# Frequencies and Demographics

## Fall 2011 and Spring 2012

<table>
<thead>
<tr>
<th></th>
<th>Digital</th>
<th>Circulation</th>
<th>Workstation</th>
<th>Instruction</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
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<tr>
<td></td>
<td>1,110,727</td>
<td>269,655</td>
<td>159,316</td>
<td>5,264</td>
<td>3,247</td>
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<tr>
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<td>1,202,164</td>
<td>273,452</td>
<td>162,178</td>
<td>5,567</td>
<td>3,475</td>
</tr>
</tbody>
</table>

- Digital: Databases, e-journals, e-books, website logins
- Circulation: Loans, renewals, interlibrary loan requests
- Workstation: Workstation logins (SMART Learning Commons added in Spring 2012)
- Instruction: Workshops, intro to Research, course-integrated instruction
- Reference: Online reference, Peer Research, Archives and Special Collections, liaison, and media consultations

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### Unique Internet IDs

- Fall 2011: 61,195
- Spring 2012: 59,722

- Total sent to Office of Institutional Research (OIR): 120,917

### Percent making use of the Libraries

- Undergrads: 77%
- Grad Students: 85%
- Faculty: 73%

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### Highs and Lows

#### Student Success: First Year Undergraduates

- Controlling for demographics, college environment, and academic variables...

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>p-value</th>
<th>Interpretation</th>
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</thead>
<tbody>
<tr>
<td>.23</td>
<td></td>
<td>Increase in GPA associated with using the library one time</td>
</tr>
<tr>
<td>.07</td>
<td></td>
<td>Increase in GPA associated with each new type of library use</td>
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<tr>
<td>1.54</td>
<td></td>
<td>Times more likely to re-enroll for Spring semester for students who used the library at least once</td>
</tr>
<tr>
<td>1.1</td>
<td></td>
<td>Times more likely to re-enroll for Spring semester for each one-unit increase in library use</td>
</tr>
<tr>
<td>7.58</td>
<td></td>
<td>Times more likely to re-enroll for Spring semester for students who participated in intro to Library Research 2</td>
</tr>
<tr>
<td>1.03</td>
<td></td>
<td>Times more likely to re-enroll for Spring semester for each one-unit increase in database use</td>
</tr>
</tbody>
</table>

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### Conclusions

- **Privacy**
  - Usage statistics gathered must include **personally identifiable information** while also maintaining an acceptable level of **user privacy**
  - For example, we tracked that Internet IDs checked out X books, but didn’t track titles

- **Demographic Analysis**
  - Libraries staff were very encouraged by student usage levels: 77% of undergrads made use of the library in Fall 2011, and 78% in Spring 2012
  - **No** school or department dropped below 60% for undergrad or grad student usage of libraries

- **Student Success**
  - Undergrad library users had a Fall 2011 term GPA of 3.16, non-library users a 2.93
  - First-year students who used libraries in their first semester had higher grade point averages and retention when controlling for additional factors

- **Partnerships**
  - The partnership between the Libraries and the Office of Institutional Research is critical and rewarding for both parties
  - We look forward to other libraries and universities conducting this kind of work so we can compare and contrast results. We’d love to work with you!

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### Next Steps

- **Continue** this work in subsequent semesters; attempt to track a four-year cohort of students
- **Improve** data tracking efforts and methods
- **Can** these data inform collection development strategies, help the libraries target marketing efforts, or help inform improvements in library processes?

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### Want more?

- [http://blog.lib.umn.edu/ldss/](http://blog.lib.umn.edu/ldss/)

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