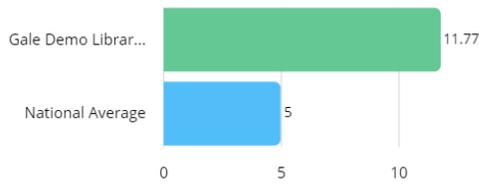# GALE ENGAGE: VISUALIZATION CATALOG

METRICS
The metrics tab triangulates traditional usage statistics with other data points to add additional context. These calculated metrics are then compared to a selected benchmark.
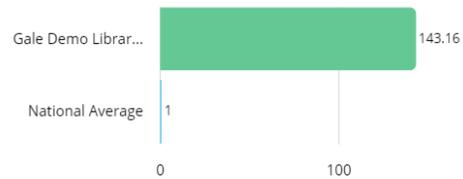
COMMUNITY USAGE: VISITS

Visits per Capita for the last 30 days

Gale Demo Librar...	11.77
National Average	5

Total visits relative to total service area population

COMMUNITY USAGE: DIGITAL

Electronic Circulation per Capita for the last 30 days

Gale Demo Librar...	143.16
National Average	1

Total electronic circulation relative to service area population

COMMUNITY USAGE: CIRCULATION

Circulation per Capita for the last 30 days

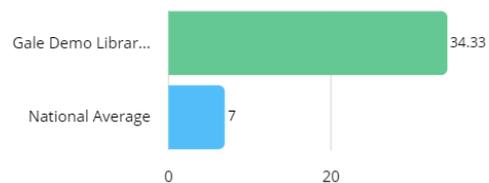|	
Gale Demo Librar...	143.16
National Average	7
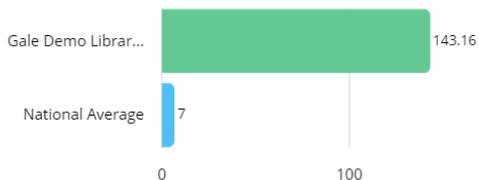
Total circulation relative to total service area population

CARDHOLDER CIRCULATION ENGAGEMENT

Circulation per Cardholder for the last 30 days

Gale Demo Librar...	34.33
National Average	7

Total circulation relative to total cardholder count

LOCATION ACTIVITY

Circulation per open hour

Gale Demo Librar...	3,579.1
National Average	820
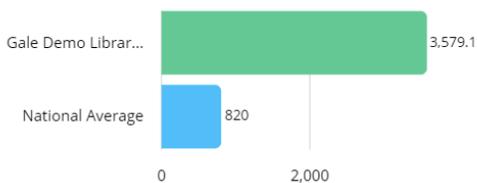
Total circulation relative to the number of open library hours

COMMUITY PENETRATION

Saturation Rate (%)

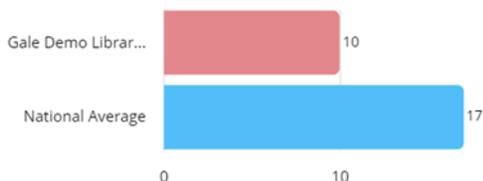|	
Gale Demo Librar...	100
National Average	60.62
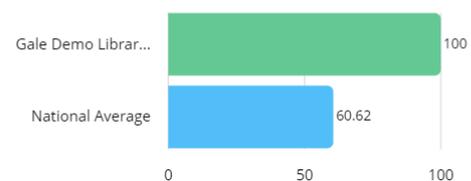
Total cardholders relative to total service area population

GALE ENGAGE: VISUALIZATION CATALOG

METRICS

COLLECTION PER CAPITA

Holdings per Capita

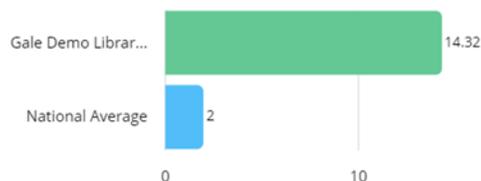|	
Gale Demo Librar...	10
National Average	17

Collection items held relative to service area; physical materials available to the community served

PHYSICAL MATERIAL USAGE

Turnover rate

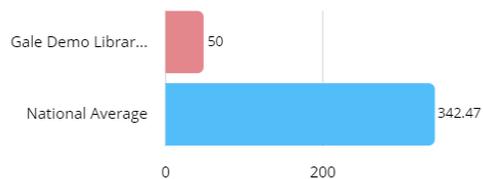|	
Gale Demo Librar...	14.32
National Average	2

