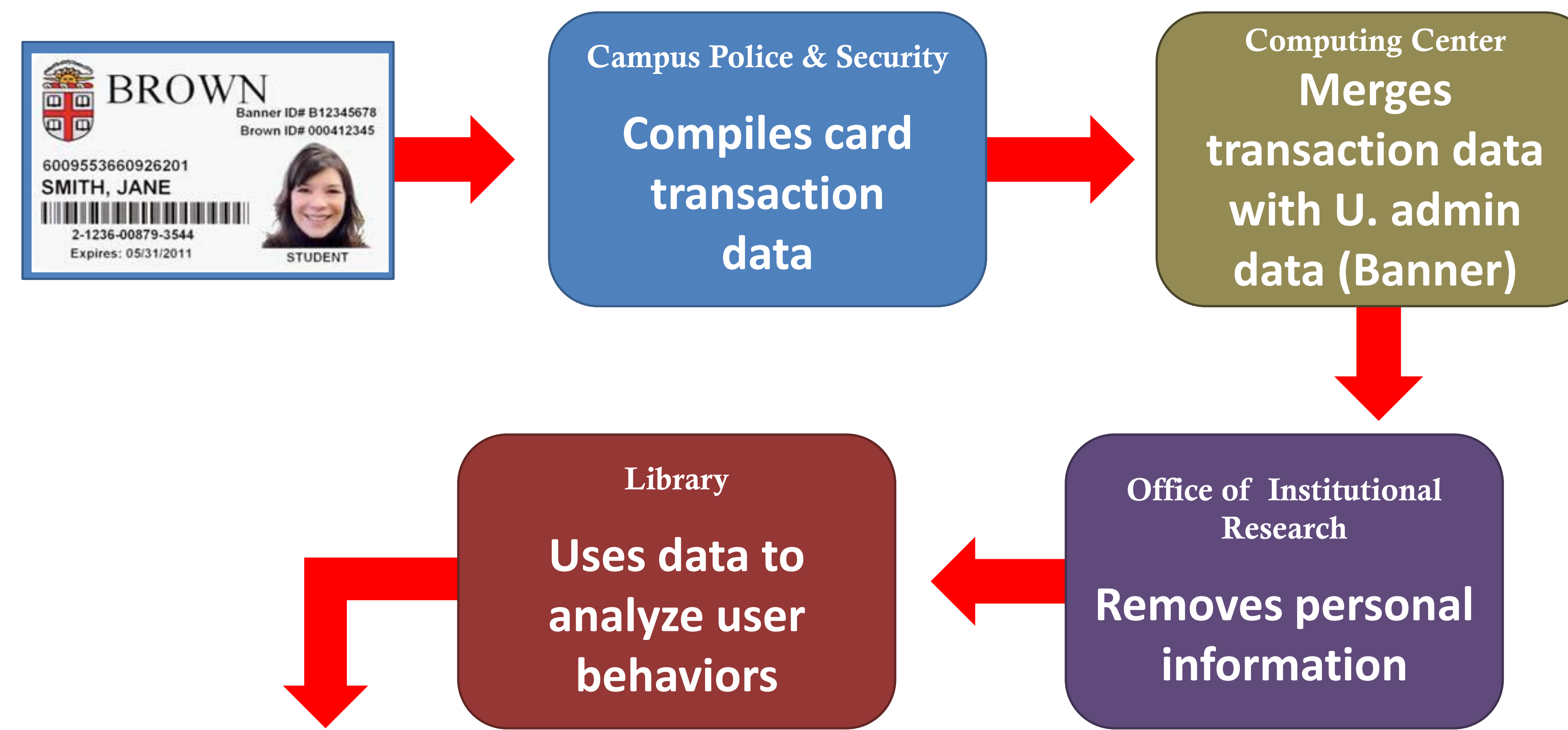


Using University ID Data to Better Understand How Library Facilities Are Used



A new approach...

