

**It's 10pm.**

**Do you know what's  
happening in the library?**

**An Exploration of Hourly Library Usage Data**



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MD Tech Connect | December 8, 2022



## Presenters and Our Library

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**Hilary Thompson**  
Director, User Services  
and Resource Sharing



**James Spring**  
Manager, Library  
Services Unit



**McKeldin Library**  
Main Library  
University of Maryland,  
College Park



## **This presentation will cover:**

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- Why we undertook this project
- Data collected and their sources
- Challenges and limitations
- Applying the data
- Lessons learned thus far
- Plans moving forward
- Suggestions for others



## Why We Undertook this Project

Confluence of events:

- COVID-19 pandemic
- Lost 3 vacant positions to new priorities/budget cuts
- Flat or shrinking L&A budget
- Rising minimum wage (\$11 to \$15 in ~~5 years~~ 3 years)



## **Data Collected and Data Sources**

- Gate count Traffic and Occupancy (Sensource)
- Circulation data from our ILS (Aleph)
- Questions asked at 1st floor service point (Springshare)



## Challenges and Limitations

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- Question data is manual entry – likely under reported and includes Chat data
- Routine schedules could influence circ data (book drops, pull times for books)
- Occupancy must be zeroed out daily
- Some tasks do not generate data or data is not easily available to library staff

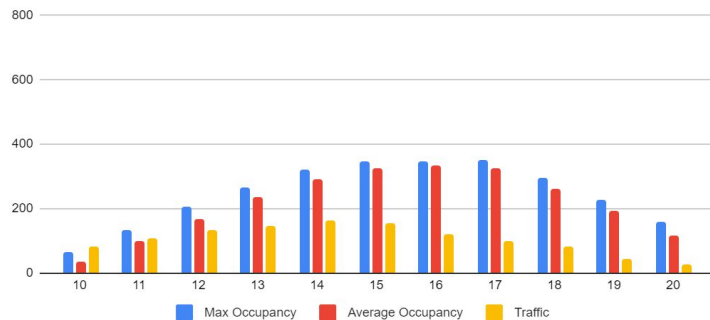


# Applying the Data

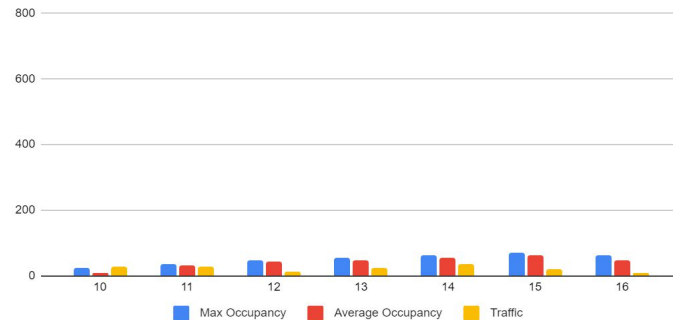
What We've Done To Date and Moving Forward

