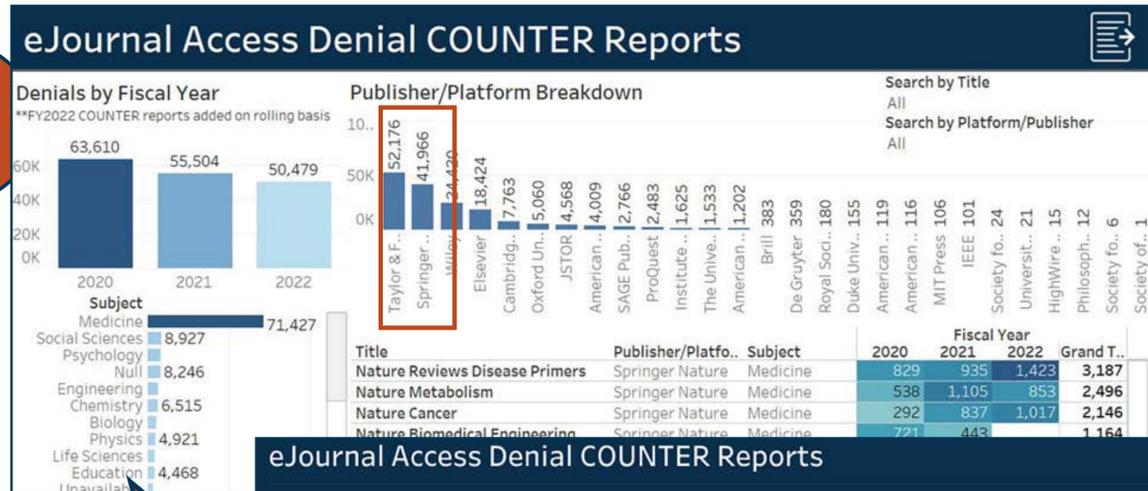


Narrowing the Gap: Using Data We HAVE to Add Content We DON'T

In a post-pandemic world, collection strategies and assessments are critical to research libraries. Nearly \$500,000 was cut from our content budget and never reinstated making strategic data-driven decisions essential to support institutional research and curriculum. Over the past several years, our assessments with user-driven initiatives proved to be successful in both value and impact for monographs. In hopes of parlaying that success to journals, we applied a similar user-driven methodology. This project focuses on how members of the assessment, finance, and technical services teams worked together to determine key data points that could assist Research and Engagement Librarians (RELs) with making strategic collection decisions. In analyzing this data we hoped to identify materials that are most pertinent to our users and help to narrow the gaps in our collection in a practical and effective way. This is a different way to approach collection development that leverages user-driven collection strategy decisions to maximize a reduced budget. This poster demonstrates one example of how we applied library data to identify user needs and shrink research gaps in our collection.

Process to Identify Gaps in our Collections

SUMMARY of COUNTER5 Reports: All Vendors



Step 1:

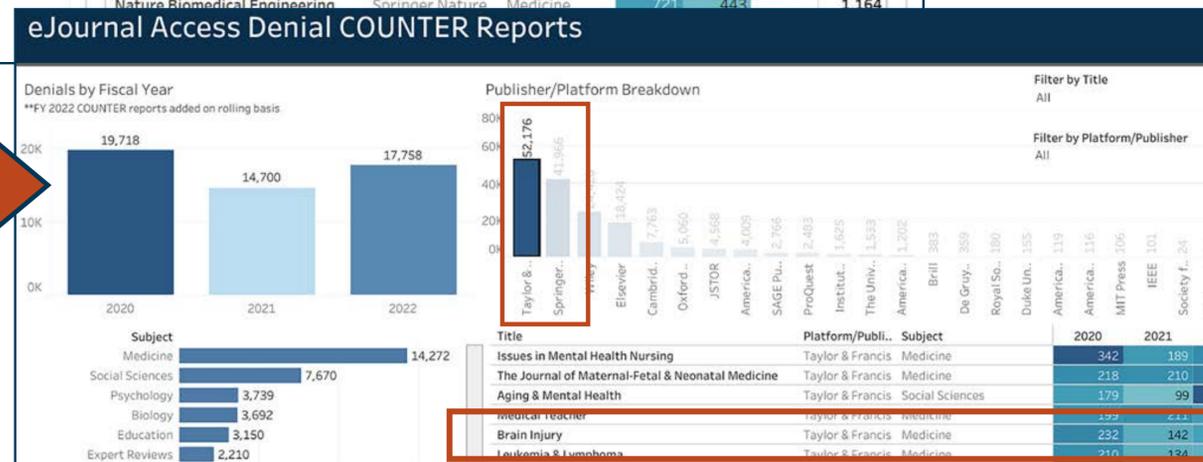
We compiled three-years of COUNTER5 TR_J2 Journal Access Denied Reports to analyze overall trends.

