

EBSCO Roadshow

April 2023



Panorama

Phill Hall - Panorama Specialist, EBSCO

Panorama

Academic library engagement analytics

“

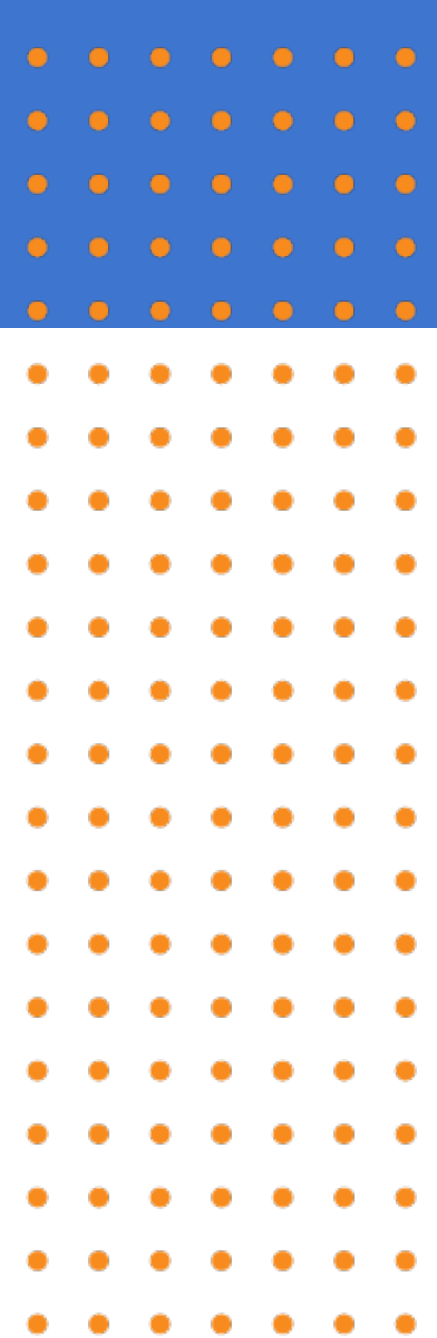
“Libraries have always been very good at counting stuff and collecting data, but less good at making use of that data.”

Tom Shaw Associate Director – Lancaster University Library ■

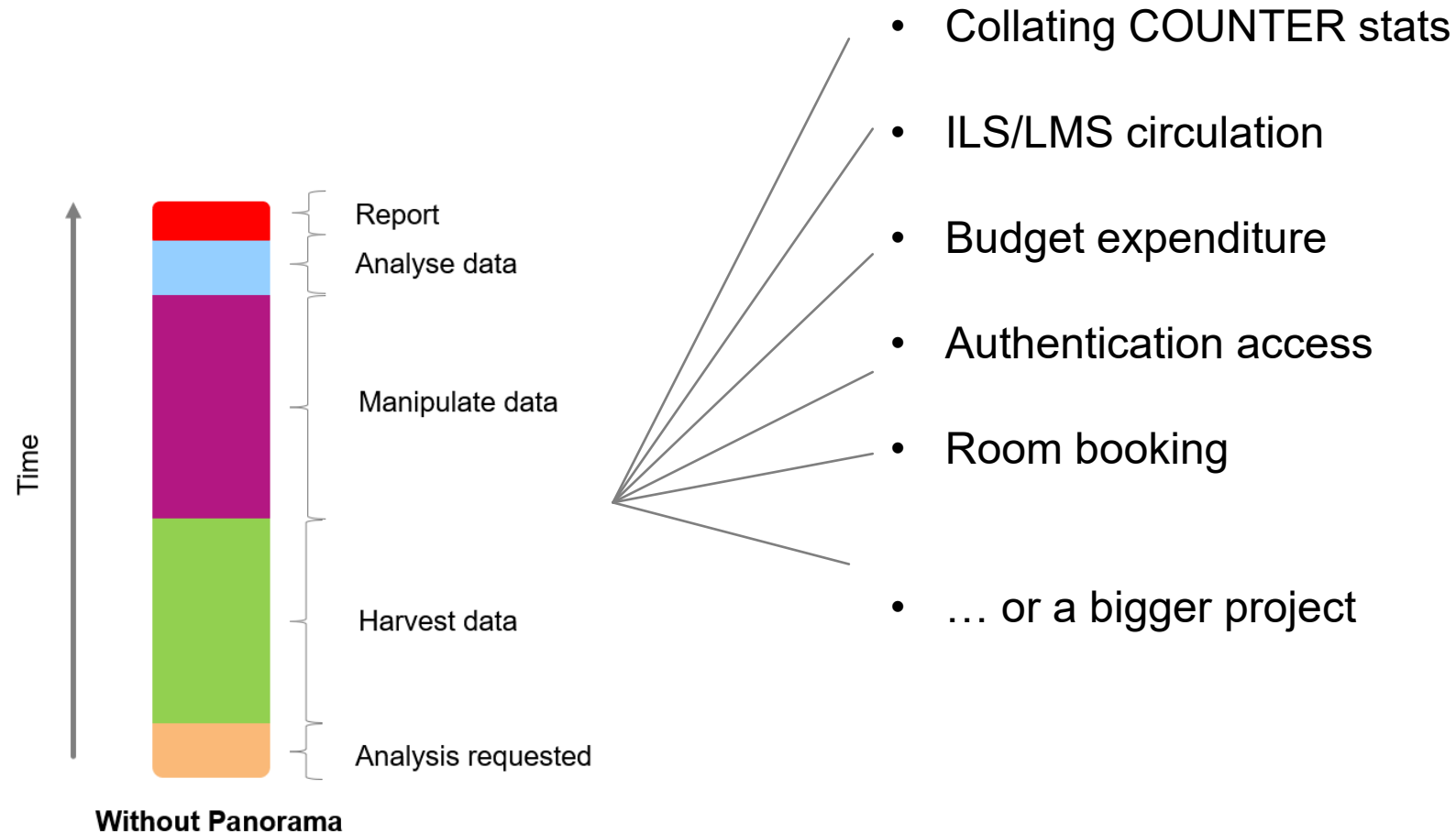
Current...

