

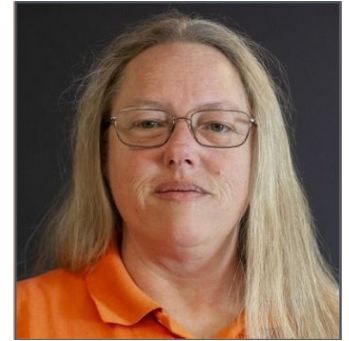
FROM PANIC TO DISCO

ABOUT US

Oklahoma State University, Stillwater, Edmon Low Library
Digital Resources and Discovery Services (DRDS)



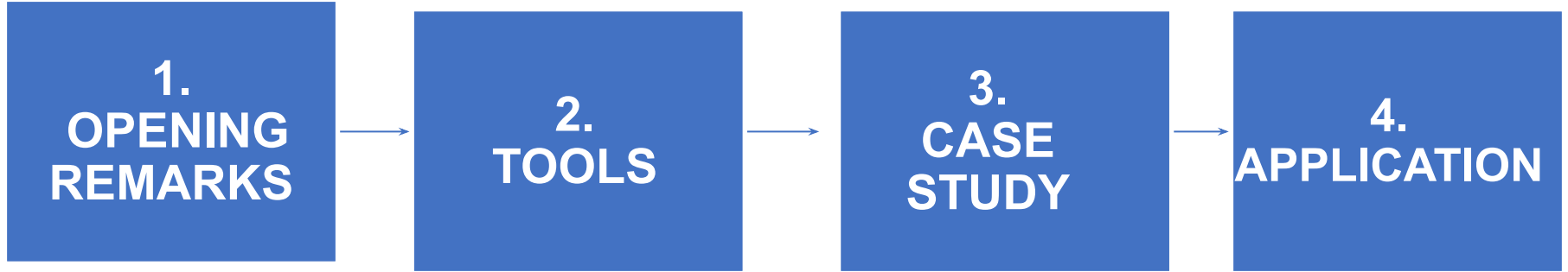
Rebekah Silverstein (she/they)
Assistant Professor, Digital
Services Librarian



Galadriel Lackey (she/her)
Acquisitions and
E-Resources Coordinator



AGENDA





HOW MANY VENDORS?

01

20>?

02

20 to
50?

03

50 to
100?

04

100<?



BEFORE THE DATA ECOSYSTEM WE...

- duplicative data collection workflows
- manual data compiling
- COUNTER version challenges
- provenance?
- data lossiness (big data)

Put a finger
down if you
have
ever...

Searched for
the latest
version of a
spreadsheet?



Discovered big
changes from
COUNTER 5.0
to 5.1?



Have a Power
BI dashboard
running in their
library right
now?



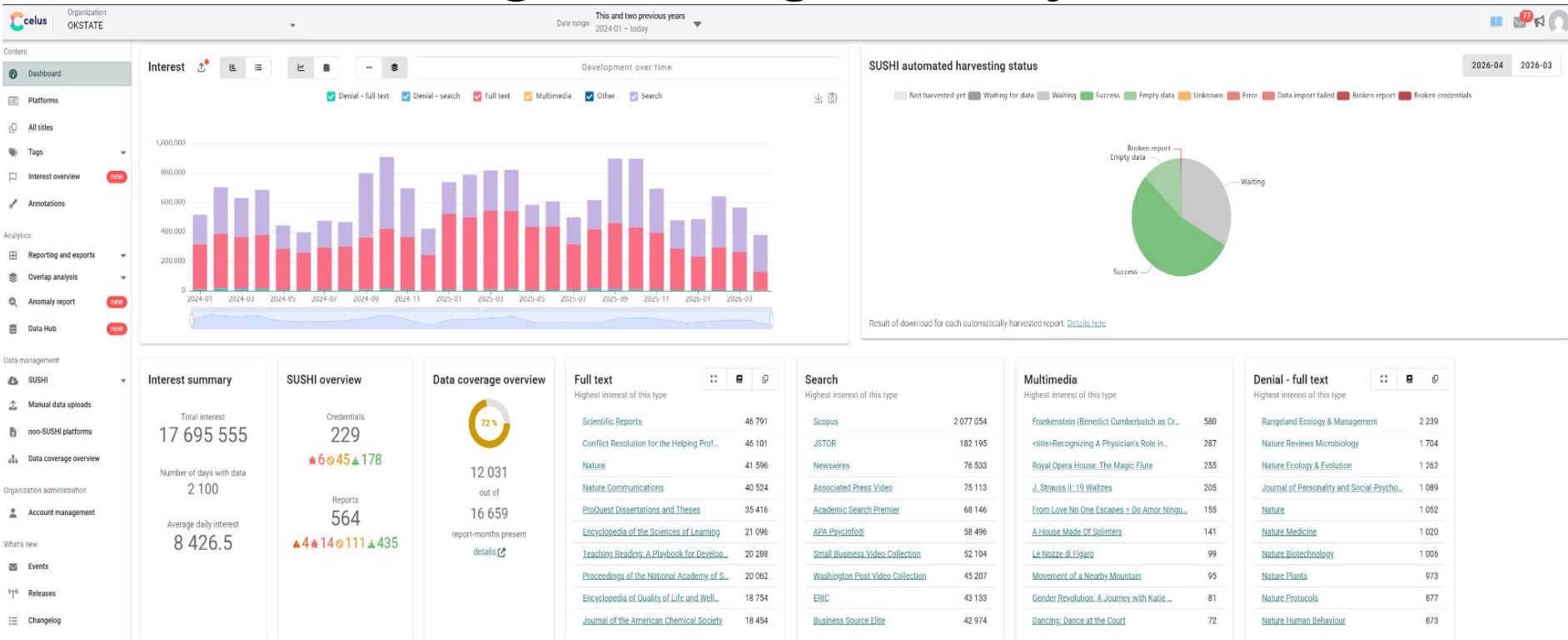
Who uses
CELUS?



