



THE UNIVERSITY OF
MELBOURNE

Streamlining statistics to capture reportable metrics for library learning and teaching services

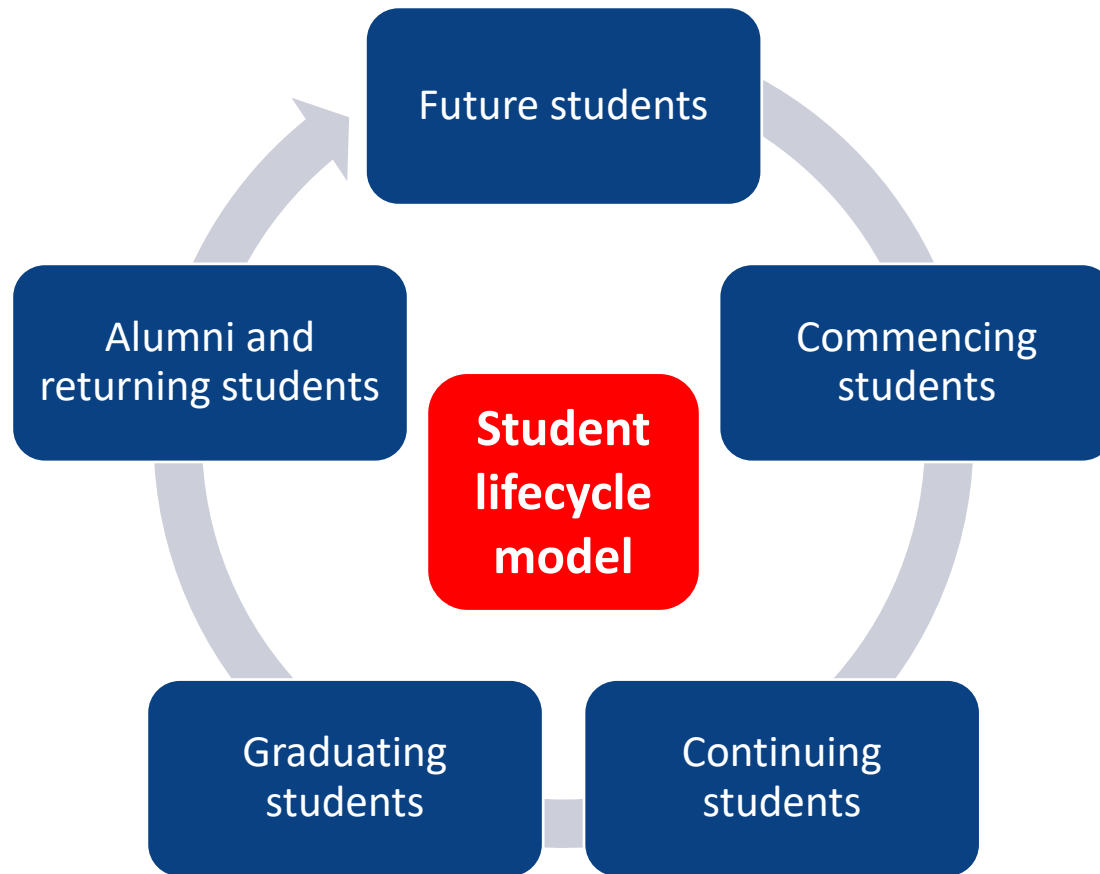
Lightning talk, CRIG Seminar

Dr Trent Hennessey, Library Learning and Teaching Coordinator

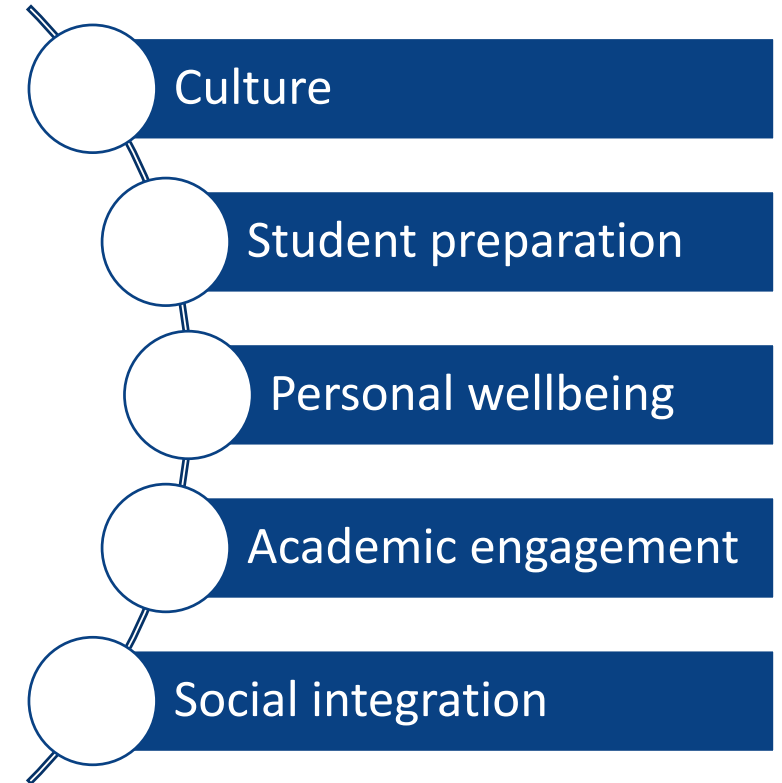
14 September 2018



The contribution professional staff make to student retention and success is clear



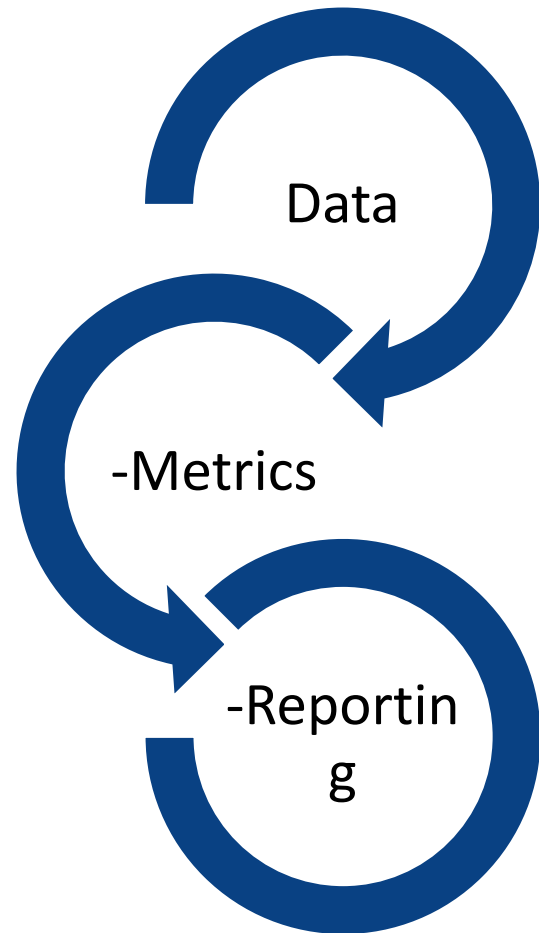
Student success factors



Source: Roberts, J. (2018). Professional staff contributions to student retention and success in higher education. *Journal of Higher Education Policy and Management*, 40(2), 140–153. doi: 10.1080/1360080X.2018.1428409



