UNIVERSITY OF MINNESOTA
LIBRARIES

Using What You Collect
Library Data and Student Success
University of Minnesota – Twin Cities

Office of Institutional Research

Introduction

Can we tie library usage data to student success?

Yes!

Like any unit on campus, it is essential for the University of Minnesota Libraries to better demonstrate its value to the academy.

The goal of this project: to show, using university metrics of success, what library use does for student success at the U of M.

In addition, analyzing the connections between library use and academic success will provide evidence-based data that can inform service improvements and efficiencies, the development of new services, and the allocation of resources for necessary impact.

During the Fall 2011 and Spring 2012 semesters, the U of M Libraries gathered Internet IDs in a number of different areas:

Digital
- **Database**, **e-journal**, **e-book** and **website** logins
- Note: we did not track all on campus usage due to IP based authentication

Circulation
- **Loans** – both new loans and renewals; extracted from Aleph transaction records
- **Interlibrary Loan** – gathered from ILLiad records

Workstation
- **Workstation** logins were captured by Cybrarian authentication software
- Only transaction that captures "library as place"

Instruction
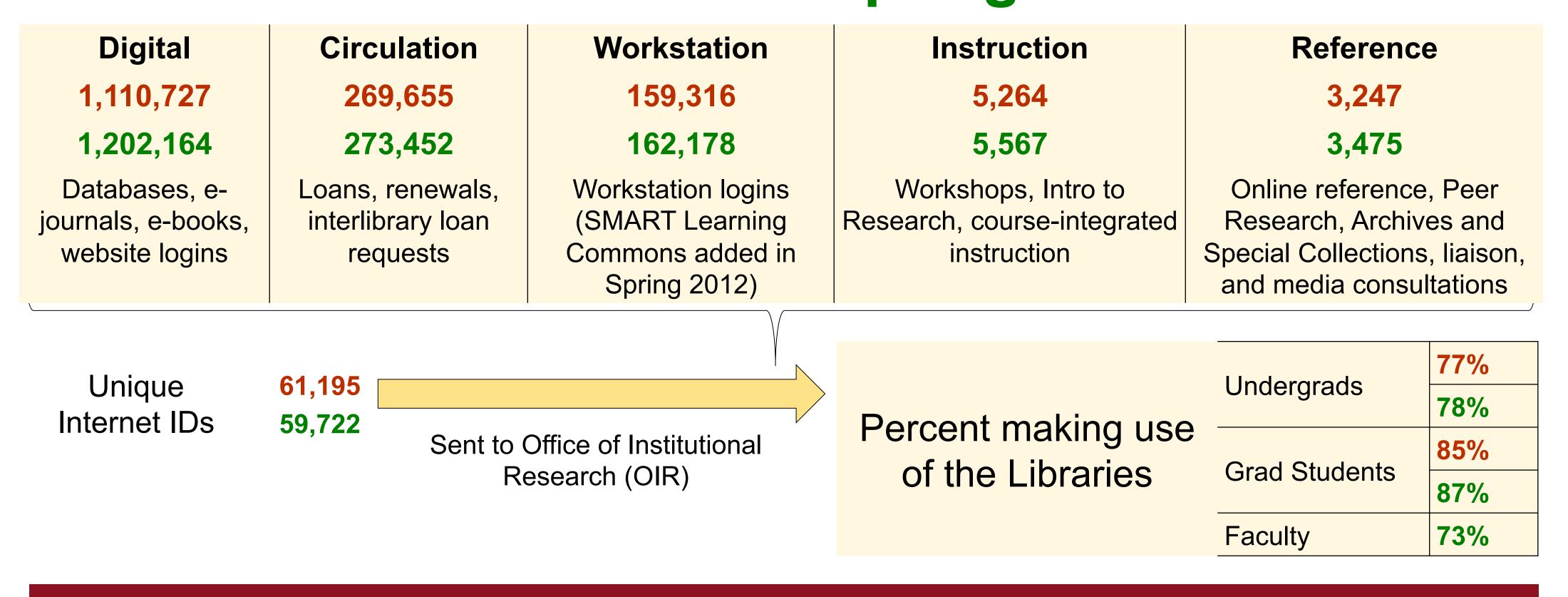- **Workshop** registrations, **Intro to Research, course-integrated instruction**
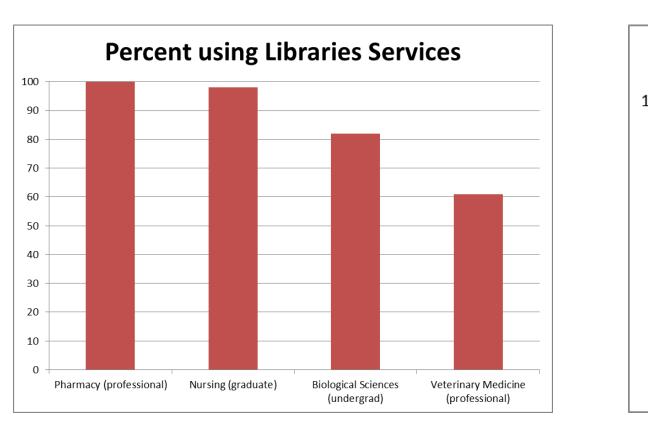- Registration does not necessarily mean attendance