TOOLS

CELUS
GOOGLE ANALYTICS
MICROSOFT 365

CELUS: Cloud- based SUSHI harvesting & usage analytics



The infrastructure behind the
view



M365 Tool Talk

SharePoint file version
control for Power BI uploads

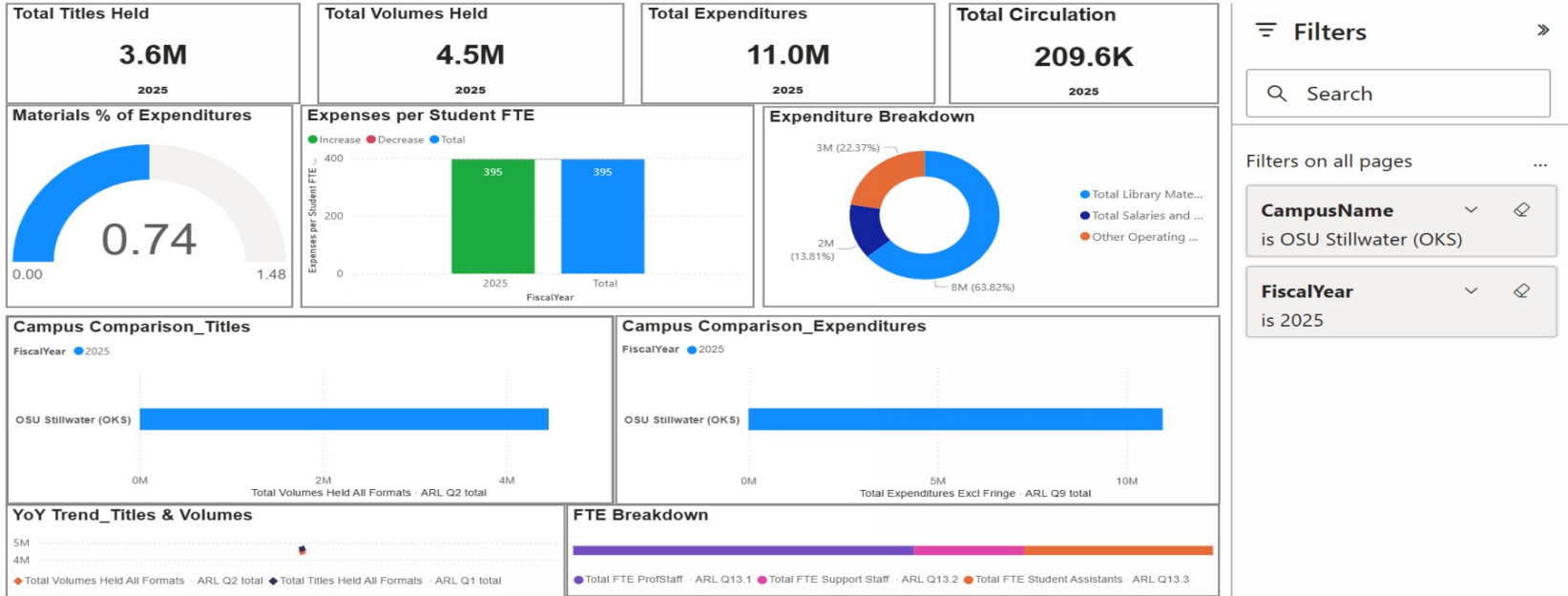
Power App stewards data
entry

M365 Lists term store is a
shared vocabulary

Power BI dashboard for
stakeholder

M365 Dashboard - Show & Tell

Microsoft Power BI



Filters

Search

Filters on all pages

- CampusName**
is OSU Stillwater (OKS)
- FiscalYear**
is 2025

M365 POWER BI

API connections

Manual data Import

Power automate

Dashboard tells the data story

GOOGLE ANALYTICS

Who visits your site

How they found you

Which pages get the most views

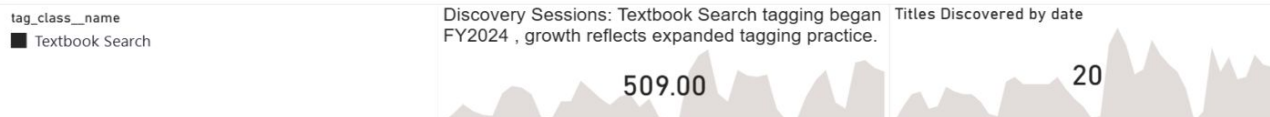
How long people stay on each page

Custom events you define.

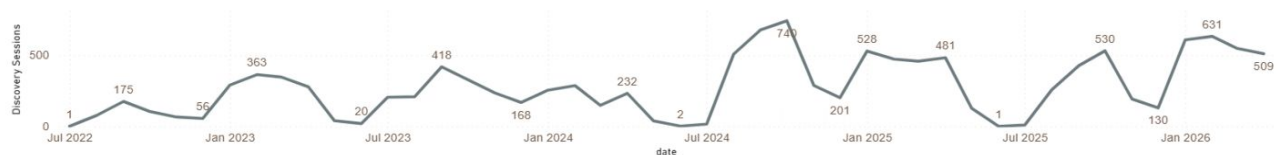
GOOGLE ANALYTICS raw data catagories

	page_type	total_views	total_active_users	avg_views_per_user	avg_engagement_time	total_events	pages
1	Homepage	49054	24319	2.0171060	10.951602	136457	1
2	Library Spaces & Technology	3358	2243	1.4952414	16.329825	9122	36
3	Collections	3162	2192	1.2243615	28.041357	9483	84
4	Reference & Services	3094	2032	1.1427372	10.617357	7332	74
5	LibGuides & Experts	2865	2152	1.1255064	12.526126	7416	425
6	Catalog	1902	812	1.1522811	9.508083	4187	103
