Finding and Sharing the Treasure You Discover in a Data Deep Dive

Erica Clay
clay@infohio.org
...demonstrate the value of what we do...
...demonstrate the value of what we do...

- benefit
- utility
- scarcity

value
Getting information off the Internet is like taking a drink from a fire hydrant.

Mitchell Kapor
...document our impact on student success...

Cost per use: collections, facilities

Cost per service: reference, instruction, circulation, outreach, curation

Value

• Connecting cost to student success
Grab a Life Preserver:
Recommended Tutorials

Google Analytics Academy
- Digital Analytics Fundamentals

Lynda.com
- Google Analytics Essential Training
- Excel (Managing and Analyzing Data)
- Data Driven Presentations
- Data Visualization/Infographics

OHIONET Webinars

State Library of Ohio
- Ohio Public Library Statistics
- Web Junction
Libraries Connect Ohio with The Ohio Web Library

OhioLINK
An OH·TECH Consortium Member

INFOhio
OHIO'S PreK-12 DIGITAL LIBRARY

OPLIN
OHIO PUBLIC LIBRARY INFORMATION NETWORK
Libraries Connect Ohio with The Ohio Web Library

Ancestry Online
Academic Search Premier
AHFS Consumer Medication Information
Alt HealthWatch
Biography Reference Bank
Business Source Premier
Computer Source
Consumer Health Complete
ERIC
GreenFILE
Health Source: Consumer Edition
Health Source: Nursing/Academic Edition
Literary Reference Center
Literature Online

LearningExpress Library
MEDLINE
Middle Search Plus
Newspaper Source
Points of View Reference Center
Professional Development Collection
Psychology and Behavioral Sciences Collection
Regional Business News
Religion and Philosophy Collection
Science Online
Science Reference Center
Sociological Collection
Vocational and Career Collection
World Book Online
**Additional Content from INFOhio**

**EBSCO core package**² (XXX for 9 months)

<table>
<thead>
<tr>
<th></th>
<th>Searches</th>
<th>33,186,604</th>
<th>2,220,737</th>
<th>117,103,693</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Text and Abstracted Articles ³</td>
<td>3,578,650</td>
<td>626,747</td>
<td>2,483,104</td>
<td></td>
</tr>
<tr>
<td>cost per article:</td>
<td>$0.xx</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
…document our impact on student success…

Brittany / Prairie Norton Elementary

My class LOVES Storia!!!!! They use it during our reading block as a computer reading choice. A lot of the kids even log in at home! I like it because the books are leveled and I can log into my account and see what they are doing…
...document our impact on student success...

<table>
<thead>
<tr>
<th>DATE</th>
<th>HIGHLIGHTS</th>
<th>PUBLIC DISTRICTS</th>
<th>COMMUNITY SCHOOL</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2015</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>Oct 2014</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>May 2014</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>Oct 2013</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>May 2013</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>Oct 2012</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>May 2012</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>Oct 2011</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>May 2011</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>Oct 2010</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
<tr>
<td>May 2010</td>
<td>Highlights</td>
<td>Public Districts</td>
<td>Community Schools</td>
</tr>
</tbody>
</table>
...document our impact on student success...

<table>
<thead>
<tr>
<th></th>
<th>3rd qtr total documents retrieved</th>
<th>3rd qtr total sessions</th>
<th>K3 Literacy Improvement Grade</th>
<th>Number tested</th>
<th>Average Documents Per Student Tested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuyahoga Falls City</td>
<td>11191</td>
<td>4613</td>
<td>A</td>
<td>344</td>
<td>32.53</td>
</tr>
</tbody>
</table>
Structure & Governance
INFOhio is a project of the Ohio Department of Education’s Division of Information Management Services and is accountable to the Management Council of the Ohio Education Computer Network (MCOECN). We are governed by a board of advisors and supported by a network of people across the state with years of expertise in libraries, technology, and instruction. See our organizational chart.

The INFOhio Governing Advisory Board has oversight responsibility and sets the policies and direction for INFOhio. The Board is composed of 11 members from school districts, education resource agencies, and OECN Information Technology Center administration. They meet every other month. Find minutes for this year’s meetings below. To get minutes from previous years’ meetings, contact the INFOhio administrative assistant by email or by phone at 614-947-7900.

Information Technology Centers (ITCs)
The OECN, through its 22 regional Information Technology Centers (ITCs), is the technical backbone for INFOhio services. Each ITC has at least one person who offers technical support and training for INFOhio’s library automation system and growing collection of digital resources.

Show/Hide ITC Contact Information

ACCESS: Area Cooperative Computerized Educational Service System
John LaPlante, Executive Director laplante@access-k12.org
INFOhio Contact: Tom Davies: davies@access-k12.org 330-965-2831
100 DeBartolo Place, Suite 222, Youngstown, OH 44512
Phone: 330-965-2831 or 800-782-2204  Fax: 330-965-7901
Counties served: Columbiana, Mahoning
ACCESS Schools’ Online Catalog

HCCA: Hamilton-Clermont Cooperative Association
Dave Horine, Executive Director; dave@hccanet.org
INFOhio Contact: Tracy Varner, INFOhio Coordinator; tracy@hccanet.org 513-728-7928
The Ohio Web Library
in context with
INFOOhio
OHIO'S PreK-12 DIGITAL LIBRARY
Google Analytics
### 2014-2015 Vitals

