

E-Resources Usage Data: Apples to Oranges and Fixing Holes

presented by

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Who we are?

- Western Michigan University is a student centered research university with an enrollment of 25,000
 - Undergraduate programs – 141
 - Master's Level programs – 66
 - Doctoral and Specialist programs – 30
- Library spends about \$6 million on resources (\$3 million on electronic resources)
- 29,000 unique ejournals, 66,000 ebooks, 400 A/I and full text collection databases

What are the problems?

- Large amount of money is spent on electronic resources, there is a need to justify expenditure in an era of tightening budgets
- We need to discover holes in the collection
- Deliver electronic resources that better matches people's workflow

How do we address them?

- We need to look at:
 - What we have
 - How the existing resources are being used
 - Where users are discovering our resources and the path they take to access them. Are the users coming from:
 - Library Catalog?
 - Library Web site?
 - Subscribed databases?
- Electronic Resources use statistics are available in a variety of types, such as:

Statistics types available now:

- COUNTER compliant
 - Non-COUNTER
 - Scholarly Stats
 - SFX
 - Proxy server logs
 - Web server logs
-
- How do we gather these?
 - And how do we put them all together?

COUNTER compliant statistics

■ Advantages

- Easy to compare resources between reports of the same type
- Industry standard approach is desirable.

■ Disadvantages

- Implementations vary from publisher to publisher
- Various types available:

Journal Report 1: Number of Successful Full-Text Article Requests by Month and Journal

Journal Report 2: Turnaways by Month and Journal

Journal Report 3: Number of Successful Item Requests and Turnaways by Month, Journal and Type

Journal Report 4: Total Searches Run by Month and Service

Database Report 1: Total Searches and Sessions by Month and Database

Database Report 2: Turnaways by Month and Database

Database Report 3: Total Searches and Sessions by Month and Service

COUNTER compliant statistics example

Database Report 1 (R2)		Total Searches and Sessions by Month and Database			
Western Michigan Univ - Kalamazoo MI					
Date run:					
2008-02-07					
		Publisher	Platform	Jan-2008 YTD Total	
Compendex	Elsevier	Engineering Village	Searches run	649	649
Compendex	Elsevier	Engineering Village	Sessions	134	134
USPTO	USPTO	Engineering Village	Searches run	0	0
USPTO	USPTO	Engineering Village	Sessions	0	0
PaperChem		Engineering Village	Searches run	605	605
PaperChem		Engineering Village	Sessions	159	159

Non-COUNTER

- Advantages
 - Driven by provider's capabilities
- Disadvantages
 - What does the data mean? (a non-standard approach can give useless results unless we know what the data actually represents)

Non-COUNTER example

Western MI University - Access Medicine	
Statistics for : YEAR 2008	
*All statistics calculated as of 2/4/2008	
	Jan.
Unique Sessions	85
Searches	29
PDA Setup	0
Exceeded Licenses	0

Scholarly Stats

- Advantages
 - Integrated reports provide easily comparable data
- Disadvantages
 - Mixes COUNTER and non-COUNTER
 - Only certain types of reports gathered
 - Interface maintenance problems