# Comparing Average Fall Saturday to Saturday After Thanksgiving

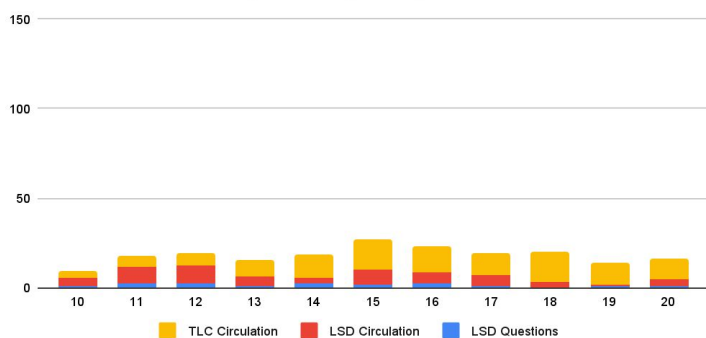
Average Saturday Space Usage: Fall 2021



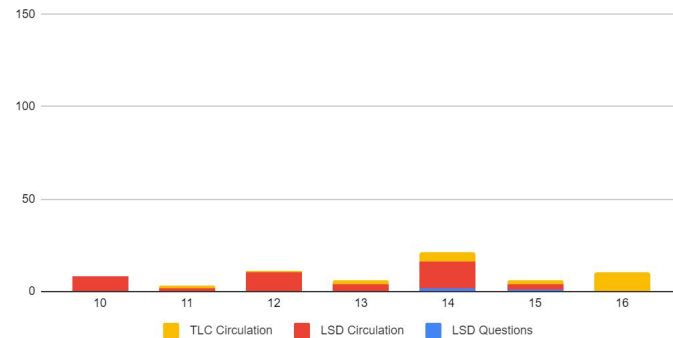
Space Usage on Saturday, 11/27/21



Average Saturday Activity: Fall 2021



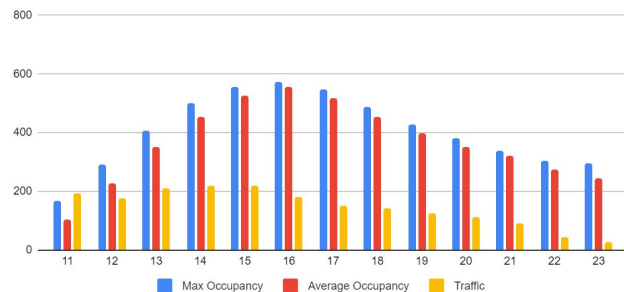
Activity on Saturday, 11/27/21



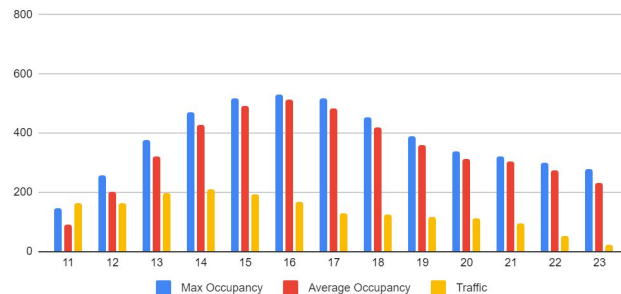


# Comparing Fall and Spring Sundays to Winter Sundays

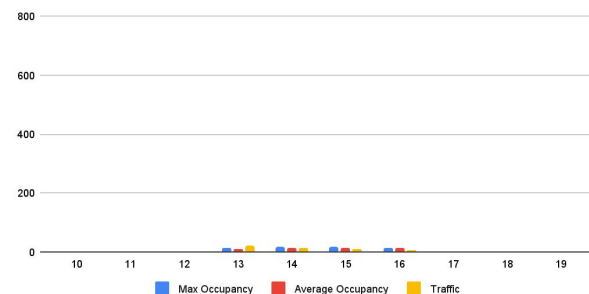
Average Sunday Space Usage: Fall 2021



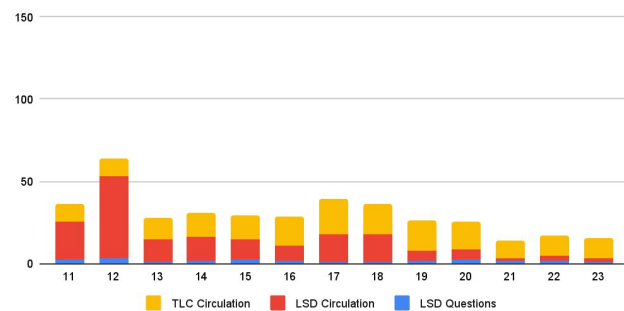