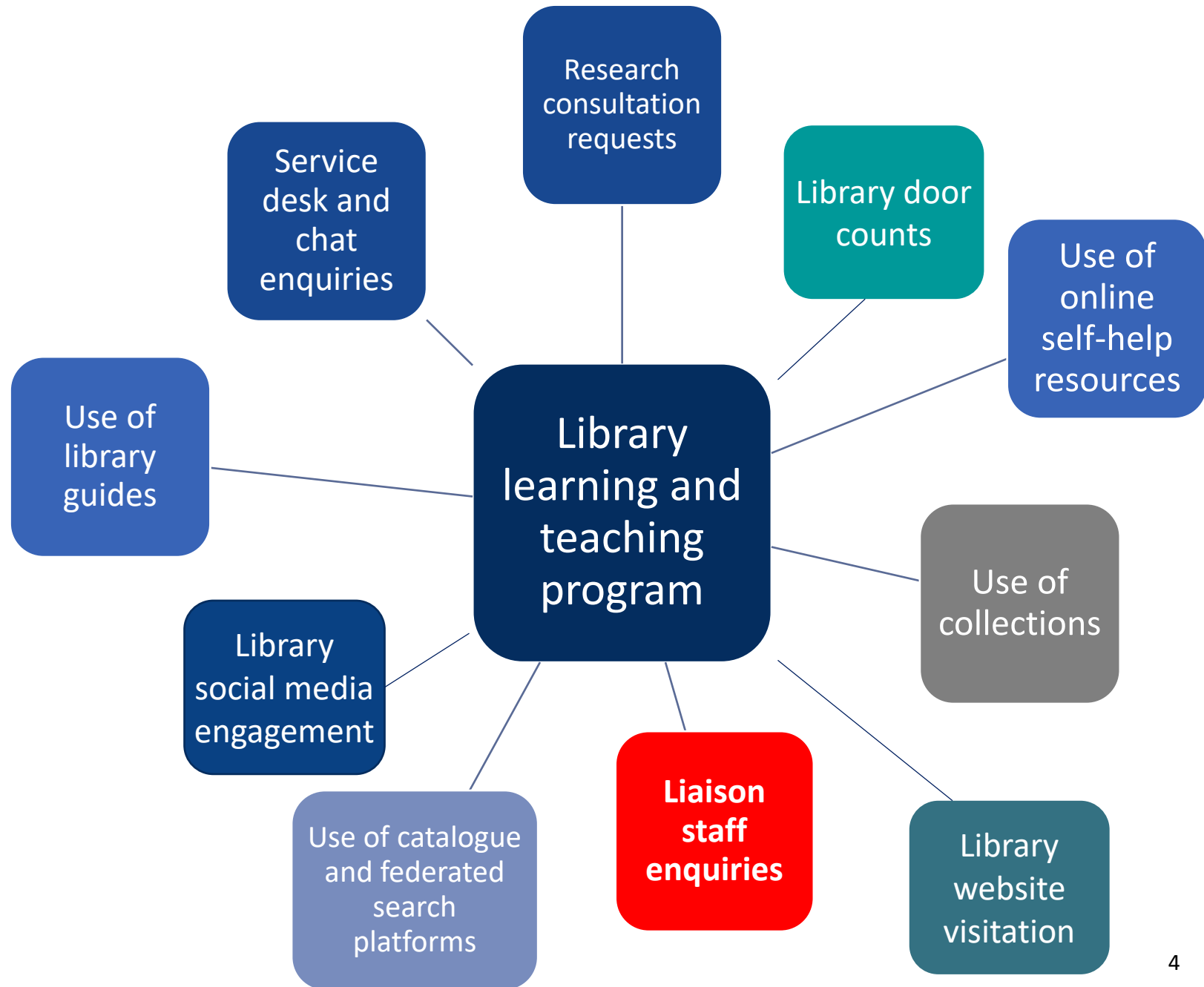
The challenge for us? Demonstrating impact and value for library learning and teaching programs.



1. Accurate data capture across multiple data collection systems.
