

# The E-Resources Dashboard: Performance Metrics for Initiating Conversations with Faculty

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## Pressures of Limited Budget

- Small liberal arts college (FTE=2137)
- Most popular majors: animal science, nursing, sciences
- Flat materials budget, despite:
  - Explosion in the number of electronic subscriptions
  - Increasing price of subscriptions
  - Sustained requests for monograph purchases

## Library Questions

- How do we assess electronic subscriptions to ensure that we are purchasing the right resources?
- What alternatives are there to cost/use metric?
- Can we turn these challenges into an opportunity to more deeply engage faculty with issues related to library collections?

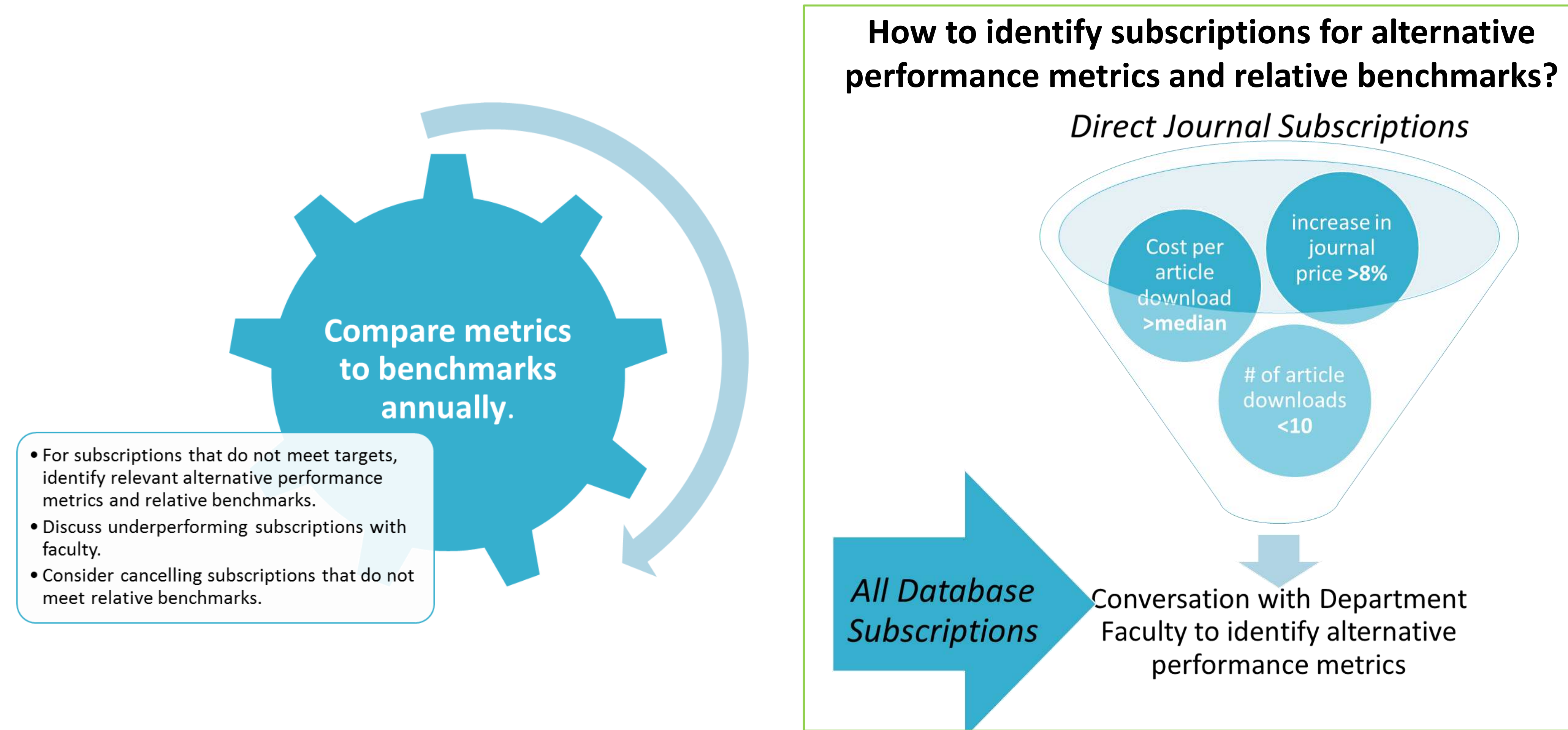
## What are performance metrics?

- Performance measurement = identification of targets for metrics
- Targets may be based on standards, benchmarks, or goals
- Diversity of metrics employed to get a more complete view

## Getting Started

- Direct journal subscriptions evaluated in a 2-step process:
  1. Evaluate subscriptions according to **standard** benchmarks in 3 areas – cost/download, # of downloads, % increase in price.
  2. For subset of direct subscriptions that exceed the standard benchmarks, establish **alternative performance** metrics with **relative** benchmarks.
- Database subscriptions evaluated annually according to **relative** benchmarks due to idiosyncratic nature of use statistics.

## Annual Cycle of Evaluation Using Performance Metrics



## Plan for Librarian-Faculty Conversations

- Connect **annually** with faculty about subscriptions to combat limitations of existing 5-year collection review cycle.
- Partner with faculty to develop meaningful performance metrics.
- Focus conversation on what the faculty care about:
  - Student learning
  - Quality of student research
  - Ready access to standard resources
- Deepen liaison librarians' understanding of scholarly communication in the disciplines.
- Allow research needs to drive the conversation as much as the budget, even when discussing metrics.
- Create opportunities to discuss related issues, such as open access publishing, pirated content, and other "alternative" means of accessing desired research.
- Keep the conversation positive!

## Creating Alternative Performance Metrics

1. Identify possible relevant inputs.

Input Category	Examples	Provider
Cost	Cost of item, Department budget, Total budget	Library
Actor	Majors, Faculty, Total students taking classes in department	Institution
Capacity	# of titles, # of journals	Vendor
Action	Article download, Result click, Search, Springshare linkout	Vendor
Incomplete actions	Turnaways, ILL requests	Various

2. Consider how ratios of the inputs above can offer a new perspective.

Ratios for E-metrics	Examples	Potentially Useful for Understanding
Cost/Action	Cost/Download, Cost/Search, % department budget:% use	Budget distribution
Action/Actor	Article downloads/# of department majors; Article downloads/# of students taking classes in a department	Research intensity
Action/Action	Result clicks/Search	Product use
Action/Capacity	Article downloads/Total # of articles available; Titles used/Total # of titles in package	Whether subscription is the best method of providing access to desired information
Cost/Capacity	Cost/Article available, Cost/Title available	Value of spending
Cost/Actor	Department Budget/# of majors	Budget distribution

3. Establish relative benchmark (e.g., 2% increase in X).

4. Example of estimate of total undergraduate research activity:

Estimate of Research Activity (Journal Articles)	Total Psychology Downloads (All Sources)		Direct Psychology Journal Subscriptions		Blanket Licenses (General Fund)
	Total	Per Major	Per Student	Per Student	
Article Downloads	7067	42.07	784	4991	1292
Per Major (n=168)		42.07	4.67	29.71	7.69
Per student taking psychology class (n=1,361)		5.19	0.58	3.67	0.95

Example of relative benchmark: 5% increase in average use direct psychology subscriptions.

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