# The DigiTop eResources Analytical Dashboard

## Overview: Measuring Usage

### Why Measure Usage?

Facilitate evidence-based collection development decisions. Instead of basing decisions on perceived use, why not base decisions on actual use?

Identify resources for marketing/outreach. If you think that a resource is under-valued/utilized, maybe it's not the resource but its web 'real-estate.' Try moving the resource's access point (or otherwise promoting its visibility) and then measure use.

Provide leverage for contract negotiation. How valuable is the resource to your user community? How much do you pay for it?

Illustrate to funders, researchers, and library stakeholders the value of library services. Developing metrics according to subject use assists the library to provide user-centric services.

## Overview: How-To

### Strategies for Managing Usage Data

Although the COUNTER project (www.projectcounter.org) did much to facilitate the management of e-resource usage data by standardizing report format and defining data elements, usage data needs to be collected and processed before it can be used.

**No System**
When information need presents itself, collect usage data reports from vendors, process data, and report. By reinventing the wheel for each information request, this method results in much duplication of effort.

**Farm It Out**
Let someone else handle your data. Although efficient, these services are not free. Additionally, such services cannot account for library-specific needs, such as custom queries or specialized subjects.

**Build Your Own**
Design your own system (or borrow and modify one from another library). For our library, this strategy has been cost-effective (time spent * labor costs) and enabled and accommodated for local demands.

## Overview: USDA/NAL/DigiTop

### United States Department of Agriculture

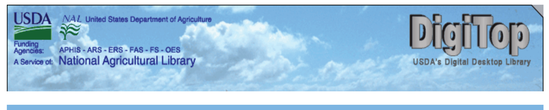
The USDA strives to "provide leadership on food, agriculture, natural resources, and related issues based on sound public policy, the best available science, and efficient management."

### The National Agricultural Library

The National Agricultural Library is one of four national libraries of the United States, with locations in Beltsville, Maryland and Washington, D.C. It houses one of the world's largest and most accessible agricultural information collections and serves as the nexus for a national network of state land-grant and U.S. Department of Agriculture field libraries.

### DigiTop

DigiTop is a service of the National Agricultural Library for USDA employees worldwide. DigiTop provides access to the full text of over 4,000 journals, nearly 1,500 news sources including 600 U.S. newspapers and magazines, and 14 key databases.




Developed and Presented by: Matthew Treskon

## Setup: Data Structure

**What Entities Need to be Considered?**
- eResource (journal, ebook, database)
- Vendor/Publisher
- Usage 'Event'
  Search, session, download, hit
  Comprises: count, month, eresource

**How Do these Entities Relate?**
- Vendor <provides> eResource
- Usage Event <occurs for> eResource
- eResource <has> subject
- eResource <has> cost

**Build the Database**
- We used Microsoft Access

## Setup: Scripts & Workflow

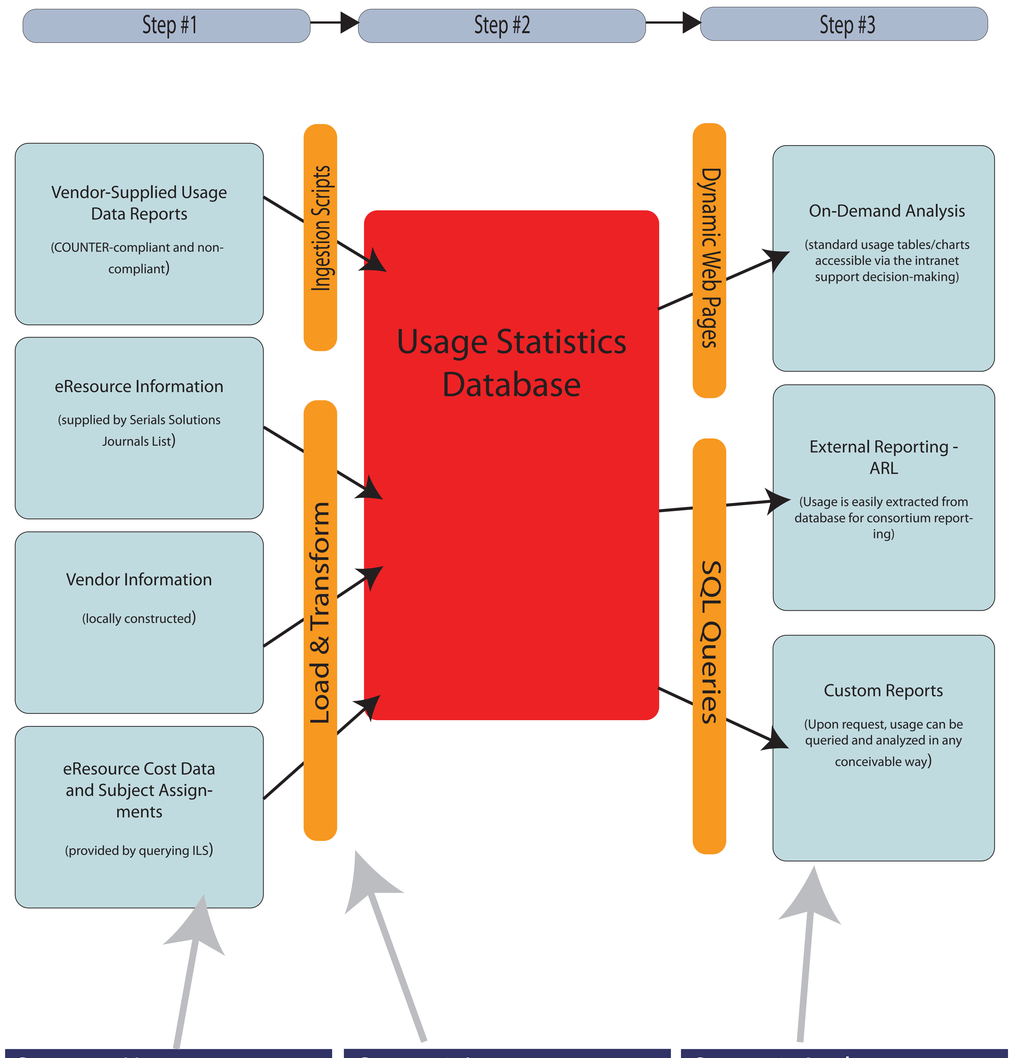
**Developing Scripts**
- Scripts to ingest eResource definitions (from Serials Solutions) and cost data (from acquisitions ILS)
- Scripts to ingest usage data