Step 2:

We then matched COUNTER5 data with vendor supplied reports that identified one primary subject per eJournal. In compiling these two data sets, for the

first time, we gave context to gaps within subject disciplines. By analyzing three years of data, it was identified consistently that our researchers were experiencing the most turnaways from journals published by Taylor & Francis.

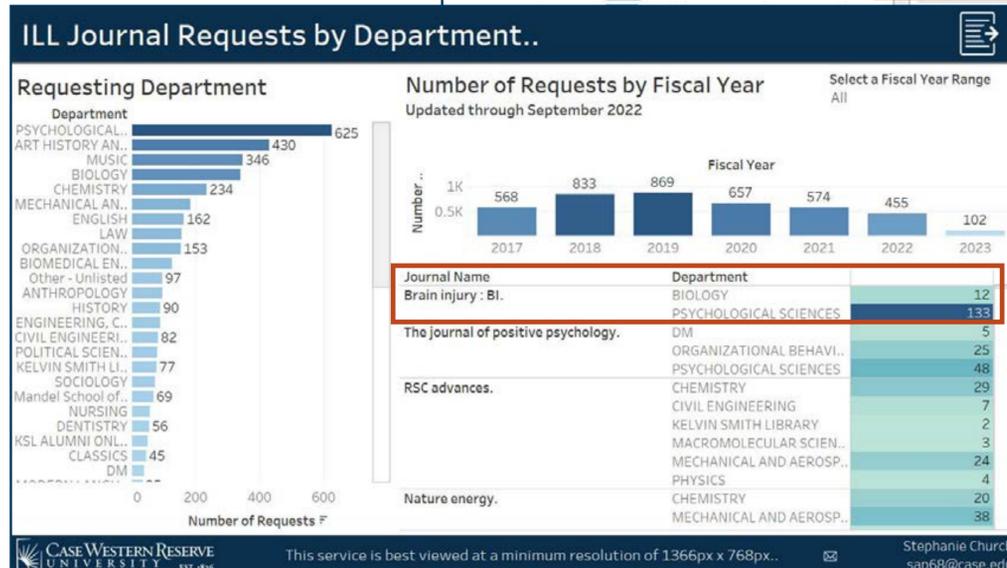
Data is filtered to highlight Taylor & Francis titles.



Step 3:

We were curious to see if ILL data supported the findings of the COUNTER5 access denials. The graphic at the left shows

the connection between ILL data at the journal title level with research departments. Titles were overlapping with Taylor & Francis turnaway data and were found to be used by departments that KSL supports.



Decisions Made

- Data was shared with the Collection Strategy Committee and the Research and Engagement Librarians (RELs).
- As subject specialists, the RELs were able to capture information related to their subject disciplines, apply their expertise, and identify titles for purchase.
- As a result of the data demonstrated in our example, the strategic decision was made to explore subscription packages from Taylor & Francis in hopes of reducing barriers and providing access to critical research sources.
- The university invested one-time funds in support of previous budget reductions and this data was crucial in identifying and filling content gaps that would have the highest impact for the entire university.

Future Planning

- Moving forward, we are interested to see if our hypothesis is correct that by subscribing to Taylor & Francis Online all journals package, access denials and ILL requests will reduce significantly and result in an increase in usage data of these titles.
- As more titles are identified and added to the collection, we will use the anticipated reduction in ILL requests and Journal Access Denied numbers as success metrics. Additionally, we will track new usage in the COUNTER5 Journal reports.
- One outcome would be to determine the performance and fiscal responsibility of data-driven collection strategies by analyzing cost-per-use and use findings to create compelling arguments for budget increases.
- We would also like to demonstrate that data-driven collection strategies result in curating responsive collections that have direct impact on research, teaching, and learning.

Anticipated Outcome

