

# COUNTER: Using the ~~statistics~~ ^ data

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# How do libraries use the data?

It's not just for cancellations.

Fundraising & advocacy

Instruction & awareness

# How do libraries use the data?

It's not just for cancellations.

But we do use it for purchasing decisions

Use patterns

Cost per use analysis

Informed decisions come from good information

Good information comes from good data

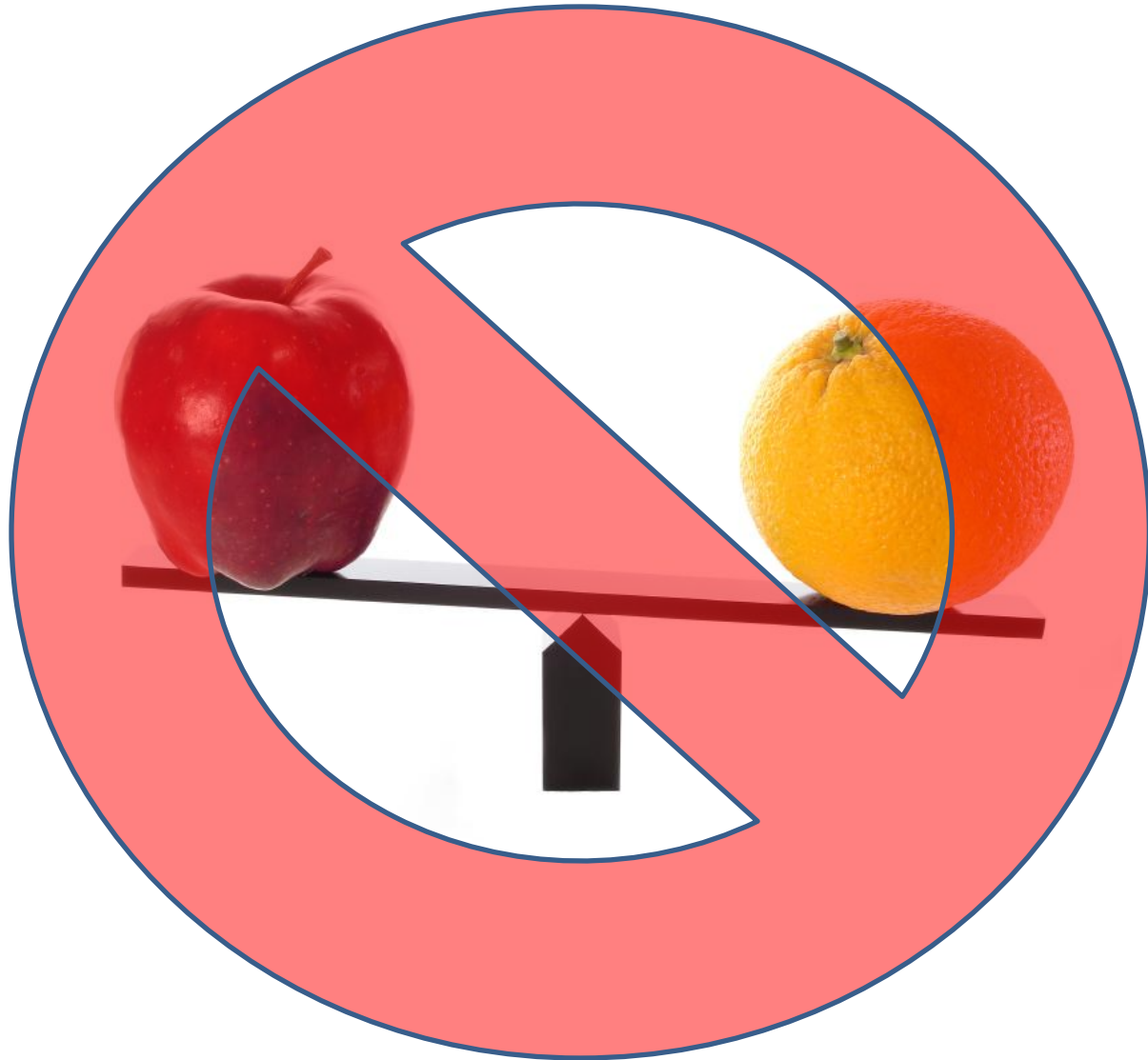
# What is good data?

Accurate

Consistent

Accessible

# How COUNTER helps



# We know what we're looking at

A download means a download

A search means a search

The data we're getting really has meaning.

# Meaningful data helps everyone

Usage anomalies (i.e. spidering)

Instruction

Understanding what metric we should be  
looking at.

# We get data in a timely manner

Monthly reporting lets us reconcile contract term activity with fiscal year activity.

Regularly updated data helps us identify potential problems.

# We get standardized data

Processing can be automated (and a number of tools and products have been developed to do this)

= HUGE time savings.



Image courtesy of the Lipstick Librarian  
(<http://www.lipsticklibrarian.com>)

“Do’s” and...

“Do’s”

(In no particular order)

# #1

Become COUNTER compliant (of course) and maintain consistency with the COUNTER COP.

Automated processing

Timing for retrieval

## #2

Time system changes so they won't disrupt use data delivery.

For example, changing platforms on the 7<sup>th</sup> of the month means double data collection.

## #2.1

(ideally) Find a way to make system changes that doesn't involve a several month lapse in data collection.

Somehow, this always coincides with year-end reporting.

# #3

Maintain consistent account designations for consortia members.

# #4

Listen to your consortia contacts. Consortia see everything that individual subscribers see, but we see it in bulk and to the nth degree, so we'll catch it before individual subscribers. Also, if we see a problem across our accounts, it's likely everyone is experiencing it; we're really good "first responders."

# #5

Keep working with us. We've had some great successes.

#6

Bear with us.