

Usage Statistics for Serials Decision-Making

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Agenda

- Background – library resources
- Tools for analyzing data
- Serials decision-making
- Using data for cancellation decisions
- Using data for new subscription decisions

Background – Maryville U.

- private independent
- primarily bachelors and masters professional programs (health, education, business) with liberal arts core
- 2270 student FTE
- Library has 5 FTE librarians (3 reference), 3.5 FTE circ staff, 1 serials assistant



Background – Resources for Stats

- ❑ Innovative Innopac catalog system
- ❑ ILLiad for ILL
- ❑ EBSCO, Wilson, Proquest databases
 - vendor supplied title-level usage data
- ❑ Library keeps formal statistics on microfiche refiling, none on journal reshelving (no circ)

Background – Resources for Stats

Homegrown OpenURL resolver:

- ❑ OpenURL for linking from A&I databases
- ❑ CGI-based – IIS web server log files
- ❑ Openurl log files – title/issn + date
- ❑ Also used for manual title lookups
- ❑ Title and ISSN options



Tools for Data Analysis

- Microsoft Access, Excel
- Perl script for openurl server logs
- “Create lists” from catalog (III)
- PFE – plain text editor with excellent find-replace functions



Background – Maryville Serials

- About 500 print titles
- Over 14,000 full text via aggregate databases
- Over 150 full text tied to print sub
- Less than 5 online-only individual titles
- Annual serials budget: about \$75K print subs, \$30K microforms

Background – Maryville Serials

- Library serials committee
 - me: 3/5 systems librarian, 2/5 reference
 - both other reference librarians
 - one is also head of article ILL
 - serials/monographs assistant – full time para
 - head of circulation
 - library director
 - meets monthly – adding and cancelling



Background – Serials Decisions

Serials committee makes decisions based on:

- Cost
- ILL requests (and pub years of articles requested)
- Abstracts viewed in A&I databases (vendor-provided data)
- Full text available – embargo – and use (vendor-provided)
- Attempts by patrons to find title in our collection
- Microfiche re-filing statistics
- Anecdotal experience of circ/serials staff re-shelving print periodicals
- Browsability / layout conducive to online
- Professional sense of “core”ness of title

Serials Cancellation

- ❑ Spring 2005 – ‘Under 25 Project’
- ❑ Start with all current print subs from catalog
- ❑ Perl script: catalog list -> openurl log file
- ❑ 350 titles with under 25 hits (title or issn) in openurl server over 2 year period
- ❑ Usage data from EBSCO, Wilson, Proquest – abstracts and full text used
- ❑ Cost for print sub and fiche

Serials Cancellation – Analysis

“Under 25” report brought to committee:

- Title by title decisions in committee
- Physical issues brought to meeting
- Also considered anecdotal experience
- Cancelled 80 titles, saved over \$8K print, \$2.5K fiche

Does a lot of full text use weigh for or against cancelling the print?

Serials Cancellations – Examples

- American Scholar – cancelled print and fiche
 - 7 hits in 2 years in the openurl server
 - full text in EBSCO; 47 full articles in EBSCO read in 3 years
 - microfiche not re-filed at all in last 5 years
- Catholic Biblical Quarterly – cancelled print
 - 5 hits in 2 years in openurl server
 - full text in EBSCO, only 10 articles in 3 years used



Serials Additions

- Faculty-requested titles
- Every year – look at top ILL titles requested
- Every year – look at top abstract-no-full-text data from vendors



Serials Additions – Print Subs

Factors considered before adding subscription:

- ❑ Cost! – including cost per article in CCC
- ❑ ILL requests
- ❑ OpenURL resolver hits
 - manual and linking
- ❑ Full text in aggregate database
 - not determinative
- ❑ Full text linked to print sub? Cost? Access?

Serials Addition - Example

Journal – *Hand Clinics*

- High ILL use – 47 requests in 2 years (CCC = \$\$\$)
- 102 hits in the openurl resolver in 2.5 years
- 78 abstracts viewed in EBSCOHost (Medline, CINAHL)
- Cost: \$377 including online with backfile to 2002
- Decision: Subscribe



Database Addition

- ❑ JSTOR Arts & Sciences Collection 4
- ❑ Education-heavy
- ❑ Moving wall 2-5 years
- ❑ Titles we have in print but no online
- ❑ Need to ask Deans for initial fee
- ❑ Educ. Dean wanted to know demand for older education journals

Could you answer this question?

Database – Addition – ERIC

- ERIC in EBSCOHost
- Web server log files from OpenURL
“sid=ERIC”, pub date
- 1.5 years of log data
- Excel Pivot
- Requested articles by decade/year:

Year	Total
1960s	84
1970s	656
1980s	851
1990-1995	1120
1996-1999	1288
2000	834
2001	880
2002	1110
2003	1512
2004	72
2005	83
Grand Total	8490



Questions?
