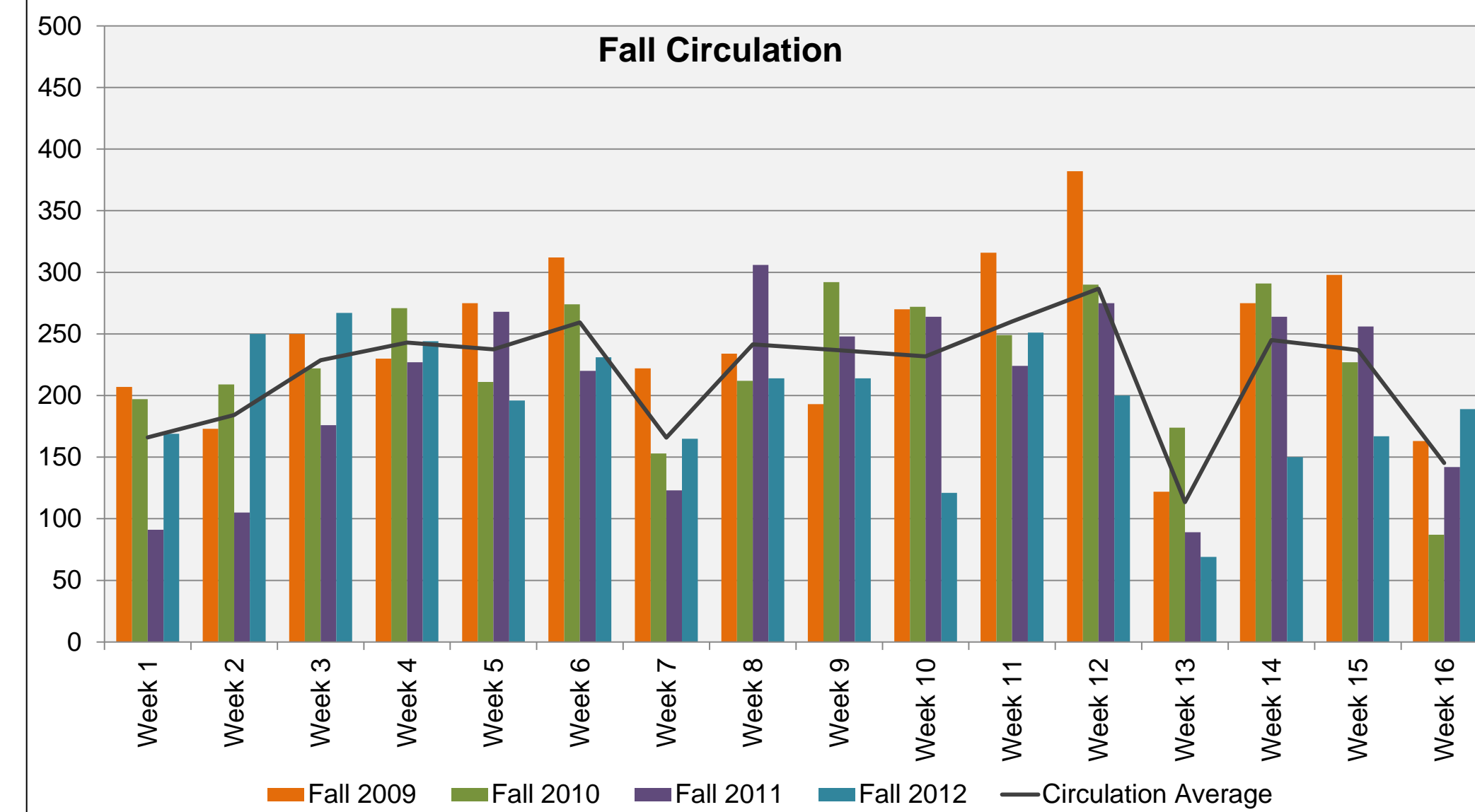


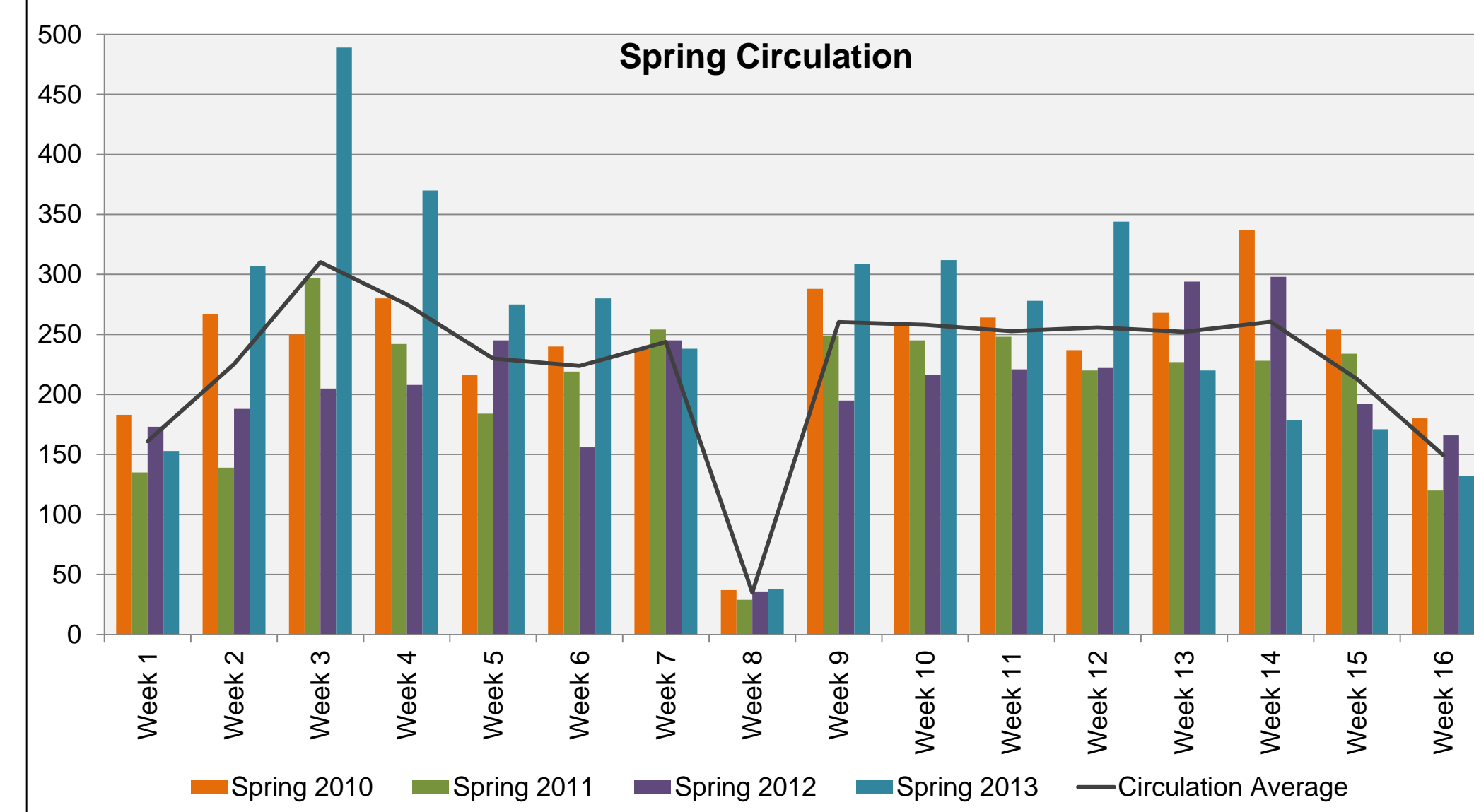
# Tracking Circulation and Interlibrary Loan Usage Patterns