Circulation relative to the number of items in the collection

STAFFING RATIO: POPULATION

Service Area Residents per FTE

Gale Demo Librar...	50
National Average	342.47

Full time equivalent staff relative to population

STAFFING RATIO: CARDHOLDERS

Cardholders per FTE

Gale Demo Librar...	208.5
National Average	1,289
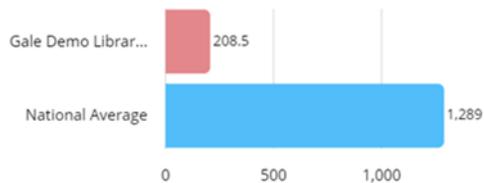
Total cardholders relative to full time equivalent staff

STAFFING RATIO: SPACE

FTE per Square Foot

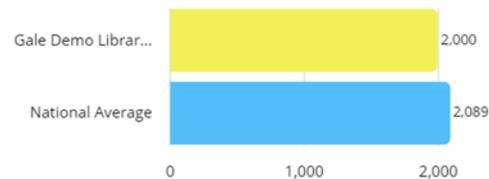|	
Gale Demo Librar...	0.07
National Average	0.01
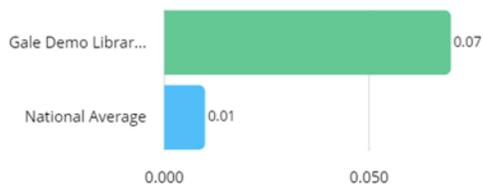
Full time equivalent staff relative to public square feet within the library system

TOTAL OPEN HOURS

Total Open Hours

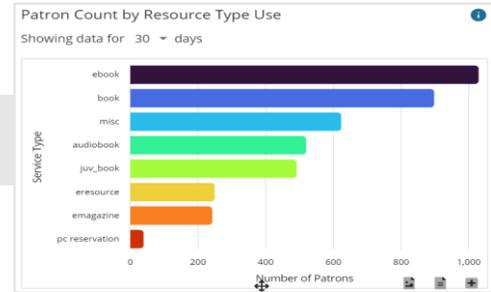|	
Gale Demo Librar...	2,000
National Average	2,089

Total hours library is open across all branches and locations
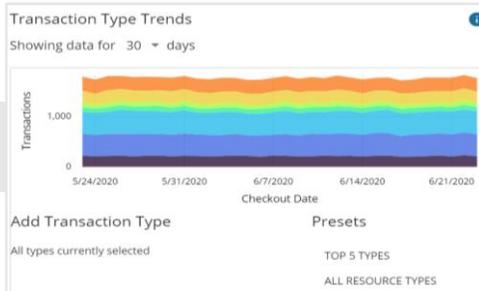
GALE ENGAGE: VISUALIZATION CATALOG

CIRCULATION
The circulation tab visualizes circulation data to give you different views of how your collection is being utilized and how patrons are engaging with your collection, both physical and digital.
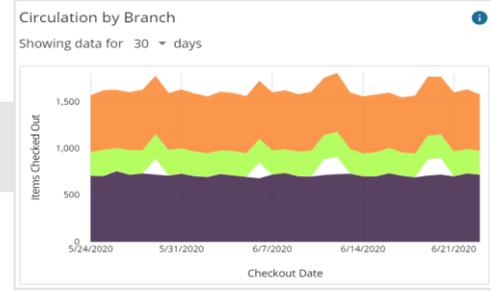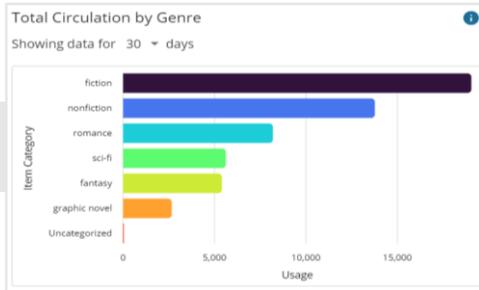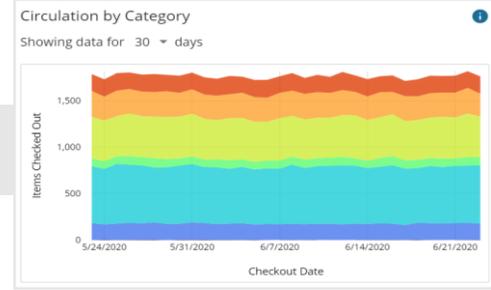
RESOURCE or MATERIAL BY PATRON