Scholarly Stats example



Report : Full-Text Article Requests by Journal Title, Platform and Month

Reporting Month: Nov-07

Institution: Western Michigan University

Institution Code	Publisher	Platform	MPS Collection Platform	COUNTER Compliant	Report Measurement	Journal Title	Print ISSN	Online ISSN	Jan-07
SS00066-wml	Acm	ACM Digital Library	ACM Digital Library	yes	Full-Text Requests	Acm Computing Surveys (Csur)	"0360-0300	no data	4
SS00066-wml	Acm	ACM Digital Library	ACM Digital Library	yes	Full-Text Requests	Acm Journal Of Computer Documentation	"1527-6805	no data	0
SS00066-wml	Acm	ACM Digital Library	ACM Digital Library	yes	Full-Text Requests	Acm Journal On Emerging Technologies I	"1550-4832	no data	0
SS00066-wml	Acm	ACM Digital Library	ACM Digital Library	yes	Full-Text Requests	Journal Of Experimental Algorithmics (Jea)	"1084-6654	no data	0
SS00066-wml	Acm	ACM Digital Library	ACM Digital Library	yes	Full-Text Requests	Journal Of The Acm (Jacm)	"0004-5411	no data	2
SS00066-wml	Acm	ACM Digital Library	ACM Digital Library	yes	Full-Text Requests	Journal On Educational Resources In Com	"1531-4278	no data	0
SS00066-wml	Museum And Institute Of Zoology	Allen Press	BioOne	no	Full-Text Requests	Acta Chiropterologica	"1508-1109	"1733-5329	0
SS00066-wml	Conservation International	Allen Press	BioOne	no	Full-Text Requests	Advances In Applied Biodiversity Science	"978-1-9341	no data	0
SS00066-wml	Conservation International	Allen Press	BioOne	no	Full-Text Requests	Advances In Applied Biodiversity Science	"1-881173-8	no data	0
SS00066-wml	Zoological Society Of South Africa	Allen Press	BioOne	no	Full-Text Requests	African Zoology	"1562-7020	no data	0
SS00066-wml	Royal Swedish Academy Of Sciences	Allen Press	BioOne	no	Full-Text Requests	Ambio: A Journal Of The Human Environm	"0044-7447	no data	1
SS00066-wml	National Association Of Biology Teachers	Allen Press	BioOne	no	Full-Text Requests	American Biology Teacher, The	"0002-7685	"1938-4211	4
SS00066-wml	The American Fern Society	Allen Press	BioOne	no	Full-Text Requests	American Fern Journal	"0002-8444	"1938-422X	0
SS00066-wml	University Of Notre Dame	Allen Press	BioOne	no	Full-Text Requests	American Midland Naturalist, The	"0003-0031	"1938-4238	3
SS00066-wml	American Museum Of Natural History	Allen Press	BioOne	no	Full-Text Requests	American Museum Novitates	"0003-0082	no data	0
SS00066-wml	The Society For Integrative and Comparative Biology	Allen Press	BioOne	no	Full-Text Requests	American Zoologist	"0003-1569	no data	0

SFX generated

- Advantages
 - SFX integration with the Library OPAC can create a centralized statistical repository
 - Several useful reports are available from the SFX administrative module
- Disadvantages
 - Limited to statistics on materials accessed via the SFX interface
 - Non-Counter compliant
 - Difficult to retrieve from SFX server (Easily done, but a non-trivial process)

SFX reports available:

- 1 Number of requests and clickthroughs per day
- 2 Number of requests and clickthroughs per source
- 3 Number of requests and clickthroughs per object type
- 4 Number of requests and clickthroughs per service type
- 5 Number of SFX requests with/without full-text services
- 6 Top target services shown in the SFX menu
- 7 Number of clickthroughs per target
- 8 Number of clickthroughs per target service
- 9 Number of clickthroughs for one particular serial
- 10 Most popular serials selected by target
- 11 Most popular journals selected by source
- 12 Journals requested but have no full-text
- 13 Selected document delivery targets by source
- 14 Books accessed via SFX ranked by use
- 15 Services preferred over full-text
- 16 Unused full-text journals
- 17 Number of requests which resulted in SFX menu screen without services
- 18 Number of requests and clickthroughs by IP address
- 19 Most popular journals
- 20 OpenURLs that resulted in no fulltext services, selected by source

SFX example: Report #2

Source	Requests 2008-01	Clickthroughs 2008-01	Requests 2008-02	Clickthroughs 2008-02
Total:	38,763	24,115	53,157	32,091
NO SOURCE	10,204	393	12,574	489
info:sid/sfxit.com:citation	6,898	5,280	5,794	4,128
info:sid/sfxit.com:azlist	3,506	3,091	4,381	3,929
info:sid/CSA:psycinfo-set-c	2,142	1,804	2,935	2,293
info:sid/ProQ:	1,516	1,432	2,560	2,445
info:sid/firstsearch.oclc.org:MEDLINE	1,539	1,375	2,299	1,766
info:sid/EBSCO:rzh	1,171	846	1,828	1,250
info:sid/Elsevier:Scopus	1,103	949	1,588	1,350
info:sid/www.isinet.com:WoK:WOS	1,225	1,032	1,231	898
info:sid/google	996	820	1,334	1,154
info:sid/firstsearch.oclc.org:ERIC	831	832	1,109	1,018
info:sid/sfxit.com:vger	350	153	1,390	239
info:sid/CSA:mla-set-c	545	471	1,044	840
info:sid/firstsearch.oclc.org:ASTA	118	95	1,302	1,090
info:sid/El:Compendex	228	175	813	482
info:sid/Entrez:PubMed	536	478	481	367
info:sid/EBSCO:ahl	114	92	657	516
info:sid/Refworks:Western Michigan Universi	224	162	529	458
info:sid/firstsearch.oclc.org:ArticleFirst	304	225	413	357
info:sid/OVID:ovftdb	238	211	462	370
info:sid/CSA:eric-set-c	324	378	369	358
info:sid/gale:ITOF	308	203	354	240
info:sid/firstsearch.oclc.org:WorldCat	264	214	390	334
info:sid/gale:IPS	174	183	458	448
info:ofi/fr:db.verde	87	79	453	433
info:sid/firstsearch.oclc.org:GEOBASE	234	187	274	206
info:sid/CSA:socioabs-set-c	224	187	283	236
info:sid/CAS:CAPLUS	195	160	227	173
info:sid/CSA:polsci-set-c	49	50	319	292
info:sid/www.isinet.com:WoK:BIOSIS	66	47	300	208
info:sid/firstsearch.oclc.org:SocialSciAbs	82	85	265	237
info:sid/EBSCO:hia	99	106	240	171