Average Sunday Usage: Spring 2022



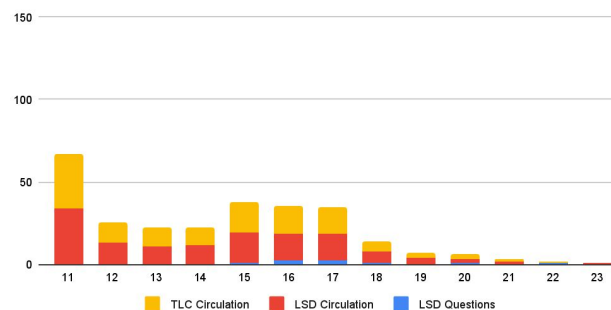
Average Sunday Space Usage: Winter 2022



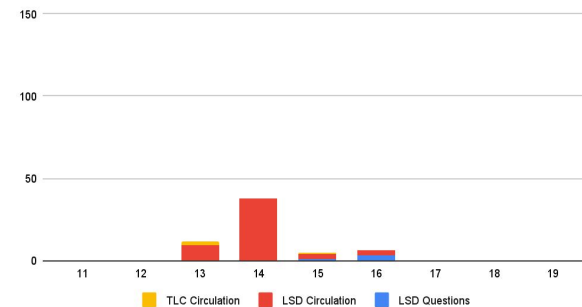
Average Sunday Activity: Fall 2021



Average Sunday Activity: Spring 2022

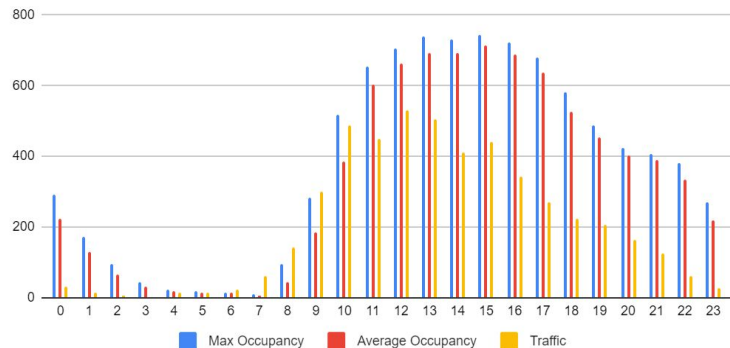


Average Sunday Activity: Winter 2022

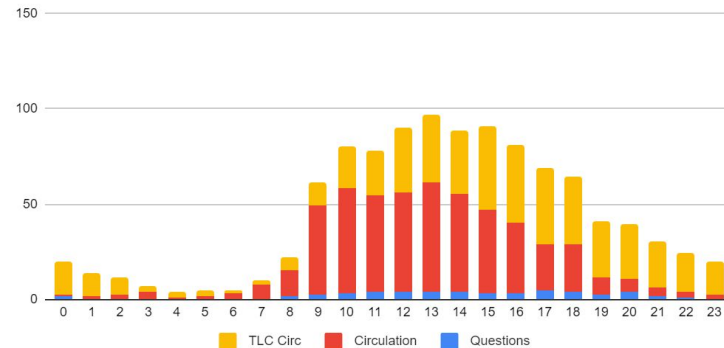


# Average Space Usage and Service Desk Activity for Fall and Spring Weekday Hours

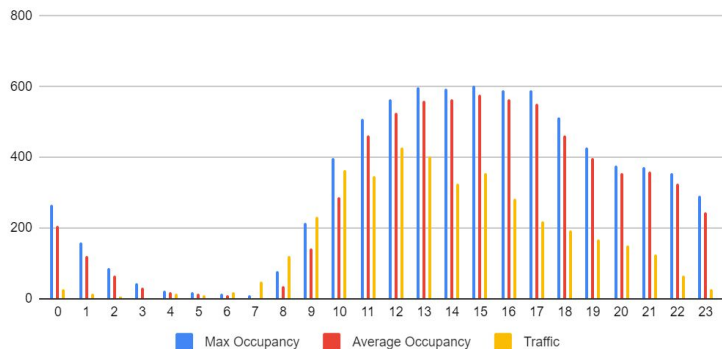
## Average Weekday Space Usage: Fall 2021