Patron Count by Resource Type Use
Showing data for 30 ▼ days

Number of Patrons

TREND ANALYIS OVER TIME

Transaction Type Trends
Showing data for 30 ▼ days

Transactions
1,000
0
5/24/2020   5/31/2020   6/7/2020   6/14/2020   6/21/2020
Checkout Date

Add Transaction Type   Presets
All types currently selected   TOP 5 TYPES
ALL RESOURCE TYPES

TREND ANALYIS BY BRANCH

Circulation by Branch
Showing data for 30 ▼ days

Items Checked Out
1,500
1,000
500
0
5/24/2020   5/31/2020   6/7/2020   6/14/2020   6/21/2020
Checkout Date

TOTAL CIRCULATION BY GENRE

Total Circulation by Genre
Showing data for 30 ▼ days

Item Category
fiction
nonfiction
romance
sci-fi
fantasy
graphic novel
Uncategorized
0   5,000   10,000   15,000
Usage

TREND ANALYIS BY GENRE

Circulation by Category
Showing data for 30 ▼ days

Items Checked Out
1,500
1,000
500
0
5/24/2020   5/31/2020   6/7/2020   6/14/2020   6/21/2020
Checkout Date

PATRON CHECKOUTS BY GENRE

Number of Categories Checked Out by Patrons
Showing data for 30 ▼ days

High
87.55% of patrons checked out material from 1 category

Low
12.45% of patrons checked out materials from 2 categories

PATRON CHECKOUTS BY TYPE

Number of Resource Types Used by Patrons
Showing data for 30 ▼ days

High
79.52% of patrons have used only 1 type of resource

Low
0.47% of patrons have used 3 types of resources
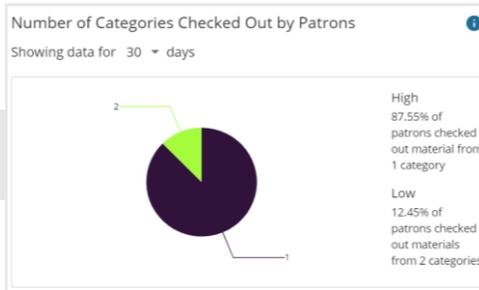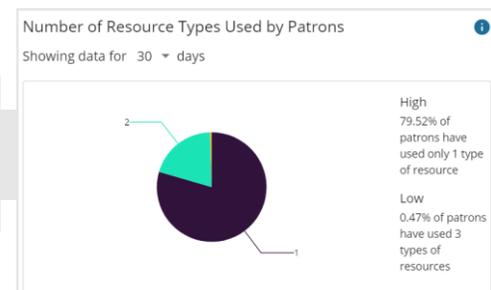
CIRCULATION BY MATERIAL or RESOURCE

Total Circulation by Resource Type
Showing data for 30 ▼ days

Resource Type
ebook
book
misc
juv_book
audiobook
emagazine
eresource
pc reservation
0   5,000   10,000
Usage
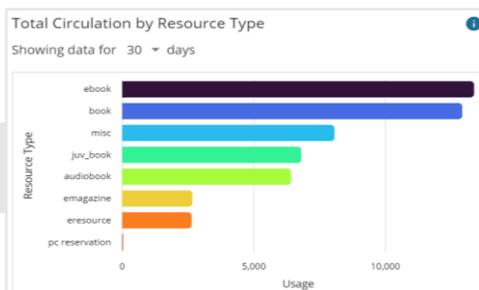
OVERLAP BY RESOURCE TYPE

Overlap in Resource Type Use
Showing data for 30 ▼ days

eresource
ebook   book

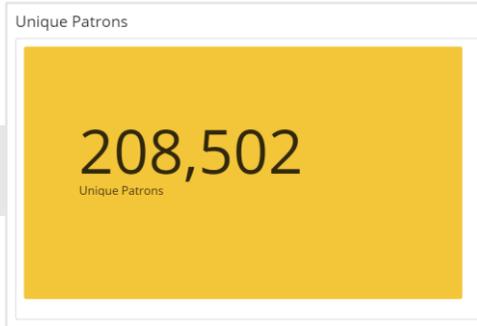Click a section of the venn diagram to see more detail
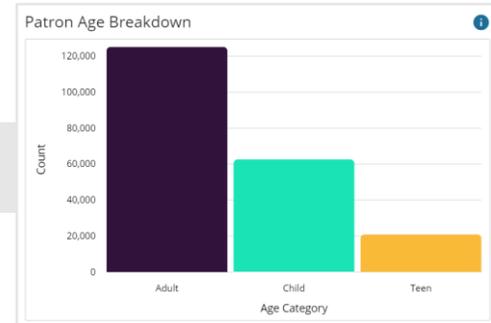
GALE ENGAGE: VISUALIZATION CATALOG

