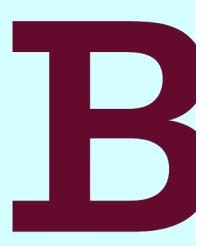
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Driving and evaluating usage at UoB



UKSG Conference 4-6 April 2011

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Agenda

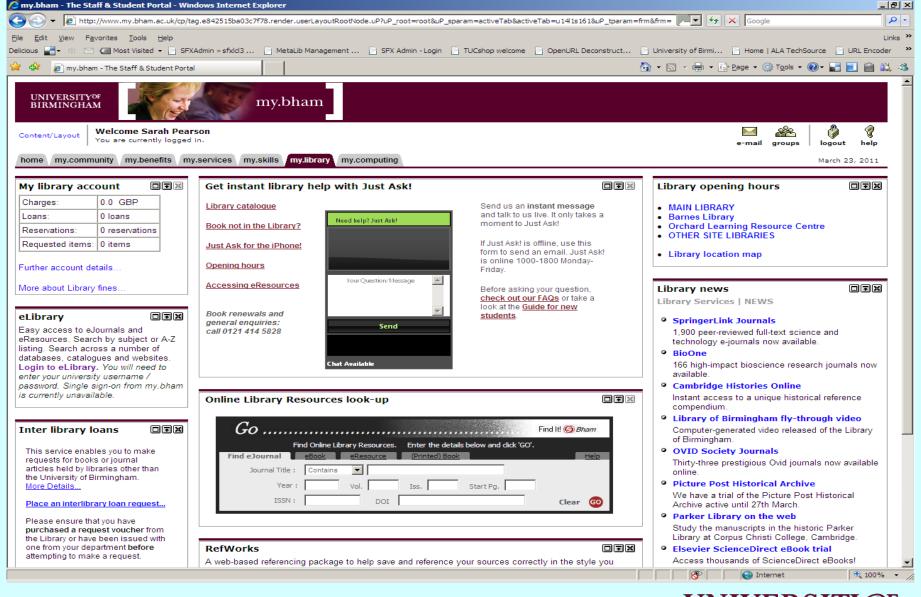
- □ Promoting our content and delivery services
- □ Usage analysis what do we do?
- □ eLibrary portal analysis demo
- □ Issues



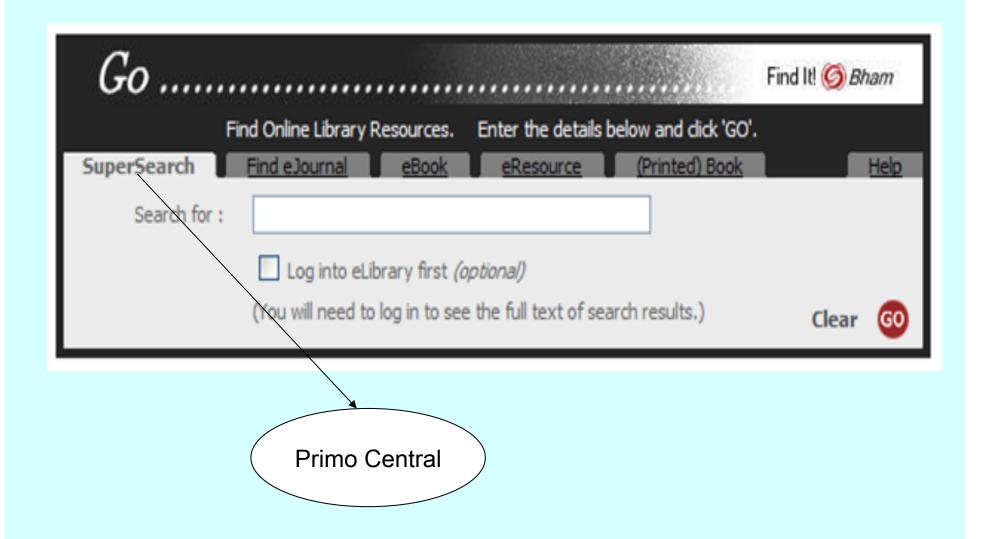
Promoting usage

- 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





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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



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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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