- **Total Pageviews**: 7,346,733
- **Total Sessions**: 2,535,647

#### Top 5 referring social networks
- Weebly
- Scoop.it
- WordPress
- Blogger
- Facebook

### INFOhio website’s busiest days

<table>
<thead>
<tr>
<th>Day Index</th>
<th>Pageviews</th>
<th>Sessions</th>
<th>Day Name</th>
<th>Day of Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/5/14</td>
<td>48742</td>
<td></td>
<td>17162</td>
<td>Wednesday</td>
</tr>
<tr>
<td>11/13/14</td>
<td>46345</td>
<td></td>
<td>17552</td>
<td>Thursday</td>
</tr>
<tr>
<td>12/19/14</td>
<td>51792</td>
<td></td>
<td>18392</td>
<td>Wednesday</td>
</tr>
<tr>
<td>12/20/14</td>
<td>48110</td>
<td></td>
<td>18119</td>
<td>Thursday</td>
</tr>
<tr>
<td>1/22/15</td>
<td>48278</td>
<td></td>
<td>16907</td>
<td>Thursday</td>
</tr>
<tr>
<td>1/28/15</td>
<td>56135</td>
<td></td>
<td>19223</td>
<td>Wednesday</td>
</tr>
<tr>
<td>1/29/15</td>
<td>49504</td>
<td></td>
<td>17431</td>
<td>Thursday</td>
</tr>
<tr>
<td>2/4/15</td>
<td>49344</td>
<td></td>
<td>17121</td>
<td>Wednesday</td>
</tr>
<tr>
<td>3/24/15</td>
<td>48312</td>
<td></td>
<td>15963</td>
<td>Tuesday</td>
</tr>
<tr>
<td>3/25/15</td>
<td>48007</td>
<td></td>
<td>16372</td>
<td>Wednesday</td>
</tr>
<tr>
<td>4/13/15</td>
<td>49533</td>
<td></td>
<td>16983</td>
<td>Monday</td>
</tr>
<tr>
<td>4/14/15</td>
<td>48283</td>
<td></td>
<td>17431</td>
<td>Tuesday</td>
</tr>
<tr>
<td>4/16/15</td>
<td>48801</td>
<td></td>
<td>19132</td>
<td>Tuesday</td>
</tr>
<tr>
<td>5/5/15</td>
<td>50132</td>
<td></td>
<td>19132</td>
<td>Tuesday</td>
</tr>
</tbody>
</table>

#### Maps
- **Most used browser**: Chrome
- **Most used OS**: Windows
- **Most used device**: desktop/laptop
- **Most used tablet**: iPad
- **Most used originating traffic source**: Direct
- **Top referring URL**: galesites.com
- **Second highest referring URL**: education.ohio.gov
- **Busiest day of the week**: Tuesday, then Wednesday, then Thursday
- **Busiest hours of the day**: 10a, 1p, 9a
WorkFlows Handbook

CIRCULATION
This section contains guides for all regular and special circulation tasks, as well as, item search and status, user maintenance and holds.

CATALOGING
This section contains guides for doing item maintenance, as well as, basic and advanced cataloging, cataloging with templates and using authority headings.

SPECIAL TASKS
This section has guides for using Staff Web, using Offline Circulation, performing an Inventory or dealing with Circulation Sets.

PUBLIC PORTALS
This section contains instructional guides for teaching patrons to use the Catalog, BookMyne, Discovery Portal, and eBooks.

REPORTS
This section contains guides for setting and running all kinds of useful reports. Be sure to also check out all the Favorite Reports.

SETUP
This section details items that need to be understood or completed as part of the initial setup to prepare a new user or workstation for using the WorkFlows client.

VIDEO TUTORIALS
This section contains brief video tutorials that can be used to clarify some of the processing steps and few of the lesser known wizards.
Look what we’ve accomplished together.

Combined use of all current electronic resources full text/content views (excluding Storia) is up 76% over the same time last year.

INFOhio’s most frequently used electronic resource is BookFlix.

BookFlix has had nearly 7.2 million content views, a 144% increase over the same time last year.

EBSCO full text has been accessed more than 1.6 million times, a 10% increase over the same time last year.

The most active hour of the school day for EBSCO full text access is 9-10a. The most active hours outside the school day for EBSCO full text access are 3-4p and 8-9p.

Data reported for July 1 through February 28.
The INFOhio electronic resource with the largest percentage of growth in full text use (54%) is Science Online. Users have viewed more than 2.1 million texts.

Use of Ancestry Online full text has increased 14%.

The DVC has added 53 full-length videos to increase the collection by 11%. The most popular videos in the DVC are "The Magic Tent," "The Safety Station with Miss Mary," and "The Sharp Wits in What's Veterans Day."

Students have spent more than 8,200 hours reading in Storia since its launch.

Users have accessed iSearch more than 188,000 times since its launch in October. Through the iSearch interface, nearly 400,000 EBSCO full text documents have been accessed. Additionally, World Book Kids content views have increased 64% and World Book Advanced content views have increased 23% over the same time last year.

Circulation of physical materials has declined by 2% compared with the same time period last year.

INFOhio instructional "bags" pages were accessed more than 58,000 times.

LWI webinars and INFOhio Bootcamp have had more than 3,500 unique attendees, a 106% increase over the same time last year.

The INFOhio social media tools have gained a combined total of more than 700 new followers/subscribers.

The INFOhio homepage was visited more than 1.6 million times. The most popular page on infohio.org (after the homepage) is the PreK-5 student page. The website’s most active time of the school day is 10a. The website’s most active time of the evening is 7p. Nearly half of all website visitors use Chrome. Nearly 10% of INFOhio website use came from tablets or other mobile devices.

INFOhio staff, Regional ICoaches, and District/Building ICoaches have led more than 425 presentations to more than 10,300 teachers, librarians, administrators, and parents. This represents a 31% increase in audience members over the same time last year.

Data reported for July 1 through February 28.
INFOhio: All About All Students Learning
Finding and Sharing the Treasure You Discover in a Data Deep Dive

Erica Clay
clay@infohio.org