PATRON STATUS
The Patron Status tab summarizes your patron base, in the context of registered locations, activity, age category, and more.
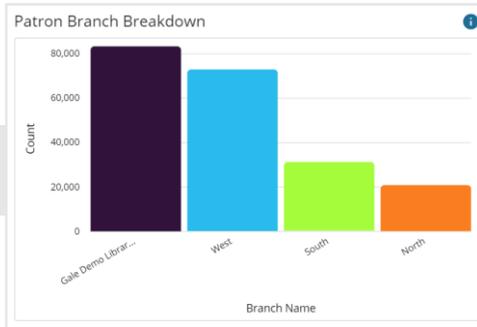
UNIQUE PATRON COUNT

Unique Patrons

208,502

Unique Patrons

PATRON AGE BREAKDOWN
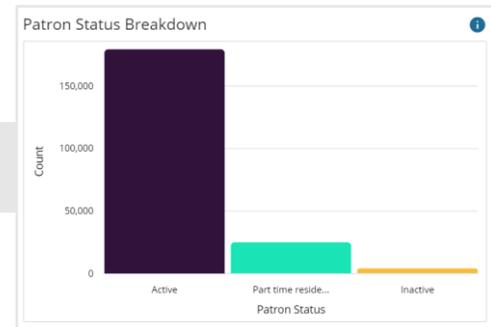

Patron Age Breakdown

PATRON BREAKDOWN BY LOCATION

Patron Branch Breakdown
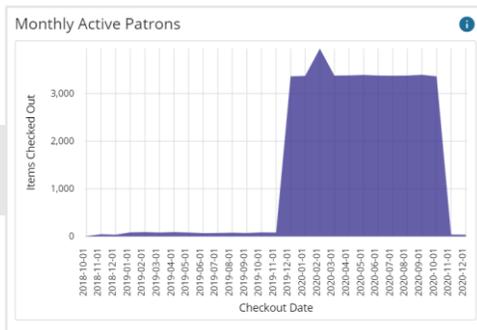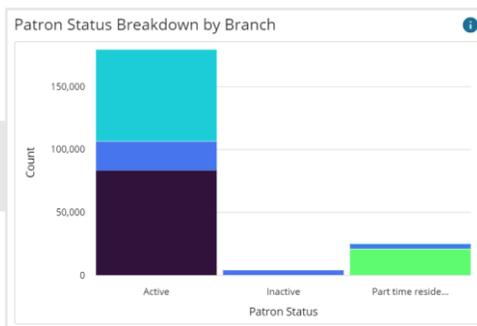
PATRON STATUS BREAKDOWN

Patron Status Breakdown

PATRONS WITH ACTIVIY COUNT

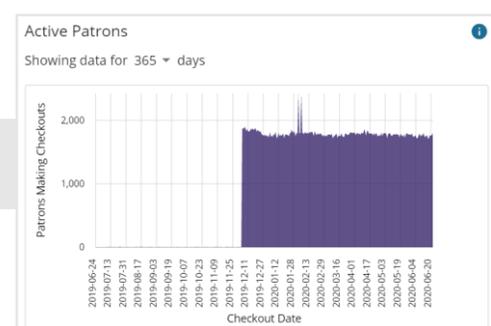
Monthly Active Patrons

PATRON CHECKOUTS BY TYPE

Patron Status by Age Categories

PATRON STATUS BY BRANCH
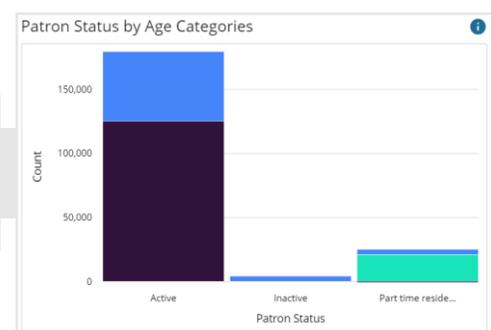
Patron Status Breakdown by Branch

DAILY ACTIVE PATRON COUNT

Active Patrons
Showing data for 365 days

GALE ENGAGE: VISUALIZATION CATALOG

PATRON GROUPS
The Patron Groups tab summarizes and visualizes the patron groups within your patron base.