7	Operations & Systems	1319	953	1.0180529	30.168528	3307	15
8	News & Events	702	436	1.4392979	15.701502	1701	70
9	OSU Libraries	430	278	1.5147727	14.366028	996	15
10	Other	403	377	0.9747647	17.449986	1137	172

Students who searched the catalog and found a textbook they didn't know we owned. We didn't send them a link. The collection found them. That is what DISCO looks like in practice



Student-initiated textbook DISCOvery through EDS catalog search



publisher	title_name	Discovery Sessions
Elsevier	Digital Design and Computer Architecture	2,380.00
Harvard Education Press	Ambitious Science Teaching	1,487.00
Plural Publishing, Incorporated	Clinical Management of Swallowing Disorders	1,037.00
Oxford University Press	Film Music: A Very Short Introduction	792.00
Sagamore Publishing, L.L.C.	Recreational Therapy for Older Adults	668.00
Jones & Bartlett Learning, LLC	Introduction to Neurogenic Communication Disorders	651.00
Oxford University Press, Incorporated	The British Empire	483.00
Brookes Publishing	Your Classroom Guide to Special Education Law	452.00
CRC Press LLC	Contemporary Abstract Algebra	436.00
Springer Publishing Company, Incorporated	Creativity 101	342.00
Jones & Bartlett Learning, LLC	Aphasia and Related Neurogenic Communication Disorders	311.00
Oxford University Press	Meet the Food Radicals	276.00
Total		12,673.00