2. Creating meaningful metrics.
3. Integrating meaningful metrics to create compelling reporting.

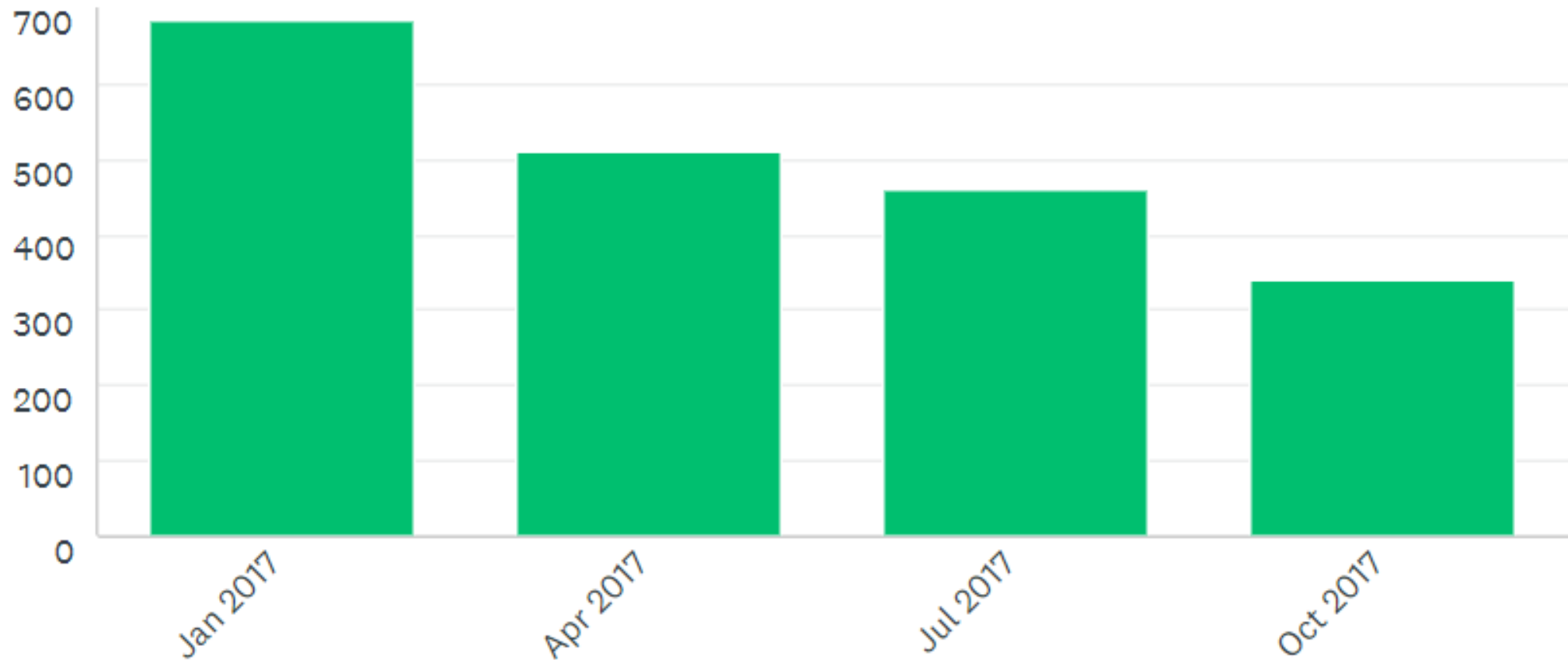
Service-level impacts of library learning and teaching programs