Reference
- **Online reference**, **peer research consultants**, **archives**, **liaison and media consultations**
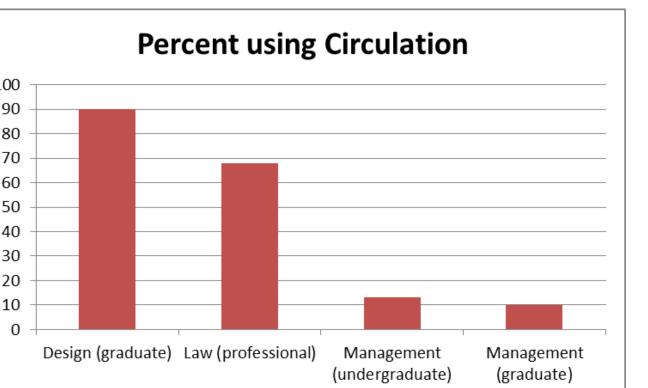- Reference desk transactions were not tracked
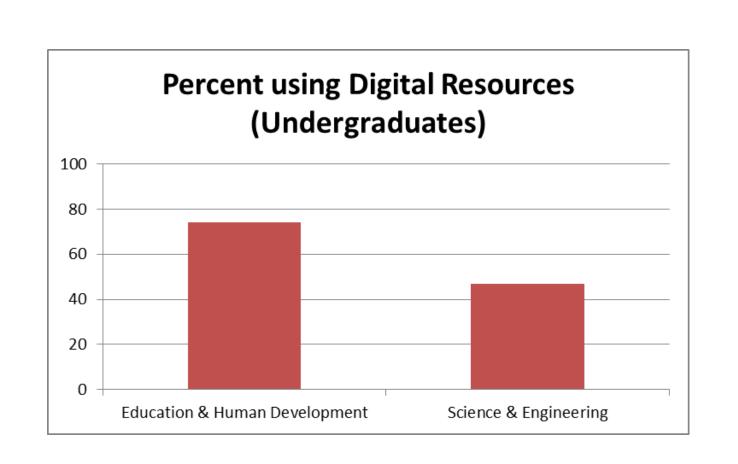
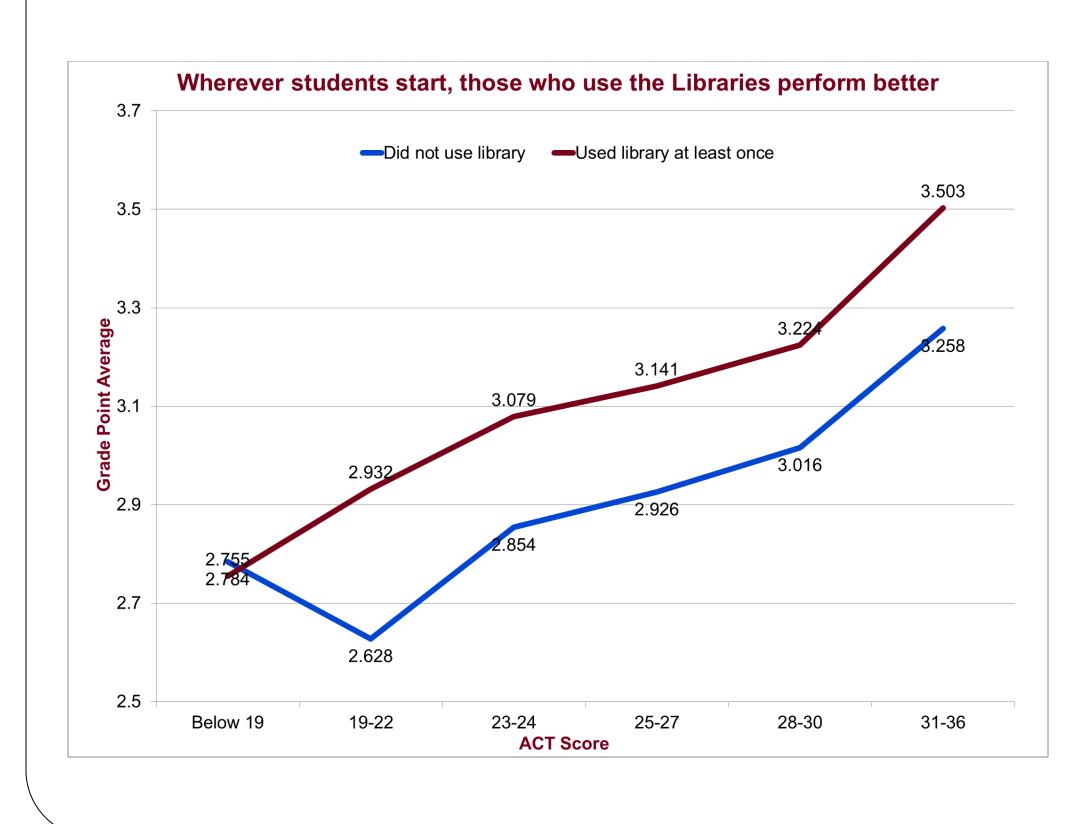# Frequencies and Demographics
Fall 2011 and Spring 2012

