



**BEYOND ASSESSMENT: USING METRICS
TO MAKE INSTITUTIONAL
REPOSITORIES INDISPENSABLE**

HARRISON W. INEFUKU, IOWA STATE UNIVERSITY
TODD BRUNS, EASTERN ILLINOIS UNIVERSITY

DC+GLUG 2015
WAYNE STATE UNIVERSITY



**BEYOND ASSESSMENT: USING METRICS
TO MAKE INSTITUTIONAL
REPOSITORIES INDISPENSABLE**

-OR-

**LESSONS PRESENTED VIA THE WORST
WAYS TO DO SELFIES**

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AGENDA

AUDIENCE

METRICS

APPLICATION OF
METRICS



#onaplane

AUDIENCE

IDENTIFY YOUR
STAKEHOLDERS AND
THEIR NEEDS

(LIKE PERHAPS, THE
JERRY SPRINGER SHOW?)





#pet

UNIV. ADMIN.

DEMO SCHOLARLY OUTPUT

INCREASE VISIBILITY

HIGHLIGHT STUDENT SUCCESS

ACCREDITATION

SECURE GRANT FUNDING

PEER COMPARISONS

ASSOCIATION MEMBERSHIPS



#pet



#pet

CAMPUS UNITS

DEMO SCHOLARLY OUTPUT

INCREASE VISIBILITY

HIGHLIGHT STUDENT SUCCESS

ACCREDITATION

SECURE GRANT FUNDING

PEER COMPARISONS

RECRUIT FACULTY & STUDENTS



#pet



#pet

AUTHORS

DEMO SCHOLARLY OUTPUT

INCREASE VISIBILITY

SECURE GRANT FUNDING

PERFORMANCE EVALUATIONS

PROMOTION AND TENURE

SECURE EMPLOYMENT

FURTHER EDUCATION



#pet



#pet

COMMON METRICS

IDENTIFYING METRICS
AND MATCHING THEM
TO THE AUDIENCE:

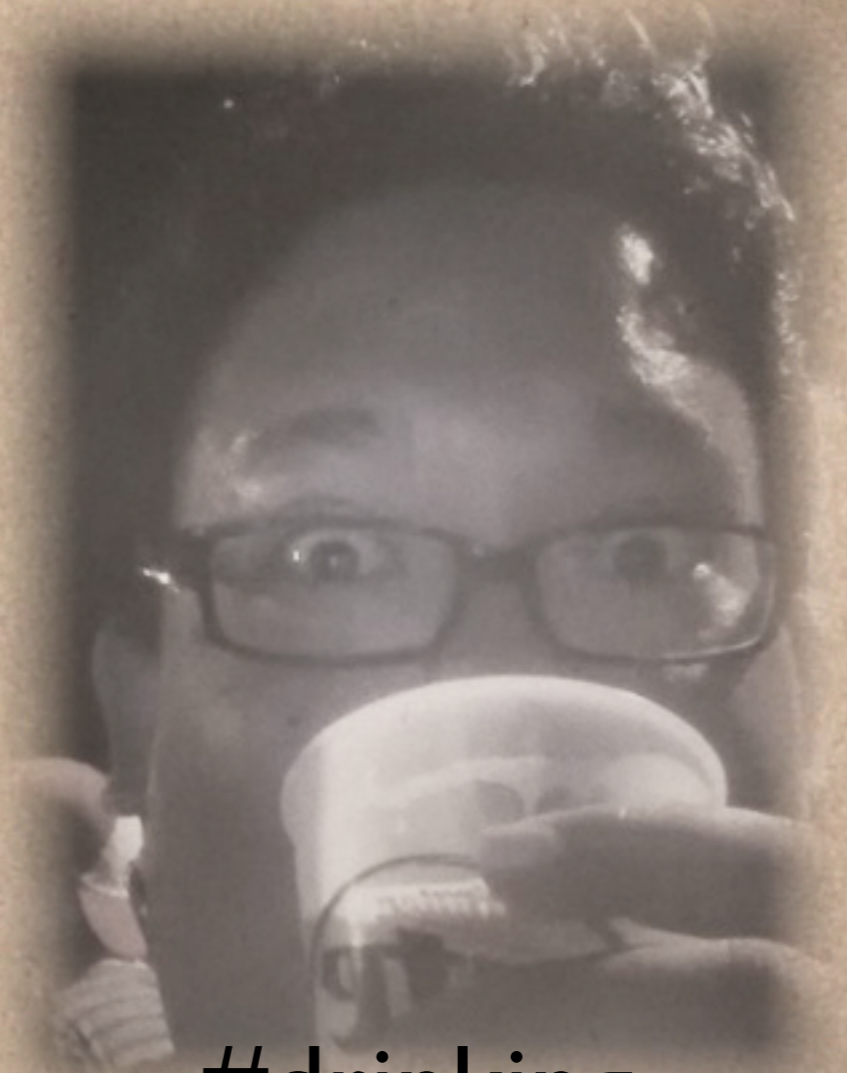
IR - DOWNLOADS, UPLOADS,
READERSHIP LOCATIONS,
CITATIONS

THIRD PARTY - WEB ANALYTICS,
CITATIONS

IN-HOUSE MEASURES - # OF
DOCS, # OF FACULTY



#driving



#drinking

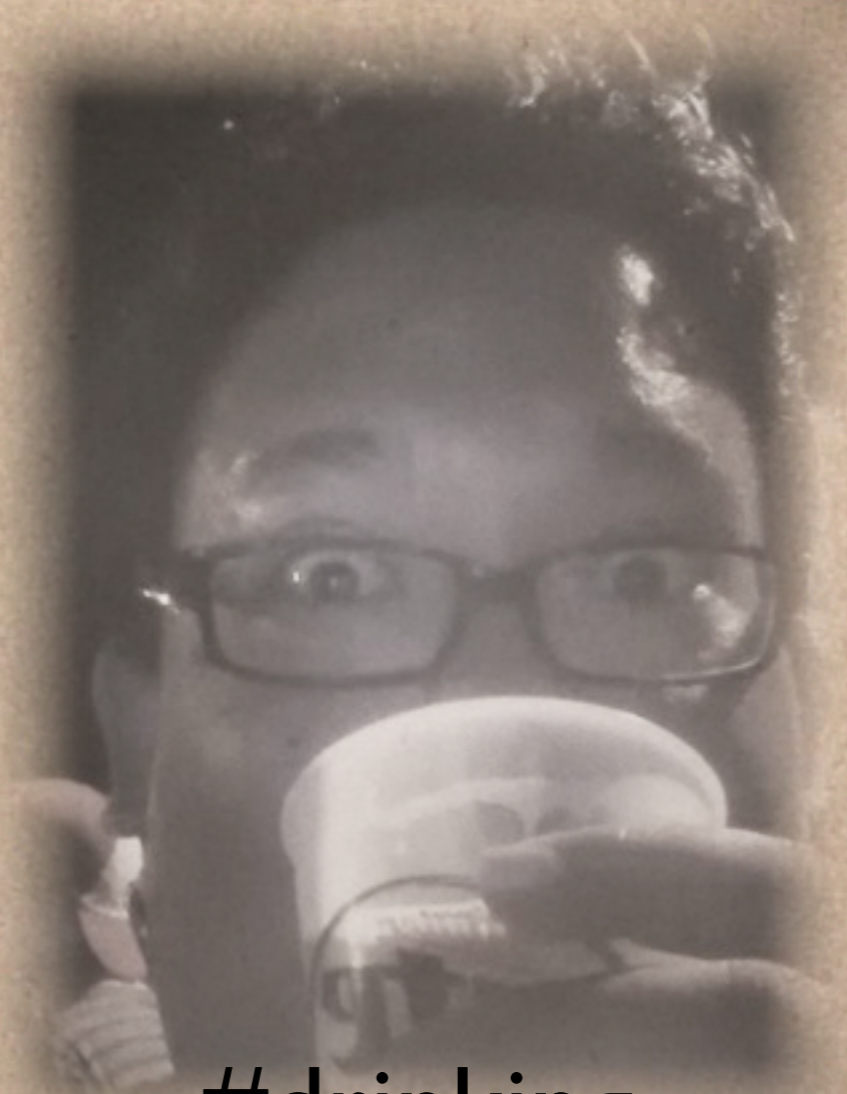
DOWNLOADS

AUDIENCES

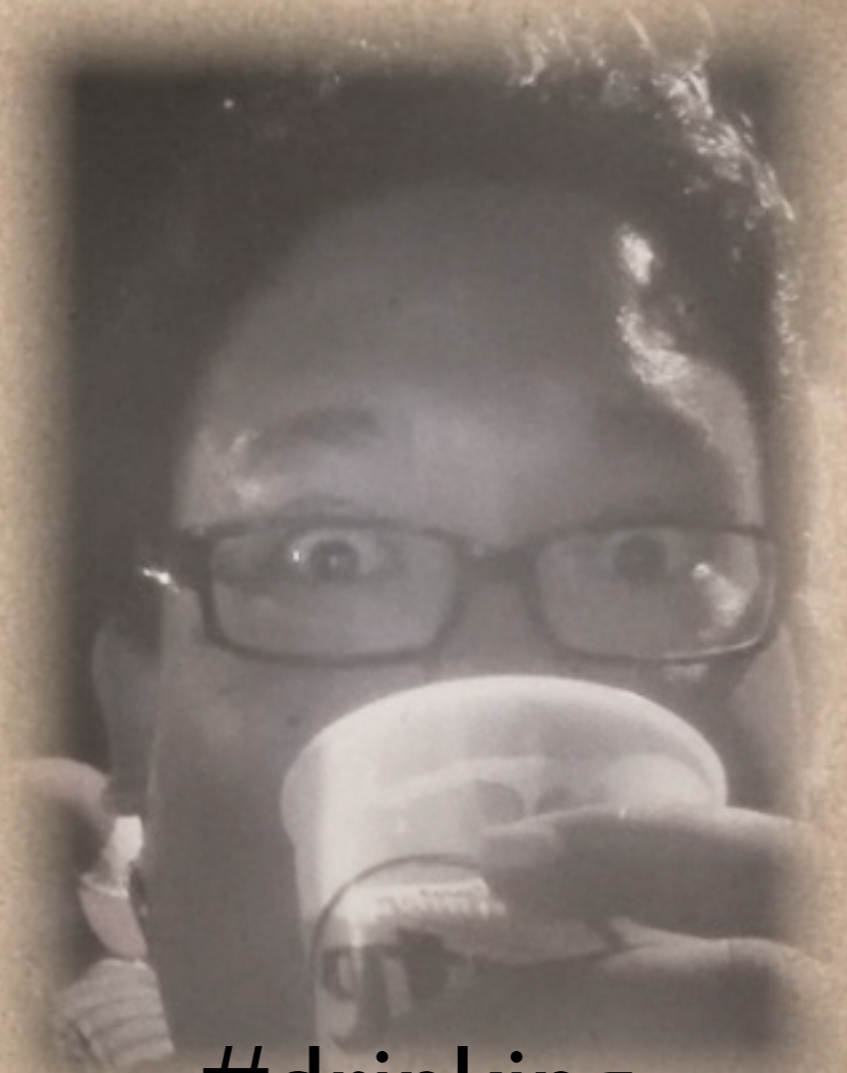
ACCREDITING AGENCIES,
GOVERNING BOARD, UNIV.
