EBSCO Roadshow

April 2023

Panorama

Phill Hall - Panorama Specialist, EBSCO

Panorama

Academic library engagement analytics



"Libraries have always been very good at counting stuff and collecting data, but less good at making use of that data."

BB

Tom Shaw Associate Director – Lancaster University Library



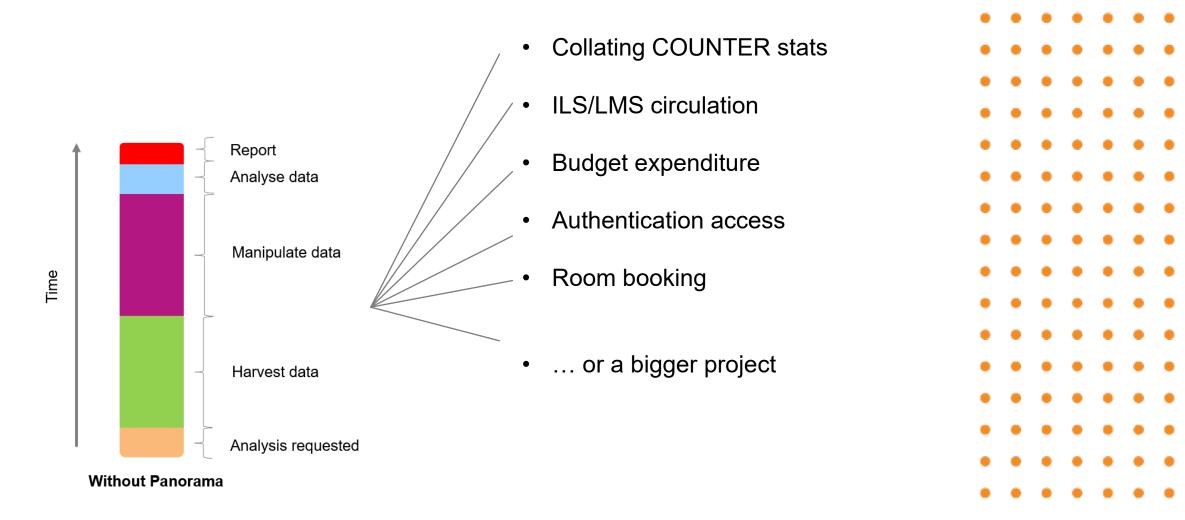
Current...

- Want to unleash latent data
- Sophisticated data, rudimental data tools
- Beyond 'hobbyist'
- Labour intensive

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Head of Open Research	٠	٠	٠	٠	٠	٠	٠
Lancaster University	•	٠	٠	٠	٠	٠	٠

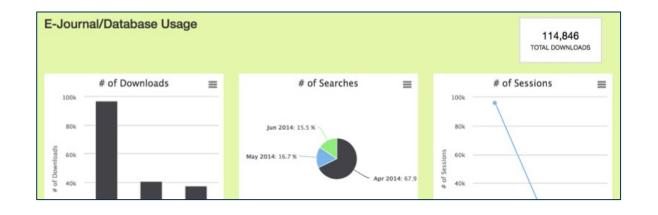
EBSCO

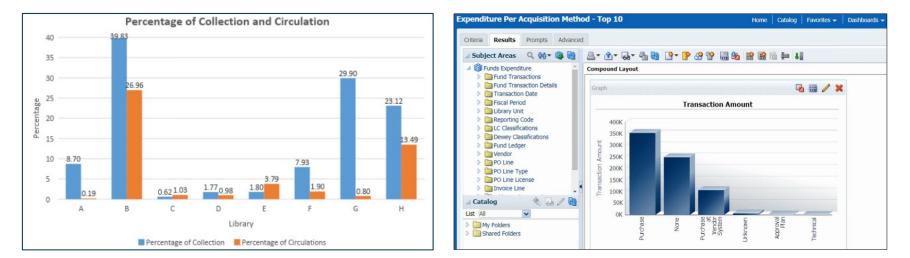
Reporting on resources separately....



EBSCO

Current library reporting tools...





