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How am I Doing? A Framework for Repository Benchmarking

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How am I doing?
A Framework for IR Benchmarking

July 9, 2015
Ann Connolly
Director of Outreach and Scholarly Communication

bepress
Who we are

- We host a repository and electronic publishing platform built to provide openness—
  - Open content owned by the institution
  - Open harvesting protocols
  - Open conversation in the community
- 400 institutions in the bepress Digital Commons community publishing a wide variety of content
- We are members of their IR teams
On your mark.
Get set.
GO!
Existing rankings don’t align with the most pressing community goals
How could they all align?

Success depends upon your goals

And those goals sometimes differ radically
Rankings become problematic

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<th>SCORE</th>
<th>PLAYER</th>
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<th>Score</th>
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</table>
Large pool of users
Reliable numbers
Measure what community values
Make it flexible
Sample Group

- Research Universities: 21%
- Professional Schools: 24%
- Undergraduate Colleges: 18%
- Universities with graduate programs: 36%
- Community Colleges: 2%
1. **Growth factor**: content added, growth
2. **Breadth factor**: engagement, participation, reach
3. **Demand factor**: download counts, demand, interest
MOST RECENT GENERAL TEST

61
Verbal Reasoning Percentile Rank

68
Quantitative Reasoning Percentile Rank

92
Analytical Writing Percentile Rank
1. Growth Factor

- Calculates the number of downloadable objects added during the calendar year.
- Measures annual deposit activity.
80th percentile = 2,069 objects added

Growth Factor:
Number of full-text objects added in 2014

20th percentile = 110 objects
50th percentile = 553 objects
80th percentile = 2,069 objects
90th percentile = 3,916 objects
2. Breadth Factor

• Calculates the number of series (collections) getting 1 or more new objects added to it in calendar year.
• Measures the reach of the IR and the level of engagement.
80\textsuperscript{th} percentile = 44 groups on campus

Breadth Factor:
Number of series with new content added in 2014

<table>
<thead>
<tr>
<th>5 series</th>
<th>16 series</th>
<th>44 series</th>
<th>62 series</th>
</tr>
</thead>
</table>

\textsuperscript{20\text{th}} percentile  \textsuperscript{50\text{th}} percentile  \textsuperscript{80\text{th}} percentile  \textsuperscript{90\text{th}} percentile
3. Demand Factor

- Calculates the average number of downloads per object for the calendar year.
- Measures the interest and impact of the content as well as its discoverability.
80th percentile = 102 downloads/object

Demand Factor:
Number of downloads in 2014/total number of objects in 2014
Is this a successful year?

Growth Factor

Breadth Factor

Demand Factor
How about this?

**Growth Factor**

20th percentile  50th percentile  80th percentile  90th percentile

**Breadth Factor**

20th percentile  50th percentile  80th percentile  90th percentile

**Demand Factor**

20th percentile  50th percentile  80th percentile  90th percentile
What does success look like?
• The categories fit
• Paints an accurate portrait
• Great to share with stakeholders
• Benchmarking is good starting point
• Assess last year
• Set goals for next year
• Need guidelines for measuring
  • Not every IR is structured similarly
  • Different way of filtering and counting downloads
• Does not break down by institution type and content type
• Comparative data is important
Are you interested?

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