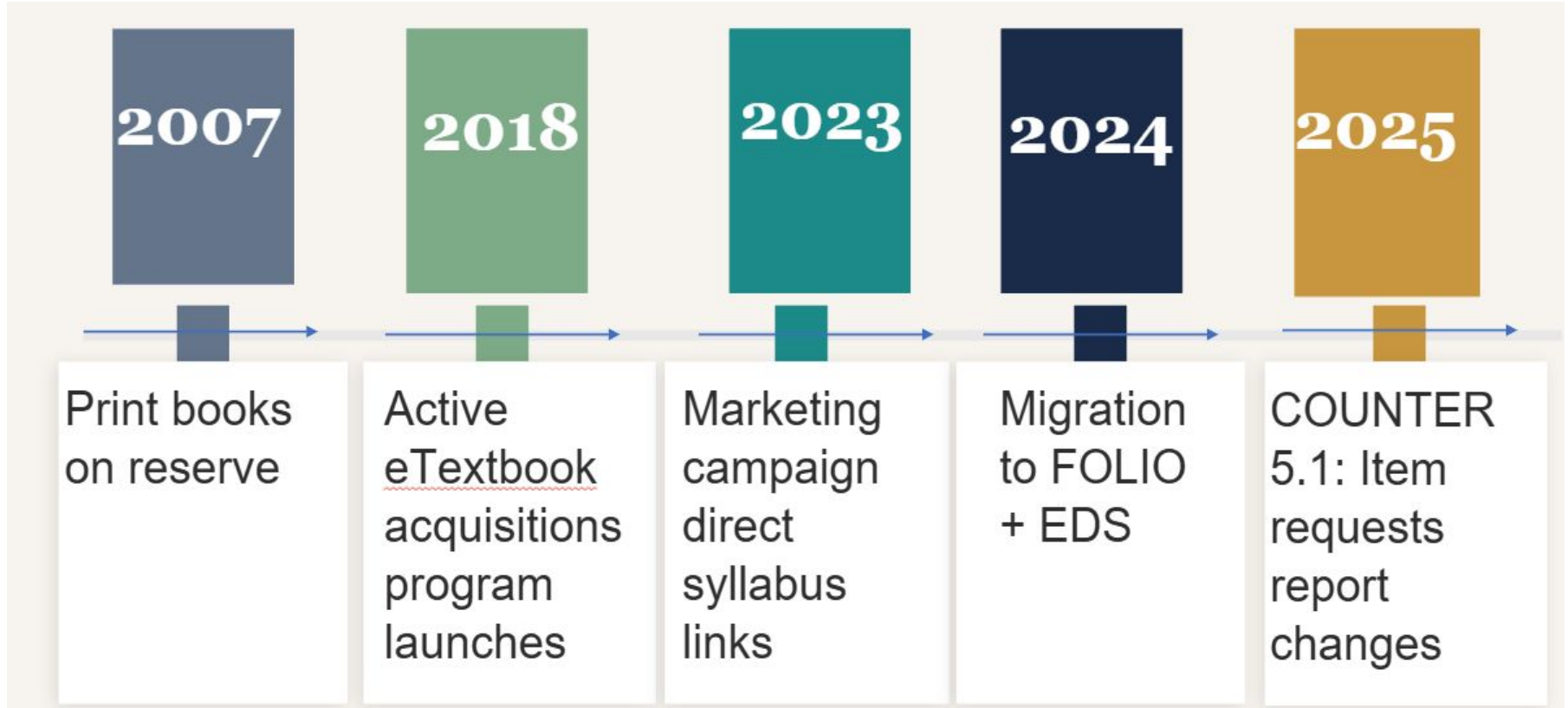
Filters

Filters on this page

- metric_short_na... is Unique_Title_Requests
- tag_name is (All)
- tag_class_name is Textbook Search
- data_type is Book

