

# Library School Engagement



# Business Objective



- Analytics Project Phase 1
- LLT requirement to demonstrate how the UoS Library engages with our users
- Improve lines of communication for promoting new services and activities
- Better understand our users to inform services, to do this we needed to collect more granular student data

# Data Audit

## Limitations

- Raw data not kept in single location to allow for bespoke reporting and presentation in a variety of ways
- One source of truth
- Ineffective spreadsheet layout / limited formula utilisation

## Inconsistencies

- Inconsistency in relation to the period of collection, it should be the planning year August to July however some data relates to the academic year September to August
- The naming of raw data and summaries are not consistent and in some cases it is not clear from the title what the data relates to.

## Reliability

- Missing data due to sickness etc. where data requires collection at that point in time and cannot be backdated there is no contingency in place for this eventuality.
- Some data isn't collected regularly or consistently i.e. same sample period to allow for comparative analysis and forecasting
- Some data could be potentially be open to abuse / interpretation

# Data Repository

- Data repository “Data Bible”
- Data Repository with agreed naming convention
- Identify dedicated staff with strong statistical and analytical skills to manage standard reports

# “Design”



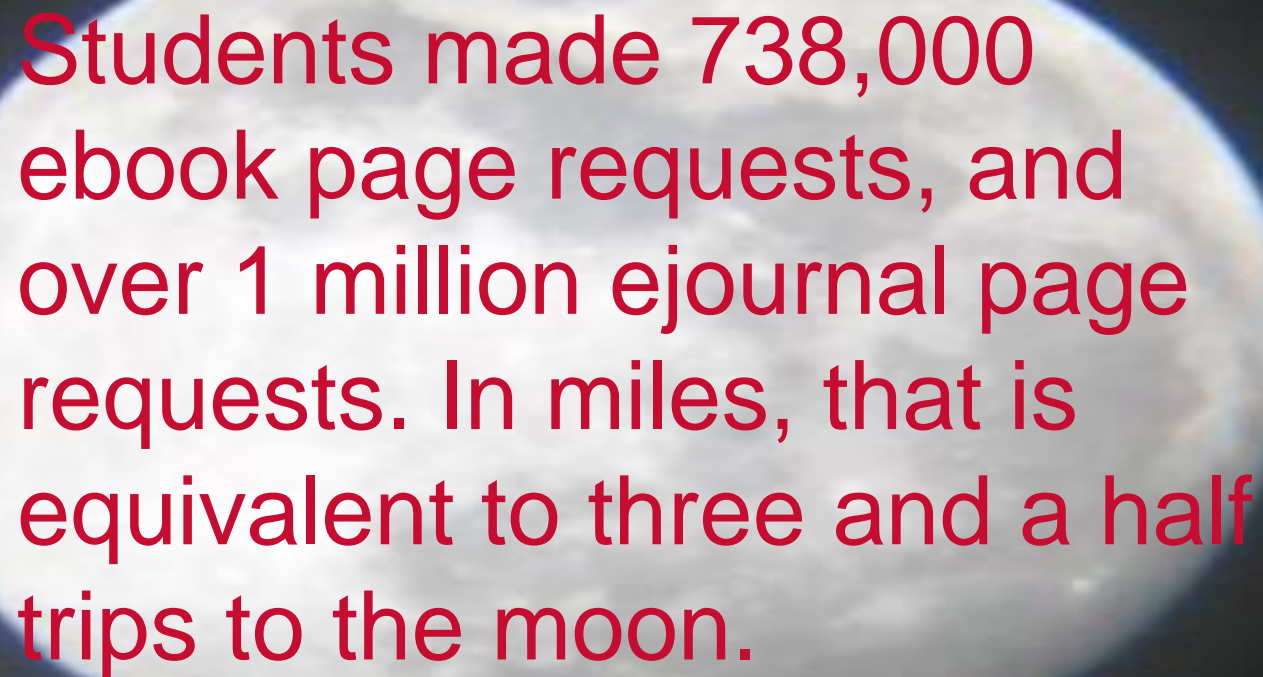
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## Infographics

- We wanted to choose a format for these reports that was both informative, and engaging. Something that allowed us to communicate key information to academic staff. As such, the Engagement Reports are produced with the aid of infographic software called Piktochart..
- The reports are saved as a pdf, and are distributed to the head of each school via email. We feel that a digital pdf format increases the ease of distribution, and we encourage schools to share the reports with all relevant academic staff.
- Each report is bespoke, providing schools with updates on how their students are engaging with the Library, along with any key quarterly Library news and updates, such as new services available to students.
- Work instructions including “Building Reports”

# Library School Engagement Report - Output

- The Engagement Report has helped us to better evaluate our own data, achieve a more granular understanding of how different sets of students use the library, and has improved our lines of communication with academic staff. But the report is still in its infancy, and as the process develops we hope to improve the reports, and in the process further evaluate our own data collection, analysis, and communication processes.
- The Engagement Reports have been used as one of the points of discussion with heads of school and Library Leadership Team, allowing schools to have a dialogue about the content of each report.
- Distributed quarterly to schools, we invite academic staff to contact our Academic Support Librarians if they wish to discuss any of the content within each report.
- Staff on board - Allows managers and other staff to contribute to “Looking Forward” and “Library Updates” sections, another channel of communication
- Positively received



Students made 738,000 ebook page requests, and over 1 million ejournal page requests. In miles, that is equivalent to three and a half trips to the moon.

Last year the Library loaned laptops to students over 56,000 times. Or 1,000 laptop loans for every mile of track on the Metrolink





Last year saw over 700,000 student visits to the library.  
That's enough students to fill Old Trafford ten times  
over, or the Etihad nearly twelve times





There were 112,000 physical book issues across the year. That is equivalent to a book between two for every single Salford resident.

## “What’s next”



- Analytics Phase 2
- Interactive Dashboard Monthly Service Report, in first draft stage
- Correlations with our monthly feedback report
- Intension is by having all of our key business information in one location we are able to monitor, control and manage all of our KPIs and business performance in one place.
- Using the “Data Bible” we have the flexibility should we wish to expand our audience and consider other opportunities to share our report

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