SFX example: Report #8

Target service	Clickthroughs 2008-01	Clickthroughs 2008-02
Total:	24,092	32,062
PROQUEST_RESEARCH_LIBRARY getFullTxt	3,538	2,422
LOCAL_CATALOGUE_ENDEAVOR_VOYAGER getHolding	2,370	3,549
LOCAL_CATALOGUE_ENDEAVOR_VOYAGER_LOCAL getHolding	1,969	2,922
DOCDEL_ILLIAD getDocumentDelivery	2,012	2,394
ELSEVIER_SD_FREEDOM_COLLECTION getFullTxt	1,931	2,366
SYNERGY_BLACKWELL_COMPLETE getFullTxt	1,089	2,468
GALEGROUP_IT_INFOTRAC_ONEFILE_JOURNALS getFullTxt	951	1,359
SPRINGER_LINK_JOURNALS_STANDARD getFullTxt	838	1,199
SAGE_COMPLETE getFullTxt	856	1,117
OCLC_WILSON_SELECT_PLUS getFullTxt	589	792
WILEY_INTERSCIENCE_JOURNALS getFullTxt	432	873
EBSCOHOST_CINAHL_PLUS_WITH_FULL_TEXT getFullTxt	432	491
LEXISNEXIS_ACADEMIC getFullTxt	222	687
INFORMAWORLD_JOURNALS getFullTxt	337	441
PROJECT_MUSE_STANDARD_COLLECTION getFullTxt	428	251
DOAJ_DIRECTORY_OPEN_ACCESS_JOURNALS_FREE getFullTxt	272	381
GOOGLE_SCHOLAR getWebSearch	233	358
PROQUEST_ABI_INFORM_GLOBAL getFullTxt	165	416
CSA_PSYCARICLES getFullTxt	225	343
JSTOR_ARTS_AND_SCIENCES_1 getFullTxt	227	327
REFWORKS_EXPORT_TOOL getReference	219	320
HAWORTH_PRESS getFullTxt	213	279
JSTOR_ARTS_AND_SCIENCES_4 getFullTxt	211	245
OVID_JOURNALS_AT_OVID getFullTxt	196	256

Proxy server usage logs

```
141.218.30.113 - - [11/Mar/2008:13:35:20 -0500] "POST https://libproxy.library.wmich.edu:443/login HTTP/1.1" 302 0
141.218.30.113 - bostong [11/Mar/2008:13:35:20 -0500] "GET https://libproxy.library.wmich.edu:443/connect?session=sJLj9K
141.218.30.113 - bostong [11/Mar/2008:13:35:20 -0500] "GET https://libproxy.library.wmich.edu:443/admin HTTP/1.1" 200 0
```

- Advantages

- Shows precise information about off-campus connections

- When the connection occurred
- Where the computer location (IP) connection originated
- How long was the user connected?