Apply

TEXTBOOK PURCHASING TIMELINE



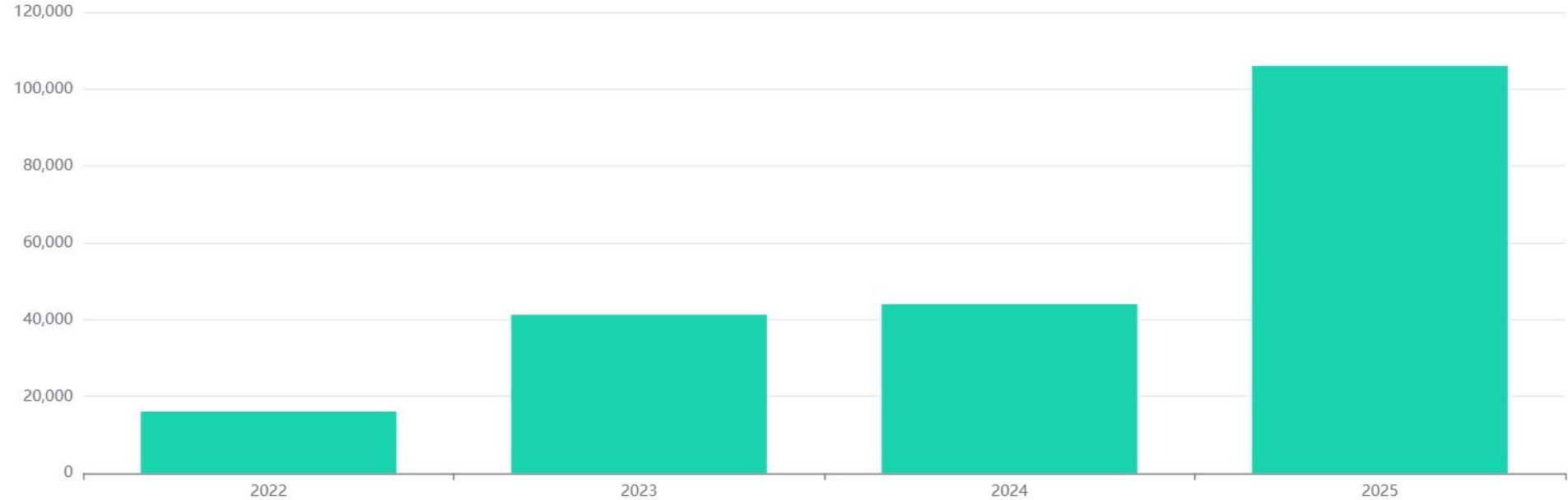
BIG QUESTIONS

- Organic DISCOvery and Usage are students finding textbooks on their own?

- Impact of Marketing Campaign on Usage does the direct link email work?

- Impact of COUNTER Standard Change can we compare year over year?

- Do catalog searches contribute significantly to usage?



