Building Library Analytics - With a little help from your friends in Institutional Research

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Building Library Analytics

With a little help from your friends in Institutional Research

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Why we needed an Analytics tool

• Have many systems that don’t talk to each other
• Numerous statistics kept by numerous staff using numerous tools
• Easily connect, view and blend data elements
• Interpret data in a way that allows for informed decision making
  • Drive improvement of services
  • Create workflow efficiencies
  • Aid in direction of future services
What is Tableau?

Tableau is easy-to-use business intelligence software used for data analysis, providing visual tools to help you see and understand your data.
Why Tableau?

• Other departments on campus were using Tableau
• Libraries Innovation Fund allowed us to purchase 2 desktop licenses
• IR office offered guidance
  • Became involved in UB Tableau User Group through IR office
  • Attended training classes offered on campus through UB Tableau User Group
  • IR office made Tableau Server available to departments
Gate Counts
By Fiscal Year
Circulation Activity by Library

FY 2016 Circulation Events for LOCKWOOD by Weekday: All

FY 2016 Circulation Events for ANNEX by Weekday: All

Number of Transactions: 28,228
Library: LOCKWOOD
Date: Tuesday
Average GPA of students who used both Aleph and ILLiad
Student use of ILLiad/Aleph by department
Factbook

• University Factbook - [http://www.buffalo.edu/provost/oia/factbook.html](http://www.buffalo.edu/provost/oia/factbook.html)
  • Interactive reports about the University and it’s operations

• Libraries Factbook - [http://library.buffalo.edu/aboutus/administration/factbook/](http://library.buffalo.edu/aboutus/administration/factbook/)
  • Linked to University Factbook with help from IR office
  • Interactive reporting platform designed to provide top-level reporting on the Libraries operations as well as detailed information on some of the services the Libraries provide.
  • Reports include: ARL Statistics, Discovery Statistics, Circulation of Print Collection and so on.
In summary...

- Libraries increasingly need to show value to the University
  - What impact does library usage have on student retention and academic success?
- IR office is an excellent consultant and a reliable source for information
- Work together to improve higher education
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