcalf Storage	5	
storage	Storage North	734	491