Halt! Who Goes There? Assessing Library Use With Turnstile Data

Susan Bailey and Megan Slemons
Emory University
What we used to know

Woodruff Library Entry 2013-14

<table>
<thead>
<tr>
<th>Category</th>
<th>Entries</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEOLOGY</td>
<td>9,361</td>
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<tr>
<td>PUBLIC HEALTH</td>
<td>4,509</td>
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<tr>
<td>OXFORD</td>
<td>4,385</td>
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<tr>
<td>NURSING</td>
<td>1,570</td>
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<tr>
<td>MEDICAL</td>
<td>3,996</td>
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<tr>
<td>LAW</td>
<td>12,502</td>
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<tr>
<td>GRADUATE</td>
<td>59,560</td>
</tr>
<tr>
<td>COLLEGE</td>
<td>498,474</td>
</tr>
<tr>
<td>BUSINESS</td>
<td>102,403</td>
</tr>
<tr>
<td>ALLIED HEALTH</td>
<td>35</td>
</tr>
</tbody>
</table>
What we know now
Goals of the project

- More granular entry times
- Aggregated, anonymized data
- Greater demographic detail about library users
- A process that is not labor-intensive
About the Emory Libraries

Pitts Theology Library
Math & Science Reading Room
Marian K. Heilbrun Music & Media Library
Woodruff Health Sciences Center Library
Robert W. Woodruff (Main) Library
Hugh F. MacMillan Law Library
Goizueta Business Library
James S. Guy Chemistry Library
Manuscripts, Archives, and Rare Books Library (MARBL)
Oxford College Library

scholarblogs.emory.edu
Cast of characters

Original Project Team
Charles Forrest, Library Facilities
Susan Bailey, Library Assessment Coordinator
Terence Jefferson, Security Team Leader
Staff from Emory Shared Data
Staff from Emory Card Office

Development Team
Mike Mitchell, Head of Software Engineering
Jay Varner, Software Engineer
Kevin Glover, Software Engineer
Tonia Edwards & Dana Kuebler, Project Managers

Data Use Team
Susan Bailey
Megan Slemons, Library Fellow

"Royal Ballet School curtail call" by Scillystuff - Own work. Licensed under Creative Commons Attribution-Share Alike 3.0 via Wikimedia Commons - http://commons.wikimedia.org/wiki/File:Royal_Ballet_School_curtail_call.JPG#mediaviewer/File:Royal_Ballet_School_curtail_call.JPG
Where are we?

Data for Woodruff, Health Sciences, Law are in the system

Can export data as CSV for custom date range

Dashboard is in development

End Goal

Somewhere over here!

Project Proposal
Challenges and choices
The original project team

Data

Our Team

Access

Organizational Changes

Leadership Changes

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Challenges and choices
The development team
Challenges and choices
The data use team

What level of detail do we want?

How do we tame the high level of detail that we have?
Library Use Dashboard
A preview of the test environment

Library Assessment Conference
August 5, 2014
Compare data across libraries
Lots of filtering options
A word on scope creep
Challenges and choices
Moving forward

What about visitors?

How much of why people come in should we account for?

Who really owns this project now?

Where does LibPAS fit in?

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Thank you!

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