LIBRARY ANALYTICS IN SINGAPORE MANAGEMENT UNIVERSITY

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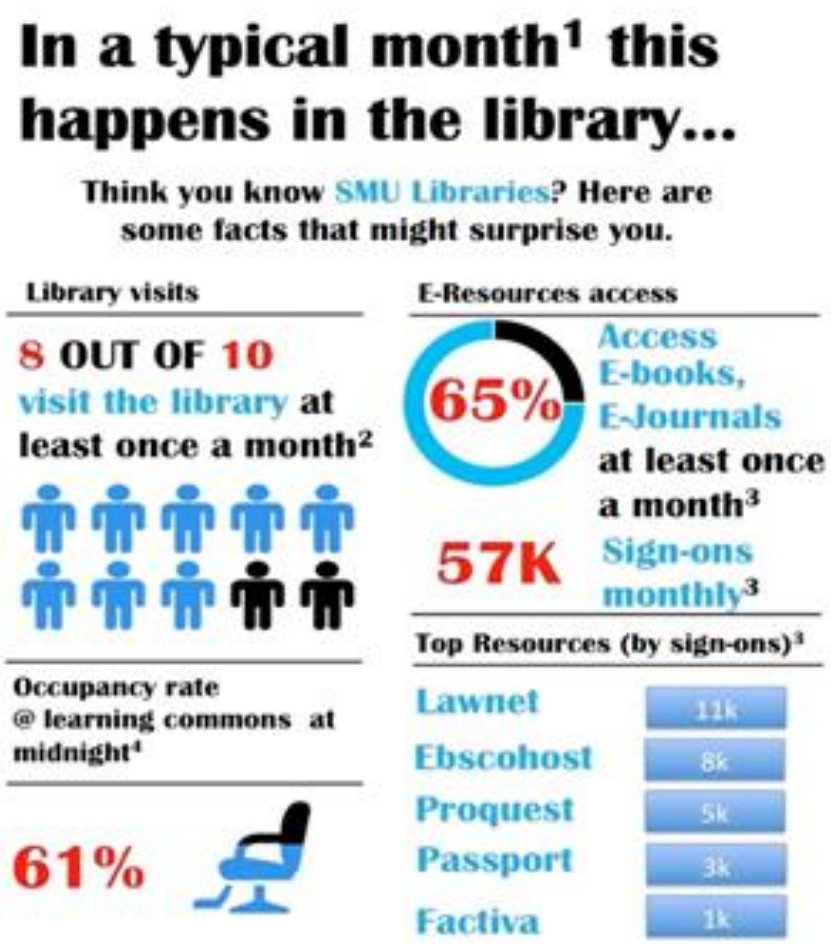
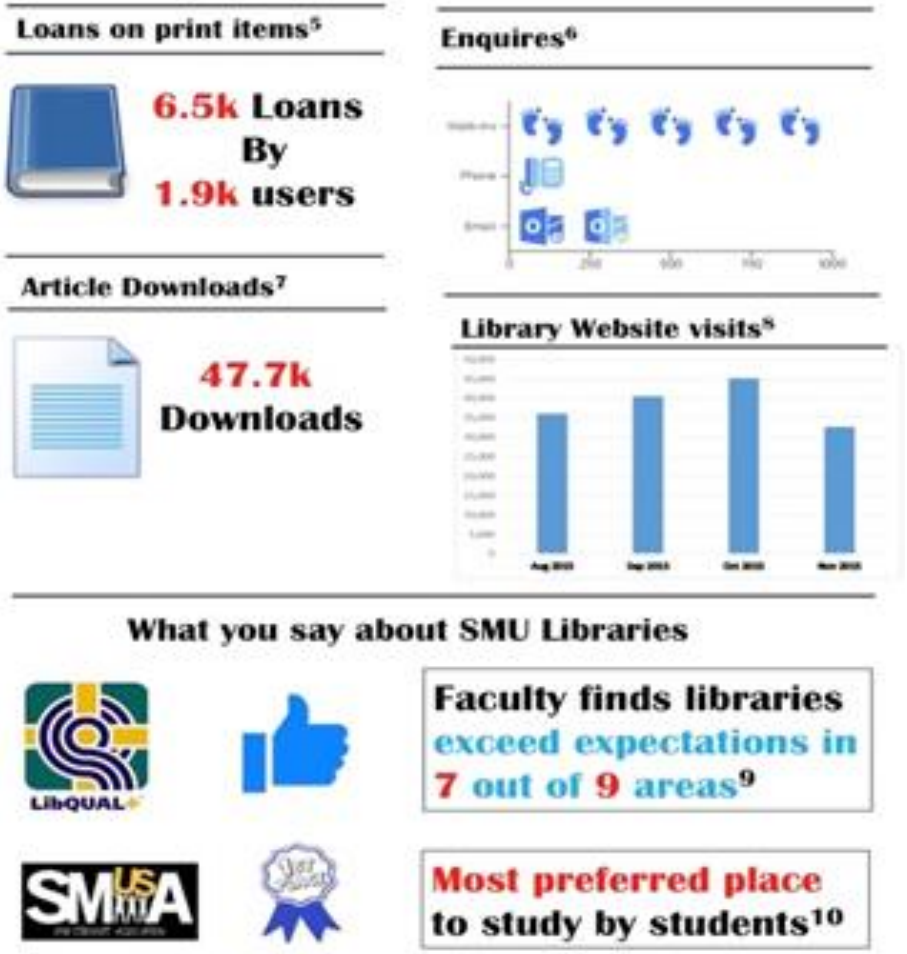
LIBRARY ANALYTICS MANAGER

