COOL APPS AND OPEN SOURCE TOOLS
To Collect and Display Access Services Data
WHO WE ARE

• Sue Thompson, librarian
  • Coordinator for Access Services and Evidence-based Practice
  • formally Coordinator for Library Systems

• Teri Roudenbush, staff
  • Access Services Lead
  • formally Head of Resource Sharing
WHO WE ARE

• Cal State San Marcos -- one of 23 CSU campuses
  • almost 25 years old
  • 10,000 students

• Library building
  • 200,000 sq. ft. with 40 group study rooms
• Current data collection methods
• New data collection methods
• Evaluating student use of Study Spaces
  • Study Room Reservation System -- Open Source Tool
  • Study Space usage – Apps and Mobile Tools
• Tracking user requests at Service Desks
  • StatsTracker- Open Source Tool
• Central statistics portal
  • Google site -- Cloud-based Tool
THE CURRENT SITUATION

Access Services Currently Collects Data...

- On Numerous Functions
- From Various Sources
- In Many Different Ways
DATA COLLECTED BY FUNCTION

- **Circulation**
  - Checkout Statistics
  - Gate Count

- **Interlibrary Loan / Resource Sharing**
  - ILL Statistics
  - Other Consortia Borrowing/Lending Statistics

- **Media Library**
  - ID’s Issued
  - Video On Demand Statistics

- **Reserves**
  - Traditional Reserve Statistics
  - E-Reserve Statistics

- **Shelving**
  - Returned material
  - In-house
  - New material
  - In-Stack Inquiries
SOURCES USED TO COLLECT DATA

- Millennium Circulation Statistics
- 3M Gate Counts
- ILLiad Reports
- Rapid ILL Statistics
- InnReach Patron Reports
- Docutek E-Reserves Statistics
- Video-On-Demand/MediaSite
- CI Badge
WAYS DATA IS COLLECTED

- Utilizing Vendor Statistical Reports
- Manually Counting
- Utilizing Custom Designed Spreadsheets
WHY GATHER NEW KINDS OF DATA?

• Track library services that don’t have an easy or built-in data gathering tool

• Track the human angle of how people use our library

• Get a deeper understanding of what our standard quantitative data means

• Gather data that answers specific questions

• Take advantage of research methodologies, such as observation, sample counts, and surveys
NEW WAYS TO GATHER DATA

• Apps – ready to go applications downloaded from Web

• Open source tools – robust software solutions that may allow extensive customization

• Mobile devices – handheld devices that can be used anywhere in library
SPACE USAGE DATA

Why we need to collect data on space usage

- Other building occupants
- University competition for our space
- Changing student needs, ways of configuring space
Looked for various solutions to book study rooms, vendor products, open source

- **Vendor Products**
  - SpringShares LibCal
  - Evanced D!bs

- **Open Source**
  - phpScheduleit
  - MRBS
STUDY ROOM RESERVATION PILOT

➢ Pilot with MRBS in Fall 2012
  • Included 9 rooms on 5th floor
  • Left 25 rooms on the 4th and 5th floors for walk-in use

➢ Added 3 of the 7 rooms on 2nd floor in Spring 2013

➢ October 2013 record high reservations
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<td>GEW 101</td>
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<td>Bio367</td>
<td>TKE</td>
<td>A&amp;P</td>
<td>Midterm Cramming</td>
<td>KINE</td>
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STUDYING SPACE USAGE

- Study room booking includes report function
- 291 hours reserved week of Oct 7-11
- 585 possible hours
- 50% occupancy

<table>
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<tr>
<th>Area</th>
<th>Room</th>
<th>Start time</th>
<th>End time</th>
<th>Duration</th>
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<td>Kellogg - Media Library</td>
<td>KEL 2107</td>
<td>02:30:00PM - Tuesday 08 October 2013</td>
<td>04:30:00PM - Tuesday 08 October 2013</td>
<td>2 hours</td>
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<td>Kellogg - Media Library</td>
<td>KEL 2107</td>
<td>12:30:00PM - Wednesday 09 October 2013</td>
<td>03:00:00PM - Wednesday 09 October 2013</td>
<td>2.5 hours</td>
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<td>KEL 2110</td>
<td>09:00:00AM - Monday 07 October 2013</td>
<td>11:00:00AM - Monday 07 October 2013</td>
<td>2 hours</td>
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<td>Kellogg - Media Library</td>
<td>KEL 2110</td>
<td>01:00:00PM - Monday 07 October 2013</td>
<td>04:00:00PM - Monday 07 October 2013</td>
<td>3 hours</td>
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<tr>
<td>Kellogg - Media Library</td>
<td>KEL 2110</td>
<td>09:00:00AM - Tuesday 08 October 2013</td>
<td>12:00:00PM - Tuesday 08 October 2013</td>
<td>3 hours</td>
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<td>Kellogg - Media Library</td>
<td>KEL 2110</td>
<td>01:00:00PM - Tuesday 08 October 2013</td>
<td>03:00:00PM - Tuesday 08 October 2013</td>
<td>2 hours</td>
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STUDYING SPACE USAGE

