

Analytics Working Group Meeting Agenda and Notes

Date	Time	Location
Sept 13, 2018	10am (central)	WebEx

Preparation notes for Attendees
Draft Analytics Matrix - “Analytics Ranking” tab

Attendees			
Notetaker:	Ryan - x	Kelley - x	Elisabeth - x
Danny - x	Shirley - x	Jim - out sick	
Karen - vacation			

Action Items from previous meetings / Updates	Status/Notes
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Topics for Discussion and Decisions	Notes	Decisions
Finalize and prioritize what analytics data we want to collect	Analytics Ranking tab color coded it to group like items	Create a chart of analytics we’re collecting and the dates for when that information is available. City-level geographic data for users - Where are our users located? - Communications - Collection Development <i>Sustainability</i> What are they using? - What are users <i>from</i> a geographic area using? Downloading? Filter by other metadata elements. - Communications

		• Collection Development • <i>Sustainability</i> "Date range of materials being used (by decade)? Do this by "Time Period" facet?" By type (scanned map vs GIS data)? Show Collection by Decade (filter by other fields) • Geography (map with every actual bounding box at 10% opacity so that the more there are the darker it is) [This would also be useful for the interface] • Bounding boxes (by subject?) for collection development • "Geographic location of users by title/subject/etc?" Ex: For MN users, what are they using? For MN data, who is using it?" • Download (cross-reference with any other facet) • Usage by Coverage – click on place and see where users are coming from? • Write up "nice to have" items for possible Analytics/Tableau work at other institutions in the future • Ex: Visualization showing flow between user locations and map locations generalized
Examine data we want to collect but cannot at the moment		New "Events" to add to Google Analytics: • More details link • Metadata button • Web services button • Tracking downloads, sessions, pageviews, etc • Facets

		Overall data management for analytics data • Possibility of making the raw data available for use in other tools?
Generate Ideas for Promotion Based on Analytics Data	From Danny: • Use info to drive blogs and other promotional tidbits by: ○ Pointing out high use stuff. ○ Pointing out things we think are cool, but people aren't noticing/using. • Use analytics to drive other things, like interface improvement. Say people end up heavily using a certain facet, make sure that facet gets attention. • If possible, generate stories with our analytics, such as: ○ What sort of content is being used that we did not expect - maybe maps of Liechtenstein are unusually popular. ○ Maybe we're getting a lot of use from outside the US. ○ Maybe people are searching for content we don't have - ex: theme park maps and we don't have many - so should we start adding some? How to include analytics in reports (for sponsors / participating institutions / etc)? <u>"Dashboard" page of site usage for public?</u> Explore section of website highlighting analytics data • Most downloaded files • Most accessed records • Most popular searches Indicate on each record how many times accessed/viewed?	Communications committee to use data to inform monthly blog posts. • Solicit ideas for "cool" data from institutions and highlight ones with low use ○ Follow up to track future usage ○ Use data to inform future blog posts Interface committee to use data (ex: facets) to inform user testing, development, etc; also monitoring data for features getting heavy use Communications monitoring the data for unusual usage (spikes in use, geographic location of users) Collection Development monitoring (search) data for areas we do not have Ask Task Force what might be useful Ask sponsors what would be useful Interface committee → explore these?

	Place to list new data sets?	
	Visualizations to track usage change over time	
Tentative Work Plan	1. Go over large group suggestions; connect ideas about what data we want to collect to our goals/ strategic plans; examine baseline analytics from our site and other geoportals 2. Refine and connect to goals 3. Meet with Eric Larson (UMN Web Developer) to go over our list of questions we want to answer with the data and get his input/feedback 4. Draft of what analytics data we want to collect and why (Ryan will then confer with Eric again to determine what is possible or not at the moment) 5. Finalize what analytics data we want to collect; examine data we want to collect but cannot at the moment; generate ideas for promotion based on analytics data 6. Meet to review final report	