Link the transaction data for entering the building with demographic data that describe Brown users



Traditional data-gathering approach for library facilities:
GATE COUNTS



LIMITATIONS:

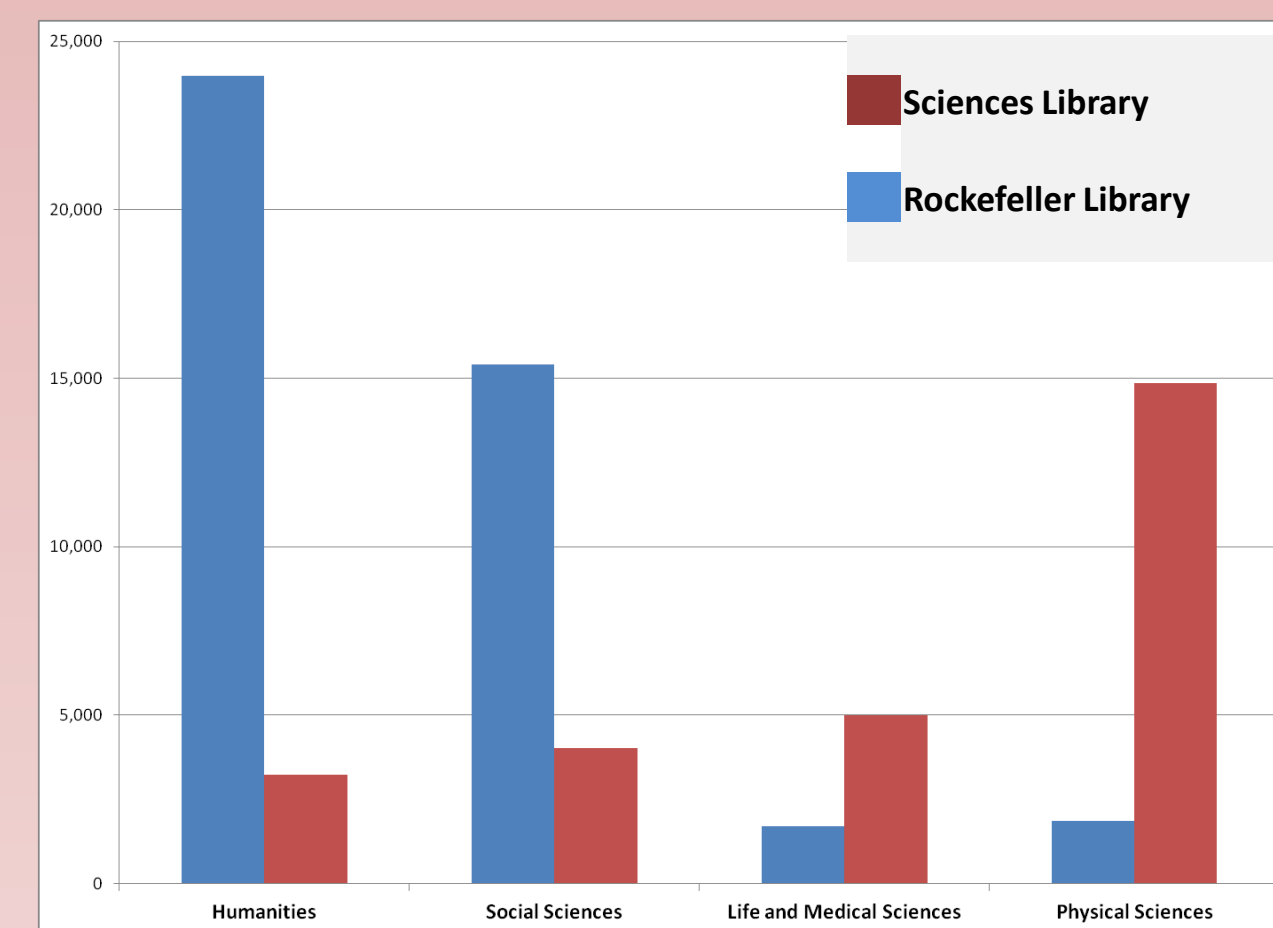
- Manual process; inefficient
- Gross count of bodies leaving the building
- No detail about who users are
- Little detail about day or time of use