- Disadvantages

- Cryptic

- In order to resolve an IP to a named domain an extra step is needed

Web server logs

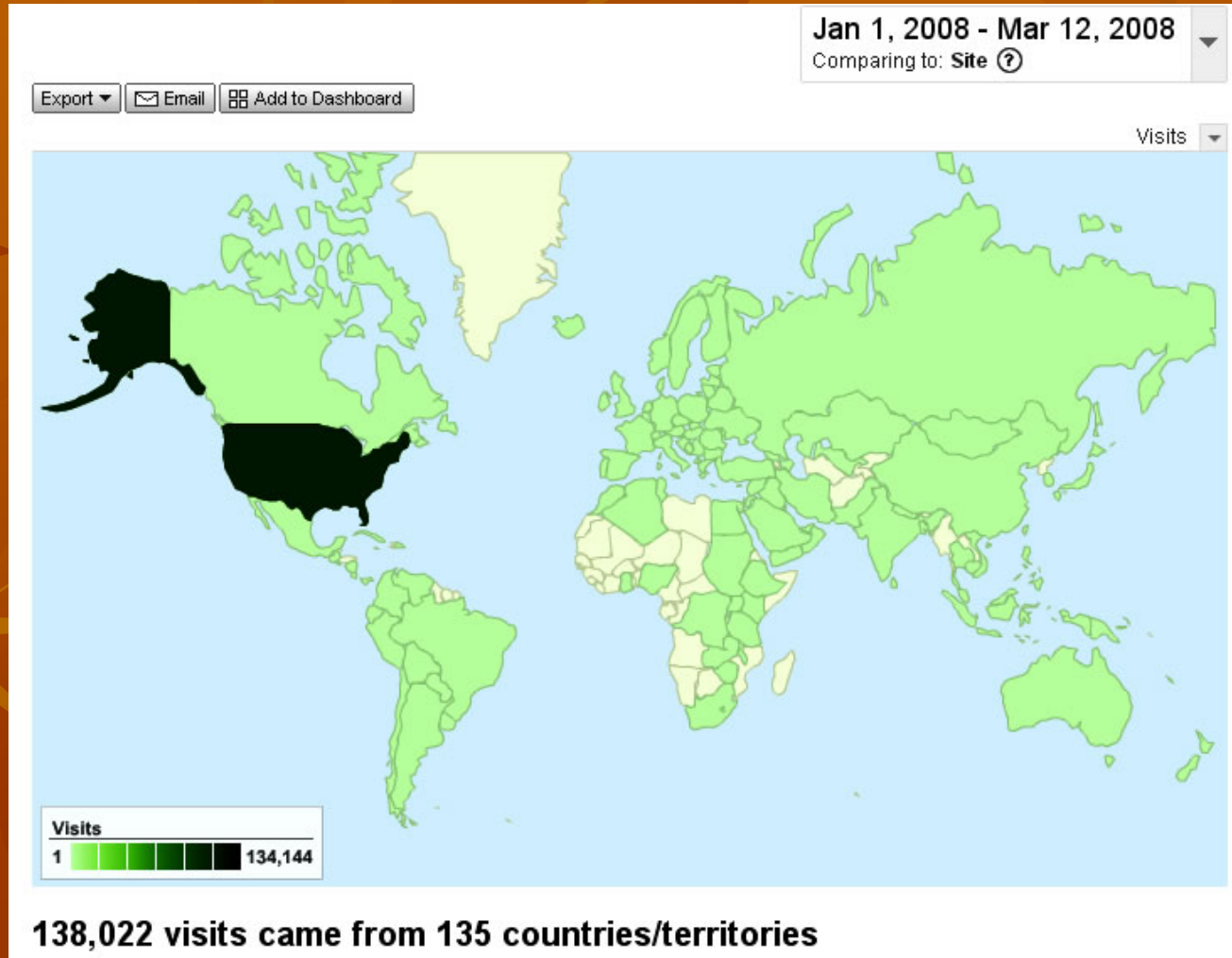
- Advantages
 - Tells us about “connections”
 - Where people come from
 - What they were looking for
 - How long they stayed
 - Where they left
- Disadvantages
 - Does not tell us about people’s workflow
 - Logs are merely assumptions

What do we know about our visitors?

Since January 1, 2008:

- 125,922 visitors have come to www.wmich.edu/library
- 76.40% were visitors that returned more than once
- 23.60% were “new” visitors