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

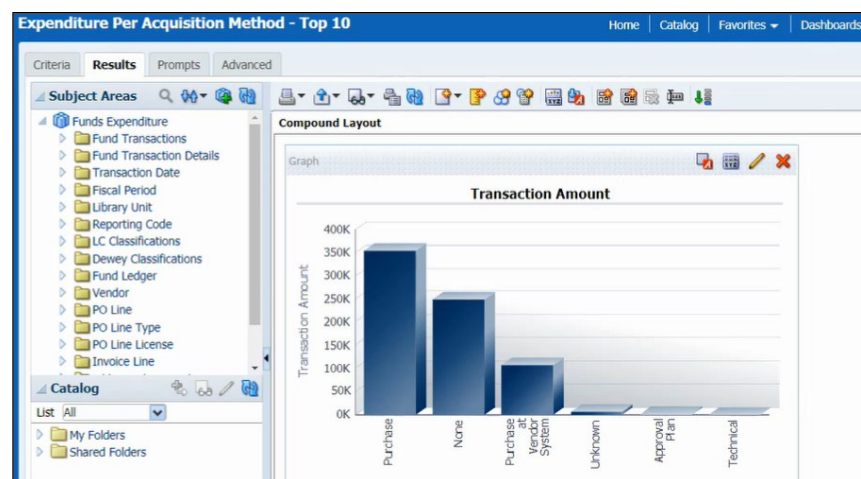
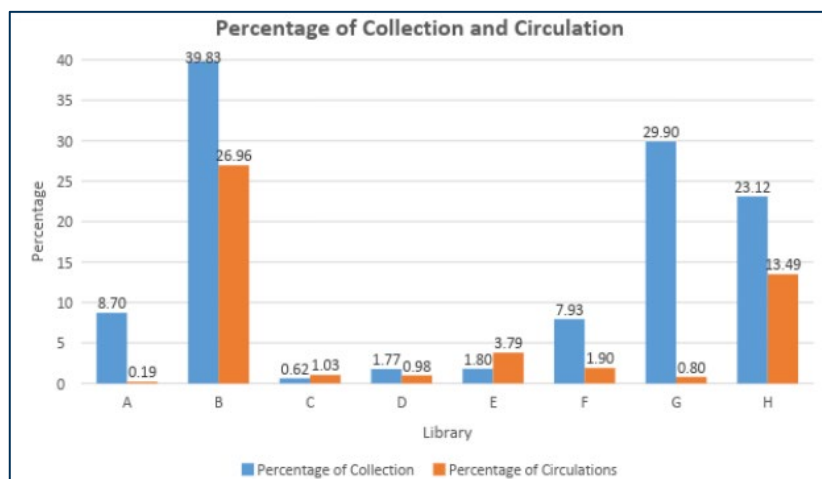
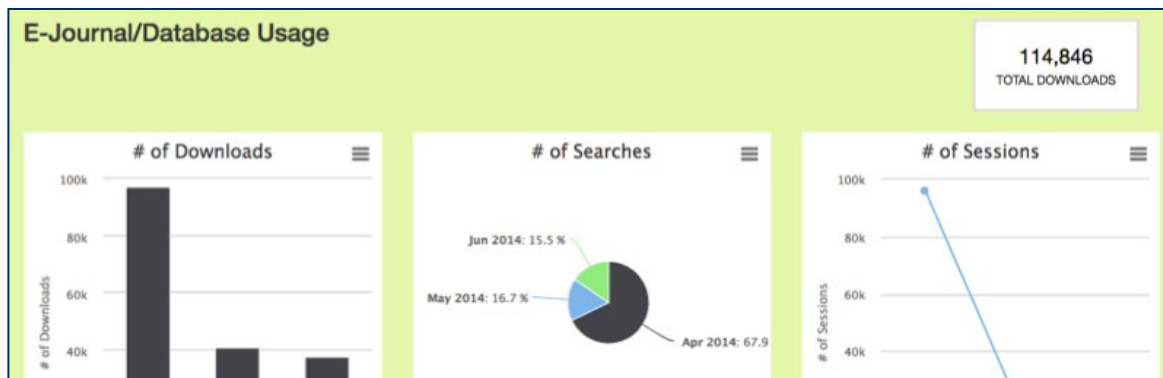
Elaine Sykes
Head of Open Research
Lancaster University



Reporting on resources separately....