OPPORTUNITY

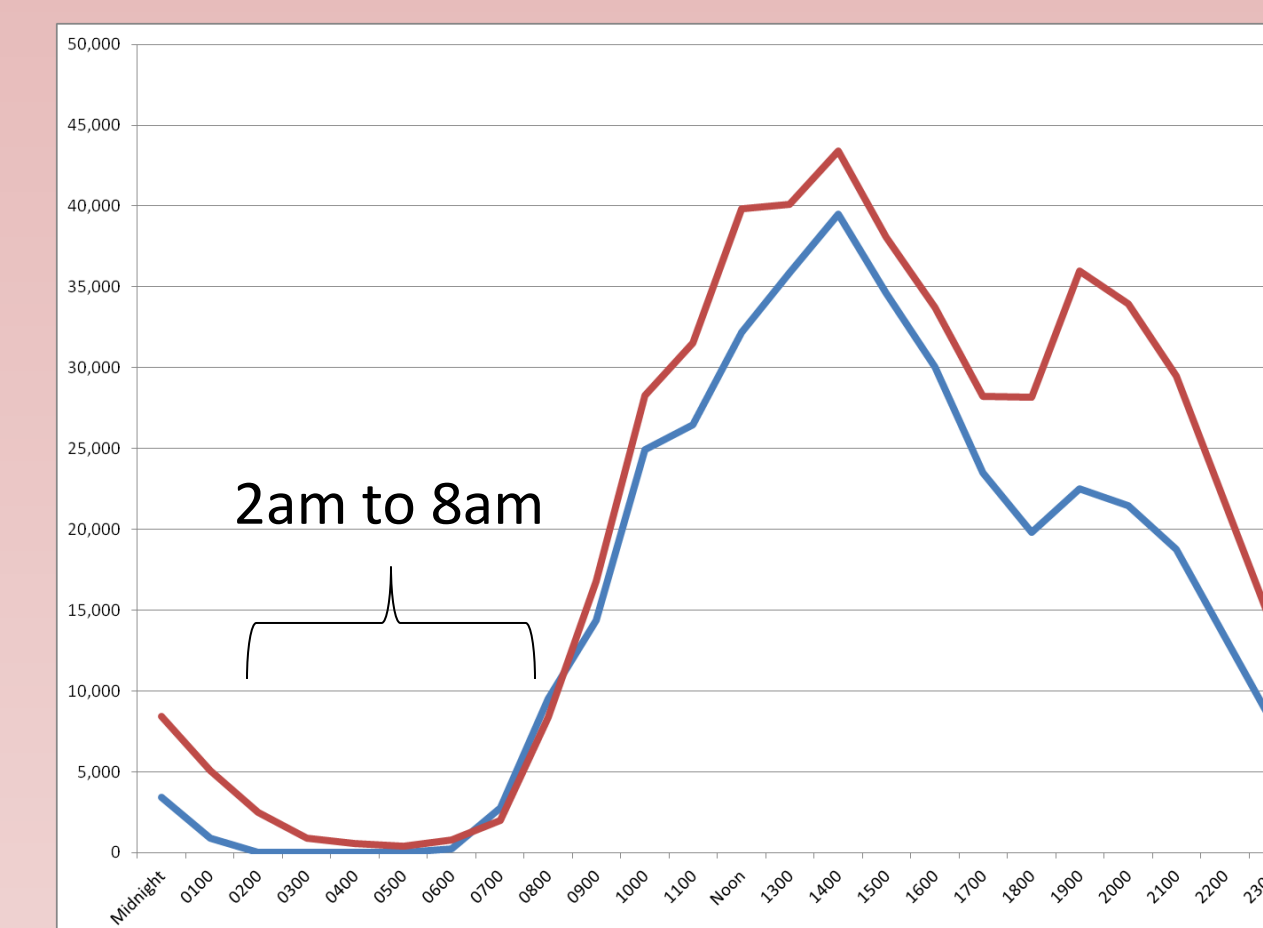
- Remodeling the library lobby included installing card-access readers at the entrances