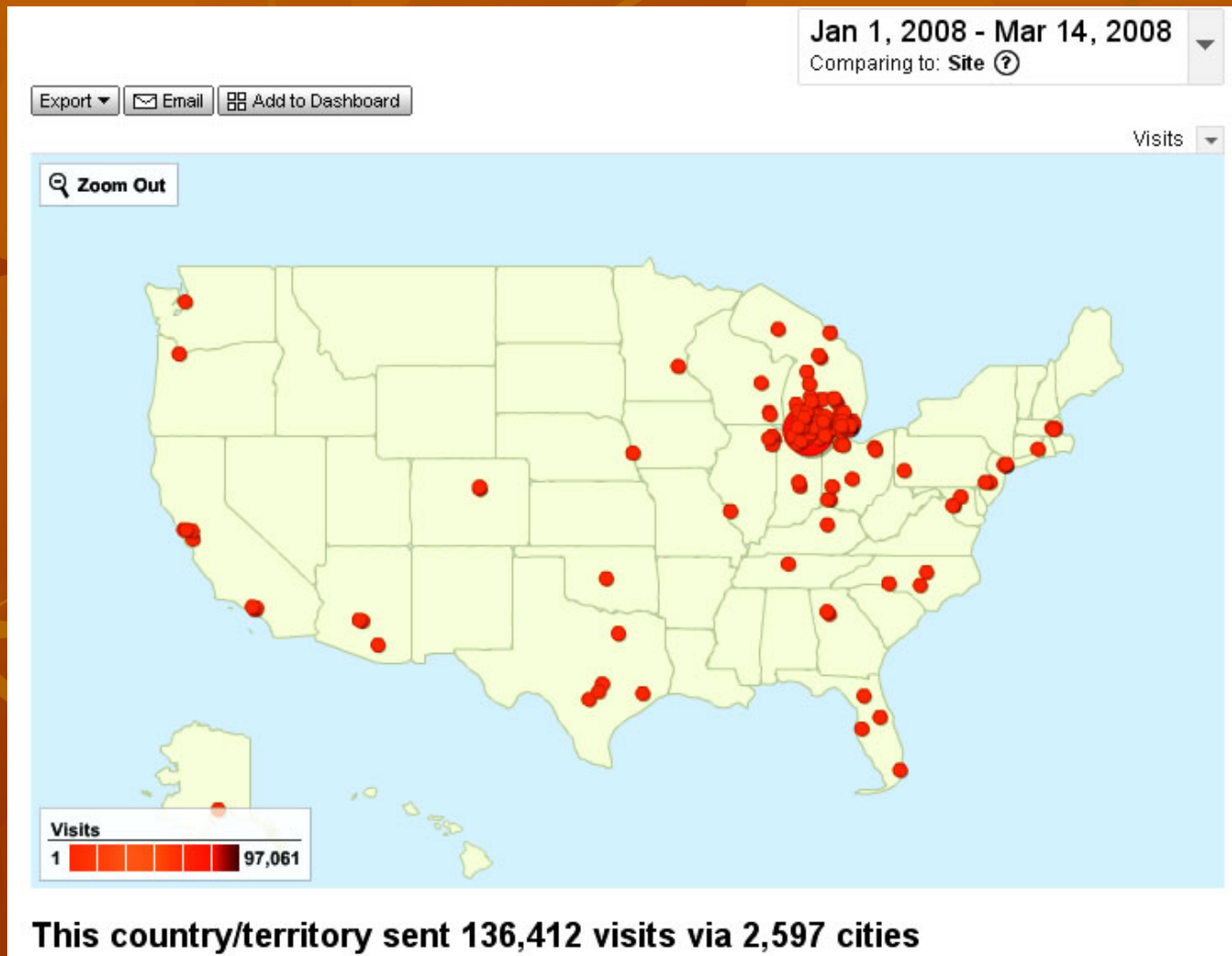
Where are they coming from?



Where are they coming from?

- United States (132,082)
 - Michigan
 - Arizona
 - New York
 - Illinois
 - California
- United Kingdom (371)
- Canada (367)
- Germany (333)
- Malaysia (247)

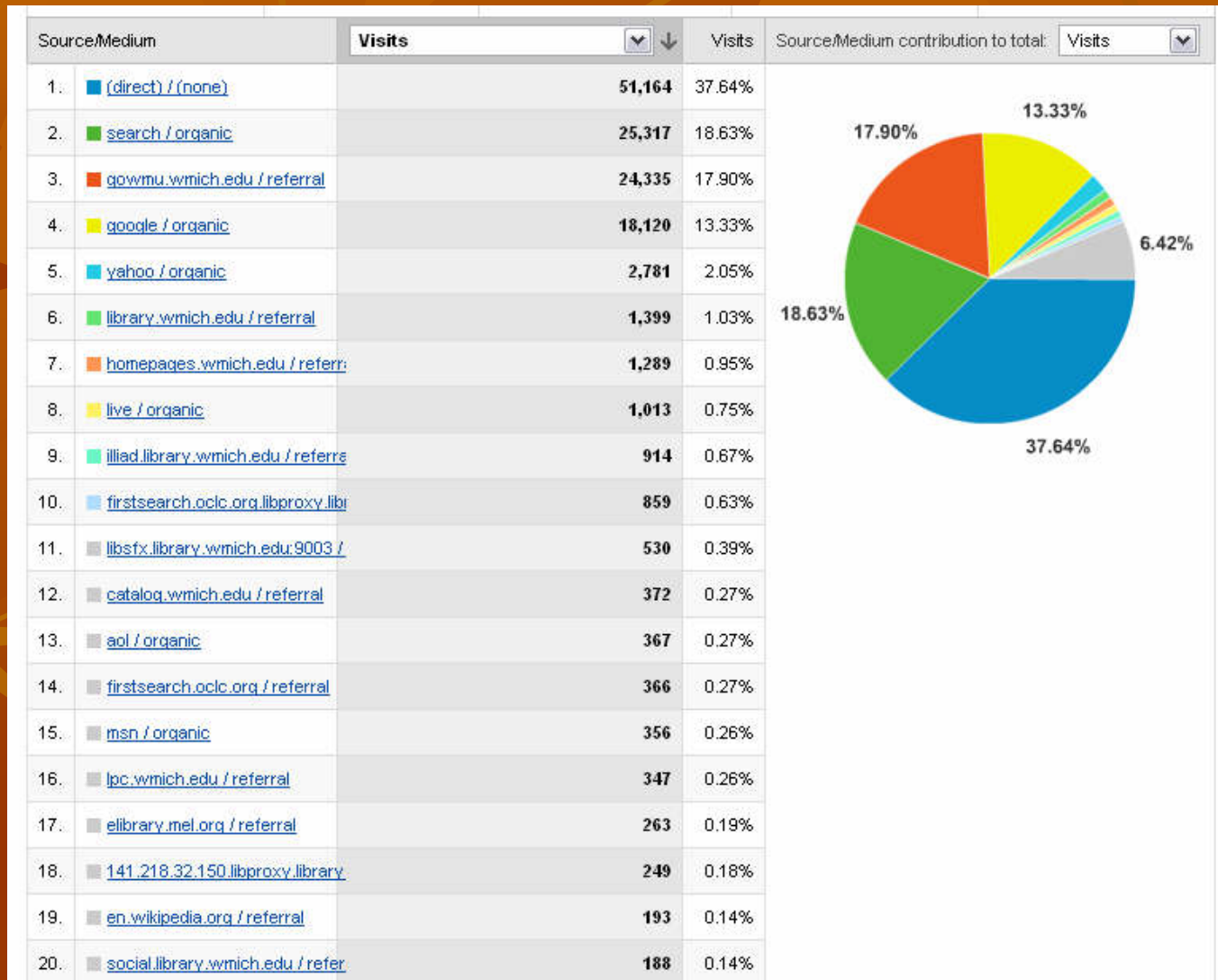
Where in the U.S.?