Current library reporting tools...



What is library engagement data



- Physical collection

- Budget and acquisition

- Requests and circulation

- Physical spaces

- Gate entry

- Room booking

- Reference desk requests

- Digital collection

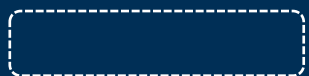
- Ebooks, e-journals

- Reading lists

- Digital tools

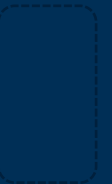
- Authentication

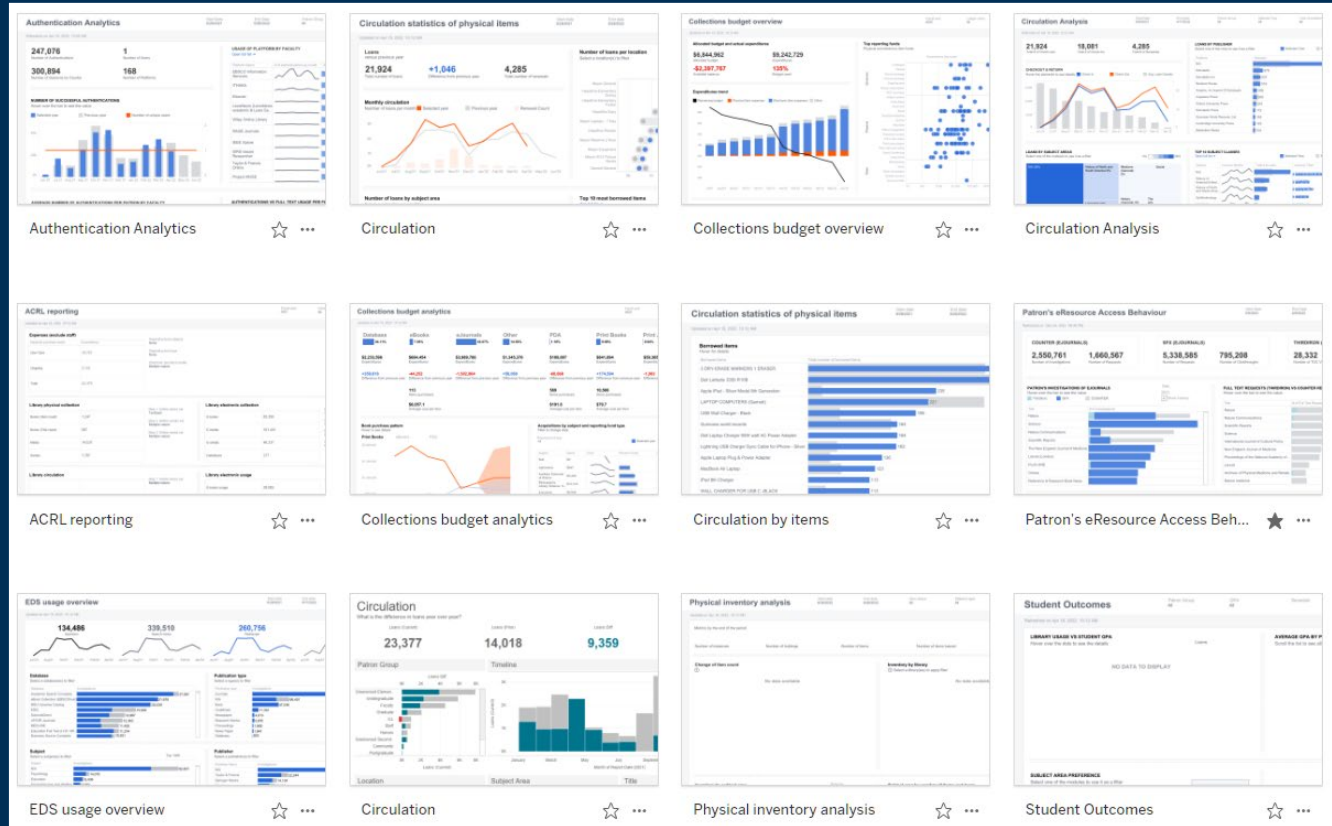
- Discovery



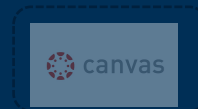
Built collaboratively with academic librarians