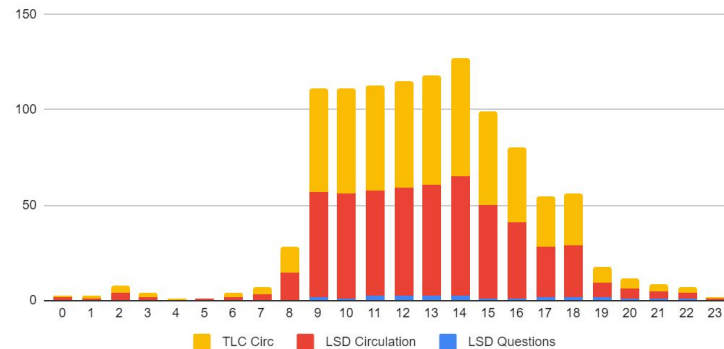
## Average Weekday Activity: Fall 2021



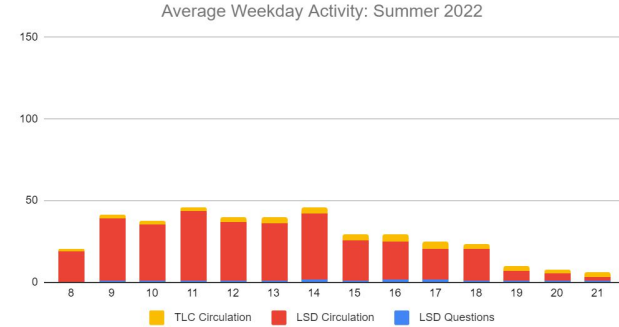
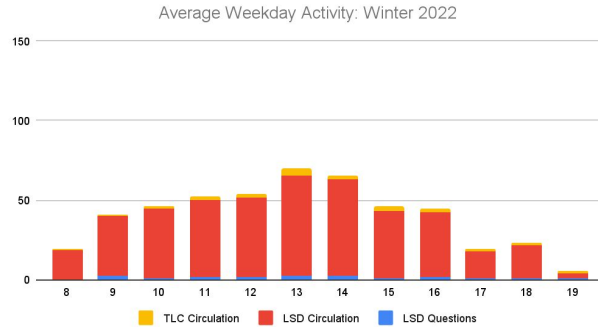
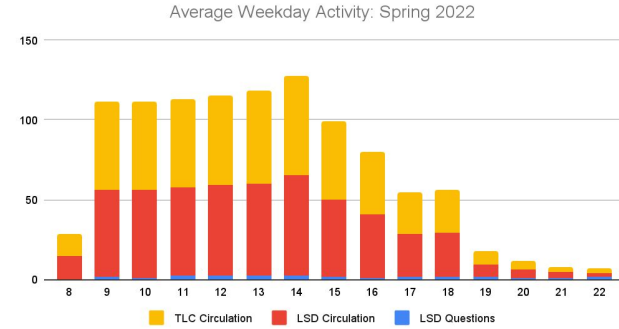
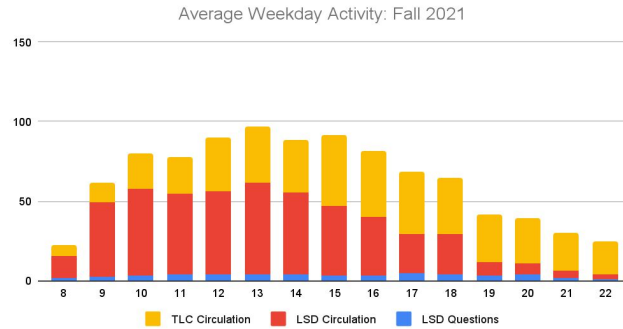
## Average Weekday Usage: Spring 2022



## Average Weekday Activity: Spring 2022



# Comparing Service Points' Activity Levels: Fall and Spring v. Winter and Summer





## **Lessons Learned Thus Far**

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- Iterative nature of this work
- Importance of trends
- Thoughtful scoping



## Moving Forward...

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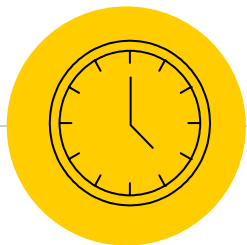
- Continue to collect data and adapt
- Reach out to more partners
- Deep dives into proposed changes
- Target other data analysis



## Suggestions for others

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- Contextualize!
- Collaborate!
- Document!
- Perfection is the enemy of good!



# Thanks!

## *Any questions ?*

You can contact us at:

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