

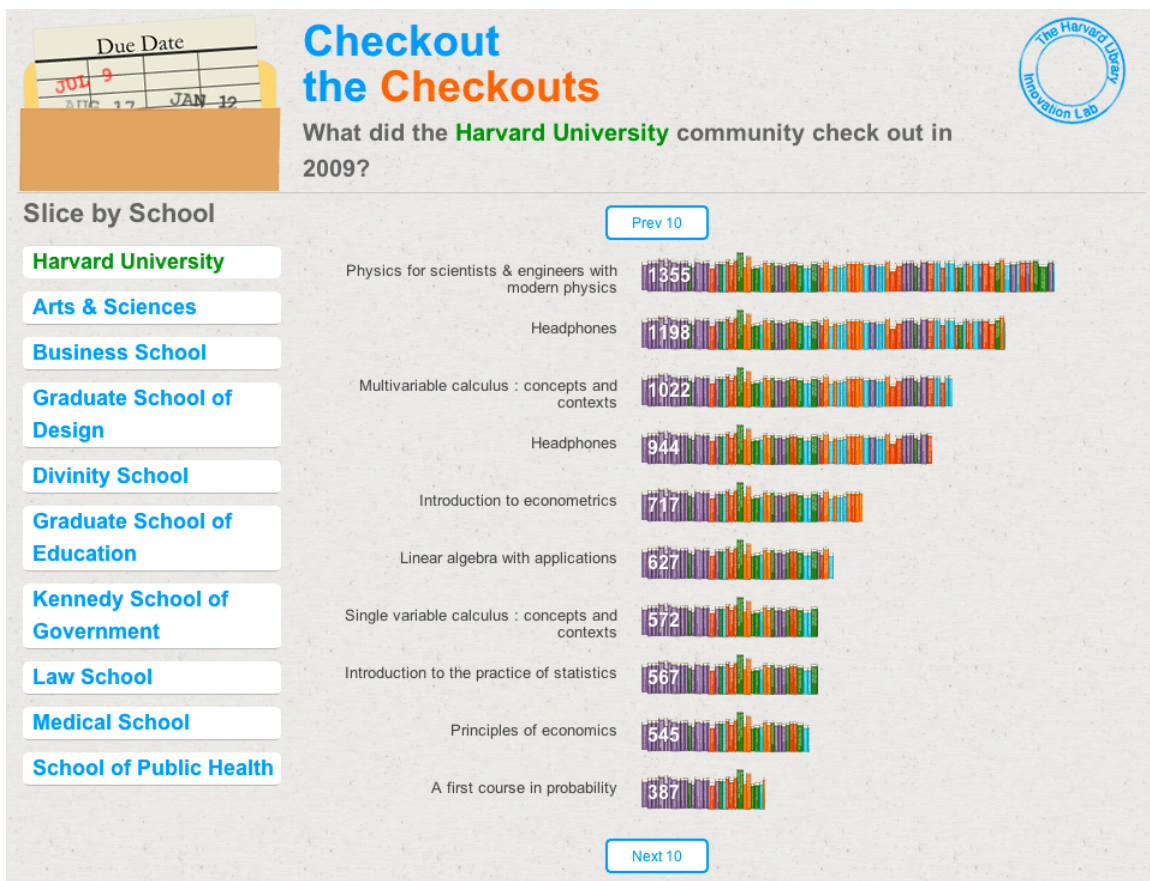


Library Analytics Toolkit

Library Lab Grant Proposal

Overview

The Library Innovation Lab's "Check Out the Checkouts!" page lets a user browse through lists of the Harvard Libraries' most frequently checked-out works, by school and user affiliation. It is a small initial taste of a facility we would like to take much further.



Expanding analytics

Although the “Check out the Checkouts!” page currently shows only three facets of a single type of library use (circulation checkouts), user reaction to it has been uniformly positive. We would like to expand its functionality into a standalone interactive analytics dashboard that would provide detailed and real-time information about library usage events in the Harvard system that could be configured by individual Harvard Libraries.

The proposed Library Analytics Toolkit could consist of the following:

1. A top-level view of user activity across the Harvard Library system. This view would show the pace of recent checkouts or returns, recent acquisitions, e-resource database usage, and any other event metric that libraries might wish to track. Very likely, this display would be based on a map-based or graphical depiction of the Harvard Library System.



2. An individual library view of activity at a particular Library. This view could show the same usage metrics as above but on a local level using a scrolling or "streaming" interface.

Library Analytics

To accomplish this would require:

1. Research into and development of additional types of data that could be incorporated into the Toolkit, for example:
 - a. How to incorporate electronic resource usage data from available user statistics
 - b. Capturing reference question trends and analysis of those trends
 - c. Tracking library sources used in classes
2. Documentation describing the Toolkit's expected data input formats
3. Configurable visualization tools
4. Configurable end user interface tools
5. Downloadable deployable package

The Toolkit would eventually be offered as open source software to any library that wants to give its users — including its own staff — visual ways to explore the active life of a library.

Match with Library Lab grant values

We believe the Harvard Library community would find it a very helpful tool. It would enable library users, librarians, and administrators to track library event usage in a configurable way - a user could discover what other users with similar interests are researching, collection development librarians could use the metrics to make better informed collection development decisions, library administrators could more easily discover statistics to justify expenditures.

The project will be scalable, open source, and will be made available openly and freely to any library or person who wants to use it.

Effect on daily operations

Kim Dulin will be the "principle investigator." She will oversee the series as part of her work at the Library Innovation Lab.

Library Analytics

Evaluation

The project will have succeeded if a library analytics tool is developed and is made available.

Proposal

**RESEARCHER TO EXPLORE THE VARIOUS EVENT METRICS AVAILABLE AT
HARVARD - 120 HOURS AT \$14/HR = \$1,680**

**DEVELOPER TIME TO WORK ON VISUALIZATION AND END USER INTERFACE
TOOLS - 200 HOURS AT \$85/HR= 17,000**

TOTAL: \$18,680