

(Retired at the end of the 2022-23 year)

Key Performance Indicator Definitions

The following KPIs come from the [Dean's online document](#). The following document is meant to define each KPI so that someone reading it could collect the data themselves, assuming they had the permissions and knowledge to do so.

Compilation pages are available for each fiscal year. More detailed analysis and tables for each KPI can be found in the "Detailed spreadsheet" link under each KPI below.

- [KPI Index page](#)

1. Library entries

This was formerly "Gate Counts."

Online form

https://docs.google.com/forms/d/1hl8M13YeLpkIpsJ8jf2jllQbk4888ySITCMeP4ViyyI/viewform?usp=send_form

Detailed spreadsheet

https://docs.google.com/spreadsheets/d/17cacYRj4ljxEOn5NTGbxz8VjIW-YuCDoTvIHFr_vRo/edit?usp=sharing

Sub-items

- a. Duane G. Meyer Library entry count
- b. Haseltine Library gate count

Collection interval

Monthly

Definitions

Number of entries into the library.

Deprecated definition as of 2020-07-01: Number of entries into the library. 3M gate count divided by two. Numbers retrieved from the gates manually at standard intervals.

Explanations

Meyer Library count entries are registered by the people counting cameras at the Main and NW entrance of the library lobby. These are the "In count" from both the main entrance and NW entrance counters. They are collected by a LIT managed database.

In Haseltine Library it is the 3M gate count divided by two. Numbers retrieved from the gates manually at standard intervals.

Deprecated as of 2020-07-01:

Gate counts come from 3M security gates and they count each time a person walks through. So, if somebody goes into the library and walks out 15 minutes later, they are counted twice. For this reason, the gate count numbers are divided by 2 at some point in the process.

Gate counts must be manually recorded at consistent intervals to be meaningful, and for KPI purposes, the count will be monthly. One number for Meyer gate count and one number for Haseltine gate count. Circulation in Meyer Library records the door count every hour and aggregates the numbers as needed.

Larger Assessment Ideas

This is a progression of questions: How many visitors did the library have in 2016? Is this part of a growing, declining, or steady trend? Why might we have that trend? Because of these reasons, what should we do?

Information source

- Joshua
- Mark
- Dea

2. Online catalog usage

Online form

https://docs.google.com/forms/d/e/1FAIpQLSdOQkmq_sf1I1EkD0AF3Dz9TGQPG-pq-JLAJr_eGr2p7M0oAw/viewform?usp=sf_link

Detailed spreadsheet

https://docs.google.com/spreadsheets/d/1mrpOUdLd_4QV5v2sBI_4zkmB2QvZdVbdtwaM00sjp_xM/edit?usp=sharing

Sub-items

1. Sessions
2. Total Search Clicks

Deprecated 2020-07-01:

- a. SWAN - MSU page views from Google Analytics
 - i. Desktop
 - ii. Tablet
 - iii. Phone
- b. SWAN - MSU sessions from Google Analytics
 - i. Desktop
 - ii. Tablet
 - iii. Phone

Collection interval

Monthly

Definitions (needs approval)

Both metrics are collected from EBSCO Admin with the following details specified in Reports & Statistics / Standard Usage Reports.

1. Report type: Interface Usage Report
2. Filters
 - a. Interface: All Interfaces Accessed
 - b. Reporting period: last month
3. Grouping
 - a. Analysis Level: Interface
 - b. Count Aggregation: Total
4. Options
 - a. Detailed

When viewing the report, the numbers will be only for EDS. Find the **Sessions** and **Total search click** numbers.

3. Circulation

Online form

https://docs.google.com/forms/d/1cVJ2RrTMqtiG1ywMbG7nvlKGITDYFRrLEE67vLTLEkY/viewform?usp=send_form

Detailed spreadsheet

https://docs.google.com/spreadsheets/d/1s78PH4gRfjb2G-4pWy0iJBuqynF_40Pp_sbpFIXlaOA/edit?usp=sharing

Collection interval

Monthly

Definitions

The number of checkouts or renewals from a certain location. (I think this still will hold in FOLIO. The idea of location is a little different but when I get access to such numbers I'll write more here.)

Explanations

- Joshua uses an LD Lite query to get these numbers.

Deprecated - Sub-items

The MSU Fact Book previously broke them down as follows plus we will add IG12.

