

Michigan eLibrary Year-End Database and Website Visitor Report FY 2015 with Multi-Year Comparison Figures

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Database Usage

LSTA-Funded Databases (Core Resources)

MeL's core resources are purchased with Library Services and Technology Act (LSTA) dollars. This is federal money. Comparing FY 2015 to FY 2011, there has been an over-all drop of 20% in number of user sessions for these core databases although the pattern of rising and falling usage varies for individual products. Please refer to the charts below to examine these numbers in greater detail.

| | <i>Sessions</i> <i>2011</i> | <i>Sessions</i> <i>2012</i> | <i>Sessions</i> <i>2013</i> | <i>Sessions</i> <i>2014</i> | <i>Sessions</i> <i>2015</i> | <i>5-Yr %</i> <i>Change</i> |
|-----------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <i>Gale Databases</i> | 19,214,212 | 15,047,842 | 13,943,615 | 14,942,752 | 15,348,972 | -20% |
| <i>Chiltons</i> | 148,163 | 198,798 | 89,942 | 51,877 | 49,728 | -66% |
| <i>ProQuest - SIRS Discoverer</i> | 230,051 | 175,363 | 178,498 | 107,390 | 60,662 | -74% |
| <i>ProQuest - SIRS</i> | 187,713 | 209,799 | 213,258 | 171,371 | 110,920 | |
| <i>Renaissance</i> | | | | | | -41% |
| <i>ProQuest - Heritage Quest</i> | 247,822 | 143,287 | 82,524 | 69,836 | 53,990 | -78% |
| <i>ProQuest - eLibrary</i> | N/A | 258,159 | 210,945 | 151,871 | 215,126 | -17%* |
| <i>ProQuest - eLibrary</i> | 109,862 | 69,249 | 54,047 | 50,188 | 48,998 | |
| <i>Elementary</i> | | | | | | -55% |
| <i>ProQuest-CultureGrams</i> | N/A | 237,724 | 244,050 | 178,330 | 167,858 | -29%* |
| TOTALS | 20,137,823 | 16,340,221 | 15,016,879 | 15,723,615 | 16,056,254 | -20% |

*Percent change over 4 years

Learning Express Library

Learning Express has some unique content. That is reflected below for FY 2015

| | <i>Sessions</i> | <i>No. of Tests</i> | <i>No. of Courses</i> |
|---------------------------------|-----------------|---------------------|-----------------------|
| <i>Learning Express Library</i> | 146,479 | 98,858 | 10,461 |

A breakdown of some important Gale resources

The Gale suite constitutes the bulk of MeL's usage. Below please find the most-used Gale resources (Academic OneFile, General OneFile, Gale Virtual Reference Library and Opposing Viewpoints in Context) as well as MeL's primary consumer health product, Health and Wellness Resource Center.

| | <i>FY 2011</i> | <i>FY 2012</i> | <i>FY 2013</i> | <i>FY 2014</i> | <i>FY 2015</i> | <i>4-Yr % Change</i> |
|--|----------------|----------------|----------------|----------------|----------------|--------------------------|
| <i>Academic OneFile</i> | not avail | 2,717,573 | 5,007,005 | 3,473,241 | 2,888,424 | 6% |
| <i>General OneFile</i> | not avail | 1,288,698 | 3,628,914 | 1,762,544 | 1,419,885 | 10% |
| <i>Gale Virtual Reference Library</i> | not avail | 617,946 | 1,104,351 | 1,291,204 | 1,660,035 | 169% |
| <i>Health and Wellness Resource Center</i> | not avail | 312,694 | 465,699 | 269,181 | 198,166 | -37% |
| <i>Opposing Viewpoints in Context</i> | not avail | 633,832 | 1,608,573 | 1,484,113 | 1,410,193 | 122% |

State of Michigan General Fund-Funded Resources (Business and Early Literacy Focus)

Please note that these database resources had different contract start dates so the usage figures for FY 2014 constitute differing numbers of months and therefore a comparison with the full FY 2015 is not useful.