SINGAPORE MANAGEMENT UNIVERSITY

About Singapore Management University

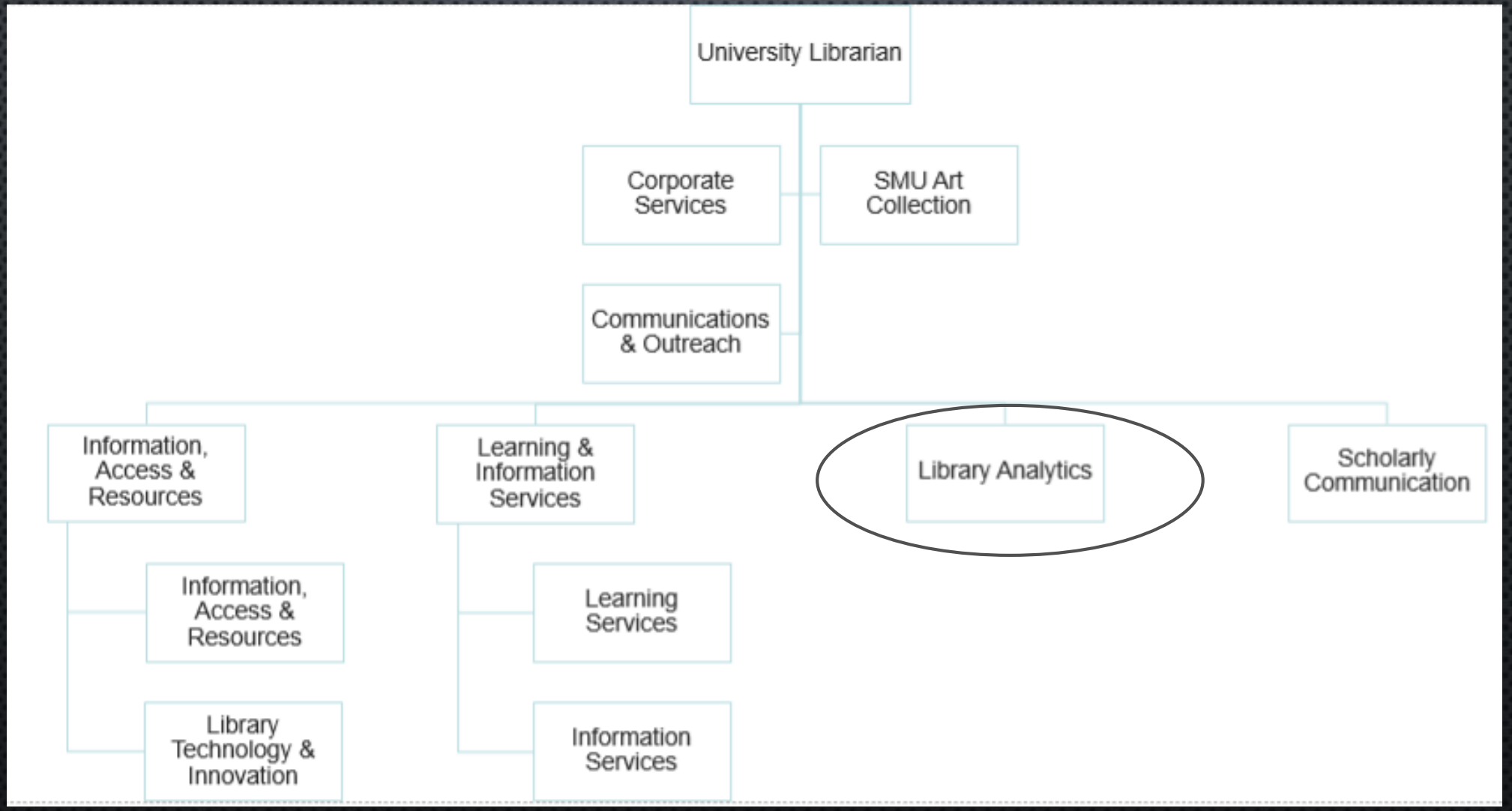
- A young university – opened in 2000
- 6 Schools – Business, Economics, Accounting, Information Systems, Law, Social Sciences and many research centers
- City Campus - 6 buildings at the heart of Singapore
- Broad based education, small classes, interactive tutorial style learning,





GENERAL USAGE STATISTICS

LIBRARY ORGANIZATION



Library analytics

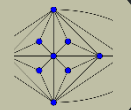
- NEW role created in 2015
- 0.8 FTE + 1 FTE (out of 35 library staff)
- Member of library management team

Faculty research productivity
Faculty teaching impact
Student experience & learning
Reputation/ impact on community
Innovation and Operational Excellence

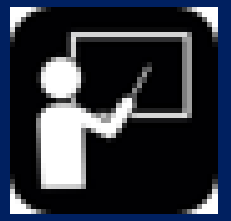
WHY THIS ROLE?

PROVIDE HOLISTIC VIEW

VARIETY OF ANALYSIS WE DO

- Benchmarking surveys
- Supplementary statistics for renewals of electronic resources
- Analysis of space data
- Information Literacy assessment
- Open Access analysis
-  Bibliometric analysis

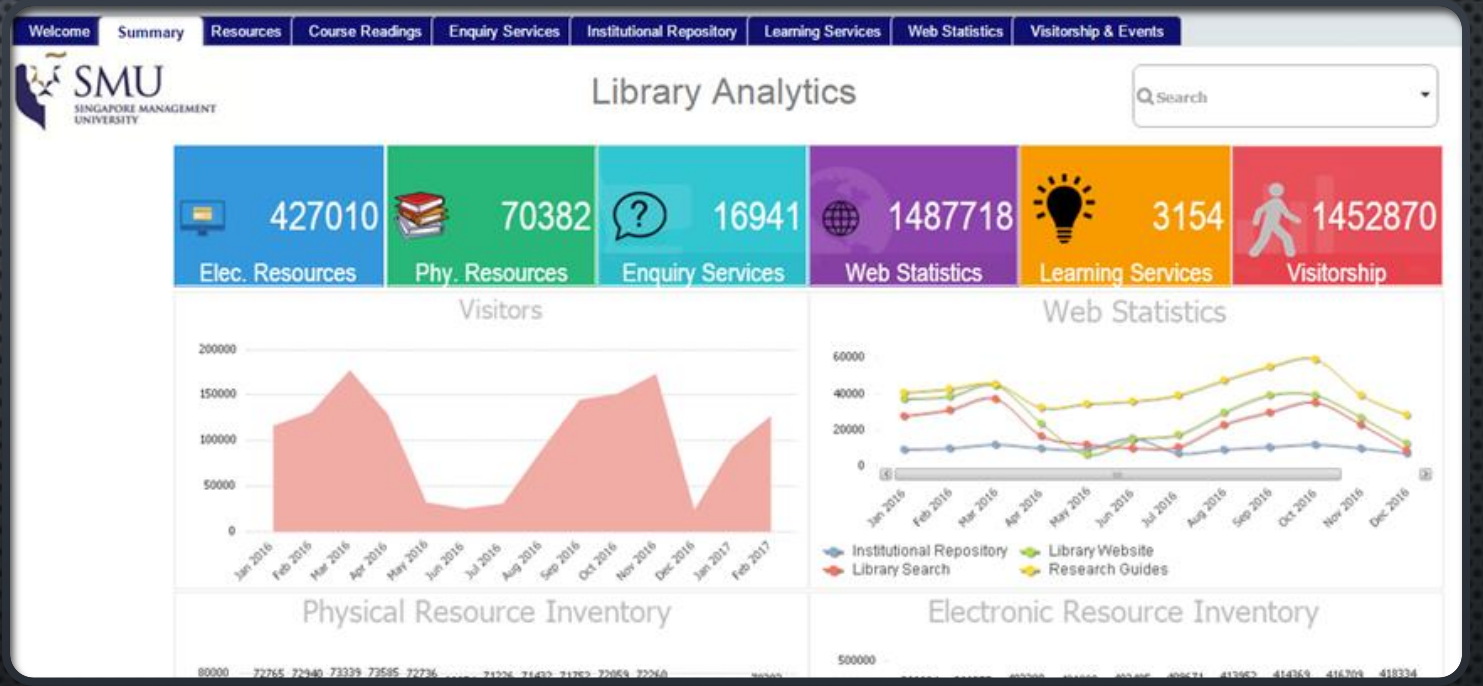
Library analytics in SMU (2019)