Date	Time	Location
July 30, 2018	3pm (central)	WebEx

Preparation notes for Attendees
Draft Analytics Matrix

Attendees			
Notetaker: Karen	Ryan - x	Kelley - x	Elisabeth - conflict
Danny - x	Shirley - x	Jim - x	

Karen - x			
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Action Items from previous meetings / Updates	Status/Notes
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Topics for Discussion and Decisions	Notes	Decisions
Draft Analytics Matrix	Fill out "Degree of Usefulness" column Fill out "Analytics / Committees / Goals" tab	Done Ryan will add numerical values so we can rank the priorities
Tentative Work Plan	7. Go over large group suggestions; connect ideas about what data we want to collect to our goals / strategic plans; examine baseline analytics from our site and other geoportals 8. Refine and connect to goals 9. Meet with Eric Larson (UMN Web Developer) to go over our list of questions we want to answer with the data and get his input/feedback 10. Draft of what analytics data we want to collect and why (Ryan will then confer with Eric again to determine what is possible or not at the moment) 11. Finalize what analytics data we want to collect; examine data we want to collect but cannot at the moment; generate ideas for promotion based on analytics data	

Date	Time	Location
July 18, 2018	11am (central)	WebEx

Preparation notes for Attendees
Draft Analytics Matrix

Attendees

Notetaker: Karen	Ryan - x	Kelley - vacation	Elisabeth - x
Danny - x	Shirley - x	Jim - conflict	Eric - x
Karen - x			

Action Items from previous meetings / Updates	Status/Notes
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Topics for Discussion and Decisions	Notes	Decisions
Draft Analytics Matrix	Discuss with Eric - we have Google Analytics - everyone on this meeting now has Read Only access our Google Analytics - Data is collected via: • Google Analytics (doesn't track IP address, city is most granular level) • Rails Application (browsing activity, load time, bookmarks) • Apache Web Server (IP address) Consider labor/time spent doing analytics vs. amount of web traffic our geoportal gets.	
Tentative Work Plan	12. Go over large group suggestions; connect ideas about what data we want to collect to our goals/ strategic plans; examine baseline analytics from our site and other geoportals 13. Refine and connect to goals 14. Meet with Eric Larson (UMN Web Developer) to go over our list of questions we want to answer with the data and get his input/feedback 15. Draft of what analytics data we want to collect and why (Ryan will then confer with Eric again to determine what is possible or not at the moment) 16. Finalize what analytics data we want to collect; examine data we want to collect but cannot at the moment; generate ideas for promotion based on	

	analytics data	
Questions/Comments from Collection Development Committee (via Kelley)	1. We'd like to have analytics for "subject", a combination of "coverage and subject", and usage stats of subject. 2. Some early data does not look accurate - page views and sessions. 3. Please update Ohio to Ohio State (and any others that may be incorrect). 4. Is it possible to add analytics for how much time was spent looking for data in specific regions (and by subject)? 5. Is there anyway to speed up load/display time? Maybe offer a menu of options then choose so it is loading a single analytic at a time? I think the current set up calculates and loads all but only displays one at a time. 6. Is it possible to add analytics for originating agencies/organizations?	

Date	Time	Location
June 5, 2018	2pm (central)	WebEx

Preparation notes for Attendees
Continuation Proposal Collection Development Policy Statement Collections Strategic Work Plan

Attendees			
notetaker:	Ryan - x	Kelley - x	Elisabeth - x
Danny - x	Shirley - x	Jim - x	

Action Items from previous meetings / Updates	Status/Notes
Evaluate for connections to analytics: • Continuation Proposal • Collection Development Policy Statement • Collections Strategic Work Plan	
Analytics Brainstorming Document Analytics & Goals	

Topics for Discussion and Decisions	Notes	Decisions
Evaluate for connections to analytics:	• Continuation Proposal ○ • Collection Development Policy Statement ○ • Collections Strategic Work Plan ○	Create a spreadsheet – many analytics will benefit multiple goals/committees Create a priority matrix? • Degree of difficulty • Amount of time • Degree of usefulness of the analytic • Number of goals the analytic supports • Number of committees that find it useful
Vacations	Elisabeth – August 11-26 Ryan – July 6-11 Jim – August 6-10 Shirley – July 2-6 Kelley – end of August?	

