Usage Statistics for Serials
Decision-Making

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Agenda

- Background – library resources
- Tools for analyzing data
- Serials decision-making
- Using data for cancellation decisions
- Using data for new subscription decisions
Background – Maryville U.

- private independent
- primarily bachelors and masters professional programs (health, education, business) with liberal arts core
- 2270 student FTE
- Library has 5 FTE librarians (3 reference), 3.5 FTE circ staff, 1 serials assistant
Background – Resources for Stats

- Innovative Innopac catalog system
- ILLiad for ILL
- EBSCO, Wilson, Proquest databases
  - vendor supplied title-level usage data
- Library keeps formal statistics on microfiche refiling, none on journal reshelving (no circ)
Background – Resources for Stats

Homegrown OpenURL resolver:

- OpenURL for linking from A&I databases
- CGI-based – IIS web server log files
- Openurl log files – title/issn + date
- Also used for manual title lookups
- Title and ISSN options
Tools for Data Analysis

- Microsoft Access, Excel
- Perl script for openurl server logs
- “Create lists” from catalog (III)
- PFE – plain text editor with excellent find-replace functions
Background – Maryville Serials

- About 500 print titles
- Over 14,000 full text via aggregate databases
- Over 150 full text tied to print sub
- Less than 5 online-only individual titles
- Annual serials budget: about $75K print subs, $30K microforms
Background – Maryville Serials

- Library serials committee
  - me: 3/5 systems librarian, 2/5 reference
  - both other reference librarians
    - one is also head of article ILL
  - serials/monographs assistant – full time para
  - head of circulation
  - library director
  - meets monthly – adding and cancelling
Background – Serials Decisions

Serials committee makes decisions based on:

- Cost
- ILL requests (and pub years of articles requested)
- Abstracts viewed in A&I databases (vendor-provided data)
- Full text available – embargo – and use (vendor-provided)
- Attempts by patrons to find title in our collection
- Microfiche re-filing statistics
- Anecdotal experience of circ/serials staff re-shelving print periodicals
- Browsability / layout conducive to online
- Professional sense of “core”ness of title
Serials Cancellation

- Spring 2005 – ‘Under 25 Project’
- Start with all current print subs from catalog
- Perl script: catalog list -> openurl log file
- 350 titles with under 25 hits (title or issn) in openurl server over 2 year period
- Usage data from EBSCO, Wilson, Proquest – abstracts and full text used
- Cost for print sub and fiche
Serials Cancellation – Analysis

“Under 25” report brought to committee:

- Title by title decisions in committee
- Physical issues brought to meeting
- Also considered anecdotal experience
- Cancelled 80 titles, saved over $8K print, $2.5K fiche

Does a lot of full text use weigh for or against cancelling the print?
Serials Cancellations – Examples

- American Scholar – cancelled print and fiche
  - 7 hits in 2 years in the openurl server
  - Full text in EBSCO; 47 full articles in EBSCO read in 3 years
  - Microfiche not re-filed at all in last 5 years
- Catholic Biblical Quarterly – cancelled print
  - 5 hits in 2 years in openurl server
  - Full text in EBSCO, only 10 articles in 3 years used
Serials Additions

- Faculty-requested titles
- Every year – look at top ILL titles requested
- Every year – look at top abstract-no-full-text data from vendors
Serials Additions – Print Subs

Factors considered before adding subscription:

- Cost! – including cost per article in CCC
- ILL requests
- OpenURL resolver hits
  - manual and linking
- Full text in aggregate database
  - not determinative
- Full text linked to print sub? Cost? Access?
Serials Addition - Example

Journal – *Hand Clinics*

- High ILL use – 47 requests in 2 years (CCC = $$$)
- 102 hits in the openurl resolver in 2.5 years
- 78 abstracts viewed in EBSCOHost (Medline, CINAHL)
- Cost: $377 including online with backfile to 2002
- Decision: Subscribe
Database Addition

- JSTOR Arts & Sciences Collection 4
- Education-heavy
- Moving wall 2-5 years
- Titles we have in print but no online
- Need to ask Deans for initial fee
- Educ. Dean wanted to know demand for older education journals

Could you answer this question?
Database – Addition – ERIC

- ERIC in EBSCOHost
- Web server log files from OpenURL “sid=ERIC”, pub date
- 1.5 years of log data
- Excel Pivot
- Requested articles by decade/year:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960s</td>
<td>84</td>
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<tr>
<td>1970s</td>
<td>656</td>
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<tr>
<td>1980s</td>
<td>851</td>
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<td>1990-1995</td>
<td>1120</td>
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<tr>
<td>1996-1999</td>
<td>1288</td>
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<tr>
<td>2000</td>
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<td>1512</td>
</tr>
<tr>
<td>2004</td>
<td>72</td>
</tr>
<tr>
<td>2005</td>
<td>83</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>8490</strong></td>
</tr>
</tbody>
</table>
Questions?