SMU

ROLE #1

- MANAGE AND STRATEGIZE USES OF LIBRARY DASHBOARD (QLIK)



SOURCES IN DASHBOARD

ALMA/PRIMO ANALYTICS (INCLUDING CIRCULATION, COUNTER)

GOOGLE ANALYTICS

TURNSTILE/PEOPLE COUNTER/LIVELABS ANALYTICS

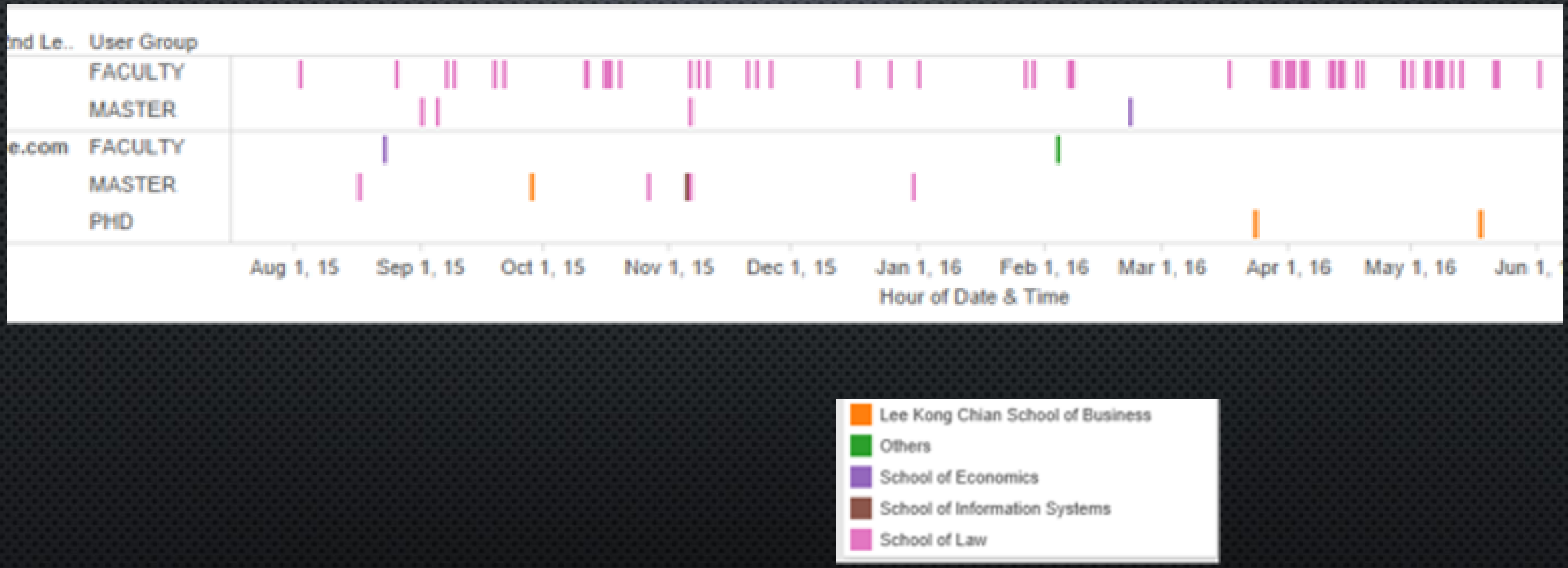
INFORMATION LITERACY & REFERENCE STATISTICS