ADMIN., CAMPUS UNITS,
AUTHORS

SOURCE

REPOSITORY PLATFORM



#drinking



#drinking

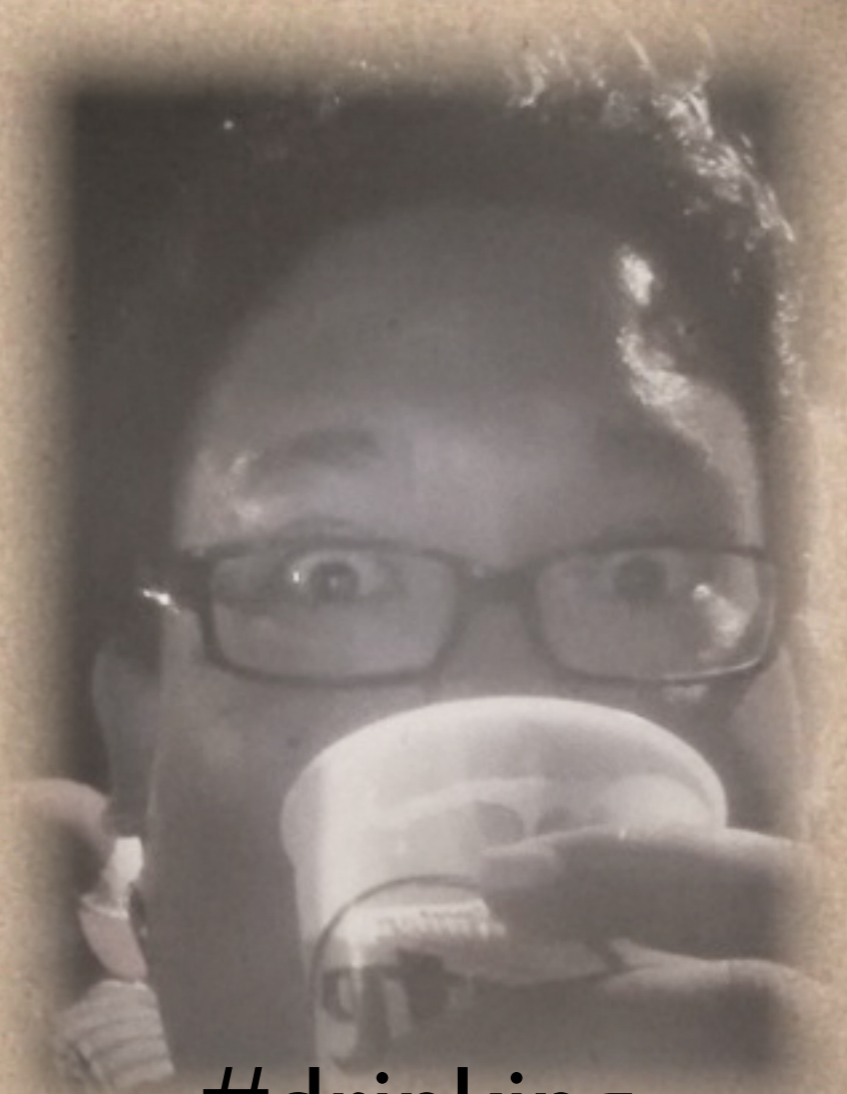
UPLOADS

AUDIENCES

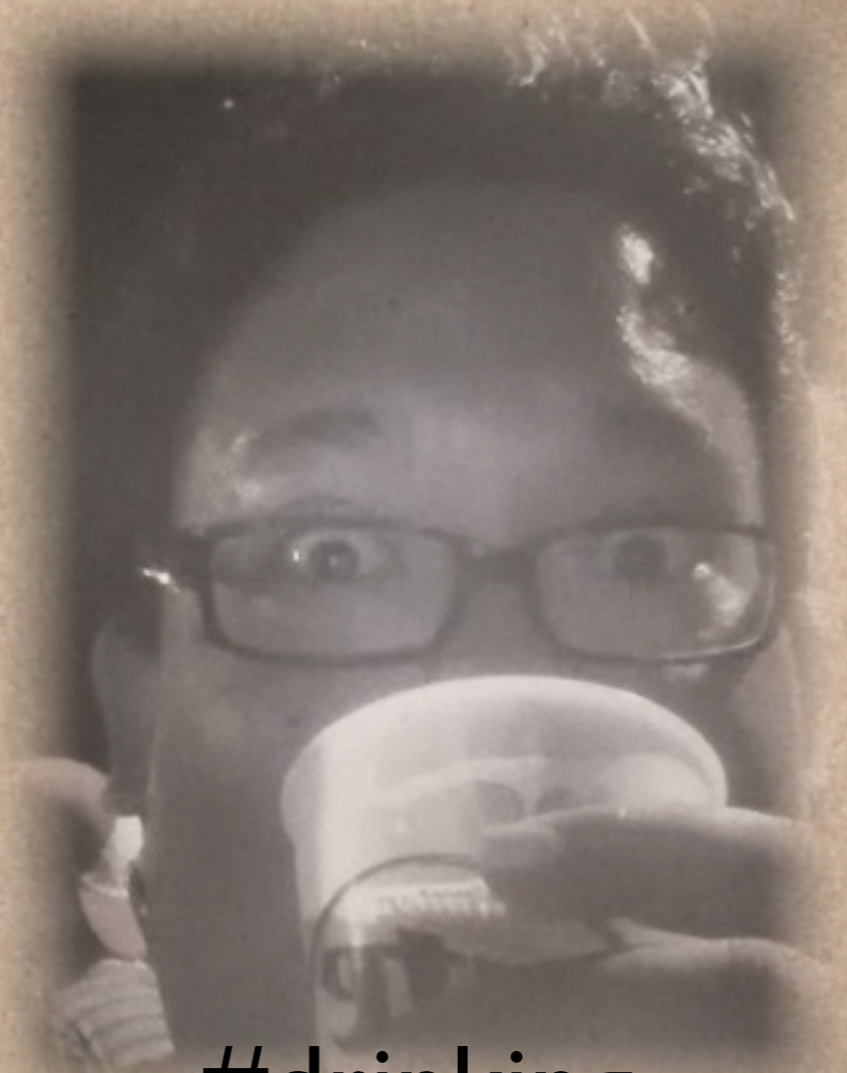
ACCREDITING AGENCIES,
GOVERNING BOARD, UNIV.
ADMIN., CAMPUS UNITS,
AUTHORS

SOURCE

REPOSITORY PLATFORM



#drinking



#drinking



#medical

LOCATIONS

AUDIENCES

UNIV. ADMIN., CAMPUS UNITS,
AUTHORS, SOCIAL MEDIA

SOURCE

REPOSITORY PLATFORMS, WEB
ANALYTICS



#medical



#medical



#workingout
#AGESago

PARTICIPATING UNITS

AUDIENCES

UNIV. ADMIN., CAMPUS UNITS,
FACULTY

SOURCE

REPOSITORY PLATFORMS,
IN-HOUSE MEASURES



#workingout
#AGESago



#workingout
#AGESago

PARTICIPATING FACULTY

AUDIENCES

UNIV. ADMIN., CAMPUS UNITS

SOURCE

REPOSITORY PLATFORMS,

IN-HOUSE MEASURES



#workingout
#AGESago



#workingout
#AGESago



#blurry

METRICS IN ACTION

ANNUAL - PEER COMPARISONS

MONTHLY REPORTS - DCN
“MOST POPULAR...” LISTS

DAILY NOTICES TO FACULTY

AS AN ENTICEMENT - “SUCCESS +
SERVICE” REPORTS

“NEGATIVE” METRICS

WORLD IMPACT - JOURNALS
ANALYTICS



#blurry



#blurry



#YAAAAASSSSSSSS