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What is library engagement data



- **Physical collection** ullet
- Budget and acquisition Requests and circulation Physical spaces Gate entry Room booking Reference desk requests **Digital collection** Ebooks, e-journals Reading lists **Digital tools** ulletAuthentication

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ullet

Discovery











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Built collaboratively with academic librarians

- Understand source data
- Utilize automation
- Build data visualizations

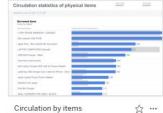














Patron's eResource Access Beh... 🔺



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Panorama Dashboards

Traditional Reporting: Circulation, Budgets, Orders, Inventory, Weeding

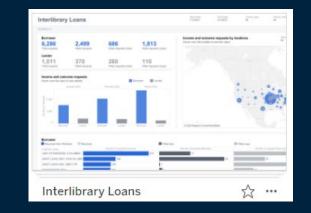
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Available Now: Up to 26 Dashboards with 44 Views

Multi-source Reporting: eResource behavior,

extron's eResource Access B	enaviour	01/01/202	29/30/2021		•
COUNTER (EJOURNALS)	SFX (EJOURNALS)		THIRDIRON (EJO	JRNALS)	
3,655,791 2,451,735 Number of Investigations Number of Programs	6,221,832 Number of Requests	952,904 Number of Clickthroughs	33,080 Number of TDC Views	279,88 Number of Put	
PATRICH'S INVESTIGATIONS OF EJOURNALS Hover over the bar to see the value Thereine 95% COUNTER	Cule (2021 •)	FULL TEXT REQUESTS (THROW Hover over the bar to see the value		TS	
	< .	761	# of Full Text Requests		
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Nature		Nature Communications			
		Scientific Reports			
Nature Communications		Science			
Scientific Reports		Proceedings of the National Academy	(af		
The New England Journal of Medicine		New England Journal of Medicine			
Lancet (London)		International Journal of Cultural Polic	¢		
PLoS ONE		Lanost			
Harvard Business Review		Nature biotechnology			
Choice		Nature methods			
DATABASE INVESTIGATIONS BY SFX & COUNTER Hover over the bar to see the value	SPX COUNTER	EBOOKS ACCESS THROUGH CO Hover over the bar to see the value	UNTER & SFX	EFX	
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Scopus		Oxford English Dictionary			
Web of Science		Grove Music Online			
JSTOR (e-StochGindhe)		International Covenant on Economic	Seci		

Single-source Reporting: Authentication, Discovery, Chat, Reserves, ILL,



National Reporting: ACRL, ARL, IPEDS, SCONUL, CAUL

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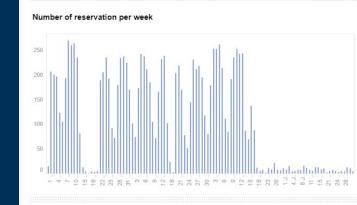
*Dependant on selected data sources

Traditional – ILS circulation

cana by Datran	rauna	Start Date	End	Date	Material Type	Publisher	Year or publi	sning
oans by Patron G	noups	07/02/202	10/0	01/2023	(All)	▼ (All)	▼ (AII)	• O Info
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LOANS BY PATRON GROUPS Hover over a cells to see the details								
Show by Subject	ct Area							
Subject Area 🔻 (Multip	le values) 🔻						1	1,338
	Undergraduate	Graduate	Postgraduate	Faculty	Community	Stafi	Staff internal requests	Other
Patron Groups	19.08%	18.86%	11.98%	25.93%	1.21%	6.35%	16.05%	0.53%
Borrowed Items	Undergraduate	Graduate	Postgraduate	Faculty	Community	Staff	Staff internal requests	Other
Language and Literature	828	588	750	1,338	66	379	551	28
Music and Books On Music	532	736	6	375	24	118	176	
Social Sciences	288	276	197	285	15	43	339	10
History: General and Old World	189	85	32	251	14	28	170	12
History: America	154	176	68	170	2	23	110	4
Philosophy. Psychology. Religion	145	206	173	241	9	88	171	4
Geography. Anthropology. Recreation	145	118	48	190	6	32	76	3
Fine Arts	93	157	84	285	2	45	137	2
Science	89	46	98	109	3	19	111	4
Political Science	70	52	35	65	11	55	50	2
Technology	68	22	11	127	10	13	107	
Medicine	40	68	62	69	1	9	88	1
Material Type	Undergraduate	Graduate	Postgraduate	Faculty	Community	Staff	Staff internal requests	Other
Book	77.2%	79.9%	92.5%	Contraction of the second seco	63.2%	64.8%	93.3%	96.1%
Music Score	12.3%	14.4%		5.4%	12.1%	6.6%	3.2%	
Other	4.6%	2.2%	2.6%	6.2%	18.4%	11.2%	0.7%	1.3%



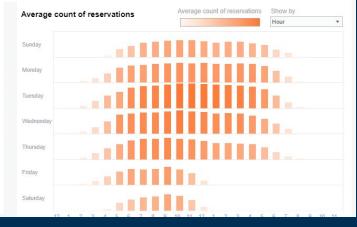
Single Source -Room bookings



Top rooms vs u See full list	• •			Space category	
Space Category	Number of unique patrons	Average number of reservations per pat.	Number of reservations		
Single Study	824	5.34			4,404
Group Study	814	3.29		2,674	
Collab Space	732	3.54		2,592	
Idea Lab	335	2.15	720		
Conference Studio	193	1.82	351		
Mediascape	117	2.40	281		
#N/A	151	1.85	279		
Huddle Space	126	1.37	172		