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## Circulation Trends

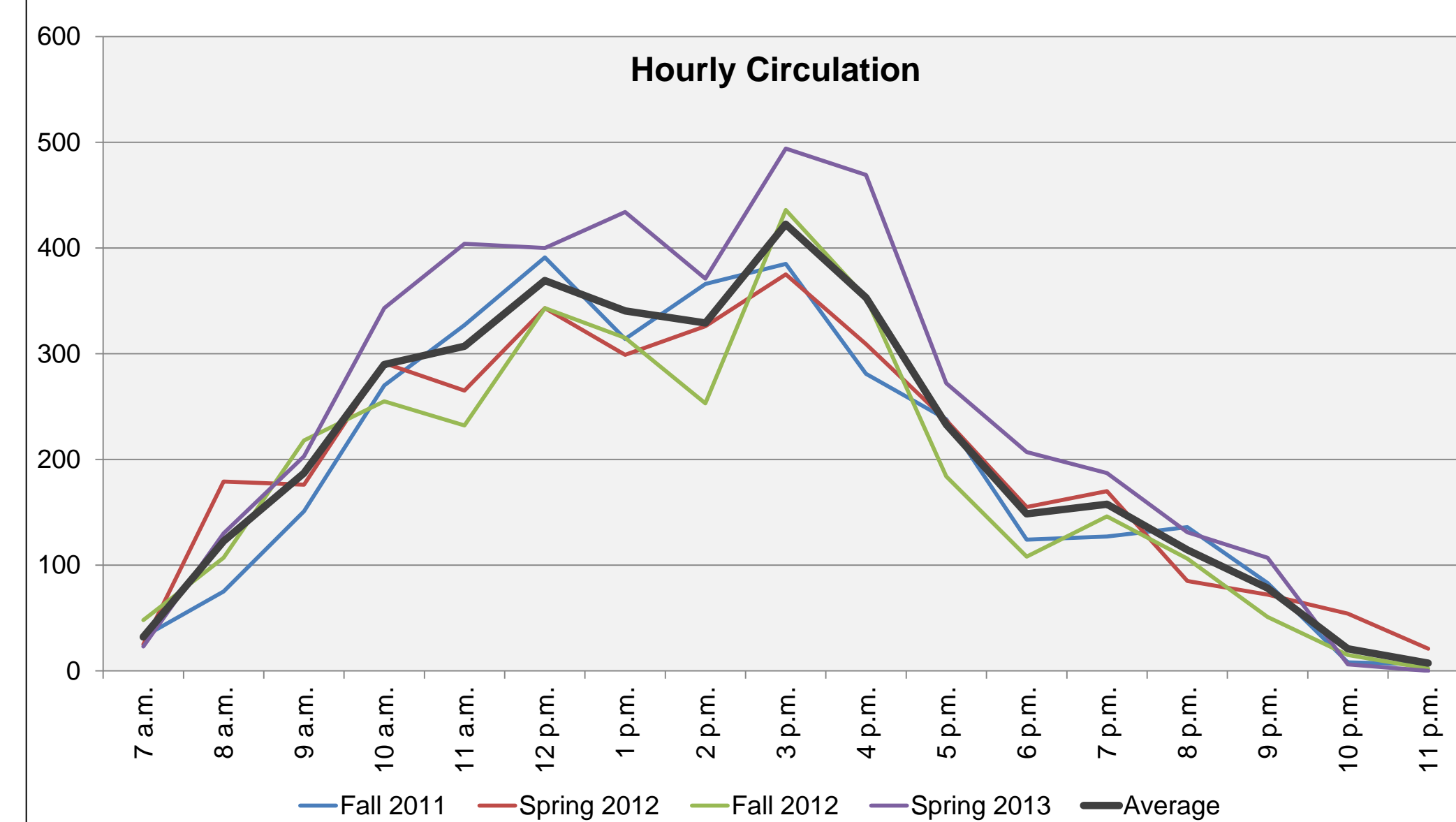
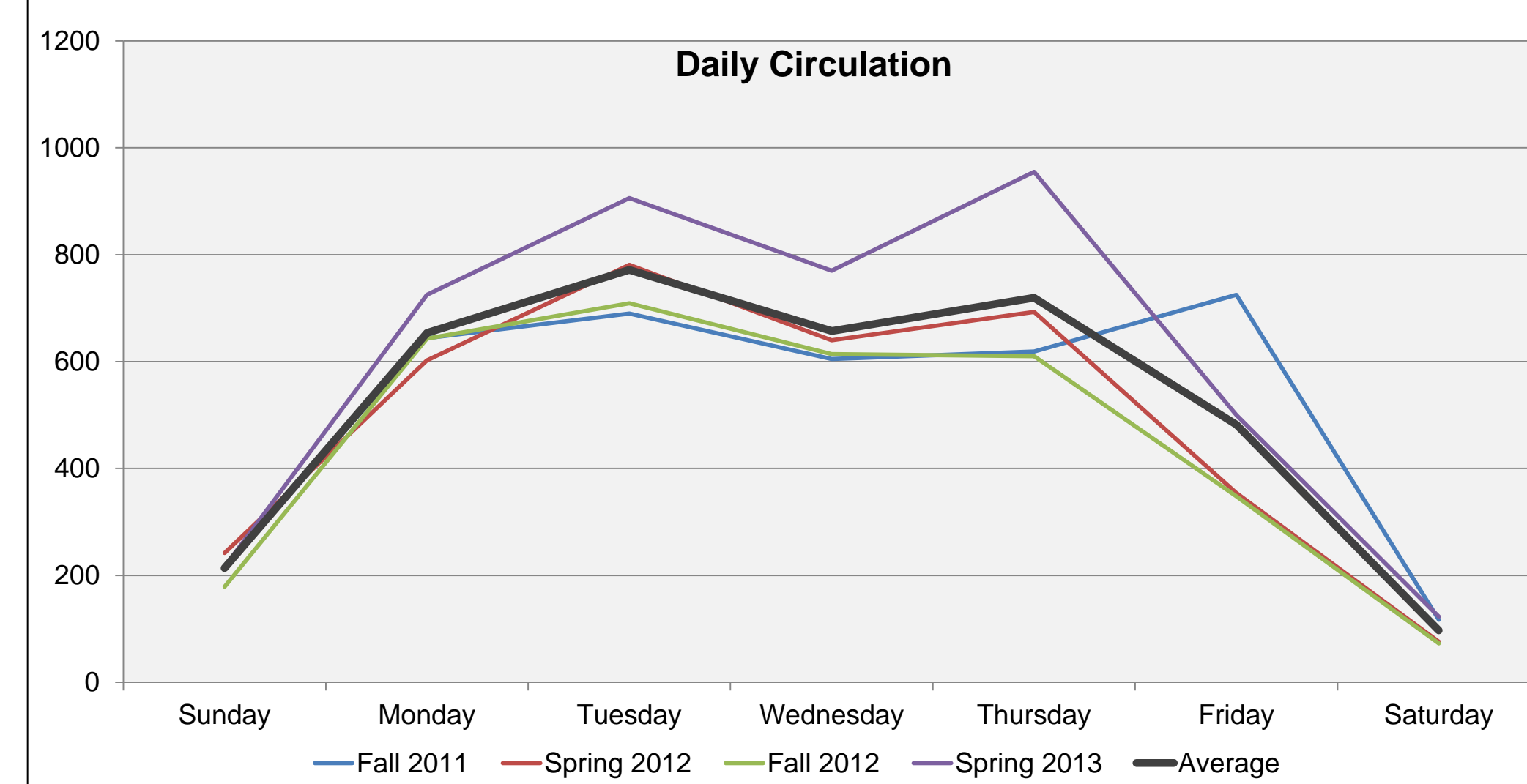


Week 7 is October Break; Week 13 is Thanksgiving. Fall 2011's numbers reflect Hurricane Irene's effect on our campus.

