

# Using What You Collect

## Library Data and Student Success

University of Minnesota – Twin Cities

### Introduction

Can we tie library usage data to student success?

**Yes!**

Like any unit on campus, the University of Minnesota Libraries must demonstrate its value to the academy.

The goal of this project: to show, using university metrics of success, what library use does for student success at the U of M.

In addition, analyzing these connections will provide evidence-based data that can inform service improvements, identify user needs, and aid in allocating resources for the most impact.

During the Fall 2011 and Spring 2012 semesters, the U of M Libraries gathered Internet IDs in a number of different areas:

#### Digital

- Database, e-journal, e-book and website logins
- Note: we did not track all on campus usage due to IP based authentication



#### Circulation

- Loans – both new loans and renewals; extracted from Aleph transaction records
- Interlibrary Loan – gathered from ILLiad records



#### Workstation

- Workstation logins were captured by Cybrarian authentication software
- Only transaction that captures "library as place"



#### Instruction

- Workshop registrations, Intro to Research, course-integrated instruction
- Registration does not necessarily mean attendance



#### Reference

- Online reference, peer research consultants, archives, liaison and media consultations
- Reference desk transactions were not tracked



### Frequencies and Demographics

Fall 2011 and Spring 2012

Digital	Circulation	Workstation	Instruction	Reference
1,110,727	269,655	159,316	5,264	3,247
1,202,164	273,452	162,178	5,567	3,475
Databases, e-journals, e-books, website logins	Loans, renewals, interlibrary loan requests	Workstation logins (SMART Learning Commons added in Spring 2012)	Workshops, Intro to Research, course-integrated instruction	Online reference, Peer Research, Archives and Special Collections, liaison, and media consultations

Unique Internet IDs  
61,195

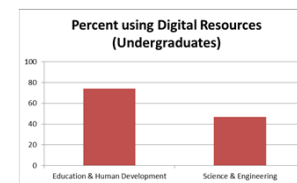
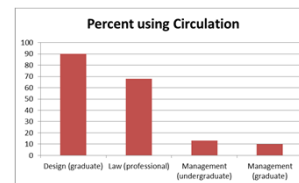
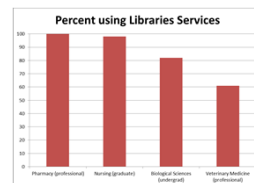
59,722

Sent to Office of Institutional Research (OIR)

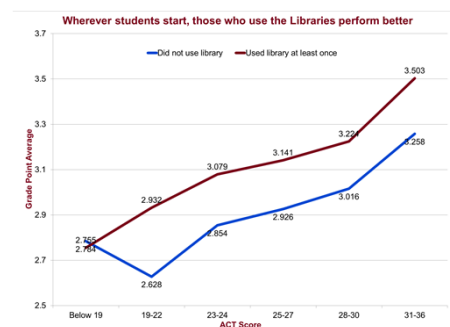
Percent making use of the Libraries

Undergrads	77%
Grad Students	85%
Faculty	73%

### Highs and Lows



### Student Success: First Year Undergraduates



Controlling for demographics, college environment, and academic variables...

.23	Increase in GPA associated with using the library one time
.07	Increase in GPA associated with each new type of library use
1.54	Times more likely to re-enroll for Spring semester for students who used the library at least once
1.1	Times more likely to re-enroll for Spring semester for each one-unit increase in type of library use
7.58	Times more likely to re-enroll for Spring semester for students who participated in <i>intro to Library Research 2</i>
1.03	Times more likely to re-enroll for Spring semester for each one-unit increase in database use

### Conclusions

#### Privacy

- Usage statistics gathered must include personally identifiable information while also maintaining an acceptable level of user privacy
- For example, we tracked that Internet IDs checked out X books, but didn't track titles

#### Demographic Analysis

- Libraries staff were very encouraged by student usage levels: 77% of undergrads made use of the library in Fall 2011, and 78% in Spring 2012
- No school or department dropped below 60% for undergrad or grad student usage of libraries

#### Student Success

- Undergrad library users had a Fall 2011 term GPA of 3.16; non-library users a 2.93
- First-year students who used libraries in their first semester had higher grade point averages and retention when controlling for additional factors

#### Partnerships

- The partnership between the Libraries and the Office of Institutional Research is critical and rewarding for both parties
- We look forward to other libraries and universities conducting this kind of work so we can compare and contrast results. We'd love to work with you!

#### Next Steps

- Continue this work in subsequent semesters; attempt to track a four-year cohort of students
- Improve data tracking efforts and methods
- Can these data inform collection development strategies, help the libraries target marketing efforts, or help inform improvements in library processes?

Want more?

<http://blog.lib.umn.edu/ldss/>

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