PRESENTATION:

DEMONSTRATING THE VALUE OF E-RESOURCES: THE ESSENCE OF MONITORING AND EVALUATION

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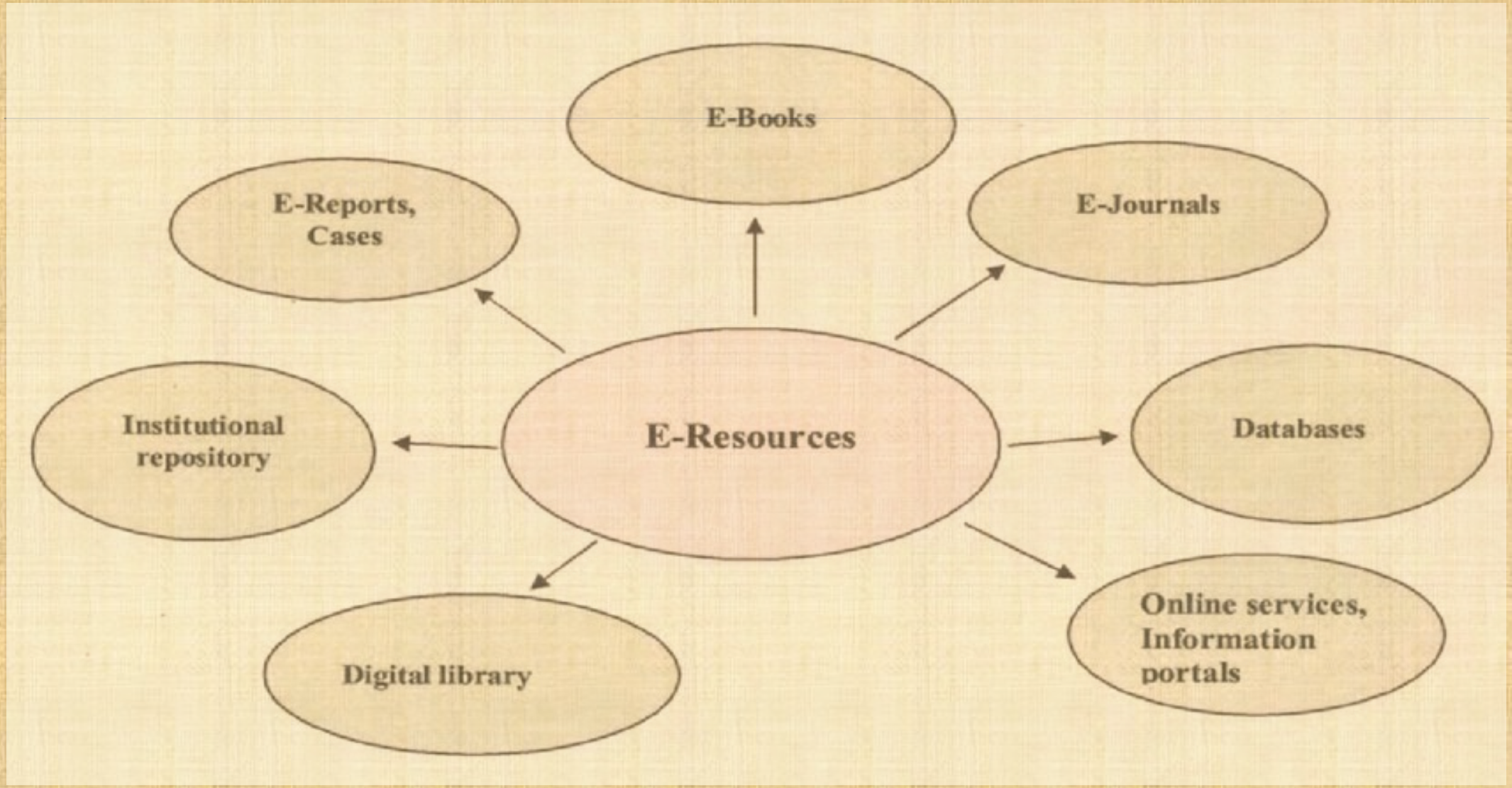
Monitoring
&
Evaluation

Common E-Resources




WHY?