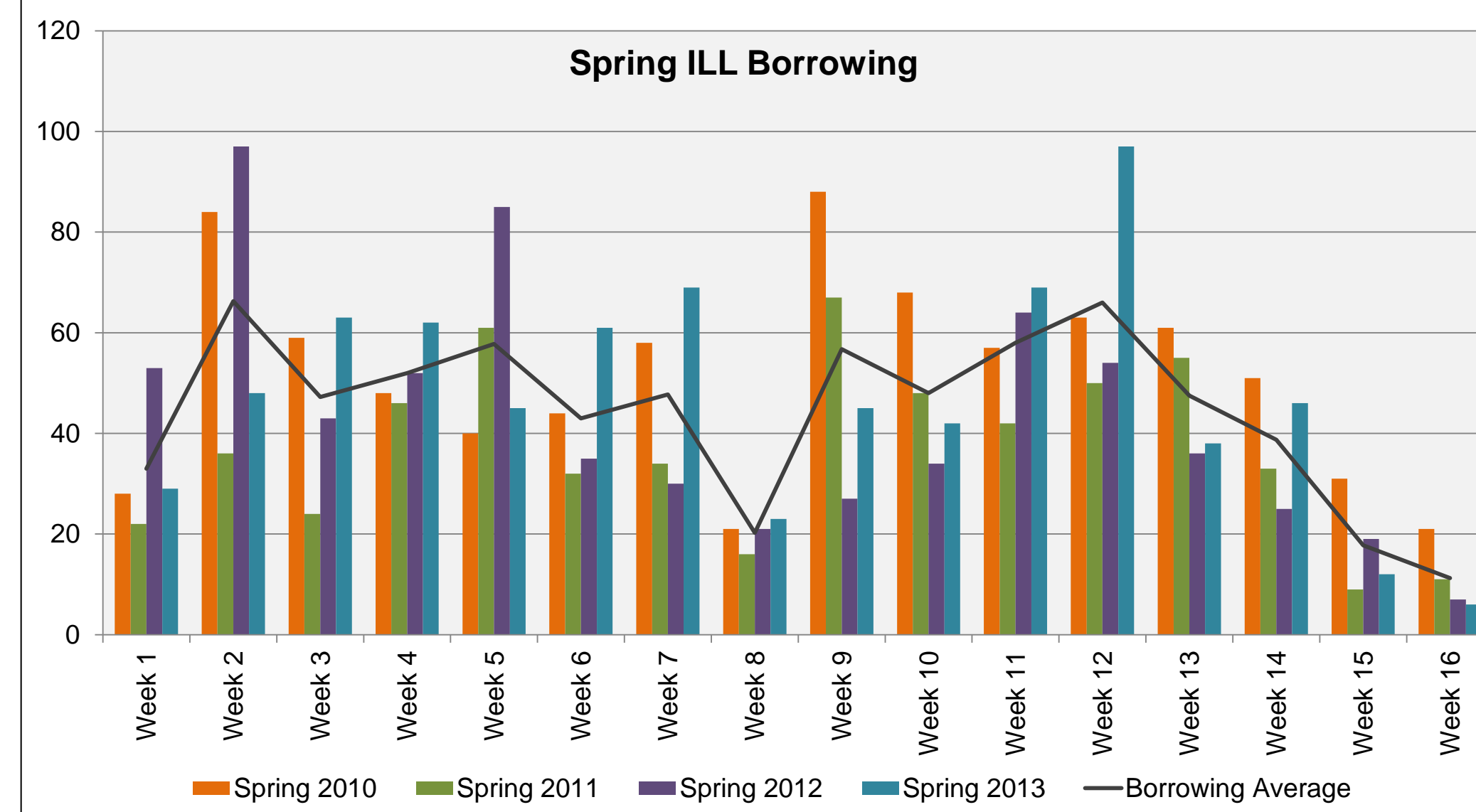
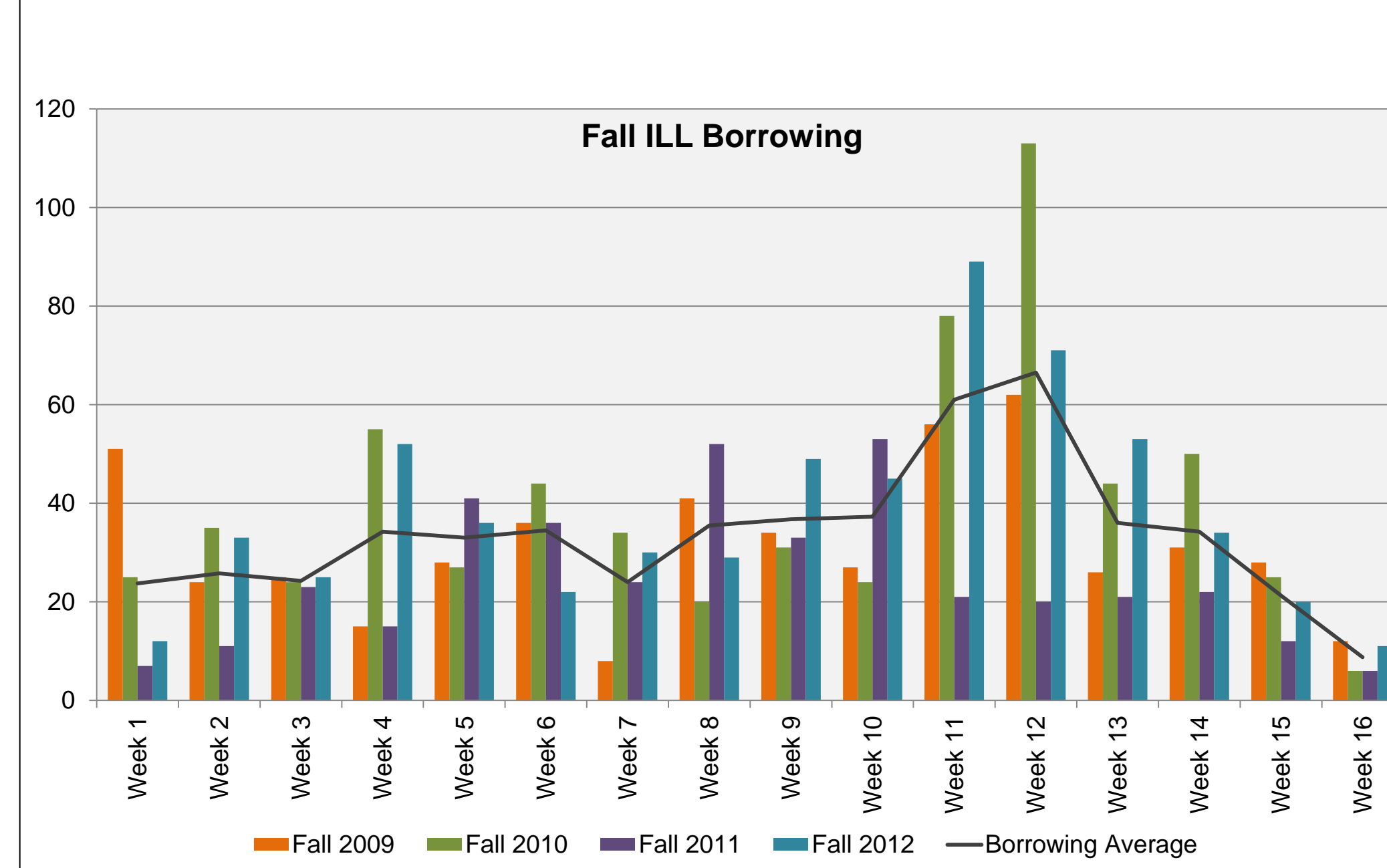


Week 8 is Spring Break; a literature assignment in the spring of 2013 noticeably affected the early weeks' average.