• Developed a space usage study to address all sorts of questions:
  • What about usage of study rooms without booking?
  • What about use of other types of study space?
  • How do students use technology when studying?
  • What impact would new Student Union have on library usage?

• Observed space usage and study patterns
  • Sample weeks - mid semester, finals
  • Key times - 10am, noon, 3pm, 7pm
  • Included all study locations - rooms, carrels, tables and open seating
TOOLS TO STUDY SPACE USAGE

• Needed new kinds of technology to carry out observational research:
  • Mobile
  • Customizable
  • Support a variety of criteria

• Identified 3 promising technologies:
  • SUMA
  • Counter+
  • Cloud On with Excel
SUMA

• Open source tool
• Pros
  • Full suite of tools including analysis
  • Easy ‘counter’ button
  • Can specify multiple characteristics for each type of count
• Cons
  • Complicated to setup
  • Cumbersome when looking at many areas
COUNTER+

- Apple iPad app
- Pro
  - 8 counters
  - Can customize labels
  - Can email results
- Con
  - Have to zero out counters to start next count
  - Limited functionality
CLOUD ON

- Apple iPad app

Cloud On → Dropbox → Excel

- Pro
  - Access Microsoft Office (Excel, Word, ..)
  - Full function of desktop application
  - Saves to cloud drive (Dropbox, Box, ..)

- Con
  - Depends on reliable Internet connection
  - Desktop applications not optimized for mobile uses
SPACE USAGE RESULTS

• Study room reservation stats showed 50% occupancy all hours

• Space usage observations showed 75% use of study rooms during all sample hours (10am, 12pm, 3pm, 7pm)

• 98% study room use during peak usage period
Service Desk Usage

- Primary purpose - to provide customer service
  - Circulate materials
  - Collect fines
  - Answer questions of all types

- Traditional tools are used to track our circulation statistics and fines

- Needed a more efficient way to track questions

- StatsTracker, a highly customizable open source product, was our solution
Circ Stats for last 14 days

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Campus Directional</th>
<th>Campus Info</th>
<th>Library Directional</th>
<th>Library Info</th>
<th>Misc</th>
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<tr>
<td>November 1, 2013</td>
<td>9 am</td>
<td>1</td>
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Total: 2
• Open source tool
  • Requires local server and IT expertise
  • Highly customizable

• After reviewing original statistics gathered, decided wanted more detail for Media Library
  • Better description of the type of requests
  • Be able to analyze questions by categories
  • Identify who is asking the questions
  • Identify when we refer the question to other service points
<table>
<thead>
<tr>
<th>Time</th>
<th>Type of Question</th>
<th>Referred to</th>
<th>Patron Type</th>
<th>Where question asked</th>
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<td>Campus – non directional</td>
<td>IITS</td>
<td>Student</td>
<td>In-person/at-counter</td>
<td>media</td>
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<tr>
<td>2 pm</td>
<td>Building/Facilities-related</td>
<td>Student</td>
<td>In-person/at-counter</td>
<td>media</td>
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<tr>
<td>2 pm</td>
<td>Library-related</td>
<td>IITS Location/directional</td>
<td>media</td>
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Recent activity:

- Wednesday, Oct 23
## How We Bring It All Together...

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<td>Media Library</td>
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<td>269</td>
<td>297</td>
<td>258</td>
<td>217</td>
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<td>641</td>
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<td><strong>Library Gate Count</strong></td>
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<td>2nd Floor</td>
<td>8,003</td>
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Central Stats Portal

- Important for evidence-based decision-making to have ready access to data
- Want to make statistical data easily findable and usable by anyone
- Google Sites provides an easy to use environment
GOOGLE SITE

- Cloud-based tool
- Can select from templates or build yourself
- Highly customizable
- Can link to Google Docs, which enables automatic updating
THANK YOU

• Sue Thompson, sthompson@csusm.edu
• Teri Roudenbush, troudenb@csusm.edu