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Driving and evaluating
usage at UoB

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UKSG Conference 4-6 April 2011

Sarah Pearson
E-Resources & Serials Coordinator
Library Services
University of Birmingham

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

my.bham - The Staff & Student Portal - Windows Internet Explorer

http://www.my.bham.ac.uk/cp/tag_e842515ba03c7f78.render.userLayoutRootNode.uP?uP_root=root&uP_sparam=activeTab&activeTab=u141s161&uP_tparam=frm&frm=

File Edit View Favorites Tools Help Links

Delicious Most Visited SFXAdmin sfxcid3... MetalLib Management SFX Admin - Login TUCshop welcome OpenURL Deconstruct... University of Birmi... Home | ALA TechSource URL Encoder

my.bham - The Staff & Student Portal

UNIVERSITY OF BIRMINGHAM my.bham

Content/Layout Welcome Sarah Pearson You are currently logged in.

e-mail groups logout help

home my.community my.benefits my.services my.skills my.library my.computing March 23, 2011

My library account

Charges:	0.0 GBP
Loans:	0 loans
Reservations:	0 reservations
Requested items:	0 items

[Further account details...](#)

[More about Library fines...](#)

eLibrary

Easy access to eJournals and eResources. Search by subject or A-Z listing. Search across a number of databases, catalogues and websites. **Login to eLibrary.** You will need to enter your university username / password. Single sign-on from my.bham is currently unavailable.

Inter library loans

This service enables you to make requests for books or journal articles held by libraries other than the University of Birmingham. [More Details...](#)

[Place an interlibrary loan request...](#)

Please ensure that you have purchased a request voucher from the Library or have been issued with one from your department before attempting to make a request.

Get instant library help with Just Ask!

[Library catalogue](#)

[Book not in the Library?](#)

[Just Ask for the iPhone!](#)

[Opening hours](#)

[Accessing eResources](#)

Book renewals and general enquiries: call 0121 414 5828

Need help? Just Ask!

Your Question / Message

Send

Chat Available

Send us an instant message and talk to us live. It only takes a moment to Just Ask!

If Just Ask! is offline, use this form to send an email. Just Ask! is online 1000-1800 Monday-Friday.

Before asking your question, [check out our FAQs](#) or take a look at the [Guide for new students](#).

Online Library Resources look-up

Go Find It! Bham

Find Online Library Resources. Enter the details below and click 'GO'.

Find eJournal eBook eResource (Printed) Book Help

Journal Title: Contains [input]

Year: [input] Vol. [input] Iss. [input] Start Pg. [input]

ISSN: [input] DOI [input]

Clear GO

RefWorks

A web-based referencing package to help save and reference your sources correctly in the style you

Library opening hours

- MAIN LIBRARY
- Barnes Library
- Orchard Learning Resource Centre
- OTHER SITE LIBRARIES


[Library location map](#)

Library news

Library Services | NEWS

- SpringerLink Journals**
1,900 peer-reviewed full-text science and technology e-journals now available.
- BioOne**
166 high-impact bioscience research journals now available.
- Cambridge Histories Online**
Instant access to a unique historical reference compendium.
- Library of Birmingham fly-through video**
Computer-generated video released of the Library of Birmingham.
- OVID Society Journals**
Thirty-three prestigious Ovid journals now available online.
- Picture Post Historical Archive**
We have a trial of the Picture Post Historical Archive active until 27th March.
- Parker Library on the web**
Study the manuscripts in the historic Parker Library at Corpus Christi College, Cambridge.
- Elsevier ScienceDirect eBook trial**
Access thousands of ScienceDirect eBooks!

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Go Find It! 

Find Online Library Resources. Enter the details below and click 'GO'.

SuperSearch Find eJournal eBook eResource (Printed) Book Help

Search for :

Log into eLibrary first *(optional)*
(You will need to log in to see the full text of search results.)

Clear 

Primo Central

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

Google Analytics



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!

Sarah Pearson
E-Resources & Serials Coordinator
University of Birmingham
s.pearson.1@bham.ac.uk

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