- Understand source data
- Utilize automation
- Build data visualizations



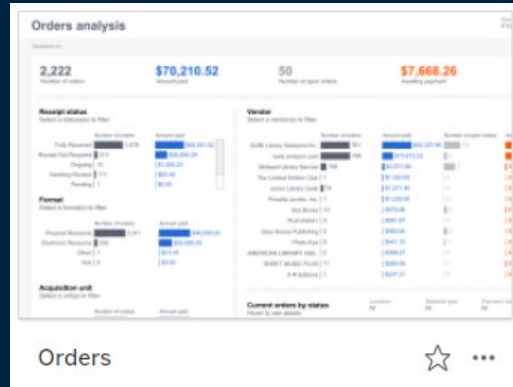


Banner Student



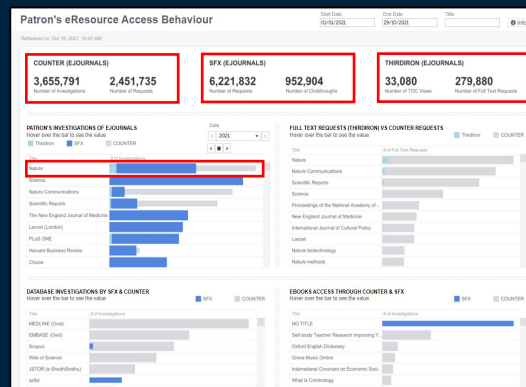
Panorama Dashboards

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

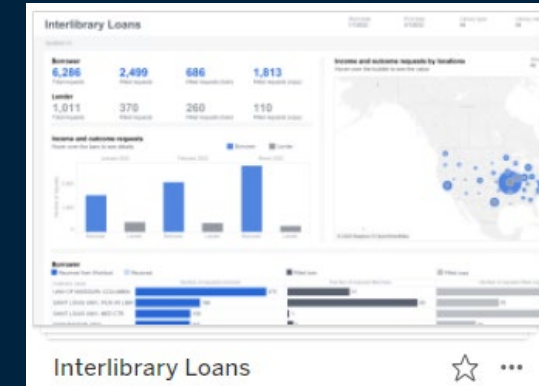


Available
Now:
Up to 26
Dashboards
with 44 Views

Multi-source Reporting: eResource behavior,



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

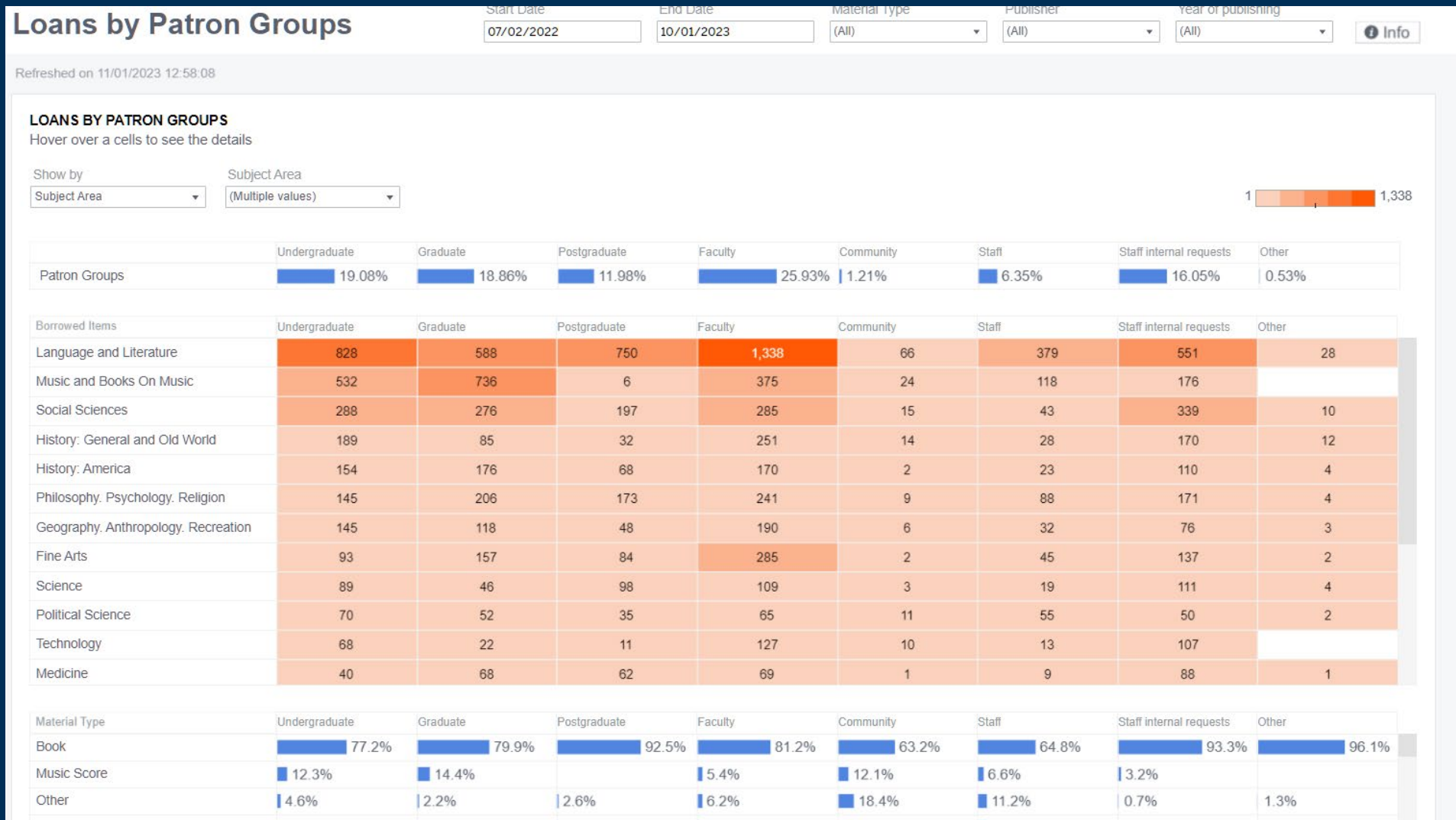


National Reporting: ACRL, ARL, IPEDS, SCONUL, CAUL



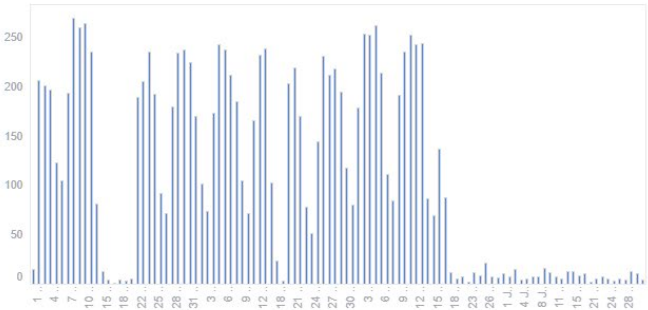
*Dependant on selected data sources

Traditional – ILS circulation



Single Source - Room bookings

Number of reservation per week

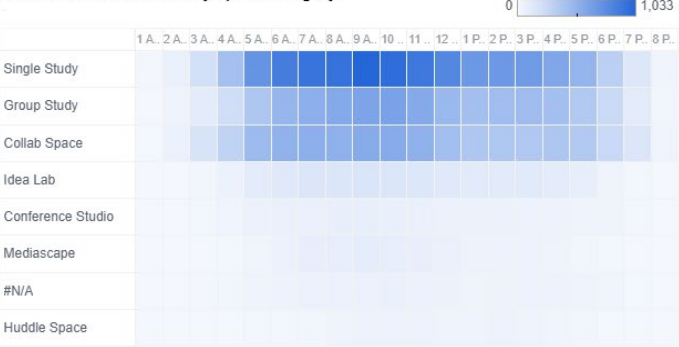


Top rooms vs unique patron

Show by
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

Number of reservations by space category



Reservation duration vs space capacity



Average count of reservations



COUNTER

TOTAL EJOURNAL USAGE

Changes from previous year

184,210

Total Item Requests

146,357

Unique Item Requests

79.45%

Ratio of Unique Item Requests to Total Item Requests

-45,523

Difference from PY

-8,901

Difference from PY

EJOURNAL USAGE YOY

Hover over the bar to see the details

Selected year

Previous year

Usage YoY	# of Investigations and requests	Delta
Total Item Investigations	459,414	-24%
Unique Item Investigations	322,867	-28%
Total Item Requests	184,210	-20%
Unique Item Requests	146,357	-6%

EJOURNAL USAGE TREND

Hover over the graph to see the details

Usage Metric 1

Total Item Requests

Usage Metric 2

Total Item Investigati...

Month	Total Item Requests	Total Item Investigations
Mar'21	28,000	65,000
May'21	5,000	10,000
