RedLink®

LIBRARY DASHBOARD CASE STUDY

Millersville University

Library Dashboard improves operational efficiency and provides evidence for journal purchasing and provision decisions

Millersville University is a U.S. public university offering faculty and students access to thousands of journals across a wide range of disciplines on many publishing platforms. To understand reader demand and the value of the content among its community, the University adopted Library Dashboard in Summer 2016.

The Challenge: Evaluating access and usage across platforms

Millersville provides access to journals via simplified linking: they provide a single link to a preferred platform, rather than giving users a list of different access options. The University selects the platforms to feature based on several factors including user behavior, perceptions, content offering, and availability, to make access easy and simple. To fine-tune content delivery and identify any access issues or misconfigurations, Millersville needs to analyze usage and denials data in real-time across platforms to avoid denials of access to subscribed content. Without a dedicated team responsible for collection development, aggregating and analyzing data from many publishers was time-consuming and difficult, and Millersville was looking for an easier solution.

Our Solution: Library Dashboard – simple and instant access to insights

Library Dashboard has helped Millersville to:

- Build use cases and test hypotheses about platform preferences among readers

- Understand denials data and fix access issues quickly across publisher platforms

- Understand cost per use and variation by platform as part of value assessment

- Validate purchasing decisions and make cogent arguments to administration
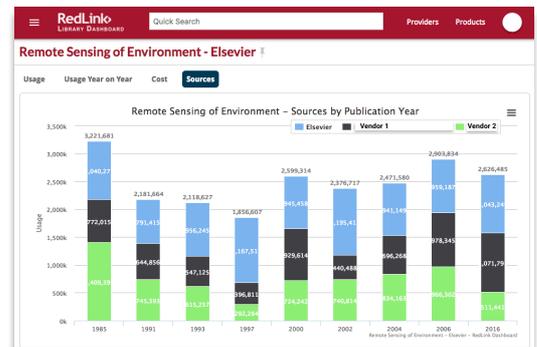
"RedLink's Library Dashboard is an intelligent, sophisticated, yet straightforward tool, that helps us to efficiently allocate resources to meet user needs and demands."
~ Scott Anderson, Information Systems Librarian, Millersville University

Results: Meeting user needs, efficiently allocating resources

Library Dashboard has enabled Millersville to address access issues faster, saving time and ensuring guaranteed access to subscribed content. The staff uses Library Dashboard's simple reports to test perceptions and expectations of user behavior and needs, and make changes to content delivery to ensure the readership can find and access what they need.

Ready to find out more? Contact Isabelle Pelve, ipelve@redlink.com