GROUP LIST
Filterable group list organized by membership largest to smallest

Top Groups

Select Category

ALL			
AGE GROUPS			
BRANCHES USED			
EVENT ATTEND...			
GENRES & INTE...			
PRODUCTS USED			
PROGRAM PAR...			
STATUS			
TEST GROUP C...			

Name	Patrons	Description
■ Inactive Patron	204372	Automatically generated tag for patrons that have not had a transaction in at least one year.
■ Branches Used 1	2160	Automatically generated tag for patrons who have used 1 branches for transactions.
■ Branches Used 2	1457	Automatically generated tag for patrons who have used 2 branches for transactions.
■ Fiction	923	Automatically generated tag for material category Fiction
■ Nonfiction	703	Automatically generated tag for material category Nonfiction
■ Book Only	488	Automatically generated tag for patrons have only had book usage in the last year
■ Romance	433	Automatically generated tag for material category Romance
■ Fantasy	331	Automatically generated tag for material category Fantasy
		Automatically generated tag for material

TREND ANALYSIS
Groups by membership size

Active Group Membership
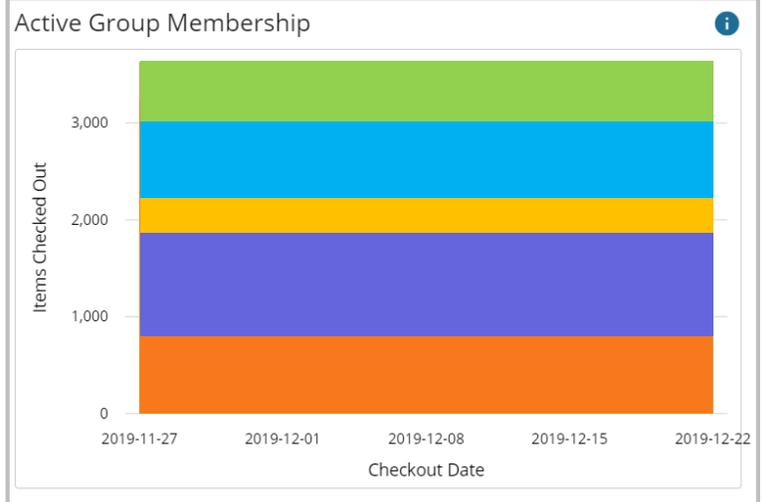
POPULARITY LIST
Most popular groups by membership size

Most Popular Groups

Group Name	Count
Inactive Patron	204372
Branches Used 1	2160
Branches Used 2	1457
Fiction	923
Nonfiction	703
Book Only	488

WORD CLOUD
Visual representation of groups, size is determined by group membership

Groups by Membership Size
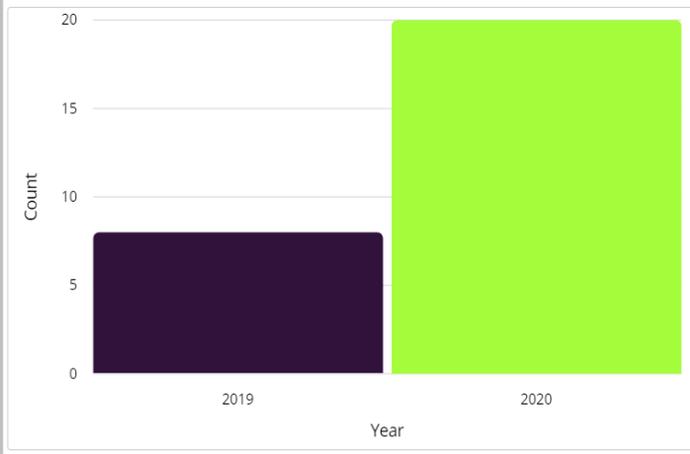
GALE ENGAGE: VISUALIZATION CATALOG

PROGRAMS
The Programs tab provides a high level view of program attendance and sessions.