New or Updated Action Items	Responsible	Due

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Date	Time	Location
May 16, 2018	1pm (central)	WebEx

Preparation notes for Attendees
Analytics Working Group Charter Working Group Guidelines

Attendees			
Notetaker: Ryan	Ryan - X	Kelley - X	Elisabeth - X
Danny - X	Shirley - X	Jim - X	

Action Items from previous meetings / Updates	Status/Notes

Topics for Discussion and Decisions	Notes	Decisions
Discuss Analytics Working Group Charter draft		
Examine Baseline Analytics from our site and other geoportals	Usage Statistics • Pageviews • Sessions • Users Tableau data What else do we want to know? Usage data for Wisconsin OGP and NYU GBL	Events to track? Clearly define what terms mean – “download”; “session”; “pageview”; etc Can we track users from our own institutions? Track what we can? Is city-level good enough? For big cities, hard to equate without specific within the city. Track by BTAA IP ranges (by institution)? Filter by custom geographic region? Break down Pageviews per Institution by city? Map of users? What are they using?

		Geographic location of users by title/subject/etc? Alluvial visualization showing flow between user locations and map locations generalized <u>Coverage</u> Heat map instead of dots Geographic coverage is important Usage by Coverage – click on place and see where users are coming from? Bounding boxes (by subject?) for collection development Be able to define areas of strength for our Geoportal Date range of materials being used (by decade)? By type (scanned map vs GIS data)? Do this by “Time Period” facet? (Collection Dev) Combine analytics with user heat map data? Does the way users interact with the geoportal tell us anything about those users? How often Advanced Search is used? Other features? Percentage of users who use the map vs facets? Analyze why users might be clicking “more” on the facets Look at Solr logs? Moving the map, etc to see where people are searching via the map.
Analytics and Goals	How are the data points we want to collect related to our goals ?	Talk about at next meeting
Discuss Task Force suggestions	Analytics - Task Force Suggestions	Categorize?
Tentative Work Plan	17. Go over large group suggestions; connect ideas about what data we want to collect to our goals / strategic plans; examine baseline analytics from our site and other geoportals 18. Refine and connect to goals	Reasonable? Yes. Meet with Eric next time? No – third meeting.

	19. Meet with Eric Larson (UMN Web Developer) to go over our list of questions we want to answer with the data and get his input/feedback 20. Draft of what analytics data we want to collect and why (Ryan will then confer with Eric again to determine what is possible or not at the moment) 21. Finalize what analytics data we want to collect; examine data we want to collect but cannot at the moment; generate ideas for promotion based on analytics data	

New or Updated Action Items	Responsible	Due

TEMPLATE

[Optional: include some descriptive info here, such a committee summary, general meeting info, and frequently accessed links.]

- Use this template to capture running meeting agendas and notes.
- The agenda can be customized to fit the committee's preferences, but should remain a running document and emphasize capturing decisions

Tips

- Use Tools- Document Outline to show a table of contents. Any text set as a Heading will be part of the outline.
- To create a new agenda, use the Outline to navigate to an Empty Template. Copy and insert-paste it to the top.
- Uncheck View-Mode-Print View to transform separated page breaks into dotted lines.
- The top and bottom margins are set to 0 to minimize disruption across page breaks.
- A notetaker that is not the Chair should be assigned for each meeting.

Date	Time	Location

Preparation notes for Attendees

Attendees			
notetaker:	Ryan -	Kelley -	Elisabeth -
Danny -	Shirley -	Jim -	

Action Items from previous meetings / Updates	Status/Notes
[copy of action items from last agenda]	

Topics for Discussion and Decisions	Notes	Decisions
[Topic: person, time] [add bullets and subtopics in same box] [Use imperative sentence form]		

New or Updated Action Items	Responsible	Due