INSTITUTIONAL REPOSITORY

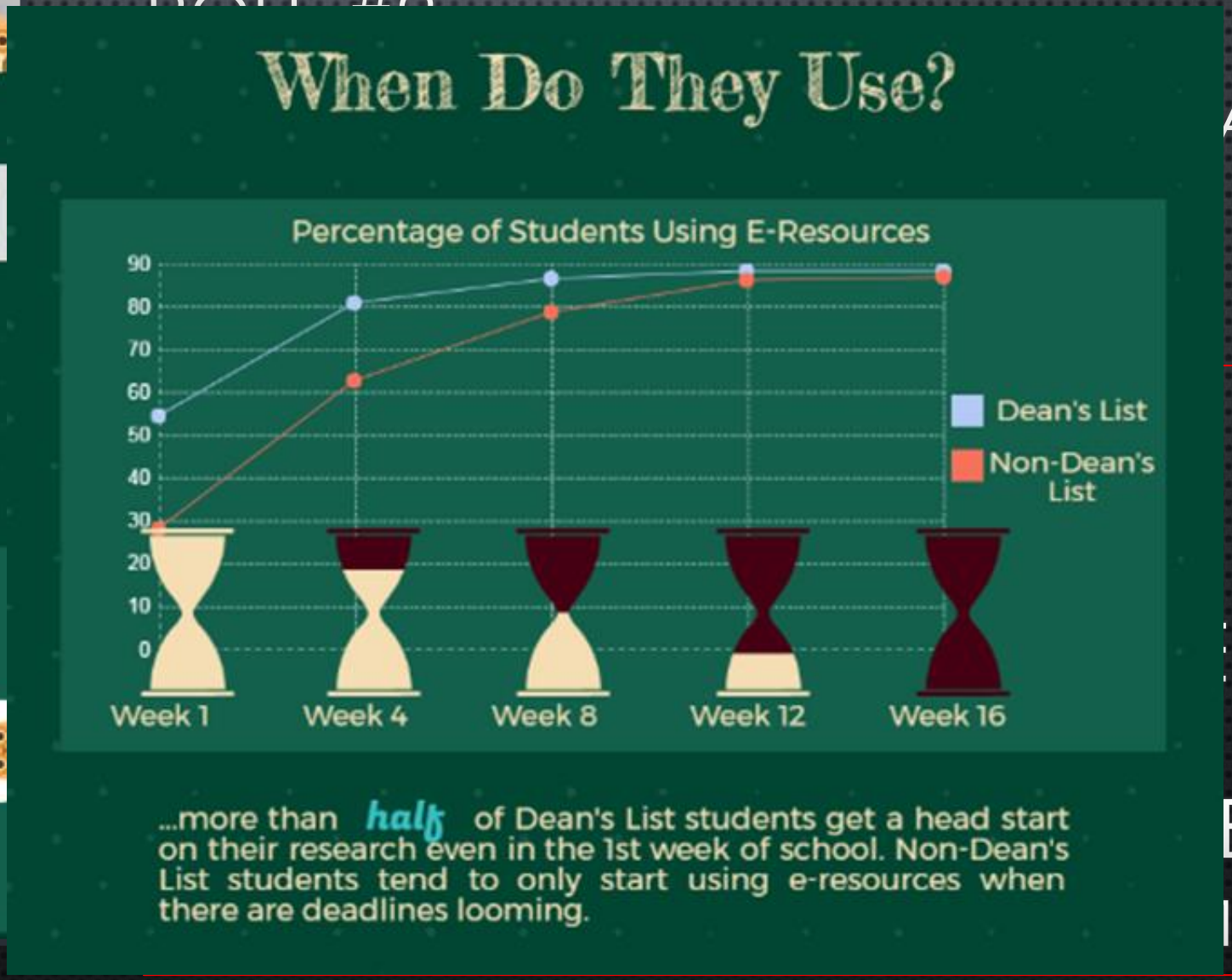
EZPROXY

EZPROXY ANALYSIS

GRANULAR ANALYSIS OF USAGE



WHAT DOES IT TAKE TO BE ON THE DEAN'S LIST?
DEAN'S LIST
NON-DEAN'S LIST
What Do They Use?
ProQuest
EBSCOhost
SAGE
50
databases
25
50% of Dean's List students used databases over the course of their studies while only 25% non-Dean's List students accessed the same number
How Much?
Dean's List
Non-Dean's List
Year 1
Year 2
Year 3
Year 4
...the average Dean's List student uses the library's electronic resources almost twice as much as a non-Dean's List student in the first two years of university and 1.5 times as much in the third and fourth years.


When Do They Use?
Percentage of Students Using E-Resources
90
80
70
60
50
40
30
20
10
0
Week 1
Week 4
Week 8
Week 12
Week 16
Dean's List
Non-Dean's List
...more than half of Dean's List students get a head start on their research even in the 1st week of school. Non-Dean's List students tend to only start using e-resources when there are deadlines looming.

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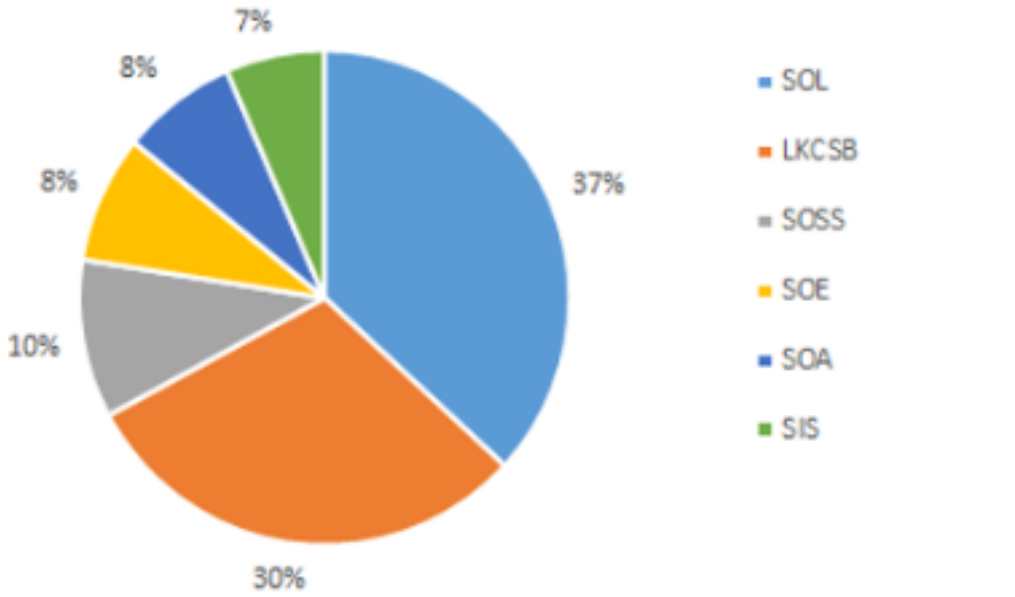
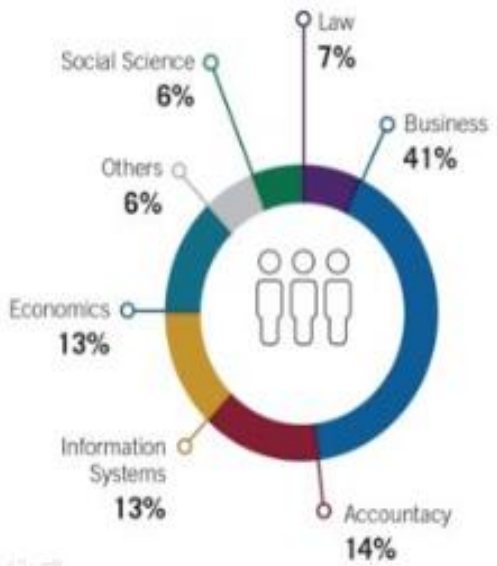
% usage of electronic resource by School



Who visited Li Ka Shing Library?

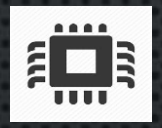


Who visited Kwa Geok Choo Law Library?