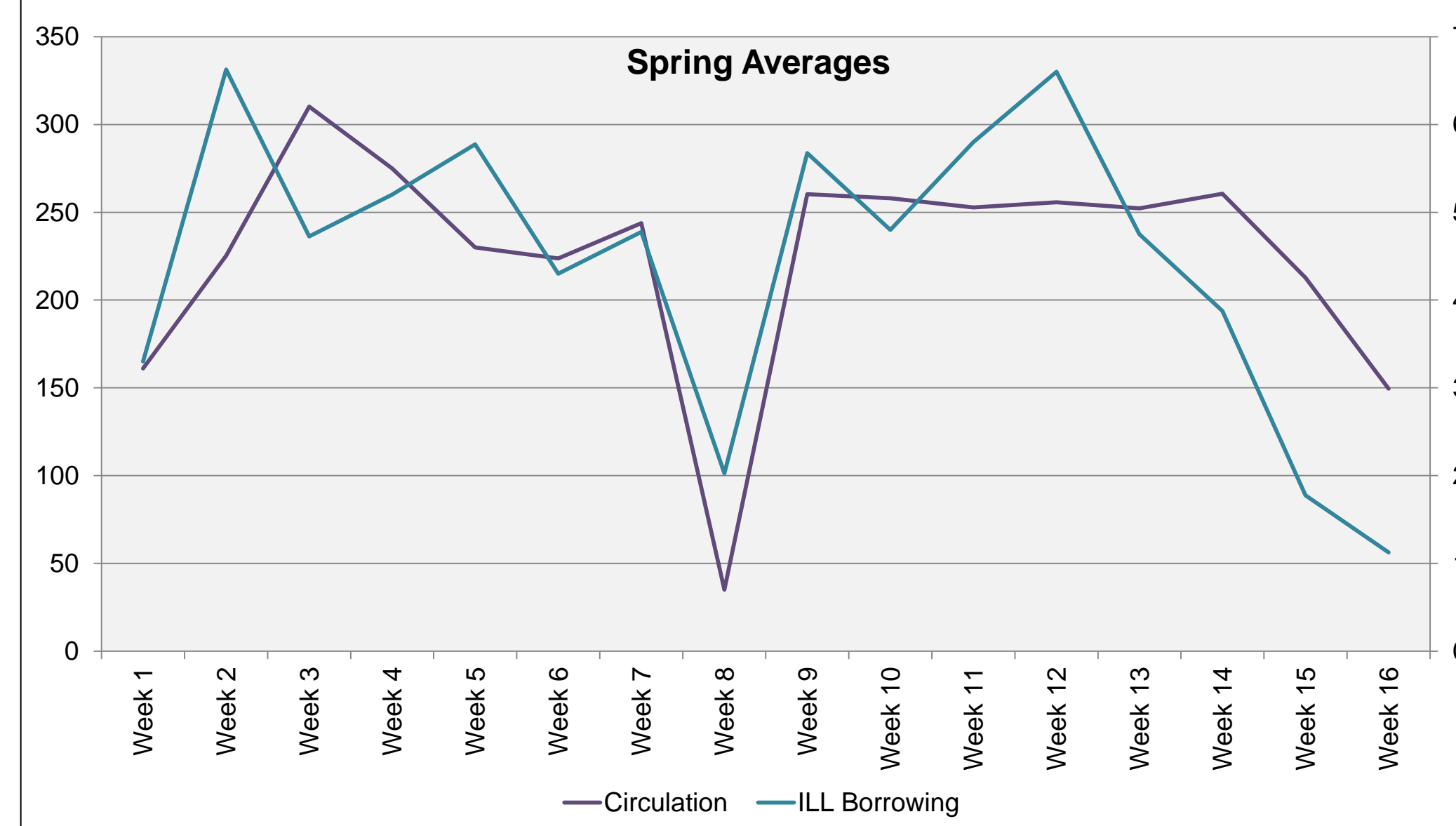
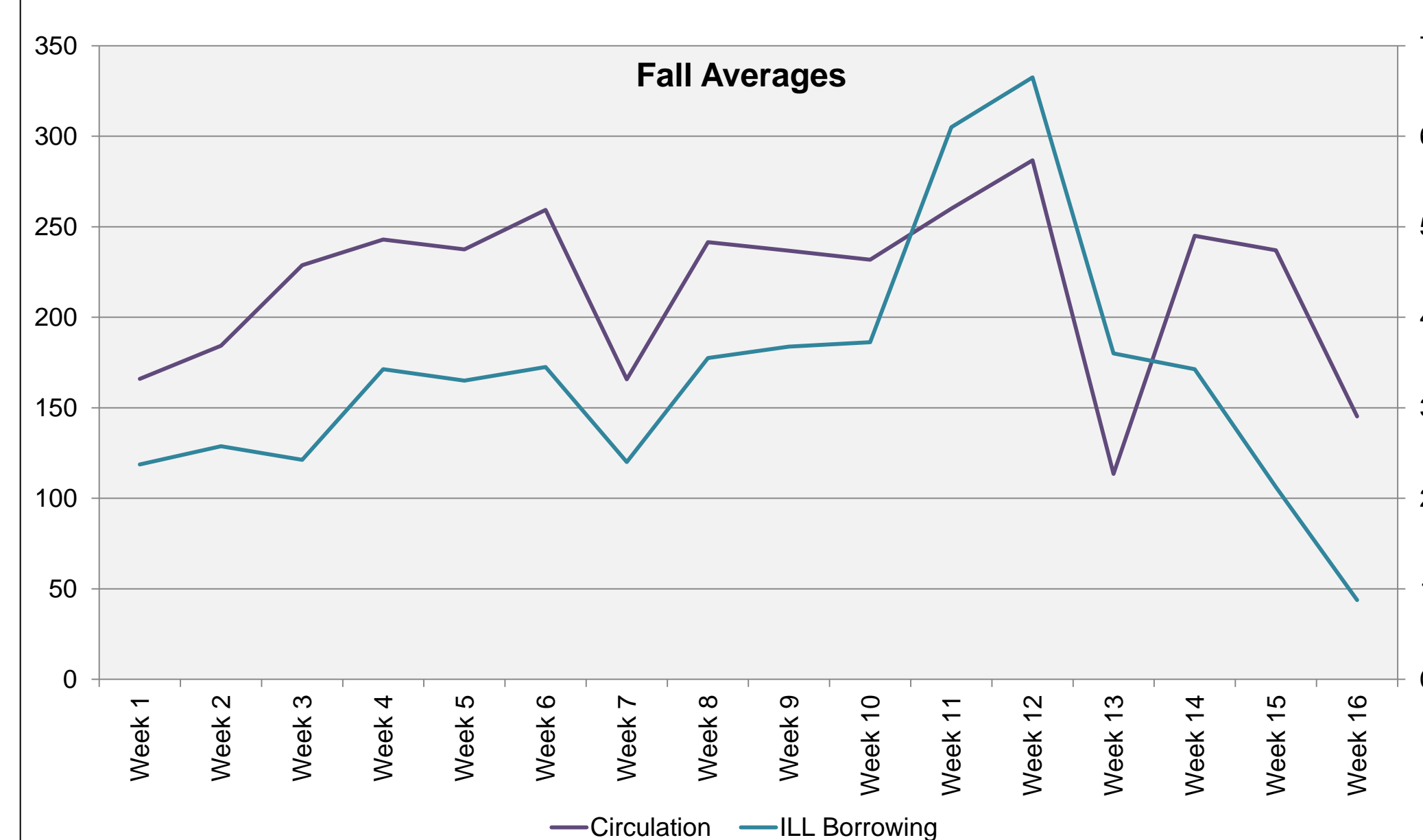
## Daily & Hourly Circulation Usage