WMU's Top 10

1. Kalamazoo
2. Grand Rapids
3. Kent County
4. Byron Center
5. Moline
6. Portage
7. Grandville
8. Battle Creek
9. Lansing
10. Caledonia

How are they getting here?



How are they getting here?

- Over 37% either typed in our URL or clicked bookmark (direct referrals)
- Over 35% came from a search engine: Google, Yahoo, MSN, AOL, Ask
- 6% typed in 'library' or 'libraries'

Search Keywords

Keyword	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. western michigan university	2,436	3.43	00:06:08	17.94%	28.78%
2. wmich.edu	1,988	3.18	00:03:21	14.24%	36.82%
3. wmu	1,710	2.88	00:04:35	12.63%	35.03%
4. wmu library	962	3.36	00:04:36	21.31%	31.70%
5. library	831	3.90	00:04:47	16.97%	26.47%
6. academic calendar	794	2.73	00:03:49	0.00%	37.03%
7. www.wmich.edu	664	3.43	00:05:26	4.52%	25.75%
8. waldo library	630	3.04	00:05:17	21.11%	34.92%
9. gpa calculator	623	2.68	00:07:37	0.00%	25.84%
10. calendar	612	3.53	00:07:58	0.00%	35.95%
11. registrar	555	2.93	00:08:51	0.00%	26.67%
12. writing center	512	3.17	00:08:38	0.20%	26.37%
13. western michigan university library	492	3.79	00:04:06	41.87%	28.66%
14. bernhard center	463	3.29	00:09:14	0.22%	24.41%
15. final exam schedule	462	2.87	00:04:48	0.00%	32.25%
16. wmich	407	3.00	00:04:20	10.07%	26.04%
17. western michigan	366	3.19	00:03:14	18.31%	32.79%
18. terville lavender	306	2.24	00:05:52	0.00%	63.73%
19. wmu libraries	263	3.35	00:05:43	25.48%	23.95%
20. wmich.edu/library	255	3.17	00:02:58	30.20%	20.39%

The WMU Library Top 10

1. Library Homepage (181,510)
2. Articles (37,529)
3. Course Reserves (12,652)
4. 'P' page of our A-Z list of databases (6,901)
5. Journals (6,245)
6. Subject Guides (6,003)
7. Books (5,505)
8. 'C' page of our A-Z list of databases (4,237)
9. 'E' page of our A-Z list of databases (3,876)
10. Hours (3,875)

What does Web server data mean to us?

- Provides a dashboard to measure
 - Instruction / Outreach activities
 - Page, layout, and content design
- Helps us set priorities
 - Instruction / Outreach activities
 - Keywords to inform SEO and site navigation
 - Page, layout, and content design
 - Drive library web development & user research

Focus on the benefits

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Our Special Green Guide

CQ Researcher


Students and Faculty, *CQ Researcher* is often the first source librarians recommend when researchers are seeking original, comprehensive reporting and analysis on issues in the news.