Reason	Purpose	Outcomes	Benefits
Usage Tracking	Measure how frequently and by whom resources are accessed	Identify popular and underused resources	Helps in collection development and user-focused planning
Cost-effectiveness Assessment	Compare usage with subscription/licensing costs	Calculate cost per use, justify renewals or cancellations	Ensures efficient budget utilization
Resource Optimization	Ensure resources are being used effectively	Adjust access levels, licensing, or promotion efforts	Maximizes the value of each resource

Reason	Purpose	Outcomes	Benefits
User Needs Analysis	Understand preferences and behaviors of users	Tailor content and services to user expectations	Enhances user satisfaction and engagement
Technical Issue Detection	Identify problems with access or functionality	Resolve issues faster, improve uptime	Improves user experience and service reliability
License Compliance Monitoring	Ensure usage adheres to license terms	Avoid overuse and contract violations	Maintains legal and contractual integrity

Reason	Purpose	Outcomes	Benefits
Support Strategic Planning	Inform long-term goals and digital strategy	Align resources with institutional missions and priorities	Guides future investments and innovation
Benchmarking & Reporting	Provide data for reports, audits, and comparisons	Demonstrate performance to stakeholders or accreditors	Builds transparency and accountability
Promotion & Training Decisions	Identify underused resources that may need outreach	Targeted promotions or user education campaigns	Increases awareness and resource usage

Monitoring Metrics E-Resources

Metric	Description	Purpose	Common Tools
Total Downloads	Number of full-text articles, chapters, or e-books downloaded	Measures overall resource usage	COUNTER reports, vendor dashboards
Searches Run	Total number of searches conducted in a database or platform	Indicates user engagement	COUNTER DB1, Google Analytics
Sessions/Visits	Number of user sessions initiated	Tracks user interaction and platform use	COUNTER PR1, proxy logs

Monitoring Metrics E-Resources

Metric	Description	Purpose	Common Tools
Turnaways	Users denied access due to license limits	Reveals unmet demand or access issues	COUNTER TR reports, vendor data
Clicks via Link Resolver	Number of times users clicked for full-text via OpenURL	Shows demand and access paths	SFX, EBSCO LinkSource, Alma Analytics
Access Denials (Errors)	Number of failed access attempts	Identifies technical or authentication issues	Proxy logs, vendor error logs

Monitoring Metrics E-Resources

Metric	Description	Purpose	Common Tools
Cost per Use	Resource cost divided by usage count	Evaluates return on investment (ROI)	Calculated using usage + budget data
Concurrent User Limits Hit	Times maximum simultaneous users were reached	Measures whether more licenses are needed	Vendor platforms, license terms

Monitoring Metrics E-Resources

Metric	Description	Purpose	Common Tools
Geolocation of Users	Tracks where users are accessing from (on-campus/off-campus)	Helps optimize remote access setup	EZproxy/ OpenAthens, analytics tools
User Satisfaction	Qualitative feedback on usefulness and ease of access	Improves service and usability	Surveys, LibAnswers, feedback forms

Methods of Monitoring E-Resources

Method	Description	Tools/Examples	What It Tracks
COUNTER Reports	Standardized usage reports from vendors	COUNTER Release 5 reports via vendor portals	Downloads, views, sessions, turnaways
Link Resolver Logs	Tracks user access via OpenURL resolvers	Ex Libris SFX, EBSCO Full Text Finder	Click-throughs to full-text, broken links
Vendor/ Publisher Dashboards	Proprietary platforms showing resource usage	Elsevier, Springer, JSTOR dashboards	Usage stats (searches, full-text, etc.)

Methods of Monitoring E-Resources

Method	Description	Tools/Examples	What It Tracks
Proxy Server Logs	Monitors off-campus access through proxy systems	EZproxy,MyLoft OpenAthens	IPs, sessions, access times, resource URLs
Google Analytics	Tracks user behavior on library websites and discovery tools	Google Analytics, Matomo	Pageviews, click paths, bounce rates
User Surveys & Feedback	Collects qualitative data from users about usefulness and accessibility	SurveyMonkey, Google Forms	Satisfaction, perceived value, access issues

Methods of Monitoring E-Resources

Method	Description	Tools/Examples	What It Tracks
Help Desk/Reference Logs	Tracks technical problems and user support requests	LibAnswers, in-house ticket systems	Common access issues, frequent questions
Digital Collection Analytics	Specific tools for local digital archives or repositories	DSpace, CONTENTdm, IRStats2	Downloads, views, citations


Pain
Points


SOLUTION

Challenges	Solutions
Inconsistent Data Collection – Difficult to track accurate user interactions across platforms.	**Standardized Tracking Systems** – Use COUNTER reports, Google Analytics, and LMS logs for uniform data monitoring.
Low User Engagement & Feedback – Users may not actively participate in surveys or evaluations.	**Incentivized Feedback** – Offer rewards or simplify survey processes to increase user participation.
Privacy & Security Concerns – Ethical issues related to tracking user behavior and storing personal data.	**Data Protection Policies** – Implement secure authentication, anonymized tracking, and comply with privacy laws.