PROGRAMS HELD
Current year and prior year

Programs Held ⓘ

TREND ANALYSIS
Program attendance by location

Program Attendance by Location ⓘ

Showing data for 365 ▾ days
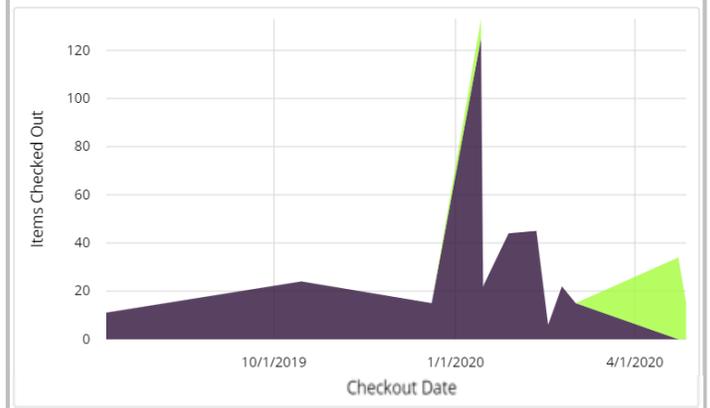
COUNT AND COMPARISON
Programs held monthly, annually, prior year, and year over year

Programs Held per Month ⓘ

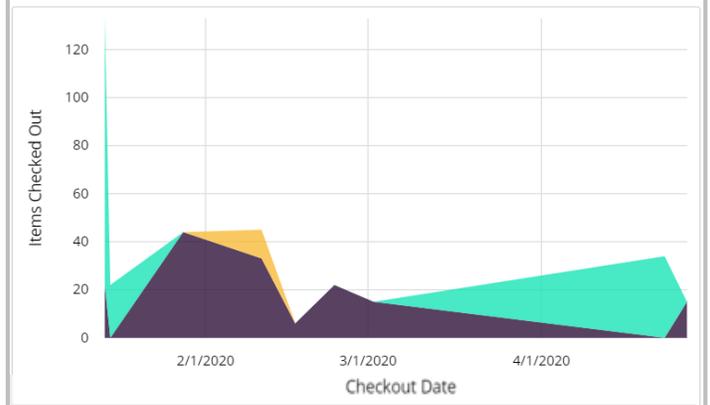| 6.67	1.6	+5.07
This Year	Last Year	Change

TREND ANALYSIS
Program attendance by patron age category

Program Attendance by Age Category ⓘ

Showing data for 180 ▾ days

GALE ENGAGE: VISUALIZATION CATALOG

SYSTEM USAGE
The System Usage tab details trends in usage within individual systems.

FREEGAL USAGE
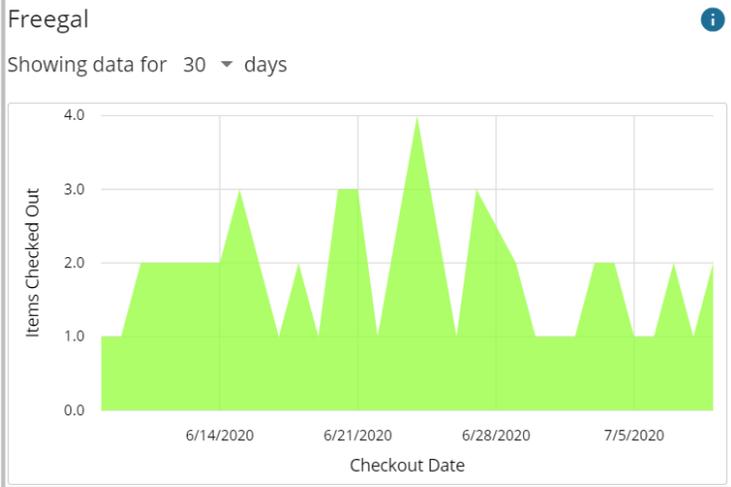
Freegal ⓘ

Showing data for 30 ▼ days

Y-axis: Items Checked Out (0.0, 1.0, 2.0, 3.0, 4.0)
X-axis: Checkout Date (6/14/2020, 6/21/2020, 6/28/2020, 7/5/2020)

PUBLIC COMPUTER USAGE

PC Reservation (Engage format) ⓘ

Showing data for 30 ▼ days

Y-axis: Items Checked Out (0.0, 1.0, 2.0, 3.0, 4.0)
X-axis: Checkout Date (6/14/2020, 6/21/2020, 6/28/2020, 7/5/2020)