Textbooks - Unique Item Requests, All Providers, 2022-2025

DATA SELECTION AND PREP

Usage vs. searches

Two full years of post-migration data

EDS behavior

COUNTER 5.1 inflation

— Textbooks

Tag name

👉 Core title

👉 Fall22

👉 Fall23

👉 Fall24

👉 Fall25

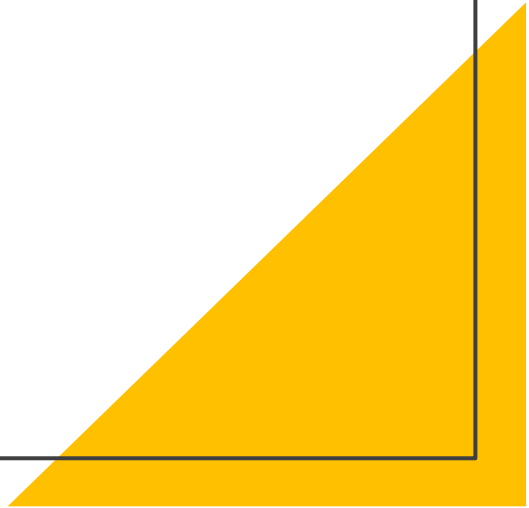
👉 Spring22

👉 Spring23

👉 Spring24

👉 Spring25

TAGS IN CELUS FOR USAGE






EDS BEHAVIOR

- COUNTER: searches and investigations
 - Direct Links bypass EDS
-

Tag name