| | <i>Sessions 2011</i> | <i>Sessions 2012</i> | <i>Sessions 2013</i> | <i>Sessions 2014 - partial</i> | <i>Sessions 2015</i> |
|--|--------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|
| <i>CivicTechnologies - Business Decision</i> | N/A | N/A | N/A | 1,130 | 1,658 |
| <i>Worldbook - WB Kids</i> | N/A | N/A | N/A | 172,773 | 198,076 |
| <i>Worldbook - Early World of Learning</i> | N/A | N/A | N/A | 124,841 | 59,325 |
| <i>Worldbook - EEH (Spanish ed)</i> | N/A | N/A | N/A | 13,430 | 12,113 |
| <i>EBSCO - Novelist K8 Plus</i> | N/A | N/A | N/A | 8,137 | 97,271 |
| <i>EBSCO - eBook K8 Collection</i> | N/A | N/A | N/A | 267,330 | 860,124 |
| <i>Scholastic BookFlix</i> | N/A | N/A | N/A | 704,815 | 1,128,415 |
| TOTALS | | | | 1,292,456 | 2,356,982 |

Website Usage Including Gateways

In 2014, MeL unveiled the Kids and Teens portals. After an initial drop in usage both portals have seen a substantial rise in homepage page loads.

For the Kids portal, this can most readily be attributed to the new early literacy resources that were purchased in FY 2014, the Worldbook suite (Worldbook Kids, Early World of Learning and the Worldbook Spanish edition), Novelist K8 Plus, and, most importantly to the increased usage statistics, EBSCO's eBook K8 Collection and Scholastic BookFlix.

Plans for a fully-developed interface for the business resources are underway for FY 2016.

| | <i>FY 2012</i> | <i>FY 2013</i> | <i>FY 2014</i> | <i>FY 2015</i> | <i>4-Yr % Change</i> |
|-------------------------------|----------------|----------------|----------------|----------------|--------------------------|
| <i>Homepage</i> | 5,401,690 | 5,959,489 | 8,699,947 | 22,615,782 | 319% |
| <i>Databases</i> | 785,737 | 847,474 | 779,999 | 737,419 | -6% |
| <i>Kids</i> | 126,535 | 109,773 | 60,598 | 661,259 | 423% |
| <i>Teens</i> | 157,779 | 93,395 | 42,586 | 239,294 | 52% |
| <i>Business</i> | N/A | N/A | N/A | 26,746 | N/A |
| <i>Jobs</i> | N/A | N/A | N/A | 23,937 | N/A |
| <i>Business and Jobs</i> | 19,285 | 22,606 | N/A | N/A | N/A |
| <i>Government</i> | N/A | N/A | N/A | 13,330 | N/A |
| <i>Health</i> | 22,322 | 23,362 | 26,131 | 24,214 | 8% |
| <i>Legal</i> | 14,458 | 16,384 | 20,023 | 14,886 | 3% |
| <i>Books and Literacy</i> | 59,242 | 51,402 | 46,660 | 38,648 | -35% |
| <i>Michigana</i> | 44,312 | 42,005 | 38,852 | 76,991 | 74% |

Discovery Service

The discovery service, by which users can search both MeLCat and the article-based databases and receive interfiled results on a single results screen, was put into place in June of 2014. Usage has remained steady. The most frequent search terms are for MeL databases, notably Chilton's and BookFlix, popular reading materials such as bestselling titles and authors, and topics readily available in Opposing Viewpoints in Context such as gun control and bullying.

| | <i>Q1 (Oct-Dec)</i> | <i>Q2 (Jan-Mar)</i> | <i>Q3 (Apr-June)</i> | <i>Q4 (July-Sept)</i> |
|-------------------------------|---------------------|---------------------|----------------------|-----------------------|
| <i>Homepage Searches</i> | 251,207 | 369,977 | 295,778 | 267,725 |
| <i>Michigana Searches</i> | 895 | 528 | 303 | 503 |