SIRSI DYNIX USAGE

SIRSI DYNIX ⓘ

Showing data for 30 ▼ days

Y-axis: Items Checked Out (0, 500, 1,000, 1,500)
X-axis: Checkout Date (6/14/2020, 6/21/2020, 6/28/2020, 7/5/2020)
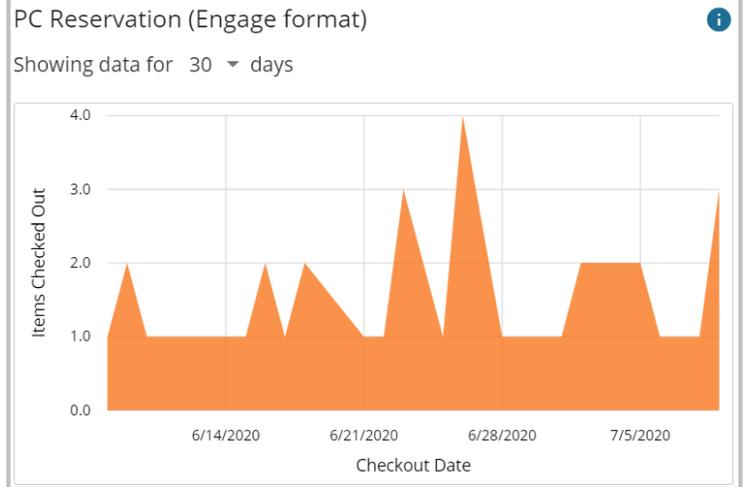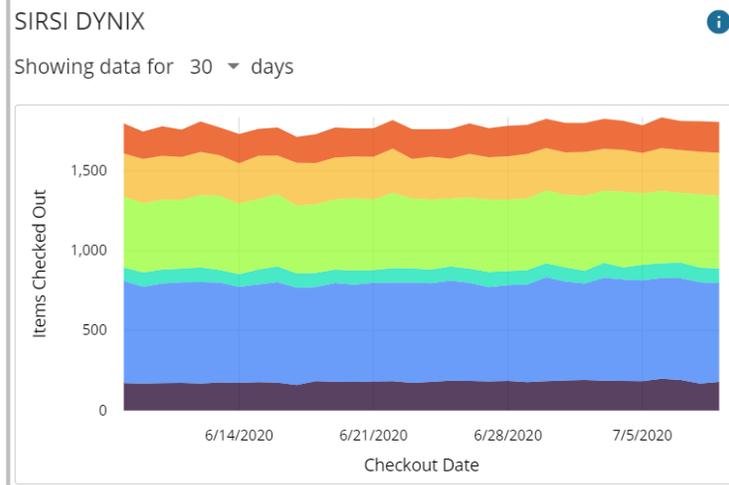
GALE ENGAGE: VISUALIZATION CATALOG

HISTORIC USAGE

The Historic Usage tab summarizes usage across different library resources for the last 13 months, including year over year percent change calculations.

TREND ANALYSIS: VISITS

Branch Visit History

Showing data for the past 13 months

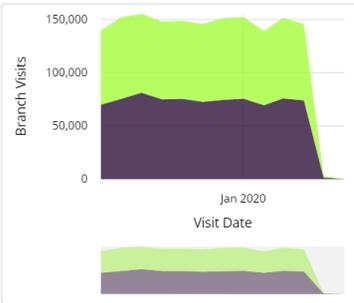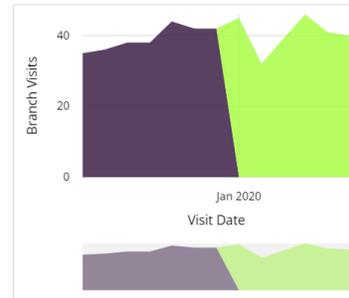| Branch Name	Prior Year	Last Month	% Change
Sum	139794	0	-100%
Gale Demo Library Main Building	69882	0	-100%
North	69912	0	-100%

1 – 3 of 3 |< < > >|

Visits by branch with calculated year over year change

TREND ANALYSIS: COMPUTER USAGE

Computer Use History

Showing data for the past 13 months

Branch Name	Prior Year	Last Month	% Change
Sum	35	40	14%
Gale Demo Library Main Building	35	0	-100%
North	0	40	∞%

1 – 3 of 3 |< < > >|

Public computer sessions by branch with calculated year over year change

TREND ANALYSIS: PROGRAM HISTORY

Program Session History

Showing data for the past 13 months

Adult ▾

Branch Name	Prior Year	Last Month	% Change
Sum	0	1	∞%
Gale Demo Library Main Building	0	1	∞%
North	0	0	