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Single Study																				
Group Study																				
Collab Space																				
Idea Lab																				
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Huddle Space																				

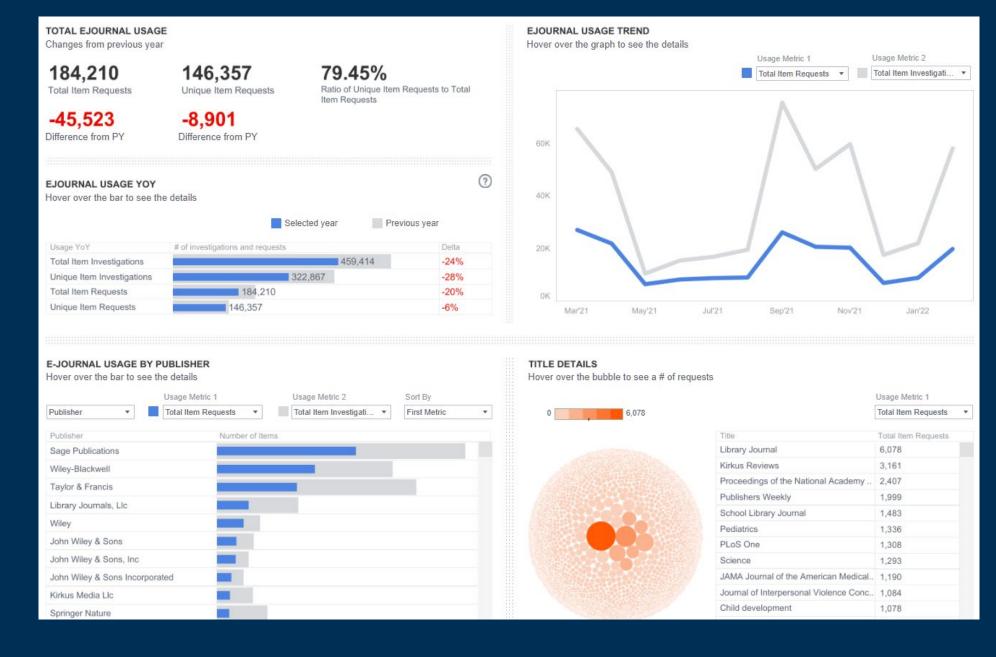
Reservation	duration vs space cap	pacity	A0 2,50
	60 mins	120 mins	180 mins
N/A			
1 seat			
3 seats			
4 seats			
5 seats			
6 seats			
8 seats			
12 seats			





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COUNTER





National Reporting

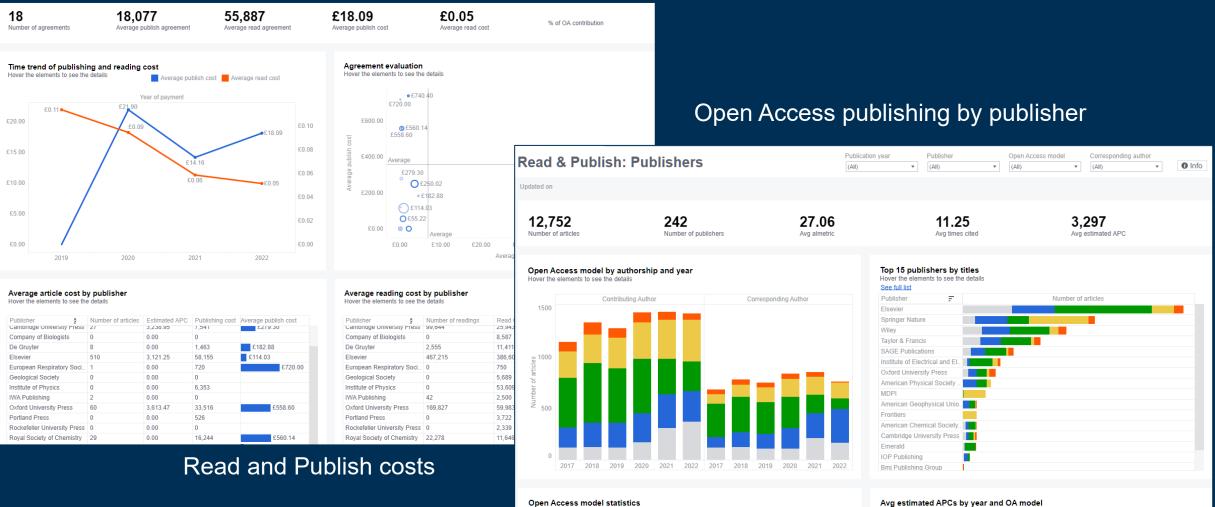
Library physical acquisition					Library ele	ectronic acquisition			Plan 1: Dafi	ne e-books set	UK ·	– SCONUL
Book acquisitions	24,725					One-Time	Subscription		eBooks	Te e-books set	Frar	nce – ESBG
Door dequisitions	24,720				E-books acquisition	287,025	125,282			ne serials set	i iai	
Print serial titles purchased	53,061				E-serials				eJournals	*	SINC	eden -
					purchased	202,906	1,739,227		Step 3: Defi	ne database set	0000	
Archive/manuscript acquisitions (m)	0				Database purchased	413,465	458,590					
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ILL (Interlibrary loans) applications made				Stores floor space				(
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Full time users				Books (Item count)		0		_				
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FTE academic staff	1,465											
FTE students External users	14,665 306			Media		0						
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Other university staff Total FTE users	17,968			Archives & manuscripts (m) 2	272						
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									purchased	202,906	1,739,227	Step 3: Define database set
				Archive/manuscript acquisi	tions (m) (D			Database purchased	413,465	458,590	
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USA – ACRL, ARL, iPeds Australia - CAUL UK – SCONUL France – ESBGU