**Today's example:
Liaison staff enquiries**





Library liaison enquiries data for 2017



LIBRARIAN #LYF



What friends think we do



What we actually do



Streamlining enquiry statistics project 2018

I'M BUSY...

1. Maximise convenience to drive compliance.

...NOT SURE WHY WE COLLECT THIS...

2. Examine the reporting uses of each question.

...I GUESS IT WOULD BE NICE TO KNOW...

3. Challenge the inclusion of 'nice to knows'.

1. Liaison Team:

- ABP
- Arts
- Biomed
- Bus/Eco
- East Asian
- Education
- Engineering
- Law
- Maps
- MSGR
- MSLE
- Music - Parkville
- Music, Visual and Performing Arts - Southbank
- Science
- Vet Sci - Parkville
- Vet Sci - Werribee

Other (please specify)

Library Liaison Enquiries

This survey records details of face-to-face, email, and telephone enquiries undertaken by the Library's liaison teams at the University of Melbourne.

Data are collected for CAUL statistics and internal reporting purposes.

Liaison team

ABP	East Asian	Law
Arts	Education	Maps
Biomed	Engineering	Science
BusEco	Fine Arts & Music	Vet & Ag Sciences

Visual layout, removal of redundant categories

BEFORE

2. Mode of Enquiry:

- Face to face
- Phone
- Email
- Online (Skype, Adobe Connect)

Other (please specify)

3. Origin of Enquiry:

- Follow up from a research consultation
- Referral from 13MELB
- Referral from Academic Skills
- Referral from service point
- Follow up from a class / workshop / drop-in session
- Established liaison relationship
- Unknown

AFTER

Removal of redundant questions

BEFORE

4. Length of Enquiry:

- 0 - 15 minutes
- 15 - 30 minutes
- 30 - 60 minutes

5. Category of Client:

- Undergrad
- Undergrad - Honours
- Grad Coursework
- RHD
- Academic Staff
- Professional Staff
- Fellow/Honorary
- External

External Institution (optional)

AFTER

Client category

Undergraduate student	Graduate coursework student	Research higher degree student	Academic staff	Professional staff	External
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Length of enquiry

0 - 15 minutes	15 - 30 minutes	30 - 60 minutes	60 - 120 minutes
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Removal of open-ended 'other' options

BEFORE

6. Enquiry Category:

- Circulation
- Citation Analysis
- Collection Development
- Expert Searching
- High Use (Course Reserve)
- Literature Searching
- LMS Support
- Publication Advice
- Readings Online
- Reference Management
- Referencing
- Referral to other service
- Research Data Management
- Research Impact
- Researcher ID
- SL Session Request
- Subject Research Guide Request

Other (please specify)