## Interlibrary Loan Borrowing Trends



## Circulation & ILL Comparisons



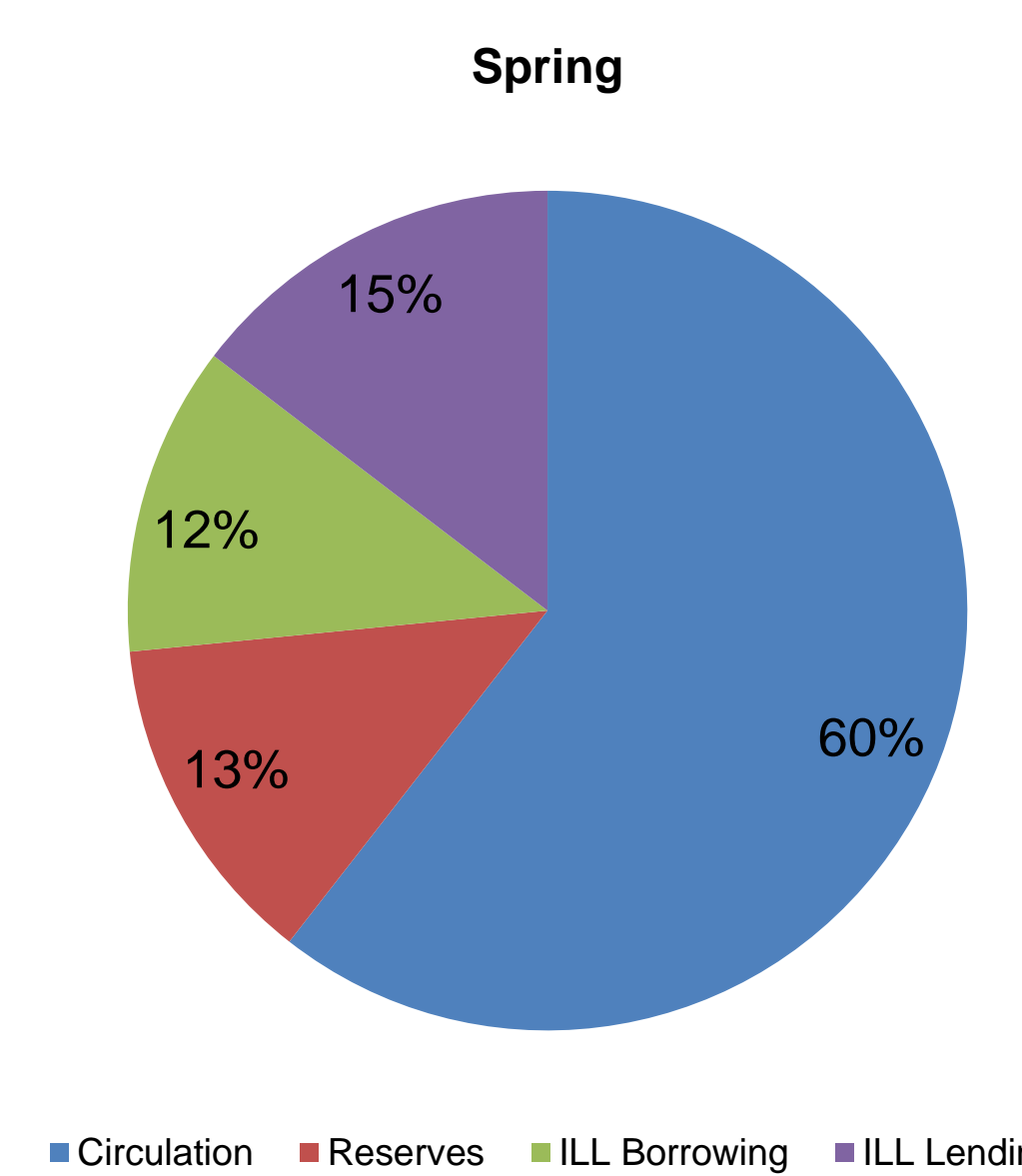
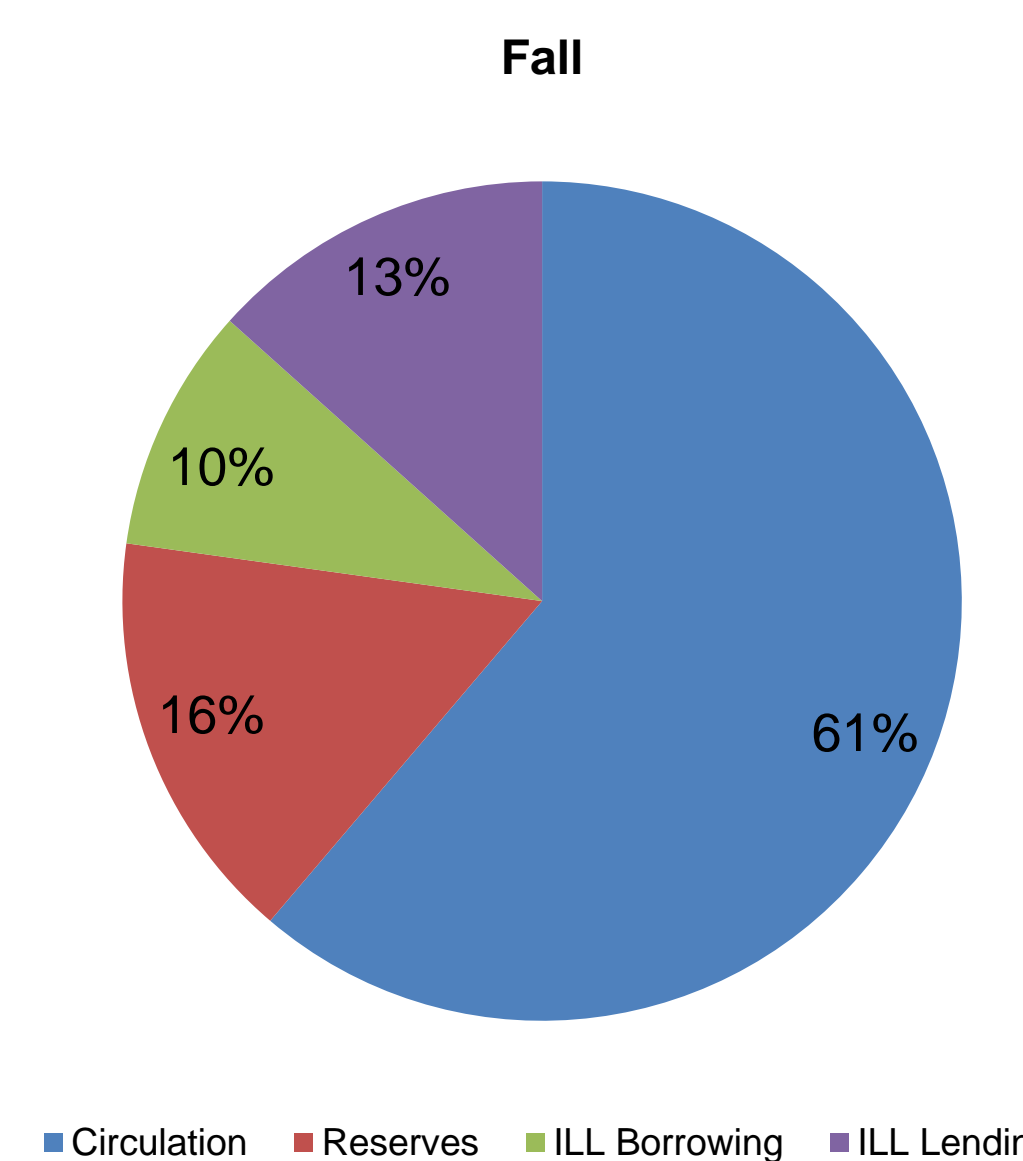
## Semesterly & Annual Trends

Circulation numbers have been declining overall, in our case partly due to a declining demand for our circulating laptops. Spring 2013 bucked this trend thanks to an early childhood literature assignment that spiked our usage numbers.

	2009-2010	2010-2011	2011-2012	2012-2013	
Circulation	Fall	3922	3631	3278	3097
	Spring	3798	3270	3260	4095
	<b>Total</b>	<b>7720</b>	<b>6901</b>	<b>6538</b>	<b>7192</b>
% of total use by Students	72%	74%	75%	78%	
Reserves	Fall			602	1216
	Spring			521	1015
	<b>Total</b>			<b>1123</b>	<b>2231</b>
ILL Borrowing	Fall	504	635	397	611
	Spring	822	586	682	755
	<b>Total</b>	<b>1326</b>	<b>1221</b>	<b>1079</b>	<b>1366</b>
ILL Lending	Fall	724	863	718	736
	Spring	997	890	878	718
	<b>Total</b>	<b>1721</b>	<b>1753</b>	<b>1596</b>	<b>1454</b>
<b>Overall</b>	<b>Total</b>	<b>10767</b>	<b>9875</b>	<b>10336</b>	<b>12243</b>

Overall, this past academic year saw an increase in Access Services use. One unexpected increase was a sharp jump in reserves items use, despite a similar number of items being on reserve.

