Metrics of monograph use in the Marston Science Library
by Michelle Foss Leonard and Steve Carrico
University of Florida
Why Metrics? Why Now?

• “Higher education will be increasingly viewed as a business, and calls for accountability and for quantitative measures of library contributions to the research, teaching and service missions of the institution will shape library assessment programs and approaches to the allocation of institutional resources.”

• UF is moving toward a business based budget model.
• Important for the UF Libraries to justify collection spending AND how the collections are being used by the patrons.
• Lead to new collection policies & procedures.

ⁿACRL Research Committee: Environmental Scan 2007
The current study provides an initial assessment of use data associated with the monograph collection at the Marston Science Library (MSL), University of Florida.

Sciences covered in Marston fall within the major Library of Congress Classification schedules of Q, S, and T.

Metrics covered:
- Potential users
- Circulation / In-house usage
- E-books
Potential Audiences

Potential Science Monograph Users, 2008-09
(n=16,609)
Potential Audiences

Potential users in CLAS, 2008-09
(n=3,291)

Departments

- Astronomy
- Bio/Bot/Zoo
- Chemistry
- Geological Sciences
- Mathematics
- Physics
- Statistics

- Faculty
- Graduate
- Undergraduate
Circulation by User Group for subclasses of Q (Science)

Q Class 2008-09 Circulation by User Group and Subclass (n=10,335)
Circulation by User Group for subclasses of S (Agriculture)

S Class 2008-09 Circulation by User Group and Subclass
(n=1,331)

- Items circulated
- Faculty
- Graduate
- Staff
- Undergraduate

S subclasses:
- S (Agriculture)
- SB (Plant culture)
- SD (Forestry)
- SF (Animal culture)
- SH (Fisheries)
- SK (Hunting)
Circulation by User Group for subclasses of T (Technology)

T Class 2008-09 Circulation by User Group and Subclass
(n=3,948)

Items circulated

T subclasses

T (Technology)
TA (Engineering/Civil)
TC (Hydraulic Engineering)
TD (Environmental Technology)
TE (Highway engineering)
TF (Railroad engineering)
TG (Bridge engineering)
TH (Building construction)
TJ (Mechanical engineering)
TK (Electrical engineering)
TL (Motor vehicles)
TN (Mining engineering)
TP (Chemical engineering)
TS (Manufacturing)

Faculty
Graduate
Staff
Undergraduate
Create your own tag cloud from any text to visualize word frequency.

Showing top 26 of 102 possible words

sb112 (7)  sb123 (10)  sb13 (11)  sb185 (5)  sb191 (5)  sb267 (5)
sb317 (8)  sb349 (5)  sb351 (8)  sb385 (5)  sb409 (6)  sb413 (5)  sb433 (6)
sb435 (6)  sb439 (6)  sb608 (23)  sb611 (6)  sb731 (5)  sb734 (5)  sb750 (5)
sb933 (10)  sb945 (5)  sb950 (7)  sb975 (10)  sb990 (5)  sb998 (7)

Save as...

HTML embed  printable/full-screen  PDF
Findings from circulation

1. Graduate student borrowing far exceeds borrowing of either faculty or undergraduates, except in fisheries, zoology, and chemical engineering.

2. Based on total potential users, borrowing average is less than 1 book per user per year.

3. LC subclasses with the highest circulation activity were identified.
In-House Use

In House Book Usage, Jan-May 2010
(Q, S, T  n=2892)
Study conclusions concerning monographic use

• Monographic use by patron status is now evidence-based with graduate students accounting for 58% of the circulations.

• LC classes of greatest interest have been identified: QA, QH, QC, QD, S, SB, TK, TA, TP,

• Current purchasing decisions accurately reflect usage

• 41 print titles were also available in electronic copy and online usage was 100% greater. This finding has major implications for future collection development decisions.
Print vs e-use for titles
[40 titles circulated 43 times; online usage was 431, or a 100% increase.]

Print vs e-uses for 40 titles, 2008-2009

Uses
Print uses
E-uses
<table>
<thead>
<tr>
<th>LC Class</th>
<th>Expenditure by LC Class</th>
<th>LC Class</th>
<th>MyiLibrary Titles Purchased by LC Class</th>
<th>Average Cost Uses in LC Class</th>
<th>Average Cost Per Use</th>
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<td>Q, S, T</td>
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<td>72</td>
<td>$115.02</td>
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<td>Grand Total</td>
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<td>193</td>
<td>$106.86</td>
<td>901</td>
<td>$22.89</td>
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<table>
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<tr>
<th>Total uses</th>
<th>Uses Oct 09 - May 10</th>
<th>Use April - Sept 09</th>
<th>No. of books reused</th>
<th>% of books reused</th>
<th>Books reused twice or more during pilot</th>
<th>Books with 10+ uses during pilot</th>
<th>Books with 10+ uses after pilot</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1527</td>
<td>626</td>
<td>901</td>
<td>137</td>
<td>84</td>
<td>17</td>
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</tbody>
</table>
What does all this mean? What is the impact?

Based on metrics and usage statistics:

• recommend CM policies & procedures that encourages the purchase of e-books;

• initiate discussion with e-book vendors to provide more convenient ways to gather and analyze usage stats.

• Continue to use patron-driven acquisition models for ebooks:
  – MyiLibrary;
  – course reserves, ILL, and distance learning

• Adapt collection weeding policy for hard copy based on usage statistics:
  – moving books into off-campus storage
  – recommend policy for weeding hard copy with e-book equivalent.
Questions?

- Michelle Leonard
  Science & Technology Librarian
  University of Florida
  mleonard@uflib.ufl.edu

- Steve Carrico
  Acquisitions Librarian
  University of Florida
  stecarr@uflib.ufl.edu