RCA (RESPONSIBLE COST ACCOUNTING)

ROLE #3 MANAGING COLLABORATIONS (INTERNAL AND EXTERNAL)

Collaboration in campus with

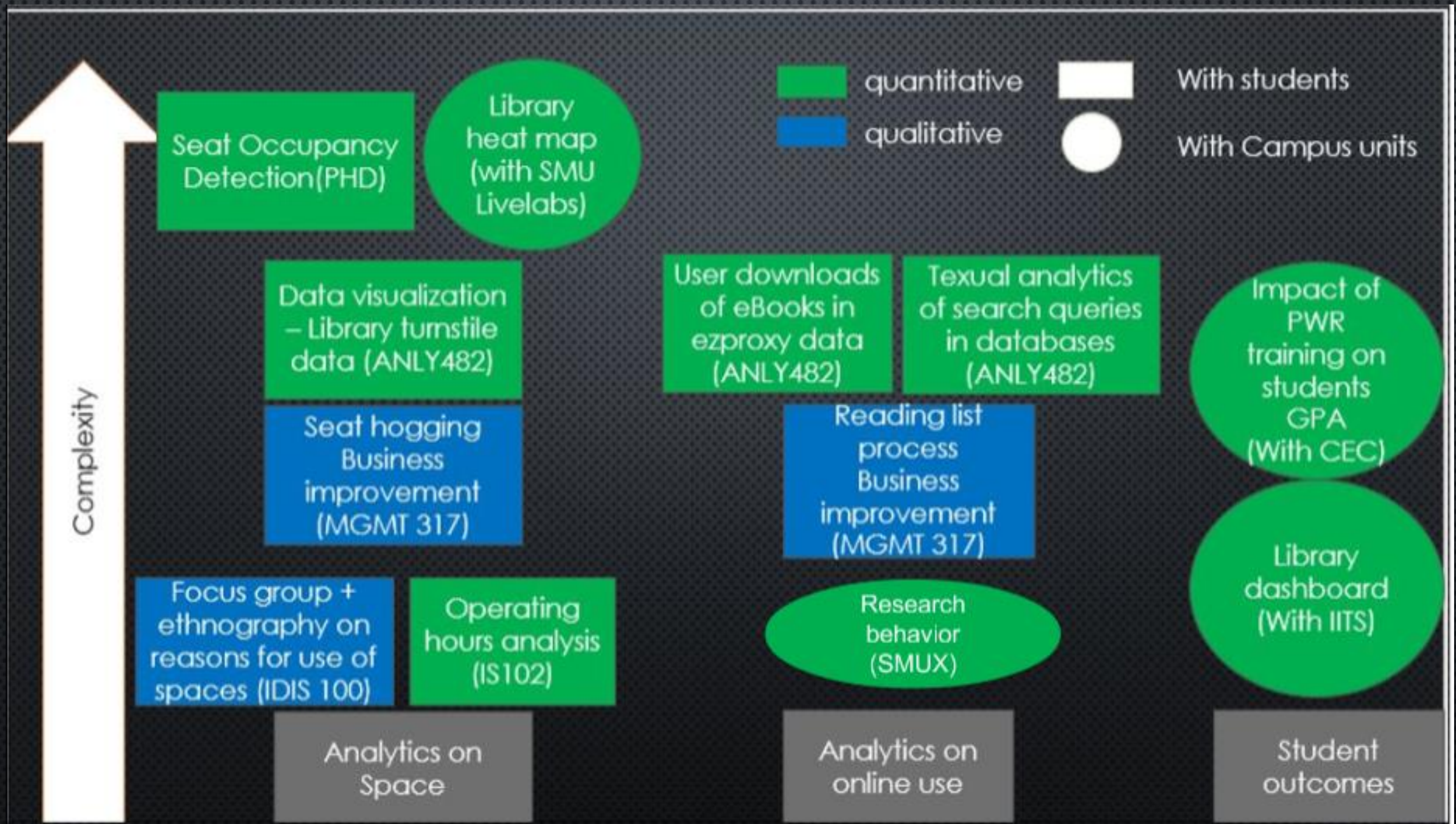


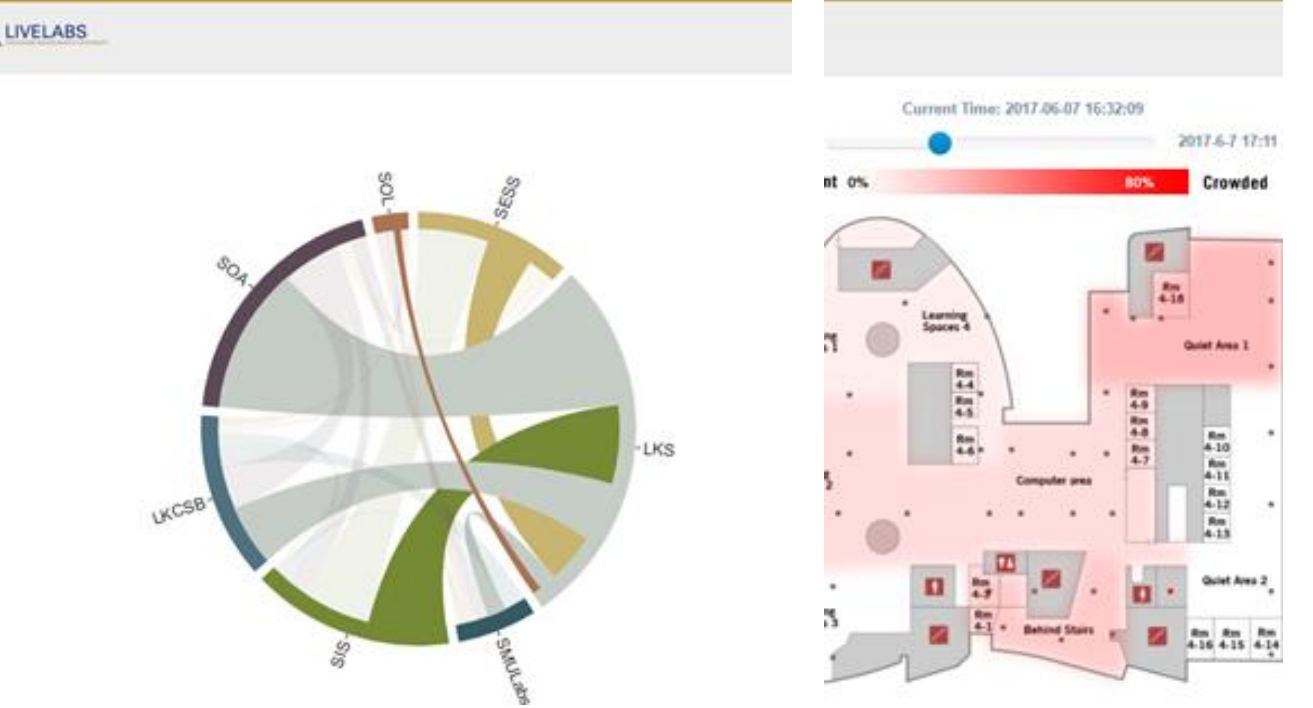
tech partners in campus (e.g. SMU Live labs, Library IT centre)