1 – 3 of 3 |< < > >|

Program sessions offered by branch with calculated year over year change

PROGRAM SUMMARY

Program History

Branch Name	Adult				Teen				Child			
		Jun 2019	Jun 2020	Change		Jun 2019	Jun 2020	Change		Jun 2019	Jun 2020	Change
Gale Demo Library Main Building	Attendance	0	20	∞%	Attendance	0	15	∞%	Attendance	0	0	0%
	Sessions	0	1	∞%	Sessions	0	1	∞%	Sessions	0	0	0%
North	Attendance	0	0	0%	Attendance	0	0	0%	Attendance	0	0	0%
	Sessions	0	0	0%	Sessions	0	0	0%	Sessions	0	0	0%

Program session and attendance by location and age category, with calculated annual percent change
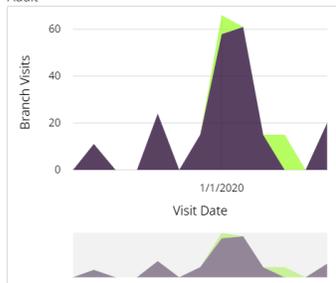
GALE ENGAGE: VISUALIZATION CATALOG

HISTORIC USAGE

TREND ANALYSIS: PROGRAM ATTENDANCE

Program Attendance History

Showing data for the past 13 months

Adult ▾

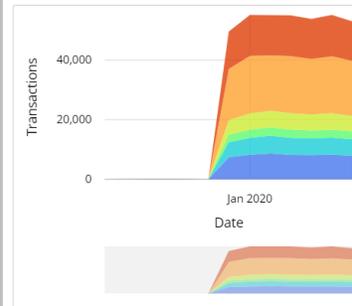| Branch Name	Prior Year	Last Month	% Change
Sum	0	20	∞%
Gale Demo Library Main Building	0	20	∞%
North	0	0	

1 – 3 of 3 |< < > >|

Program Attendance by branch with calculated year over year change

TREND ANALYSIS: TRANSACTIONS

Transaction History

Showing data for the past 13 months

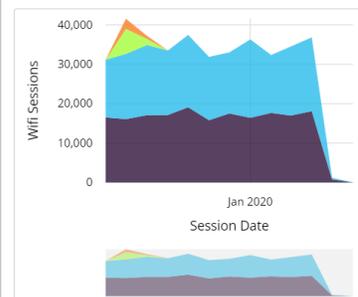| Branch Name	Prior Year	Last Month	% Change
Sum	46808	53027	13%
Uncategorized	65	40	-38%
romance	8603	7921	-8%
sci-fi	44	5484	12,364%
graphic novel	2789	2613	-6%

1 – 5 of 8 |< < > >|

Transaction history by genre/subject with calculated year over year change

TREND ANALYSIS: WiFi USAGE

Wifi Use History

Showing data for the past 13 months

Branch Name	Prior Year	Last Month	% Change
Sum	31151	0	-100%
Gale Demo Library Main Building	16513	0	-100%
North	14638	0	-100%
Main Branch	0	0	
South Branch	0	0	

WiFi Sessions by branch with calculated year over year change

MARKETING

The Marketing tab provides a summary of patron engagement with emails and social media as well as upcoming marketing and social media activity.

MANDRILL MAIL STATISTICS

Mail Stats for Mandrill Client 31113209
Reputation: 2
Hourly Quota: 500
Backlog: 0

Mail Statistics

Period	Sent	Hard Bounces	Soft Bounces	Rejects	Complaints	Unsubscrib	Opens	Unique Opens	Clicks	Unique Clicks
Today	0	0	0	0	0	0	0	0	0	0
Last 7 Days	0	0	0	0	0	0	0	0	0	0
Last 30 Days	0	0	0	0	0	0	0	0	0	0
Last 60 Days	0	0	0	0	0	0	0	0	0	0
Last 90 Days	0	0	0	0	0	0	0	0		
All Time	4994	2587	1258	10735	11	0	195	73		

SCHEDULED EMAILS

Upcoming Scheduled Emails ⓘ

Showing data for 60 ▼ days

Email	Send Date
Science Fiction News	Aug 28, 2020

SOCIAL MEDIA SUMMARY

Social Engagement

Account Name

Twitter Gale Demo Library	Likes: 0	Followers: 12
Facebook Gale Engage - Gale Demo Library	Reach: 0	Engagement: 53 Click-Thru: 2
Twitter Gale Engage	Likes: 0	Followers: 0
Youtube Gale Engage	Subscribers: 0	Views: 8

SCHEDULED SOCIAL

Upcoming Scheduled Social Posts ⓘ

Showing data for 30 ▼ days

Service	Body	Send Date
Facebook	Test posting in the future	Aug 20, 2020