- Greenwood
- Music
- Maps
- Media
- General
- IG12
- All

Deprecated - Explanation

- Use III [Web Management Reports](#) > Circ > Specify the following criteria
 - Circ Stats - "All Activity"
 - Dates - "User spec"
 - Sort by - "Item Location"
- Choose the correct month.
- Export the results to Excel
- Open in Excel
- Copy and paste the appropriate cells into the appropriate spreadsheet holding that monthly information. Add the appropriate calculated fields. Note that there is a "Categories" worksheet in the spreadsheet. Every location code we count has to be mapped to a category and that table is used in VLOOKUP functions in other worksheets.

Information source

- Joshua (III Web Reports)

4. E-resource usage

Online form

https://docs.google.com/forms/d/1RWL8lV0gA8YvfWYxbM-tt1rEFdOfr34eihreE2YGK6M/viewform?usp=send_form

Detailed spreadsheet

<https://docs.google.com/spreadsheets/d/1y6nWTqeF97EXpa1CIGTeNou8BfJ-aA7EnWfe6UQq92U/edit?usp=sharing>

Collection interval

Monthly

Definitions

N/A

Explanations

N/A

Information source

- None

5. Reference questions

Online form

https://docs.google.com/forms/d/1zBal2oqKvSRpCS_TodK63XfGVjtu4DuyJ3JLMrcIn7Y/viewform?usp=send_form

Detailed spreadsheet

<https://docs.google.com/spreadsheets/d/1WO4KxTESx1YZ2XrMsFQaxvBUpZCzb1Y5vo595dYnPg0/edit?usp=sharing>

Sub-items

1. Total reference questions for all MSU Springfield libraries
2. Mode (if mode not tracked then only fill out total reference questions)
 - a. face to face (or phone)
 - b. email
 - c. chat and text

Collection interval

Monthly

Definitions

ACRL Definition: An information contact that involves the knowledge, use, recommendations, interpretation, or instruction in the use [or creation of] one or more information sources by a member of the library staff. The term includes information and referral service. Information sources include (a) printed and nonprinted materials; (b) machine-readable databases (including computer-assisted instruction); (c) the library's own catalogs and other holdings records; (d) other libraries and institutions through communication or referral; and (e) persons both inside and outside the library. When a staff member uses information gained from previous use of information sources to answer a question, the [transaction] is reported as a [reference transaction] even if the source is not consulted again. [Note: this is a modified ANSI/NISO Z39.7-2004 definition for an information request]

Explanations

The list of information sources submit numbers directly.

RIS numbers come from Springshare's LibAnswers, Ref.Analytics Statistics. Location includes: No Value Set, Office, Other. The question type is "Reference." Change the tab to "Analyze Metadata." (Make sure the date filter is set correctly too.)

Information Help Desk numbers come from Springshare's Ref.Analytics. Location includes: Info Help Desk. The question type is "Reference." Change the tab to "Analyze Metadata."

Information source

- Tracy, Joshua - RIS
- Holly, Joshua - Information Help Desk
- Paige
- Anne

6. Research consultations

Online form

https://docs.google.com/forms/d/18SqtP7HpDaVOde2Lqi6kCEGYHBKqH27iLWPUDoeDgII/viewform?usp=send_form

Detailed spreadsheet

<https://docs.google.com/spreadsheets/d/1kUxQJHJel4T7moMfFloff0HEJJbMEu6fhtznQxtkAk0/edit?usp=sharing>

Sub-items

- a. in person
- b. online

Collection interval

Monthly

Definitions

Pre-researched appointments with patrons doing fairly in-depth research.

Explanations

Adopted method as of 2022-04-28: Patrons who arrange a research consultation will do so via the [LibCal forms online](#). To find statistics for them, go to LibCal > Appointments > Booking Explorer. Select all Users and then set the date. Right now, all appointments are consults. If others start using similar functionality, we will have to add limiters.

Previous method: People will enter consultations into LibAnswers via Ref.Analytics' Add Transaction option. When doing so, the "Dataset" must be set to "Research Consultations." Joshua will gather statistics monthly from Ref.Analytics.