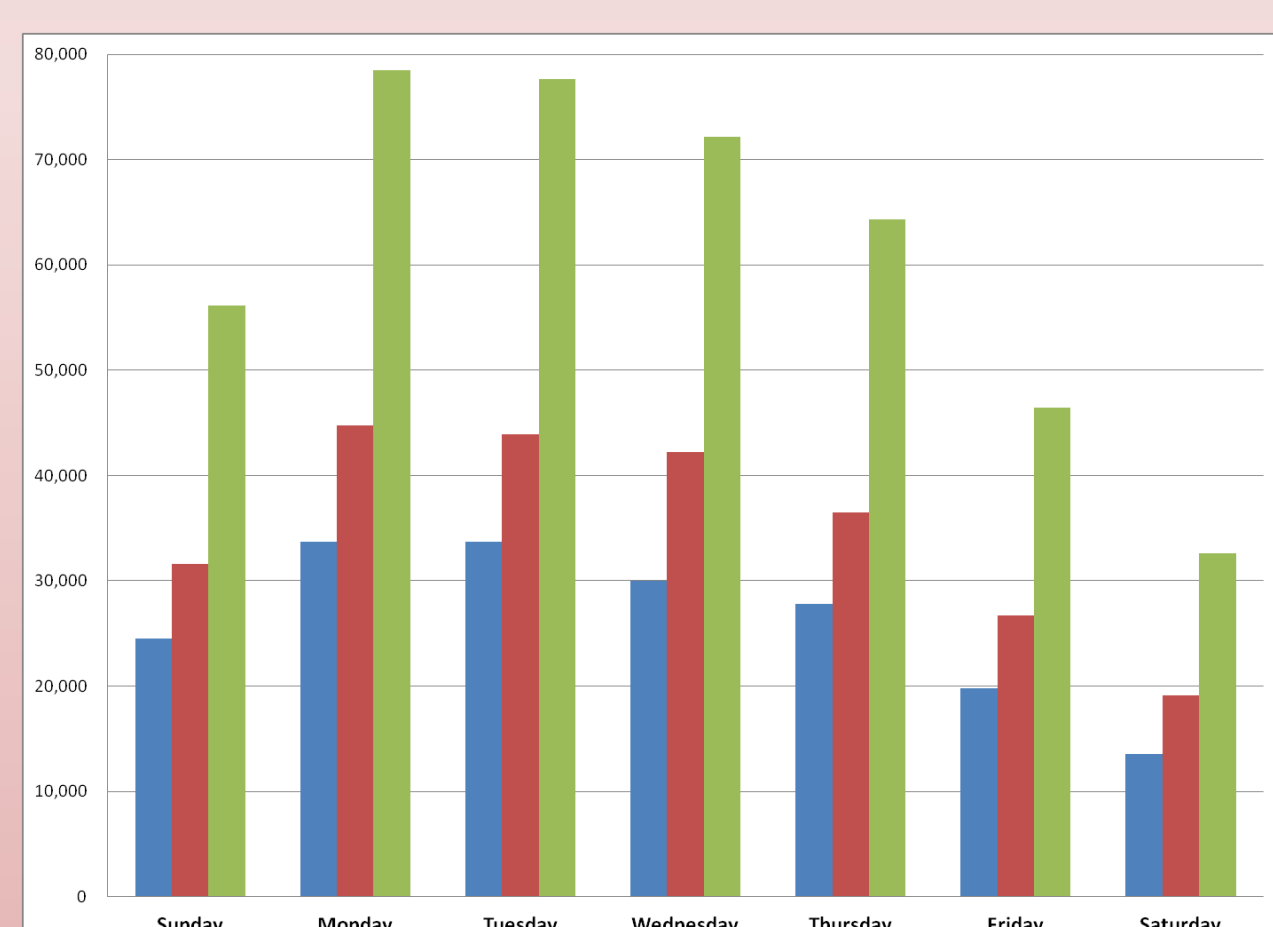
- Users now would be required to swipe their Brown ID in order to enter the library



Grad students in Hum&SocSci prefer the Rockefeller Library; Sci/Med students prefer the Sciences Library



Use of 24/5 facility: Over 7K visits during overnight hours in 2011



Day-of-week peak times vary by semester: Fall = Monday (above); Spring = Wednesday

Fall 2011	Rock only	SciLi only	Both	Any
Undergrads	3%	12%	86%	97%
Grad Students	19%	23%	35%	77%
Med Students	14%	20%	25%	60%

Ability to track unique individual visitors to the libraries

WHAT WE LEARNED ABOUT THE PROCESS:

- Data collected/available outside the library can be useful for assessment of library services
- Opportunities exist to build relationships with campus colleagues interested in assessment
- Important to be clear with partners about what data you need and how you will use it; helps if you can show wider application beyond a single need
- Interesting/relevant data provided to library managers in a timely fashion will be used in decision-making
- More people using the data leads to more questions about user behaviors and how to improve services...
- Which leads to more data!