Jul'21	8,000	18,000
Sep'21	25,000	75,000
Nov'21	20,000	60,000
Jan'22	20,000	18,000

E-JOURNAL USAGE BY PUBLISHER

Hover over the bar to see the details

Publisher

Usage Metric 1

Total Item Requests

Usage Metric 2

Total Item Investigati...

Sort By

First Metric

Publisher	Number of Items
Sage Publications	45,000
Wiley-Blackwell	35,000
Taylor & Francis	30,000
Library Journals, Llc	15,000
Wiley	10,000
John Wiley & Sons	8,000
John Wiley & Sons, Inc	7,000
John Wiley & Sons Incorporated	6,000
Kirkus Media Llc	5,000
Springer Nature	4,000

TITLE DETAILS

Hover over the bubble to see a # of requests

Usage Metric 1

Total Item Requests

0

6,078

Title	Total Item Requests
Library Journal	6,078
Kirkus Reviews	3,161
Proceedings of the National Academy ..	2,407
Publishers Weekly	1,999
School Library Journal	1,483
Pediatrics	1,336
PLoS One	1,308
Science	1,293
JAMA Journal of the American Medical..	1,190
Journal of Interpersonal Violence Conc..	1,084
Child development	1,078

National Reporting

USA – ACRL, ARL, iPeds
Australia - CAUL
UK – SCONUL
France – ESBGU
Sweden -

Library physical acquisition

Book acquisitions	24,725
Print serial titles purchased	53,061
Archive/manuscript acquisitions (m)	0

Library electronic acquisition

	One-Time	Subscription
E-books acquisition	287,025	125,282
E-serials purchased	202,906	1,739,227
Database purchased	413,465	458,590

Step 1: Define e-books set
eBooks
Step 2: Define serials set
eJournals
Step 3: Define database set
Database

Library circulation

Total physical circulation	
----------------------------	--

Interlibrary loan services

ILL (Interlibrary loans) applications made	
ILL applications satisfied	
ILL to other libraries	

ILL to other libraries:

Full time users

FTE academic staff	1,465
FTE students	14,665
External users	306
Other university staff	1,716
Total FTE users	17,968
Total FTE students and Academic staff	16,130

SCONUL report

Fiscal year
2021
Info

Updated on

General library information

No. of Libraries (including stores)	0
No. of libraries (excl. stores)	1
Number of other areas	0
No. of stores	0
Library floor area	13,456
Library floor area (excl. stores)	0
Stores floor space	0
Total study places	1,300
Open access workstations	240
Network connections	0
Study places covered by wireless	0

Library physical collection

Books (Item count)	0
Books (Title count)	0
Media	0
Serials	0
Archives & manuscripts (m)	272

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Possible data integrations for National Reporting

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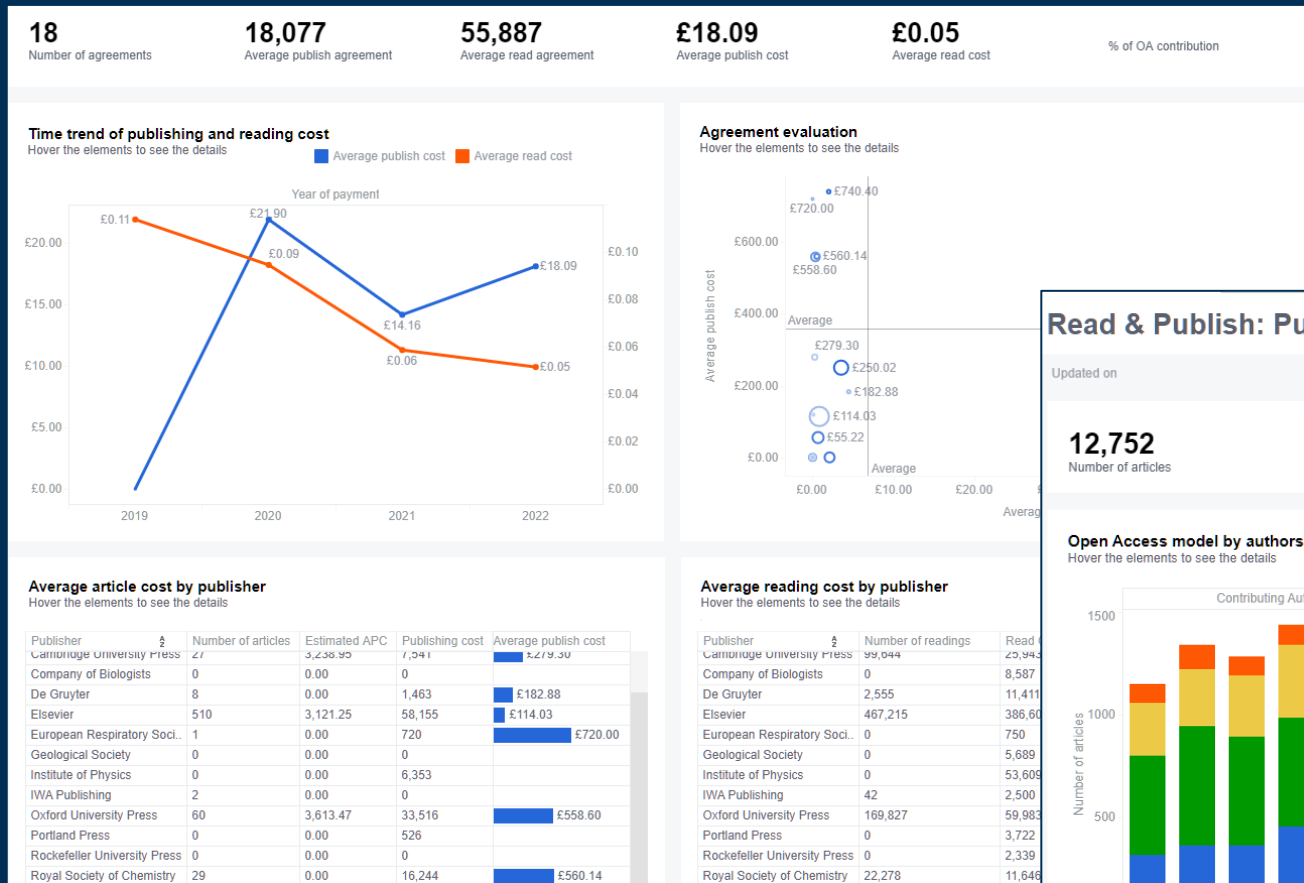
Fiscal year