Information source

- Tracy
- Paige
- Joshua

7. Subject guide usage

Online form

https://docs.google.com/forms/d/1DH1a6tvZFRjzkgp7WjEkgxT0UN3-eARkybtOwMi8wivo/viewform?usp=send_form

Detailed spreadsheet

<https://docs.google.com/spreadsheets/d/15WxBsSQ2bxBJii-scBYsM7e1-cqIbdmd3NP8tPsbC04/edit?usp=sharing>

Sub-items

1. Subject guide page views

Collection interval

Monthly

Definitions

Page views on subject guide Web pages. If the numbers are collected in a timely manner, within a month or two, then use "published" guides as a limiter. If numbers are collected months late, do not use "published."

Explanations

Use Springshare's LibGuides Statistics. Under the "Guides" tab, select all guides, published, daily, and the time range needed. The reason to not use "published" as a filter too far after the fact, is that any guide unpublished between the data collection month and the present, will not reflect data.

Information source

- Tracy
- Joshua

8. Information literacy

Online form

https://docs.google.com/forms/d/1eBcUOBkxnpcS15v9w4I1LjCY_rgcufapkuyu1zTbez8/viewform?usp=send_form

Detailed spreadsheet

https://docs.google.com/spreadsheets/d/12-3WXWrabw3-IV_ALZK0Xjlk0Q1eqYtTd5Ja-tFOHs0/edit?usp=sharing

Sub-items

- a. the number of sessions given
- b. the number of people reached during those sessions
- c. for credit courses (credit hours generated)

Collection interval

Monthly for information literacy. Once per semester for credit hours generated

Definitions

Explanations

Collect monthly (semester for credit courses)

Information source

- Tracy
- Crystal
- Dea
- Anne
- Others?

9. Website usage

Online form

https://docs.google.com/forms/d/1TPomZrAz8wB7_BgidSifyCW8limt1dQWLx8-HvvaZW0/viewform?usp=send_form

Detailed spreadsheet

<https://docs.google.com/spreadsheets/d/1DW3-vmfW1BJXW57bEdBzLNMx3f2u3-8Ws-4rRQ-0OGA/edit?usp=sharing>

Sub-items

- c. MSU Libraries' entire site
 - i. Page views - Desktop
 - ii. Page views - Tablet
 - iii. Page views - Phone
- d. MSU Libraries' entire site
 - i. Sessions - Desktop
 - ii. Sessions - Tablet
 - iii. Sessions - Phone
- e. CONTENTdm (one number or more)
- f. Other Web sites (Missouri Center for the Book, Testing Center)

Collection interval

Monthly

Definitions

The library's main Web site moved to WebPress in August of 2015. From September of 2015 to the present, our statistics have come from Google Analytics. I created a custom report in Google Analytics that returns the page views for desktop machines, tablets, and phones.

Explanations

Information source

- Joshua
- Shannon (ContentDM)
- Nathan (Missouri Center for the Book)

10. YouTube channel views

Online form

https://docs.google.com/forms/d/1Gigcf5G1h4H7o1AsvHm7SquuEdfOnE-He3HRzeGl8aM/viewform?usp=send_form

Detailed spreadsheet

<https://docs.google.com/spreadsheets/d/1HxGluG-cW9kW1bZ62cJtNSY-LSIkXUsImzu0d5Jh05o/edit?usp=sharing>

Sub-items

- a. Total views
- b. Total watch time
- c. Average view duration (used to be Average view times)

Collection interval

Monthly

Definitions

Explanations

The first year we took “Average view times” directly from YouTube but Joshua decided to get rid of calculated numbers and asked for Total watch time instead. Then view duration could be calculated when needed.

Information source

- Shannon

~~11. Wireless access point usage~~ - Retired

First action is to actually get some data or be told we can get it. Then we can determine what kind of data we need.

Sub-items

Collection interval

Monthly

Definitions

Explanations

Information source

12. Research and publications

Online form

https://docs.google.com/forms/d/1yMTWLKc6Jt1foyNVQ-dfAiyQEmhzVdgz61rANspk4s4/viewform?usp=send_form

Detailed spreadsheet

<https://docs.google.com/spreadsheets/d/1hJvcl8cEMcTpjllAP0fmkpSahoVF495iXMlb01sv848/edit?usp=sharing>

Sub-items

- Presentations - currently not collected anywhere
- Journal articles
- Book chapters
- Books
- Grants - Not counting Show Me grants or in library or in university grants.

Collection interval

Yearly

Definitions

Explanations

These should be counted when they are published or presented and not counted twice.
Counted yearly.

Information source

- Digital Measures - ???