Done

AFTER

Please select topics covered

Literature searching, expert searching, resource access, database advice

Research support services (research impact, citation analysis, Researcher ID, publishing, research data management)

Referencing, reference management, academic honesty

Copyright and Readings Online

Collection development and High Use (orders, requests, enquiries)

Circulation (loans, ILLs, renewals, donations, fines, account enquiries)

Learning and teaching services (scholarly literacy presentations, online resources, teaching materials)

General/other enquiries and referrals to other services

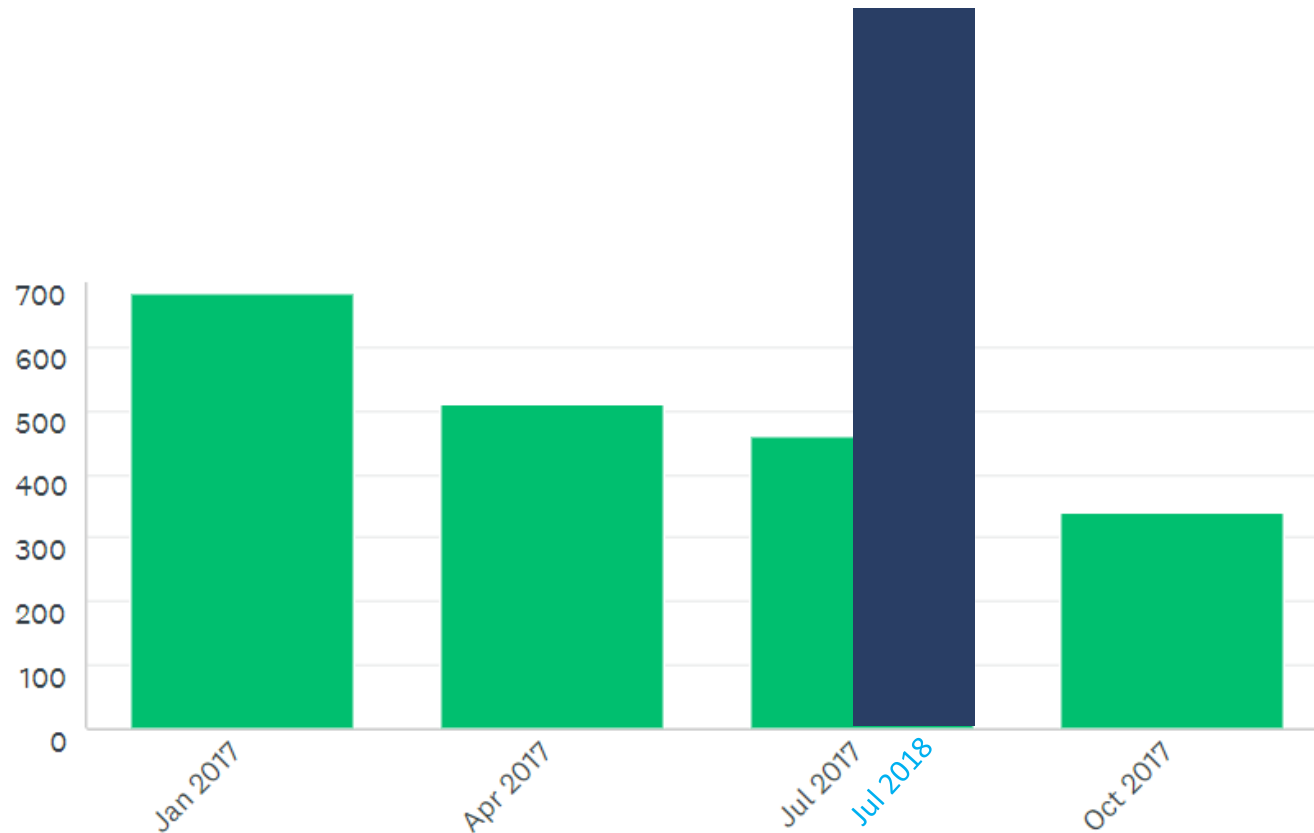
Done

Reduction of response categories (18+ to 8)



Outcomes?

Enquiry statistics have increased by more than 180%



5-click,
5-second
process

- 1
- 2
- 3
- 4
- 5

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Learning and teaching services (scholarly literacy presentations, online resources, teaching materials)	General/other enquiries and referrals to other services

Done



Happy librarians

Yeah, still
busy
though...

Top 3 messages?

1. Maximise convenience
2. Focus on uses and outcomes
3. Challenge the status quo