**Defining Workflow**
- How/when will new reports be harvested?
- When will eResource list/table be updated to reflect recent acquisitions?

## Setup: End-User Interface

**Initial**
- Who will be able to access the interface? What are their needs?
- What functionality will be available to the end-user via the web interface?
- What will the end-user interface look like?

**Iterative**
- Improve interface based on feedback
- Introduce new elements based on identified needs




## Stage #1: Harvest

Although the SUSHI Protocol (http://www.niso.org/workrooms/sushi) automates the harvesting process, most vendors that we subscribe have not yet implemented the Protocol.

Subsequently, the 'administrator' manually downloads updated usage reports from vendor's websites each month.

## Stage #2: Ingest

With minimal pre-processing, harvested usage reports are ready for ingestion. Once the "ducks are in a row," the administrator executes a set of perl scripts for each format. Although there is much variation in usage reporting for A&I databases, most journal vendors provide COUNTER-compliant usage reports. Subsequently, we created a batch file which executes the same Perl script for each usage report.

## Stage #3: Analyze

**Initial Screen**
Are there any anomalies? If so, are they most likely due to data reporting inconsistencies, or changes in actual use?

**In-Depth Review**
What are the trends? Considerations:
- for collection development
- for marketing & outreach
- for value assessment

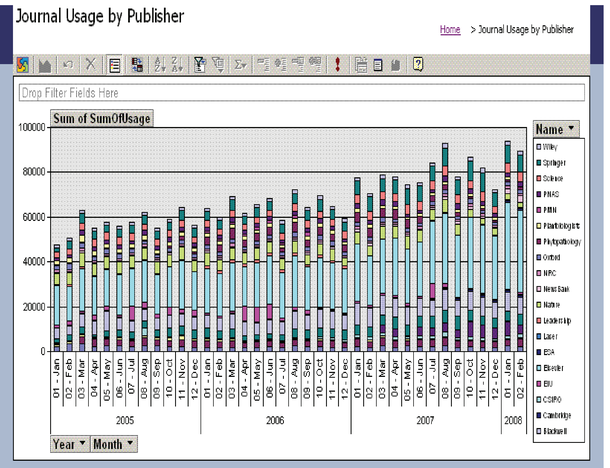
## Journal Usage

Usage by Publisher (Jan 2005 - Feb 2008)

Usage by AGRICOLA Subject - General (2007)

Usage by AGRICOLA Subject - Specific (2007)

Usage by Journal (2007)

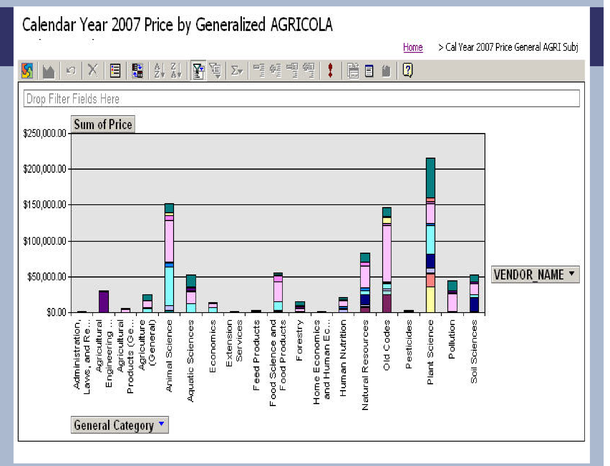



## Journal Cost

Cost by AGRICOLA Subject - General (2007)

Cost by AGRICOLA Subject - Specific (2007)

Cost by Journal (2007)

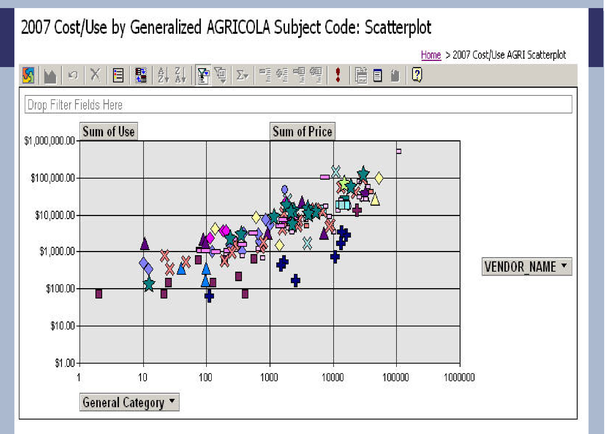



## Journal Cost/Use

Cost/Use by AGRICOLA Subject - General (2007)

Cost/Use by AGRICOLA Subject - Specific (2007)

Cost/Use by Journal (2007)




## Databases

Database Searches (Jan 2006 - Feb 2008)

Database Sessions (Jan 2006 - Feb 2008)