Tracking Users for Effective, Sustainable, Practical Assessment:

Using University ID Data to Better Understand How Library Facilities Are Used

A new approach...

Link the transaction data for entering the building with demographic data that describe Brown users

WHAT WE LEARNED

ABOUT THE PROCESS:

• Data collected/available outside the library can be useful for assessment of library services

• Opportunities exist to build relationships with campus colleagues interested in assessment

• Important to be clear with partners about what data you need and how you will use it; helps if you can show wider application beyond a single need

• Interesting/relevant data provided to library managers in a timely fashion will be used in decision-making

• More people using the data leads to more questions about user behaviors and how to improve services...

• Which leads to more data!

LIMITATIONS:

• Manual process; inefficient

• Gross count of bodies leaving the building

• No detail about who users are

• Little detail about day or time of use

OPPORTUNITY

• Remodeling the library lobby included installing card-access readers at the entrances

• Users now would be required to swipe their Brown ID in order to enter the library