 2024 Fall

 2024 Spring

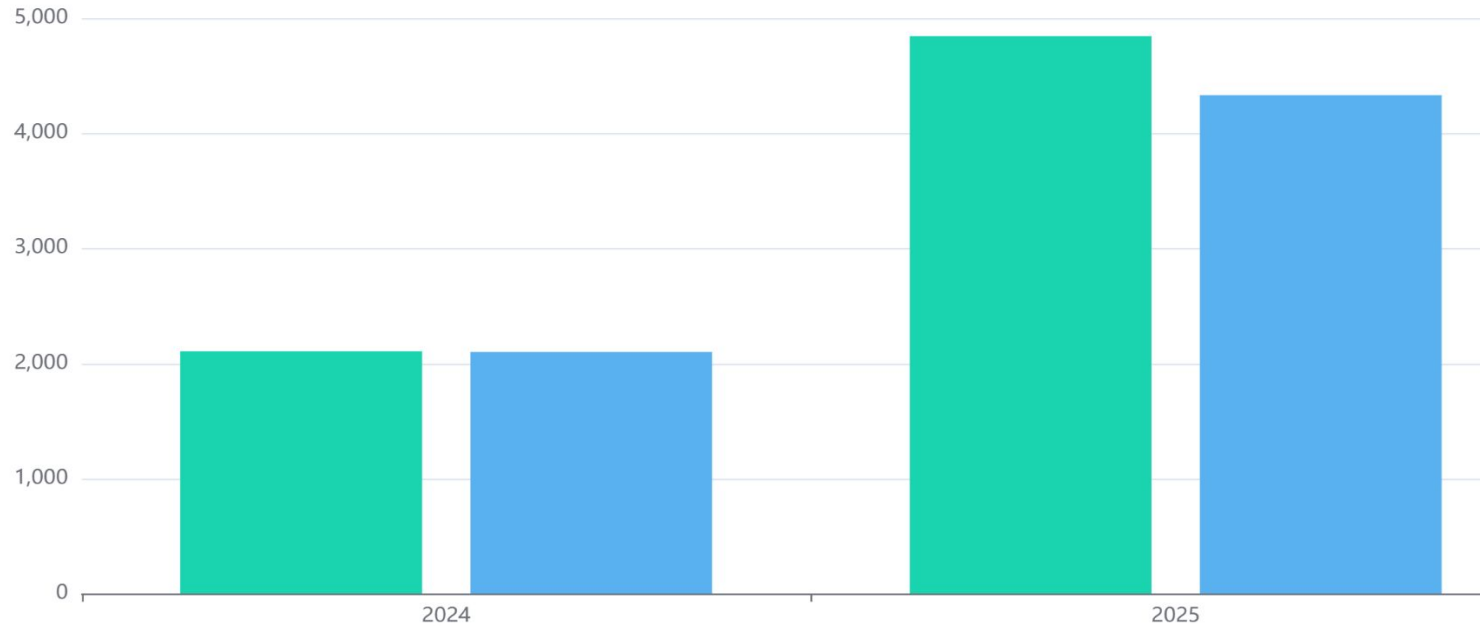
 2025 Fall

 2025 Spring

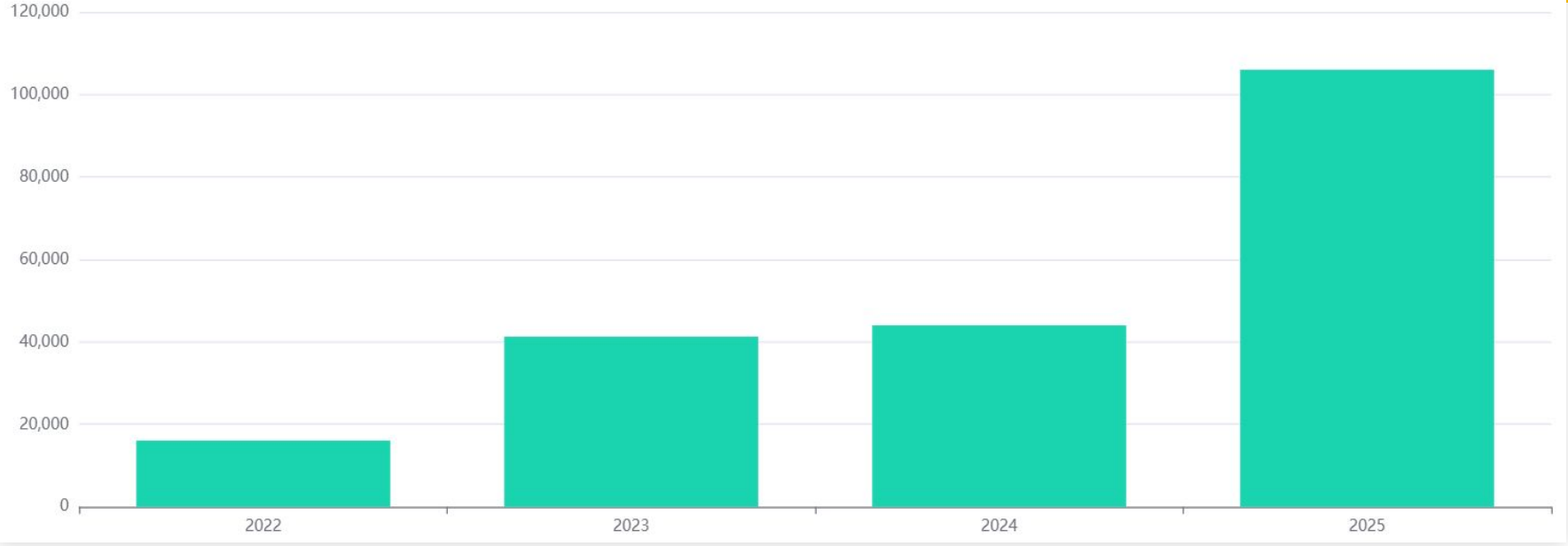
TAGS IN CELUS SEARCHES

- non-EBSCO titles on EBSCO platform
- Isolate textbook searches
- CY 2024 and CY 2025

Unique_Item_Investigations Unique_Title_Investigations Used report types



EDS SEARCHES of non-EBSCO textbooks, 2024 to 2025



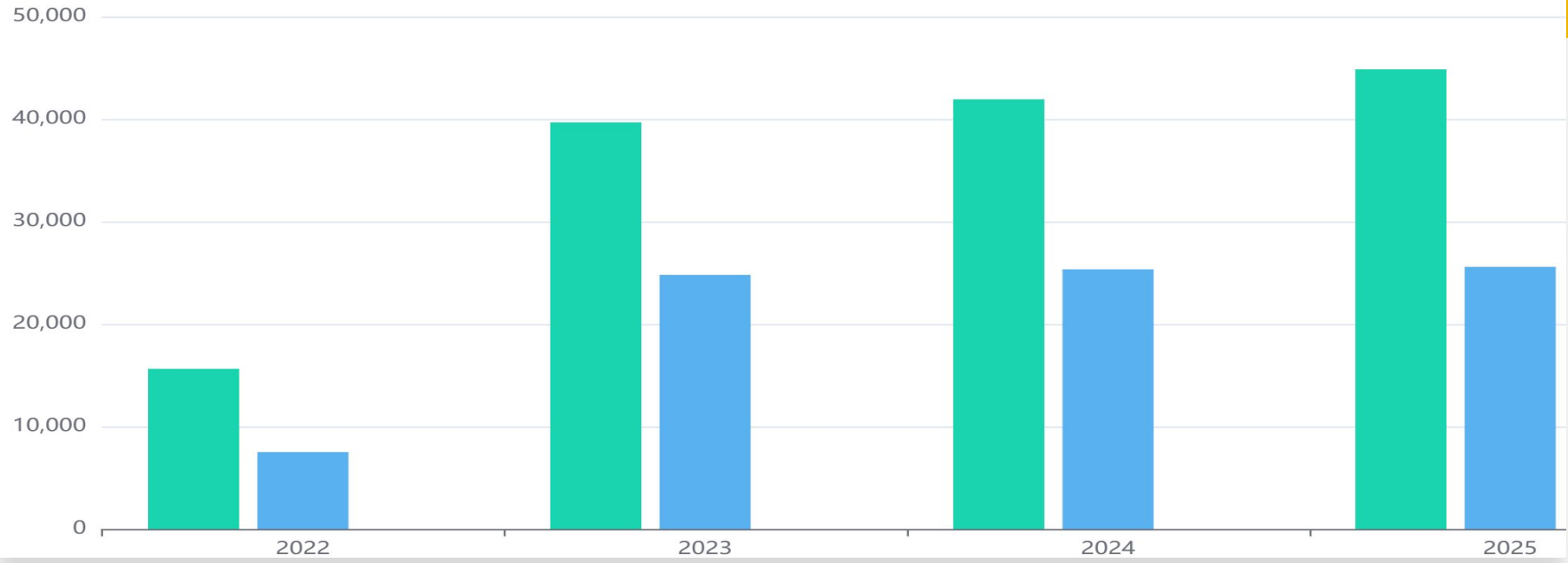
TEXTBOOKS UNIQUE ITEM REQUESTS, ALL PROVIDERS, 2022 to 2025

