

Maximizing ROI and End of Year Reporting

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“It is a capital mistake to theorize before one has data”

Sherlock Holmes



Do You Have the Data?

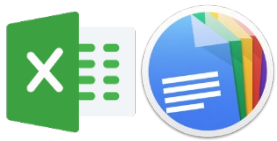
Website Usage



Social Media



Docs and Sheets



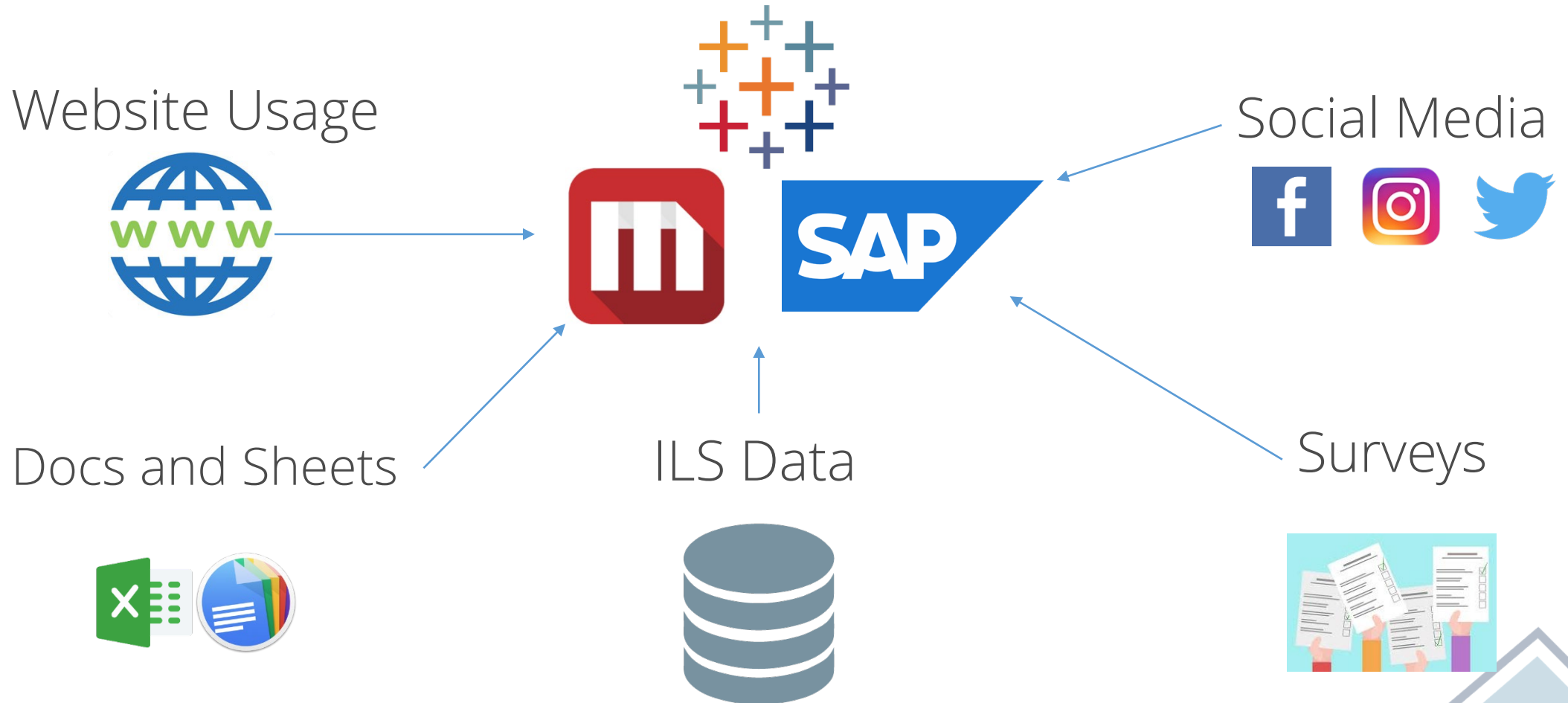
ILS Data



Surveys



Do You Have a Business Intelligence Tool?



Benefits of Centralized Data in a Single Tool

- Easier to train on one tool rather than dozens
- Report across multiple data sources in one place
- Reduce duplicated work
- Holistic view of your library's performance and impact
- Build once and automate
- Control who sees what
- Build reports for specific audiences
- Free up staff time for other responsibilities



*My data is centralized in
one place...now what?*



Ask Questions

- What school materials are students checking out as semesters end?
- Which of our online resources are remote patrons viewing?
- What additional career resources do we need for our graduating students?

Ask better questions!

- For a particular student, when would be the most impactful time to notify them of relevant university material arrivals, particularly towards the end of semesters?
- What combination of highly relevant digital resources can we bundle for our remote students?
- How can we regularly engage students in preparing to enter the job market with the best library tools and relevant materials?



Replace guesswork with data-driven decisions

We should *start* a new student on-boarding book track because ~~I think it would be helpful~~

We should *investigate* a new student on-boarding book track because **53%** of new students surveyed felt as though they needed day 1 available resources guidance and **72%** felt that the university library was very beneficial. Additionally, our relevant catalog and e-resources can have targeted improvements based on forecasting models that indicate an increase of **20-27%** usage after a new program announcement.



Better library experiences can turn into higher returns on investment

By better engaging those who use and fund your library (and having the data to prove it!) with an analytical framework you will be armed with the information you need to request funding, continue successful programs, and find weak points to improve, remove, or replace.



Automating Recurring Reports

- Now that you have a business intelligence tool and all your data in one place...**automate!**
- Significant time upfront but little maintenance moving forward
- Minor adjustments along the way
- Less staff time and headaches when report deadlines sneak up on you
- Remove duplicate work- coordinate frequently across your analytics team

In Review

- Pick a good business intelligence tool
- Centralize your data
- Ask the right questions
- Automate and save staff time
- Use information to drive decisions, funding, improve or replace programs, and increase ROI