1.0 USER DEMOGRAPHICS

1.1 Basic measure (“User Association”)

1.2 Advanced measure (“User Affiliation”)

1.3 Advanced measure (“Registered Users”)

1.4 Recommended metrics

* “Internal” vs. “External” Users
* Users by Affiliation
* Users by Geographic Location
* Unique Users by month/year
* Newly Registered Users by month/year
* Returning Users by month/year

2.0 REFERENCE TRANSACTIONS

2.1 Basic measure (“Reference Questions”)

2.2 Advanced measure (“Question Method”)

2.3 Advanced measure (“Time Spent Responding”)

2.4 Advanced measure (“Question Purpose”)

2.5 Advanced measure (“Question Complexity”)

2.6 Recommended metrics

* Total number of Reference Questions received per week/month/year
* Total number of Reference Questions received per week/month/year via each method
* Average number of minutes spent responding to Reference Questions
* Average number of minutes spent responding to internal vs. external users
* Ratio of time spent responding to Reference Questions to time Users spend in the Reading Room
* Ratio of Reference Questions submitted by each User demographic category

3.0 READING ROOM VISITS  
3.1 Basic measure (“User Days”)  
3.2 Advanced measure (“User Hours”)  
3.3 Recommended metrics

* Total Reading Room Visits per day
* Average number of Reading Room Visits per day
* Average number of Reading Room Visits per unique Registered User
* Total User Hours per day
* Average Reading Room Visit Length

4.0 COLLECTION USE

4.1 Basic measure (“All Checkouts”)

4.2 Advanced measure (“Reading Room Use”)

4.3 Advanced measure (“Usage Hours”)

4.4 Advanced measure (“Reference Use”)

4.5 Advanced measure (“Exhibition Use”)

4.6 Advanced measure (“Instructional Use”)

4.7 Advanced measure (“Operational Use”)

4.8 Advanced measure (“Purpose of Use”)

4.9 Advanced measure (“Publication Use”)

4.10 Advanced measure (“Reproduction Requests”)

4.11 Advanced measure (“Reproductions Made”)

4.12 Advanced measure (“Interlibrary Loan Requests Received”)

4.13 Advanced measure (“Interlibrary Loan Requests Filled”)

4.14 Recommended metrics

* Total Collection Units checked out per day/week/month/year
* Average number of Collection Units checked out per day/week/month/year
* Total Usage Hours per day
* Average use time per Collection Unit
* Total number of times unique Collection Units are consulted
* Ratio of unique Users per Collection Unit
* Ratio of Reproduction Requests to Reading Room visits
* Total Reproductions per day/week/month/year
* Average number of Reproductions per day/week/month/year
* Average number of Reproductions per User
* Total number of Interlibrary Loan Requests received or filled per day/week/month/year
* Ratio of Interlibrary Loan Requests filled to received

5.0 EVENTS

5.1 Basic measure (“Number of Events”)

5.2 Advanced measure (“Event Attendees”)

5.3 Advanced measure (“Length of Event”)

5.4 Advanced measure (“Type of Event”)

5.5 Advanced measure (“Event Preparation Time”)

5.6 Recommended metrics

Total Events per month/year

Average number of Events per month/year

Average number of attendees per Event

Average preparation time per Event

Preparation time per attendee

6.0 INSTRUCTION

6.1 Basic measure (“Number of Instruction Sessions”)

6.2 Advanced measure (“Number of Students”)

6.3 Advanced measure (“Instructional Level of Students”)

6.4 Advanced measure (“Instruction Session Duration”)

6.5 Advanced measure (“Instruction Session Preparation Time”)

6.6 Recommended metrics

* Total Instruction Sessions per week/month/year
* Average number of Instruction Sessions per week/month/year
* Average number of Collection Units used per Instruction Session
* Average number of students per Instruction Session
* Average preparation time per Instruction Session
* Average preparation time per student

7.0 EXHIBITIONS

7.1 Basic measure (“Number of Exhibitions”)

7.2 Advanced measure (“Exhibition Visitors”)

7.3 Advanced measure (“Exhibition Types”)

7.4 Advanced measure (“Exhibition Duration”)

7.5 Advanced measure (“Exhibition Preparation Time”)

7.6 Advanced measure (“Exhibition Publications”)

7.7 Advanced measure (“Exhibition Promotions”)

7.8 Recommended metrics

* Total number of Exhibitions per year or other relevant time period
* Total Exhibit visitors per year
* Total visits per Exhibition
* Average number of Exhibit visitors per month/year
* Average number of visitors per Exhibition
* Average number of visitors per hour

8.0 ONLINE INTERACTIONS

8.1 Basic measure (“Page Views”)

8.2 Advanced measure (“Unique Page Views”)

8.3 Advanced measure (“Sessions”)

8.4 Advanced measure (“Session Duration”)

8.5 Advanced measure (“Downloads”)

8.6 Advanced measure (“Download File Type”)

8.7 Advanced measure (“Traffic Source”)

8.8 Advanced measure (“Social Media Reach”)

8.9 Recommended metrics

* Total Page Views per day/week/month/year
* Total session per day/week/month/year
* Total session duration per day/week/month/year
* Average session duration per day/week/month/year
* Page Views per session
* Total file downloads per day/week/month/year