Possible data integrations for National Reporting

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Book acquisitions	24,725			One-Time	Subscription	eBooks			
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		Library physical colle	ction		=	E Library el	ectronic collection		=
Full time users		Books (Item count)		0					
FTE academic staff	1,465	Books (Title count)		0					
FTE students	14,665	Media		0					
External users	306	Serials		0					
Other university staff	1,716	Archives & manuscripts (m)	272					
Total FTE users	17,968								
Total FTE students and Academic staff	16,130								
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						E-books acquisition	287,025	125,282	Step 2: Define serials set
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Read and Publish – Proof of Concept



Open Access model statistics Hover the elements to see the details

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All OA; Gold 2,860 27.28 9.53 2,468	
All OA; Hybrid 2,747 30.94 11.12 3,40	0
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Hover the elements to see the details

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Avg estimated APCs

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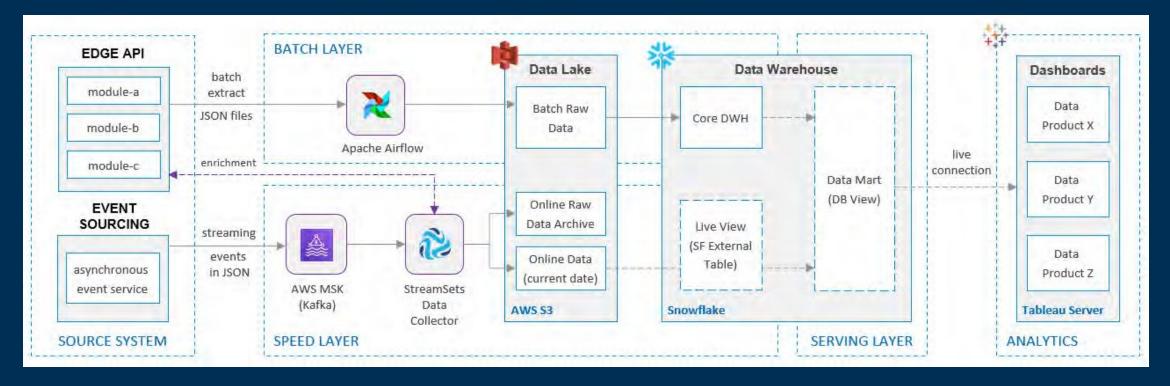
Self-service

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			04 Keso		Ē	Source for Collection Management	0	Oct 31, 2021, 11:31 PM	eaebsco.us-east-1.snowflakec	Ad-hoc Reports	Airflow		
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			20		Ø	Source for EDS Search Analytics	0	Jul 16, 2021, 3:52 PM	eaebsco.us-east-1.snowflakec	Ad-hoc Reports	Airflow		
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Explorer Licence local changes

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 Aggregating engagement data 	• • • • • • •
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 Infrastructure to uncover correlations 	• • • • • • •
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 Placing the metrics in-front of the decision makers 	
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Panorama's data infrastructure



Why Panorama

- Reduced manual effort
- EBSCO provides the data infrastructure and expertise

EBSCO

Making the most of automation

Panorama customers

Australia x 3 Chile x1 England x1 Italy x 1 Portugal x1 South Africa x 2 South Korea x1 (Counter Only) USA x 12 *Sweden* – we'd like to get to know what you need Panorama free the humans



Panorama free the humans and the spreadsheets