Is it current and trustworthy? Written by a seasoned journalists, each 12,000-word report is thoroughly researched, consistent, and very organized:


- Introductory overview
- Background and chronology on the topic
- A fair assessment of the current situation; pro/con statements from representatives of opposing positions
- Tables, maps, charts, chronology and more
- Bibliography

If you're looking for a research topic or already have one but need to get specific, *CQ Researcher* is one of the best places to start!

Why CQ Researcher instead of a Google Search?



The screenshot shows the CQ Researcher website interface. The main heading is 'Buying Green: Does it really help the environment?' with a sub-heading 'Americans will spend an estimated \$20 billion this year on products and services that claim to be good for the environment because they cannot not look ingredients or products with pollution and waste. With some skepticism, green has become the trend, often as consumers about personal health and safety, whereas their wallets and consciences are replacing U.S. markets. To protect security...' The page also features a 'CURRENT REPORT' section with a date of 'February 20, 2012' and a 'RECENT REVIEWS' section on the right.



The comparison shows the CQ Researcher logo on the left and a Google search result on the right. The Google search bar contains the text 'green environment' and the search results are categorized under 'Web', 'Images', 'Video', and 'News'.

Positioning to persuade

Why CQ Researcher instead of a Google Search?



The screenshot shows the CQ Researcher search interface. The search term "green environment" is entered in the search box. The results are displayed as a list of reports, with the first four items highlighted:

Save	Sort	Report Title
<input type="checkbox"/>	100	Buying Green
<input type="checkbox"/>	67	The New Environmentalism
<input type="checkbox"/>	47	The Greening of Eastern Europe
<input type="checkbox"/>	39	Jobs Vs. Environment

A keyword search for 'green environment' in CQ Researcher **retrieves 220 full-text high-quality reports**, complete with chronology graphs, charts, pro/con statements, and bibliography.

Go for the good stuff!  [CQ Researcher](#)



The screenshot shows the Google search interface. The search term "green environment" is entered in the search box. The results are displayed as a list of items, with the first ten items highlighted:

Results	Item Title
1 - 10	of about 15,900,000 for green environment

The same search in Google retrieves almost **16 million items** which means you'll spend a lot more time clicking and surfing and wondering instead of finding what you really need!

Where is it on the Web site?

Find this database on our library homepage, under **Article Databases**. Click 'C' for **CQ Researcher**.

Show them exactly where to go

Where is it on the Web site?

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Optimize page design to drive resource discovery and funneling

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CQ Researcher

Students and Faculty: CQ Researcher is often the first source librarians recommend when researchers are seeking original, comprehensive reporting and analysis on issues in the news.

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- A fair assessment of the current situation; pro/con statements from representatives of opposing positions
- Tables, maps, charts, chronology and more
- Bibliography

If you're looking for a research topic or already have one but need to get specific, **CQ Researcher** is one of the best places to start!

Why CQ Researcher instead of a Google Search?

Results: 1 - 19 of 236 for your search on "green environment".

Save [1] [1] [+]

- 100 Buying Green
- 67 The New Environmentalism
- 47 The Greening of Eastern Europe
- 29 Job Vs. Environment

Results: 1 - 16 of about 15,500,000 for green environment

A keyword search for "green environment" in CQ Researcher retrieves **230 full-text high-quality reports**, complete with chronology graphs, charts, pro/con statements, and bibliography.

The same search in Google retrieves almost **16 million items** which means you'll spend a lot more time clicking and surfing and wondering instead of finding what you really need!

Go for the good stuff! → CQ Researcher

Where is it on the Web site?

Find this database on our library homepage, under **Article Databases**. Click "C" for CQ Researcher.

Article databases

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	0

Web address by proxy

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Putting them all together

- List usage statistics by report type
 - COUNTER
 - non-COUNTER
 - Scholarly Stats
 - SFX
 - Proxy server logs
 - Web server logs

How is this done?

- Analyze and identify usage trends
 - Determine the “usage vector” for a particular resource
 - How the user is getting to the information
 - OPAC?
 - Library Web site?
 - Subscribed A/I databases?
 - Google and the web?
 - From where is the user linking
 - On campus
 - Off campus

Once we know where and how users are linking, then...

- What are the numbers?
- What is the provenance of the numbers?
- What activities are driving usage?
 - Normal academic session
 - Break period
 - Technical considerations
- What is the usage of a resource over time?

How do we use them?

