

CENTRAL LIBRARY SERVICE ZONE

ACTIVITY AFTER MIDNIGHT

THE QUESTION

As of Summer semester 2015, we have three User Engagement Services staff available in the Central Library between 11pm and 5am. Is that the right number based upon activity at the Service Zone?

THE METHOD

In order to determine the best staffing model for the overnight hours that the Central Library is open, we need to understand the type and quantity of activity that is taking place between 11pm and 7am. In order to do this, we gathered data for each particular type of activity that may be taking place in that interval. We also gathered data for entries to the building to determine if users were entering or remaining in the building.

DATA SOURCES

We used the following data sources and all data ingredients were combined and maintained in an Excel Workbook, with five separate worksheets:

- Library entry data, which is MavID card swipes into the building, compiled by and downloaded from MavExpress.
- Circulation activity, extracted from the Voyager database.
- Reference transactions, downloaded from RefAnalytics.
- Consultation transactions, downloaded from RefAnalytics.
- Study room reservations, extracted from the OpenRoom software.

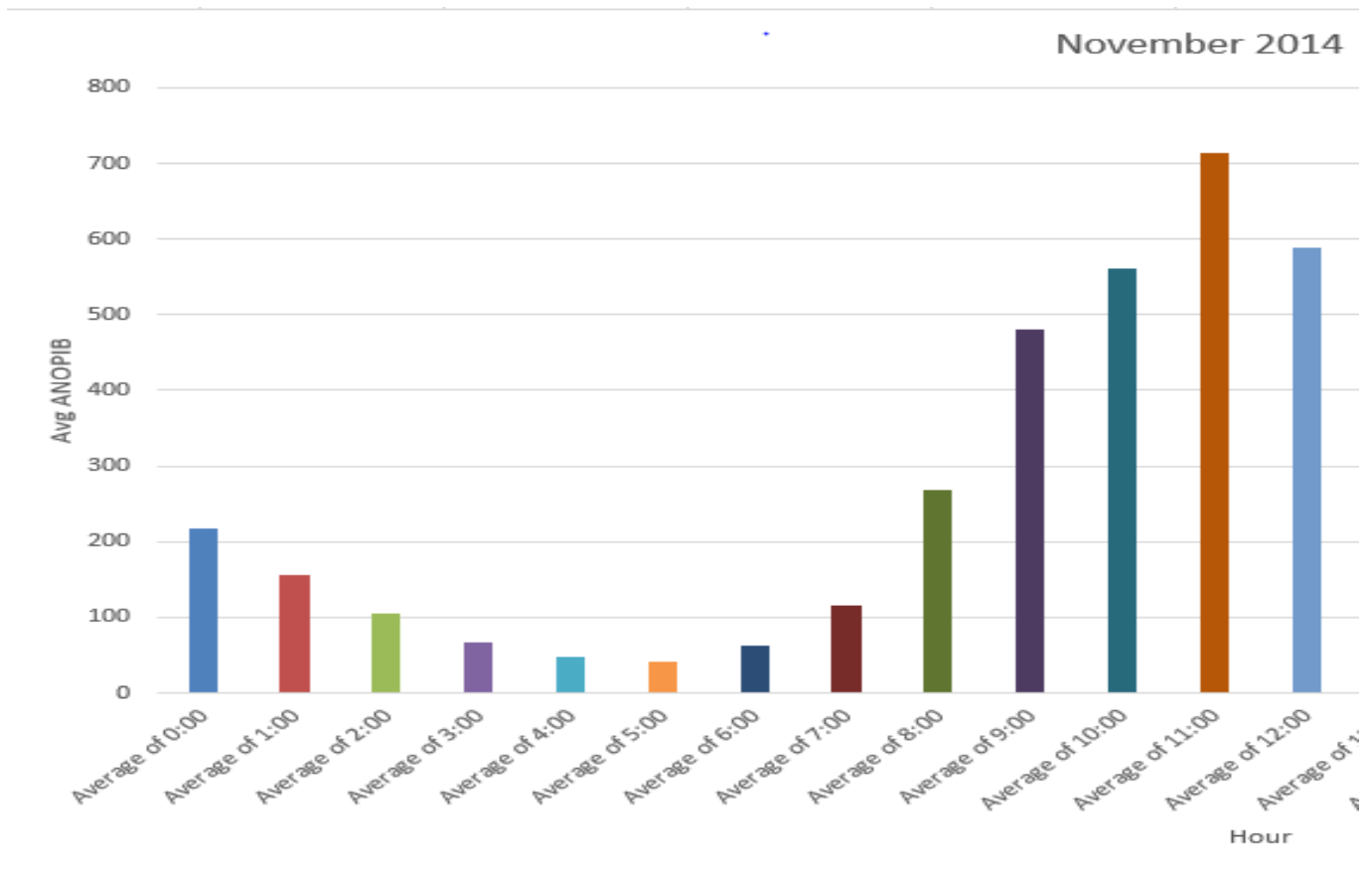
We then evaluated and, if necessary, reformatted the data on each worksheet to ensure that the data could be visualized in Tableau Public.