Digital	Circulation	Workstation	Instruction	Reference
1,110,727	269,655	159,316	5,264	3,247
1,202,164	273,452	162,178	5,567	3,475
Databases, e-journals, e-books, website logins	Loans, renewals, interlibrary loan requests	Workstation logins (SMART Learning Commons added in Spring 2012)	Workshops, Intro to Research, course-integrated instruction	Online reference, Peer Research, Archives and Special Collections, liaison, and media consultations

Unique Internet IDs
61,195
59,722

Sent to Office of Institutional Research (OIR)

Percent making use of the Libraries

Undergrads	77%
	78%
Grad Students	85%
	87%
Faculty	73%

Highs and Lows

Percent using Libraries Services

(bar chart: Pharmacy (professional), Nursing (graduate), Biological Sciences (undergrad), Veterinary Medicine (professional))

Percent using Circulation

(bar chart: Design (graduate), Law (professional), Management (undergraduate), Management (graduate))

Percent using Digital Resources (Undergraduates)

(bar chart: Education & Human Development, Science & Engineering)

Student Success: First Year Undergraduates

Wherever students start, those who use the Libraries perform better

(line chart — Grade Point Average vs ACT Score)
- Did not use library (blue): 2.784, 2.628, 2.854, 2.926, 3.016, 3.258
- Used library at least once (red): 2.755, 2.932, 3.079, 3.141, 3.224, 3.503
- ACT Score categories: Below 19, 19-22, 23-24, 25-27, 28-30, 31-36

Controlling for demographics, college environment, and academic variables…

.23	Increase in GPA associated with using the library one time
.07	Increase in GPA associated with each new type of library use
1.54	Times more likely to re-enroll for Spring semester for students who used the library at least once
1.1	Times more likely to re-enroll for Spring semester for each one-unit increase in type of library use
7.58	Times more likely to re-enroll for Spring semester for students who participated in *intro to Library Research 2*
1.03	Times more likely to re-enroll for Spring semester for each one-unit increase in database use

Conclusions

Privacy
- Usage statistics gathered must include personally identifiable information while also maintaining an acceptable level of user privacy
- For example, we tracked that Internet IDs checked out X books, but not titles; looked at X e-journals, but not journal names

Demographic Analysis
- U of M Library staff were very encouraged by student usage levels: 77% of undergrads made use of the library in Fall 2011, and 78% in Spring 2012
- Overall, across the University no school or department dropped below 60% for undergrad or grad student usage of libraries

Student Success
- Undergrad library users had a Fall 2011 term GPA of 3.16; non-library users a 2.93
- First-year students who used libraries in their first semester had higher grade point averages and retention when controlling for additional factors

Partnerships
- The partnership between the Libraries and the Office of Institutional Research is critical and rewarding for both parties
- We look forward to other libraries and universities conducting this kind of work so we can compare and contrast results. We'd love to work with you!

Next Steps
- Continue this work in subsequent semesters; attempt to track a four-year cohort of students
- Improve data tracking efforts and methods
- Can these data inform collection development strategies, help the libraries target marketing efforts, or help inform improvements in library processes?

Want more?

http://blog.lib.umn.edu/ldss/

Contacts

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