2021

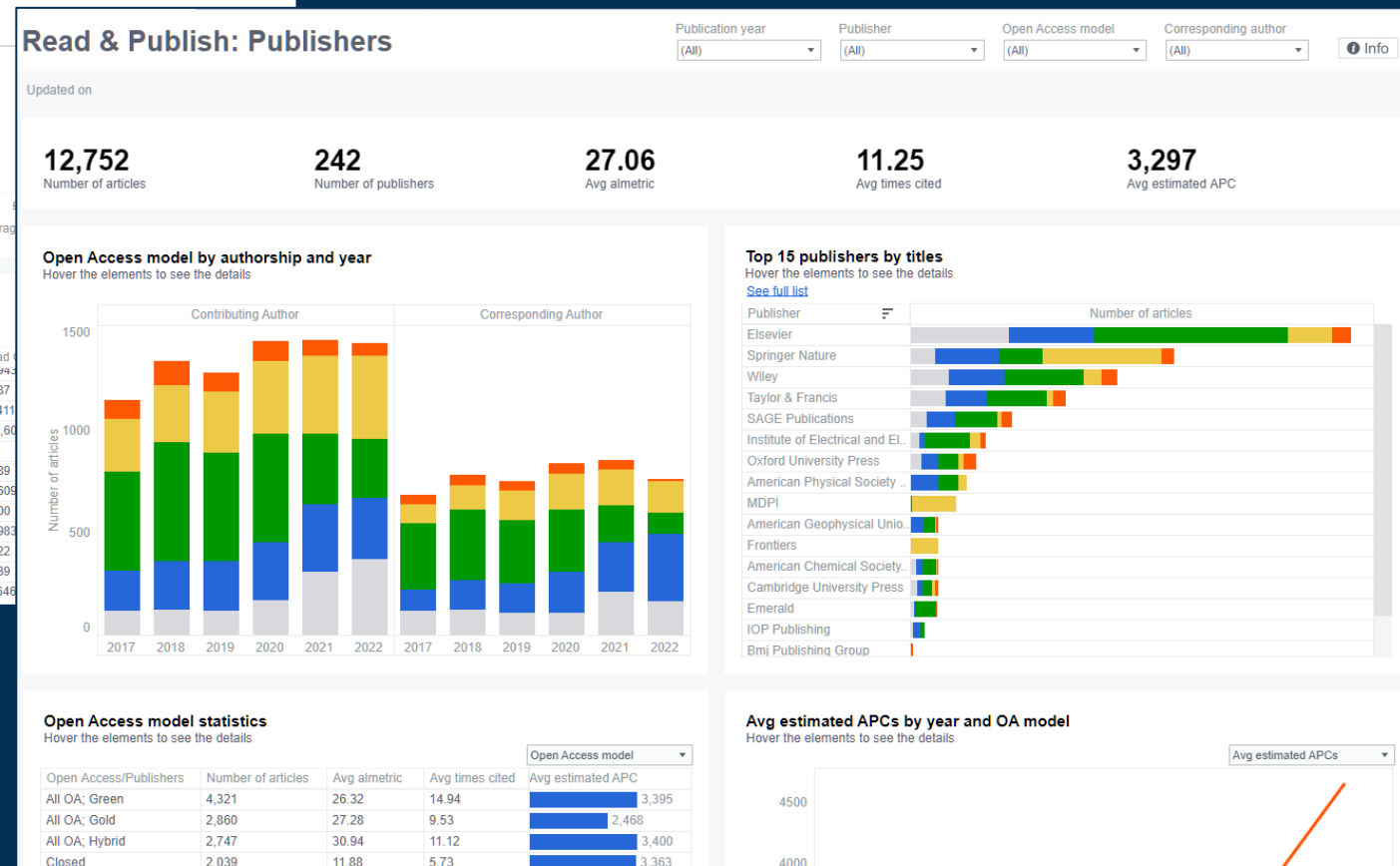
Info

LMS/ILS
Gate Count
Repository - EPrints
COUNTER / Usage Consolidation
SpringShare LibChat
SpringShare LibCal
Inter-library loan tool RapidILL
Archives – DSpace