Additionally, calculations were done using card swipe data from MavExpress to get an approximate number of people in the building to supplement the data about entries.

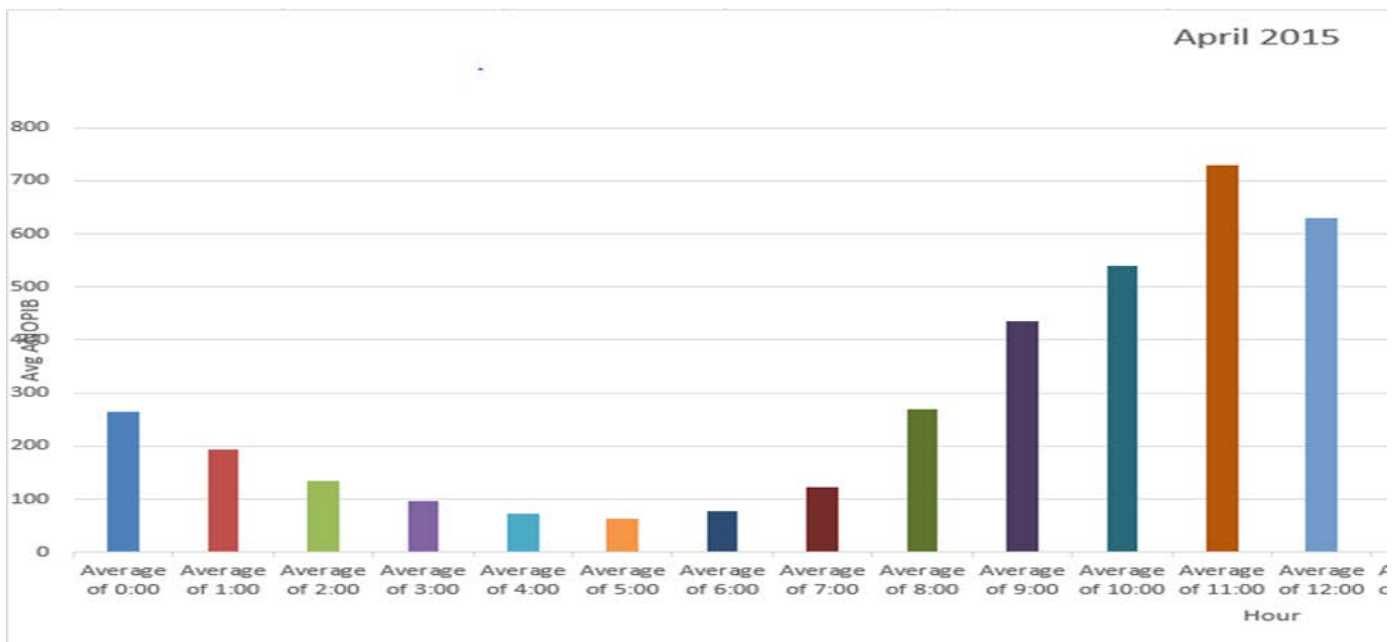
RESULTS AND CONCLUSIONS

The visualization of the data from each of the two most recent long semesters, Fall 2014 and Spring 2015, indicate that, while there are still students entering the building after midnight, it is not for the purpose of engaging with the staff at the service desk.