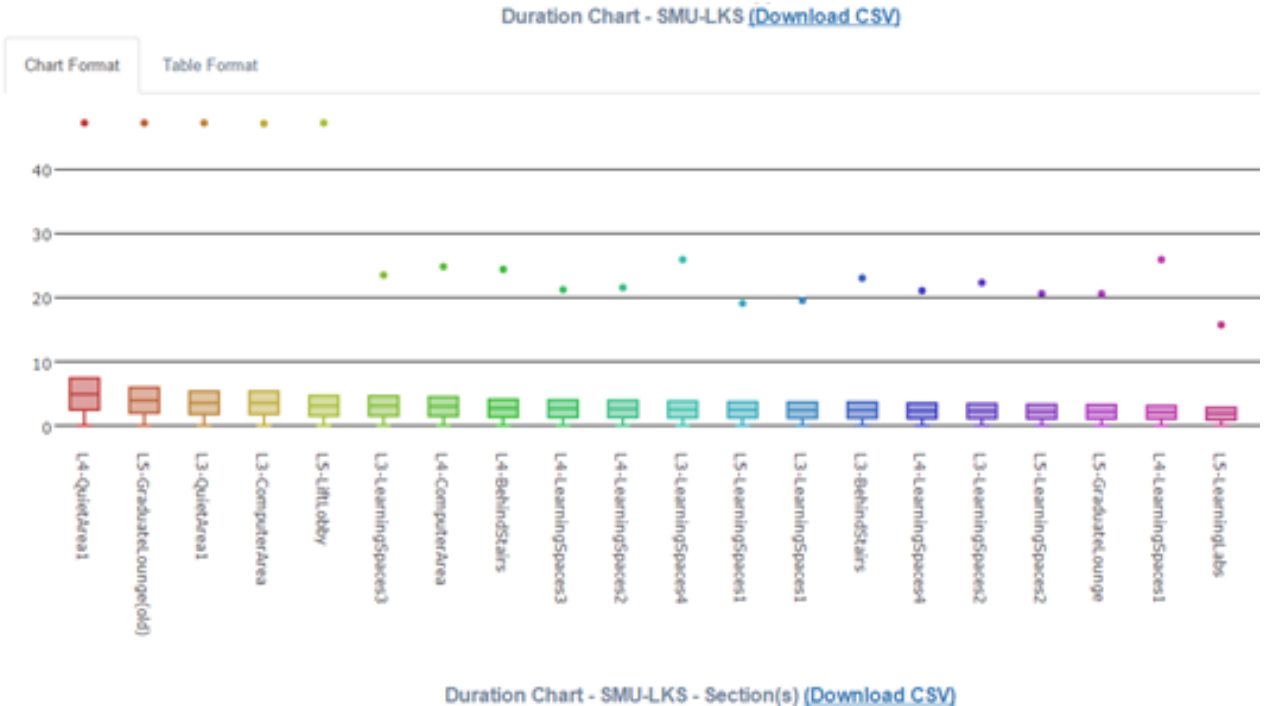
Education/ pedagogy studies (e.g. Centre for English communication , SMU-X)

Students projects (e.g. Research method classes, business improvement classes, analytics practicums, PHD programmes)

Collaborations with campus (2015-2019)







CASE #1 – SMU LIVE LABS + LIBRARY ANALYTICS PORTAL

(Yahaya *et al.*, 2016)