Site	Year	Month	Member Organisation	Account ID	Session (Logins)	Total Session Time (days hh:mm:ss)	Average Session Time (days hh:mm:ss)	Average Pages per Session	Full-Content Units Requested	Web Pages Requested	Hits	Queries (Searches)	Full-Content Units Reached from Browse	Turnaways
Oxford Reference Online	2008	2	Western Michigan University Library	10270	67	05:34:38	00:04:59	6	163	463	5,529	124	2	0
Oxford Reference Online	2008	1	Western Michigan University Library	10270	48	04:18:55	00:05:23	6	108	317	3,512	127	0	0
Totals					115	09:53:33	00:05:10	6.8	271	780	9,041	251	2	0

- No turnaways for Oxford Reference Online, but 64 turnaways for Reader's Guide Retrospective in 2006, response increased our number of users by one. Decreasing turnaways to three in 2007.

Institution: Western Michigan University																	
Institution Code	Database	Platform	COUNTER Compliant	Report Measurement	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	YTD-06
SS00066-wml	Readers' Guide Retro	WilsonWeb	yes	Turnaways	13	34	1	16	0	0	0	0	0	0	0	0	64

Institution Code	Database	Platform	COUNTER Compliant	Report Measurement	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	YTD-07
SS00066-wml	Readers' Guide Retro	WilsonWeb	yes	Turnaways	0	0	0	0	0	0	0	0	0	2	0	1	3

How do we use them?

- In September 2007 we did a major redesign of the web page and the SFX menu (which points users to electronic journal content)
- The SFX Citation linker is the primary clickthrough path to electronic journal content in both April 2007 (before the redesign) and in February 2008 (after the redesign)

Source	Requests 2007-04	Clickthroughs 2007-04
Total:	40,108	31,596
info.sid/sfxit.com:citation	9,826	6,925
info.sid/firstsearch.oclc.org:PsycINFO_1887	2,955	2,417
info.sid/ProQ:	2,466	2,214
info.sid/google	1,881	1,603
info.sid/firstsearch.oclc.org:MEDLINE	1,780	1,345
info.sid/www.isinet.com:WoK:WOS	1,595	1,329
info.sid/firstsearch.oclc.org:MLA	1,390	1,053
info.sid/EBSCO.rzh	1,372	996
info.sid/ABC-CLIO: AHL	1,365	813
info.sid/firstsearch.oclc.org:ERIC	1,156	1,059
info.sid/Elsevier:Scopus	1,109	1,008
info.sid/gale:ITOF	1,077	895
NO SOURCE	936	888
info.sid/sfxit.com:azlist	772	707
info.sid/CSA:cja-set-c	692	448
info.sid/Entrez:PubMed	666	477
info.sid/CIOS:CAB	581	525
info.sid/RLG:ANL	567	359
info.sid/Refworks:Western Michigan Universi	405	371
info.sid/CAS:CAPLUS	400	348
info.sid/firstsearch.oclc.org:ArticleFirst	381	319

Source	Requests 2008-02	Clickthroughs 2008-02
Total:	53,157	32,091
NO SOURCE	12,574	489
info.sid/sfxit.com:citation	5,794	4,128
info.sid/sfxit.com:azlist	4,381	3,929
info.sid/CSA:psycinfo-set-c	2,935	2,293
info.sid/ProQ:	2,560	2,445
info.sid/firstsearch.oclc.org:MEDLINE	2,299	1,766
info.sid/EBSCO:rzh	1,828	1,250
info.sid/Elsevier:Scopus	1,588	1,350
info.sid/sfxit.com:vger	1,390	239
info.sid/google	1,334	1,154
info.sid/firstsearch.oclc.org:ASTA	1,302	1,090
info.sid/www.isinet.com:WoK:WOS	1,231	898
info.sid/firstsearch.oclc.org:ERIC	1,109	1,018
info.sid/CSA:mla-set-c	1,044	840
info.sid/EI:Compendex	813	482
info.sid/EBSCO:ahl	667	516
info.sid/Refworks:Western Michigan Universi	529	458
info.sid/Entrez:PubMed	481	367
info.sid/OVID:ovftdb	462	370
info.sid/gale:IPS	458	448
info.ofi/frf:db.verde	453	433

The Future

- SUSHI
 - Integration into ERM (Verde)
- Localized eMetrics database?
 - Where report data can be easily collated and accessed
 - Right now statistics are gathered and collated manually
- Viral marketing of Subscribed Electronic Resources
 - User-centered access vectors
 - Identify low usage resources/Why?
 - Not useful
 - Nobody knows about them
 - How do we fix that
 - Web placement
 - Online Catalog?
 - Metasearch?

References:

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http://www.arl.org/bm~doc/emetrics_module_1_importance011402-arlmode.ppt

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http://www.arl.org/bm~doc/emetrics_module_2_preparation_011402_arlmode.ppt

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