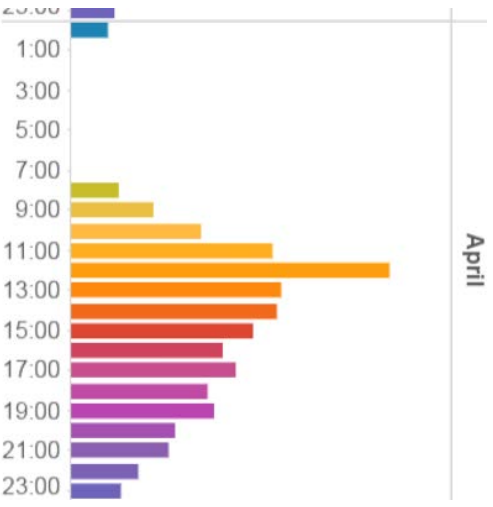
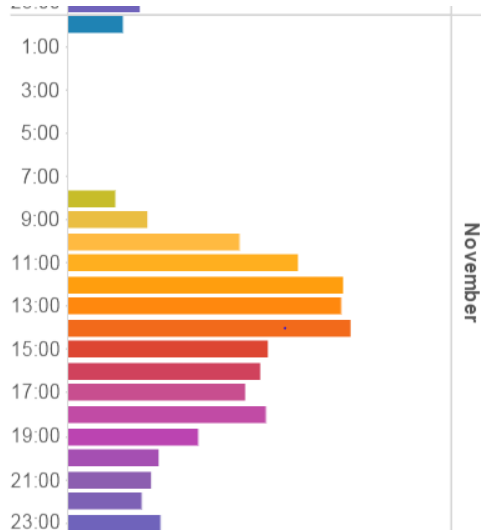
The visualization of the data indicates that there is no circulation activity from 1am to 8am at all, during any month during these two semesters. A sample analysis of November 2014 and April 2015 demonstrate that, while there are significant numbers of students in the building during those hours, they are doing something other than interacting with the service desk.



Average number of people in Central Monday through Friday – NOV14

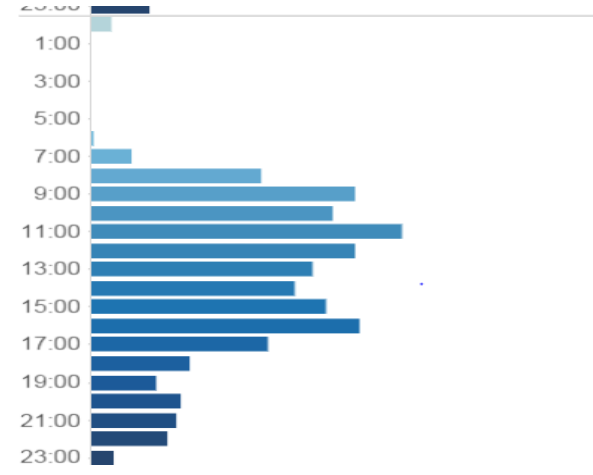


Average number of people in Central Monday through Friday – April 2015



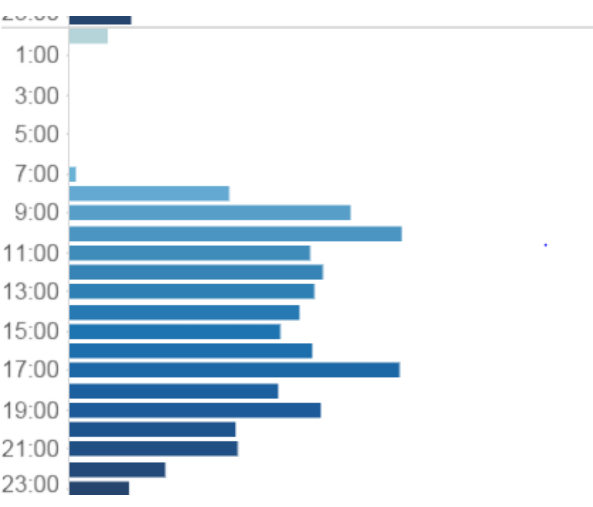
November 2014
November

Circulation Activity
April 2015
April



November 2014

Reference Activity



April 2015

Additional information may be found by looking at the visualizations for each of the full semester(s). Each month is reflective of the sample months provided above. The data visualized above reflects total activity for the time period, rather than average, but there are clear patterns of activity, or the lack thereof, at the service desk.

Fall 2014 visualization

<https://public.tableau.com/profile/utalibraries#!/vizhome/CirculationDeskAnalyticsFall2014/Dashboard1>

Spring 2015 visualization

<https://public.tableau.com/profile/utalibraries#!/vizhome/CirculationDeskAnalyticsSpring2015/Dashboard1>

RECOMMENDATIONS

Based upon the available data, minimal staffing is required during the time period between 1am and 7am. It may be possible to completely remove staff from this portion of the evening, particularly if self-service technology becomes available to patrons, at least for the library service activity. It also indicates that there is opportunity to engage those staff available during this time in other activities beneficial to our users and the Libraries.