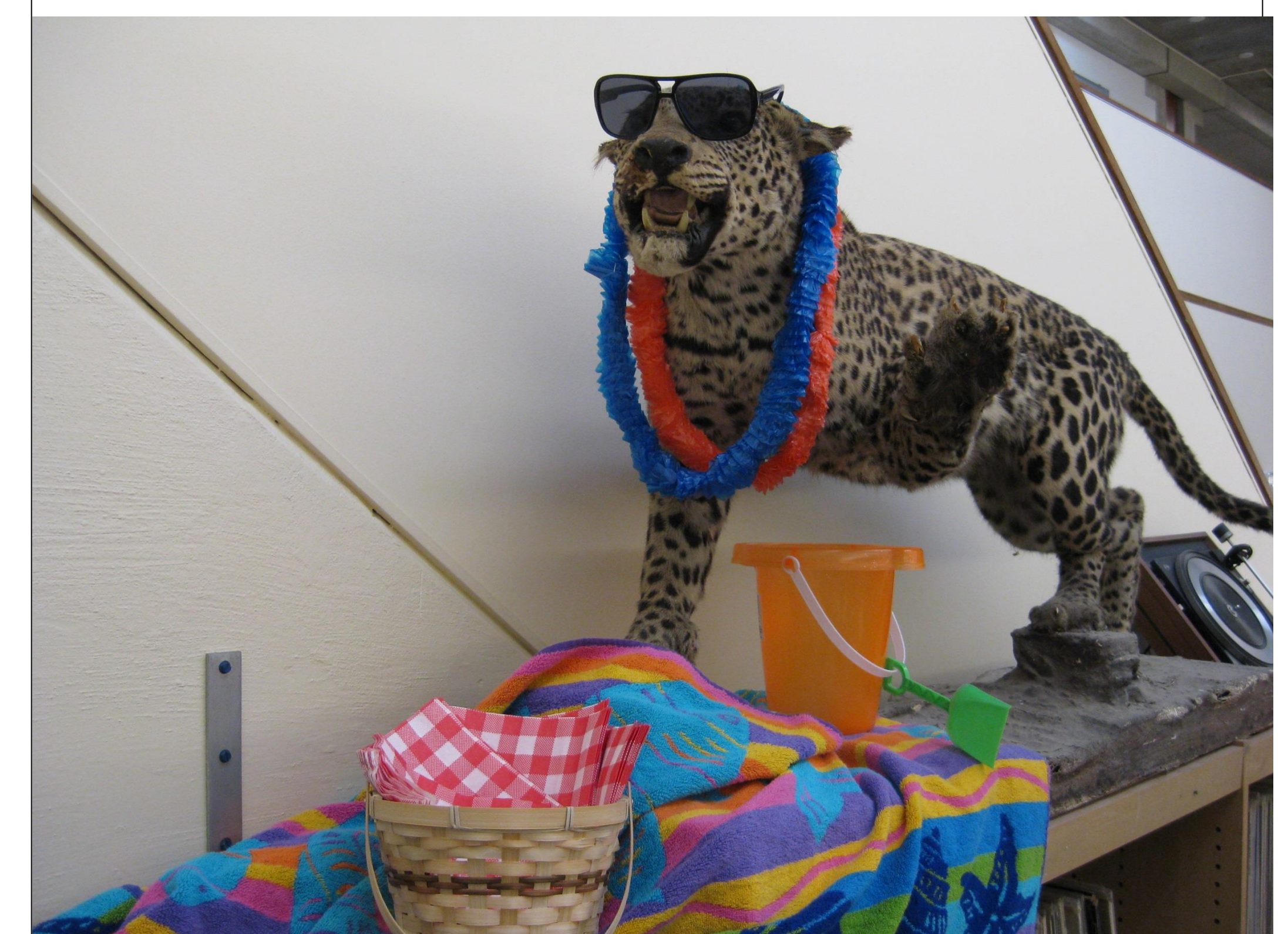
## Overall Access Services Use



## What do we do with all this?

The data examined here tell us when students are using the library's circulating collections and when they're going to resources beyond ours. It can inform a variety of activities:

- **Staffing:** Knowing when we're busiest – and when we're not – can help with staffing decisions.
- **Access Services – Circulation** staffing at peak times could be adjusted through the semester. A confluence of busy interlibrary loan activity and reserves administration work at the beginning of the spring semester means the clerk who handles both may need backup until one or the other settles down.
- **Reference –** Checking items out is often like printing a paper: the last thing a student does before leaving the library. Comparison with reference statistics is needed, but the hour preceding each of our peak circulation hours may be a reference hot spot.
- **Building hours:** We've discussed adjusting our weekend hours based on our circulation, reference, and gate count statistics.
- **Library instruction:** Knowing which services are being used at which times can help focus indirect instructional activities, such as our table-top signs and flyers.
- **Marketing services:** ILL use generally increases later in the fall semester and has higher usage levels all spring; we may need to start selling it to students earlier in the fall semester.
- **Further exploration:** We can follow up with surveys and further data gathering to do some qualitative analysis and see why some usage activities are happening when they do.



Lefty, the Library Leopard, isn't much help at the circulation desk, but he's great for marketing!