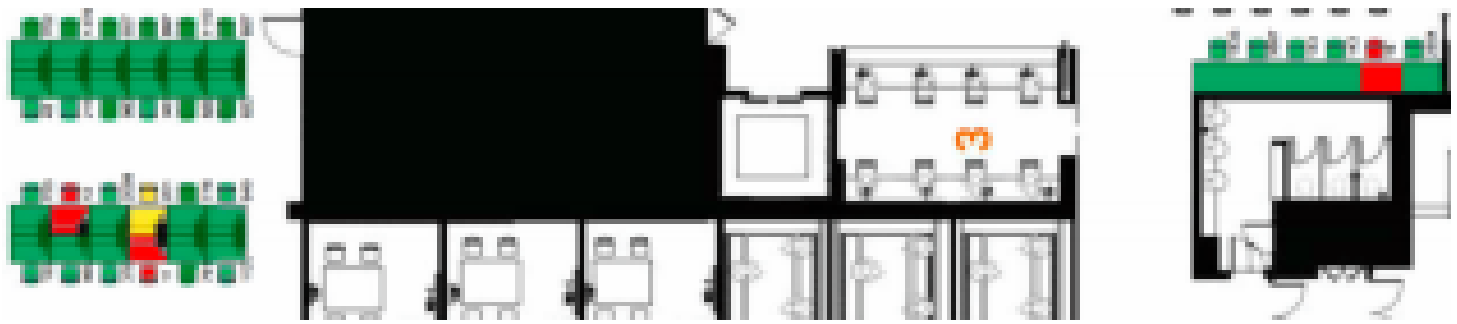


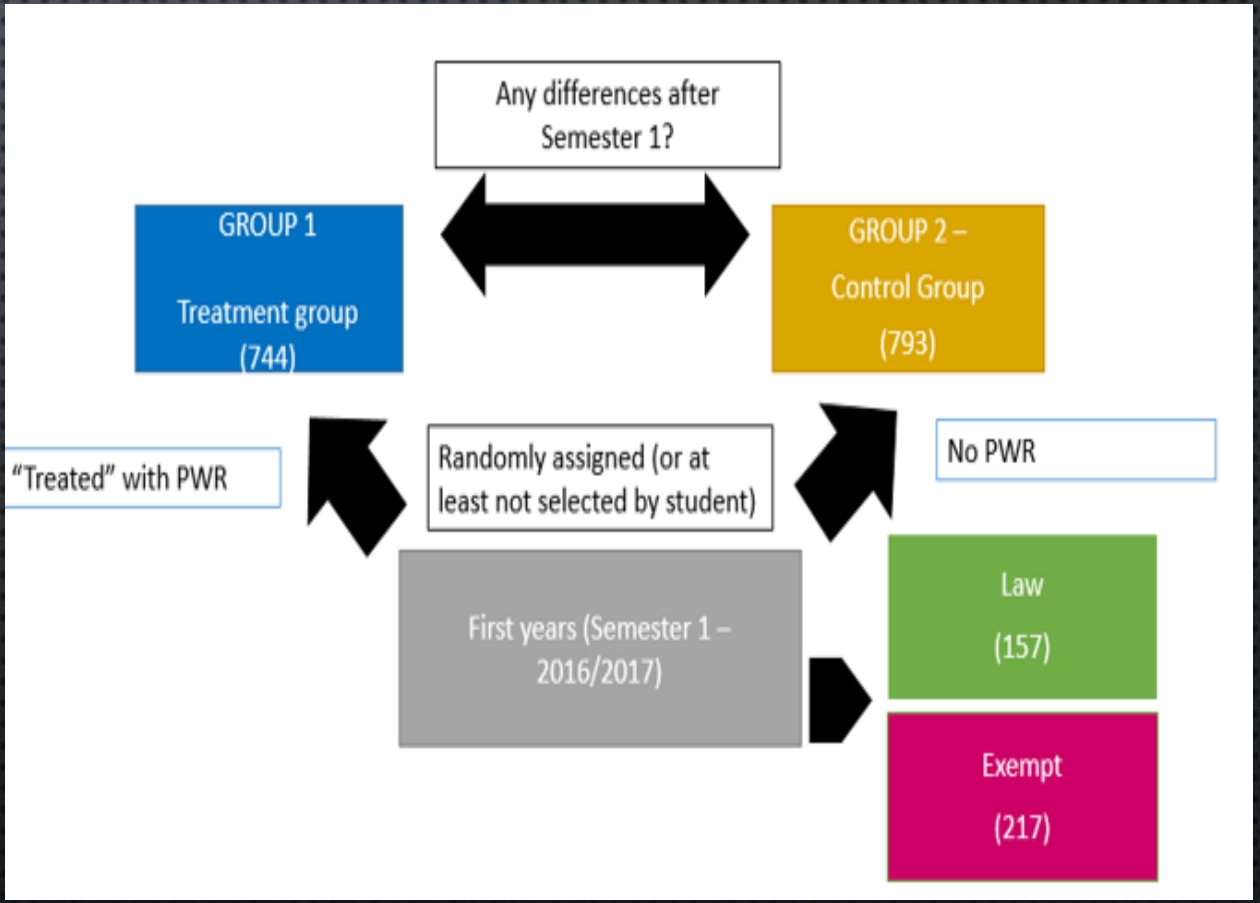
Figure 1: The map of library with seat occupancy status overlay color. We use three color red, yellow, green for people occupancy, object occupancy and unoccupied state respectively.

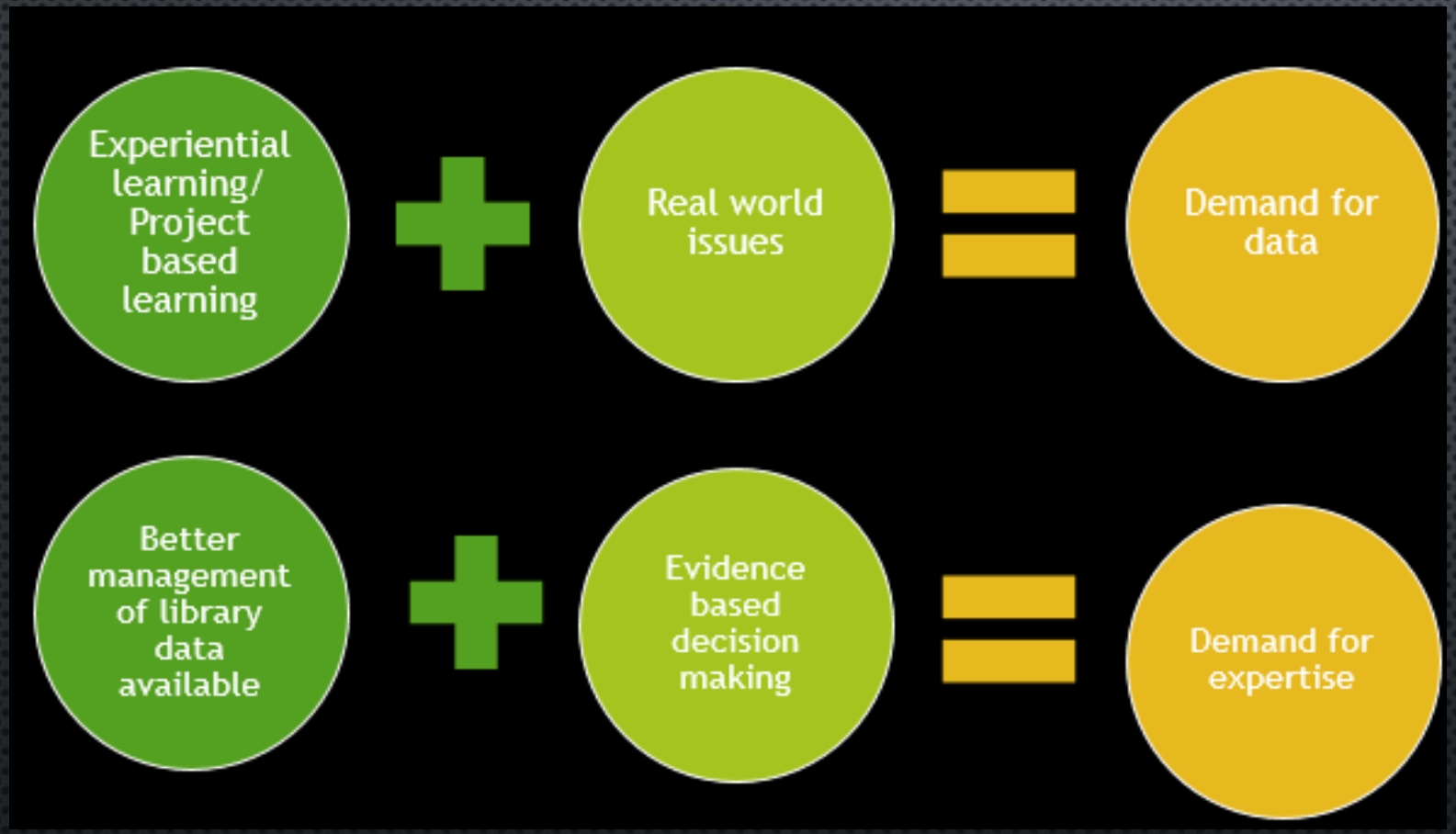
SEAT OCCUPANCY

CASE #2 – IMPACT OF LIBRARIAN + WRITING COURSE ON STUDENT GPAS

PARTNERSHIP WITH CEC (CENTRE FOR ENGLISH COM MUNICATION)