Challenges	Solutions
Measuring Long-Term Impact – Hard to quantify how e-resources contribute to research and learning outcomes.	**Performance Metrics & Case Studies** – Conduct impact assessments, collect qualitative success stories, and track citation influence.
Cost Constraints – Evaluation tools and subscriptions may be expensive.	**Open-Source & Affordable Solutions** – Leverage free tools like DSpace, Koha, and open-access analytics platforms.
Technological Changes – Digital platforms evolve rapidly, making older monitoring methods obsolete.	**Adaptive Evaluation Models** – Regularly update strategies and integrate AI-powered analytics for real-time tracking.

Best Practice	Description
Define Clear Objectives	Set measurable goals for tracking usage, impact, and cost-effectiveness.
Use Standardized Metrics	Implement COUNTER reports, Google Analytics, and citation tracking for accurate monitoring.

Best Practice	Description
Encourage User Feedback	Conduct surveys, focus groups, and usability tests to gather user insights.
Ensure Data Security & Ethics	Use anonymized tracking and comply with privacy regulations to protect user data.

Best Practice	Description
Optimize Cost-Efficiency	Perform cost-benefit analyses and leverage open-access platforms to maximize value.
Implement Adaptive Strategies	Regularly update monitoring tools and integrate AI-driven analytics for improved tracking.
Benchmark & Compare Performance	Assess e-resource effectiveness against industry standards and alternative providers.

Best Practice	Description
Improve Accessibility & Usability	Enhance navigation, mobile compatibility, and multi-device access for better user experience.
Track Long-Term Impact	Measure contribution to research, academic progress, and institutional goals.
Automate Reporting & Analytics	Use AI and automated tracking tools to streamline data collection and evaluation.

Emerging Technologies in M & E

Technology	Description & Benefits
Artificial Intelligence (AI) & Machine Learning	AI-driven analytics help predict user behavior, optimize recommendations, and automate evaluation processes.
Big Data & Predictive Analytics	Advanced data processing tools analyze large-scale usage patterns and forecast trends in engagement.
Blockchain for Authentication	Ensures secure access, prevents unauthorized modifications, and

Emerging Technologies in M&E

Technology	Description & Benefits
Cloud-Based Monitoring Systems	Enables real-time tracking, facilitates seamless collaboration, and improves access scalability.
Internet of Things (IoT) & Smart Sensors	Tracks physical and digital interactions with e-resources, improving engagement measurement.
Automated Reporting & Dashboards	AI-powered dashboards provide instant insights and streamline monitoring for institutions.
Augmented Reality (AR) & Virtual Reality (VR)	Creates immersive learning experiences, offering interactive ways to engage with e-resource content.


Continuous
Improvement

My Role

Role/Activity	Purpose	Outcome	Benefit to the Library
Usage Data Collection	Gather statistics from vendors, proxy logs, and analytics tools	Comprehensive overview of resource utilization	Informs data-driven decisions
Data Analysis & Interpretation	Analyze usage trends, patterns, and anomalies	Identifies high/low usage, access issues	Enables strategic resource management
Cost-Use Evaluation	Compare resource usage to cost	Determines cost-effectiveness and ROI	Supports budgeting and subscription decisions

Technical Troubleshooting	Identify and resolve access errors or broken links	Reduces user frustration and downtime	Improves access reliability
User Training & Awareness	Educate users on how to access and use e-resources	Increases resource awareness and engagement	Boosts usage and user satisfaction
Promotion of Underused Resources	Market lesser-known databases or e-journals	Encourages broader use of available content	Maximizes value of subscriptions

Stakeholder Reporting	Prepare reports for administration, faculty, or consortia	Demonstrates resource impact and performance	Builds support and funding for digital resources
Collaboration with IT/Systems Staff	Work jointly to maintain seamless access (e.g. IP issues,)	Ensures stable technical infrastructure	Enhances user experience

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THANK YOU