Read_and_Publish – Proof of Concept

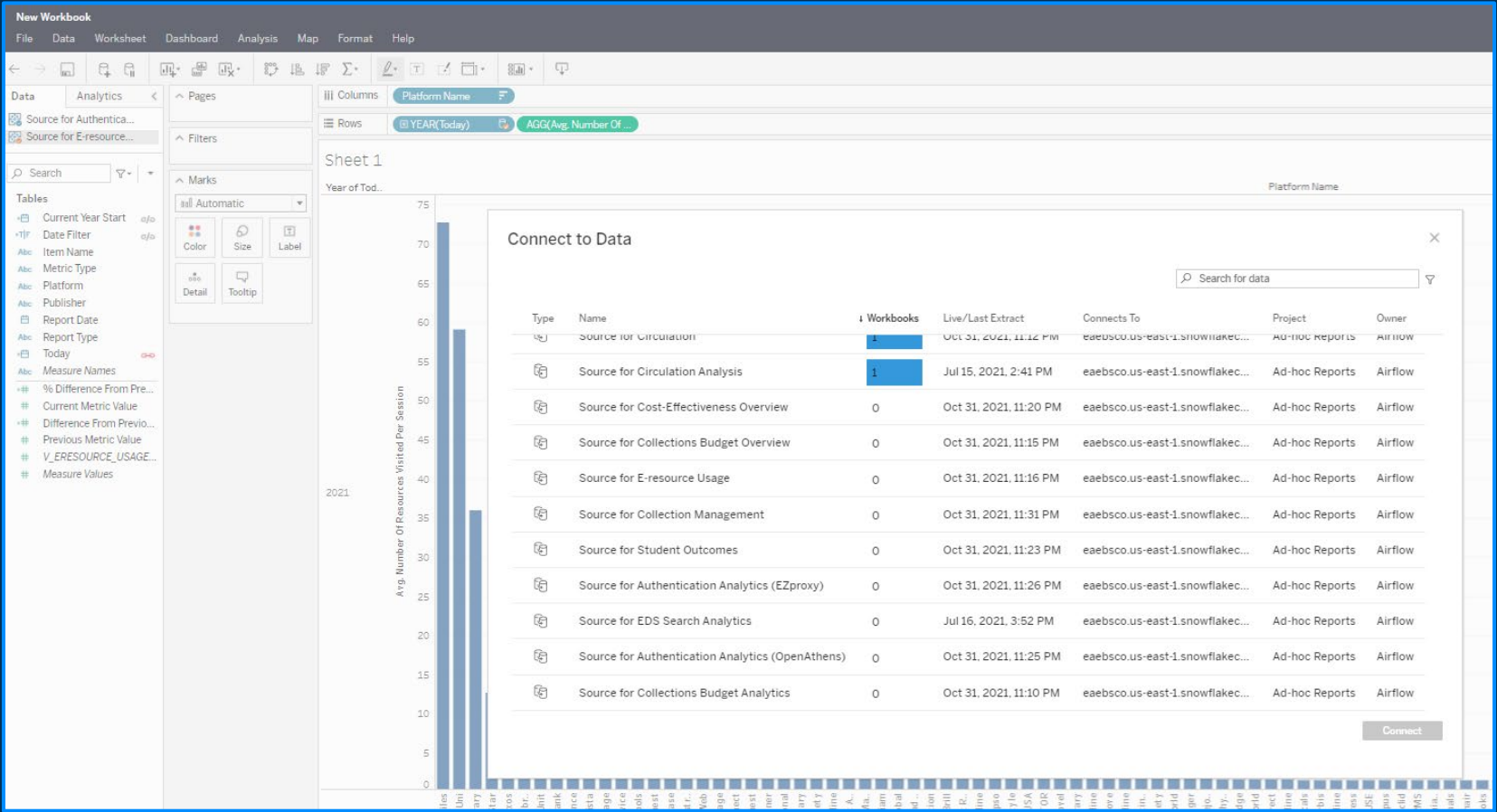


Open Access publishing by publisher



Read and Publish costs

Self-service



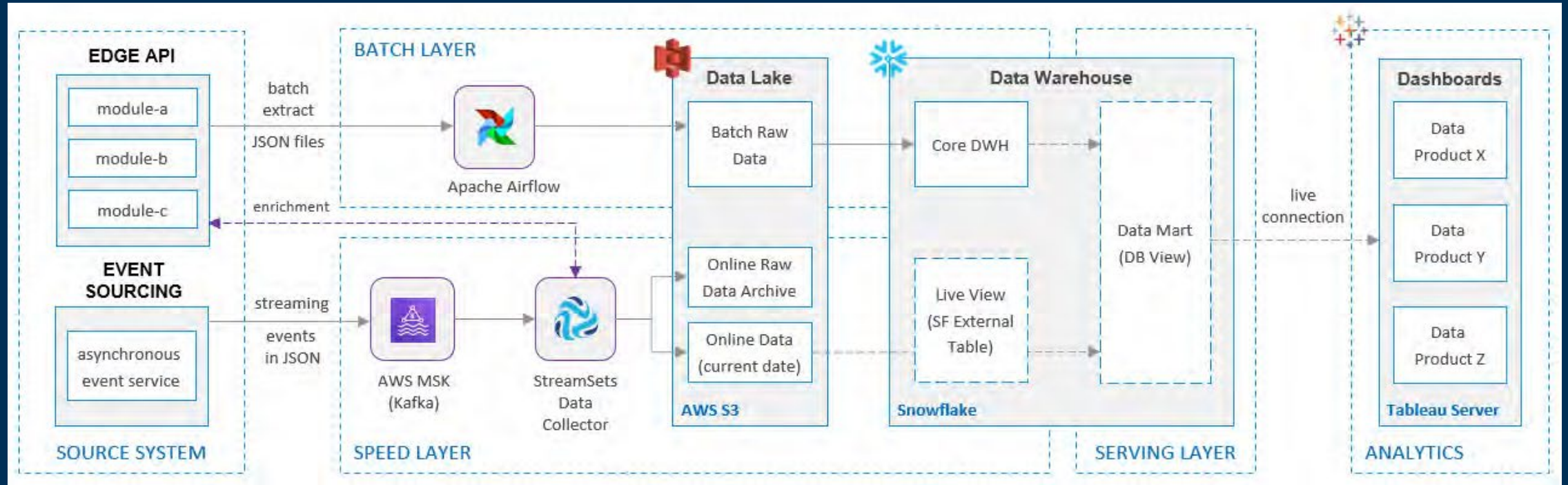
Explorer Licence local changes

Panorama

- Aggregating engagement data
- Infrastructure to uncover correlations
- Placing the metrics in-front of the decision makers



Panorama's data infrastructure



Why Panorama

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