Librarians partner with CEC to teach Programme in Writing & Reasoning (PWR) and to measure impact

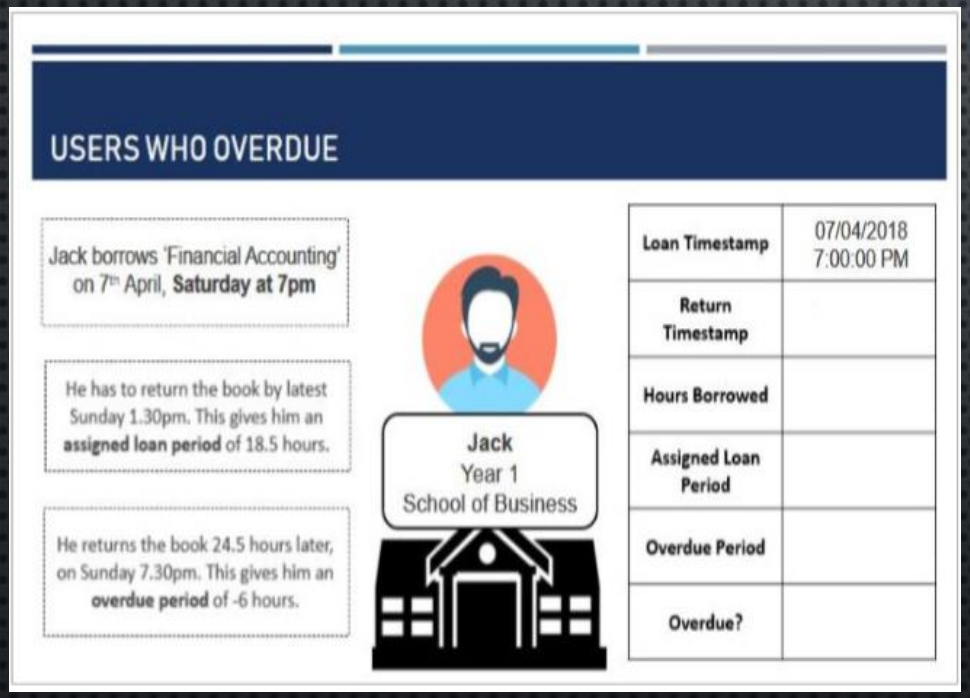




CASE STUDY #3 – LIBRARY AS A CLIENT

TWO SAMPLE CASES – ANALYTICS PRACTICUM ANLY482

COLLABORATIVE PARTNERSHIP IN COURSES



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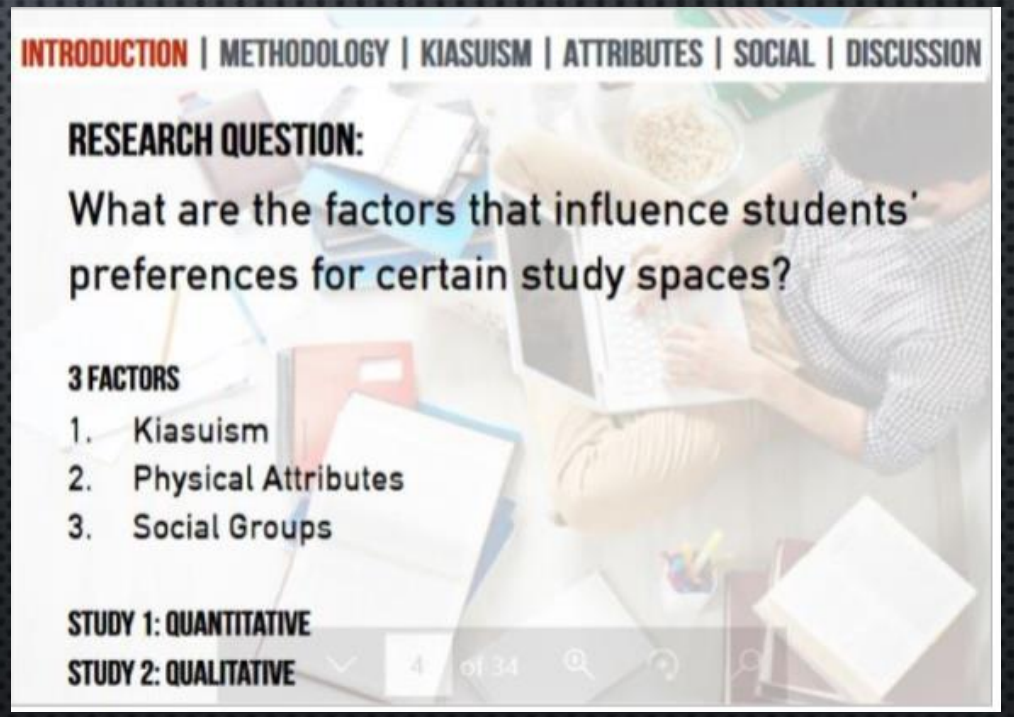

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ROLE #4 CAPACITY BUILDING

Manages the library survey policy

Chair of the data interest group

Started and manages "data science track" in bite-sized workshops

FUTURE INITIATIVES

- Splunk + OCLC ezproxy ezpaarse project
- Moving from qlikview to qlik sense dashboard

Reflections on the role #1

- Data science skills are important but business domain rules

Reflections on the role #2

- Get the right mix of Generalists and specialists

Reflections on the role #3

- Collaboration opportunities abound

QUESTIONS

THANK YOU

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Aarontay

https://musingsaboutlibrarianship.blogspot.com