COUNTER 5.0 vs. COUNTER 5.1

5.1 Book Item Request Inflation

Remedy: use Unique Title
Requests

Unique_Item_Requests Unique_Title_Requests Used report types



**TEXTBOOKS UNIQUE
TITLE & ITEM
REQUESTS,
NON-EBSCO,
2022 to 2025**

Corrected metric: Unique Title Requests, not Unique Item Requests

THE CROSSWALK: How it Connects

How our system connect using common identifiers

ISBN is the key

Tag in CELUS uploading the title list tracking textbook usage

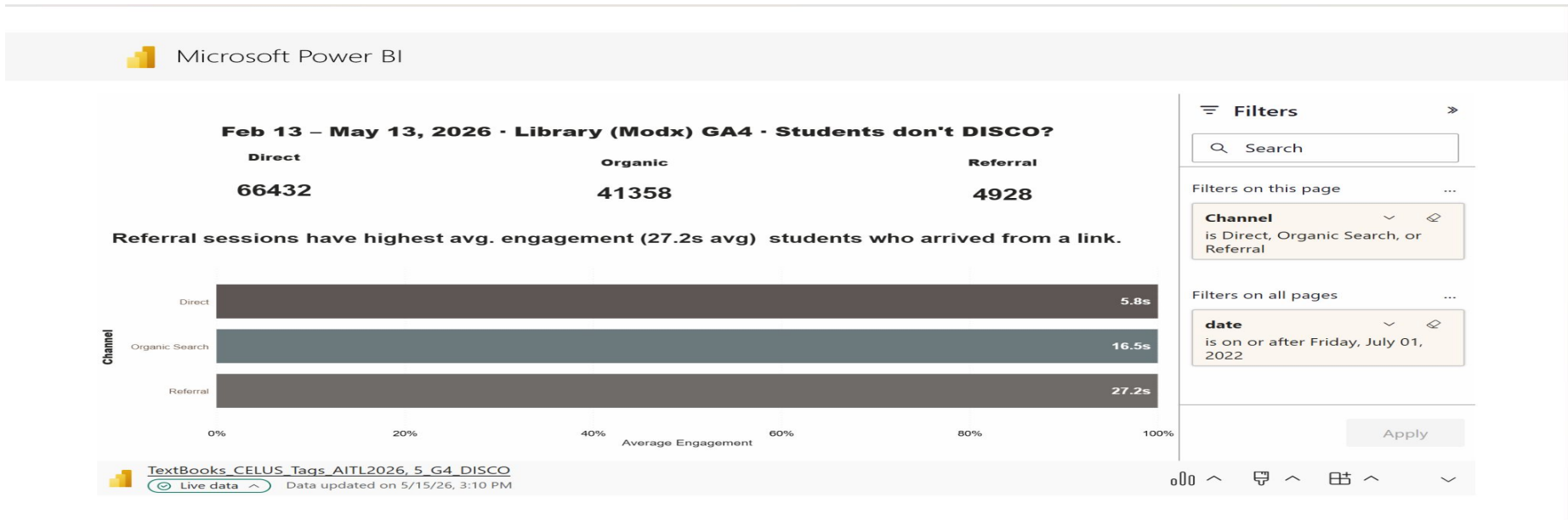
Students DISCOvery pathways are recorded in google analytics (GA4)

Power BI tells the whole usage story.



GA4 WHERE STUDENTS COME FROM

Session channels reveal how students access library



Referral sessions (27.2s avg) show students arrived from a syllabus link and stayed. This shows the impact of faculty-library partnerships.

GA4 WHERE STUDENTS COME FROM

Session channels reveal how students access library

Direct

66,432

sessions

5.8s avg

Students clicking promoted links - they know where to go

Organic Search

41,358

sessions

16.5s avg

Students searching Google or EDS and finding the title

Referral

4,928

sessions

27.2s avg

Syllabus links - HIGHEST ENGAGEMENT. Students arrive and read.

Social

505

sessions

7.6s avg

Library social media - awareness tool, not primary access driver



Students Don't Disco!

GA4 REFERRAL SESSIONS (SHARED LINKS) AVERAGE **27.2**
SECONDS OF ENGAGEMENT

96 PERCENT OF TEXTBOOK USAGE ARRIVES VIA A DIRECT
SYLLABUS LINK

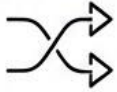
4 PERCENT VIA EDS CATALOG DISCOVERY (UP 52 PERCENT SP25
TO SP26)

WHEN FACULTY LINK FROM CANVAS, STUDENTS ARRIVE WITH
INTENTION.

BUILDING FACULTY PARTNERSHIPS IS A DATA-PRODUCING
WORKFLOW, NOT JUST A SOFT SKILL.

FROM PANIC TO DISCO: WHERE WE GO FROM HERE

1



DATA RECONCILIATION: ALIGNING C4, C5, AND C5.1 ECOSYSTEMS FOR A CONSISTENT SOURCE OF TRUTH.

2

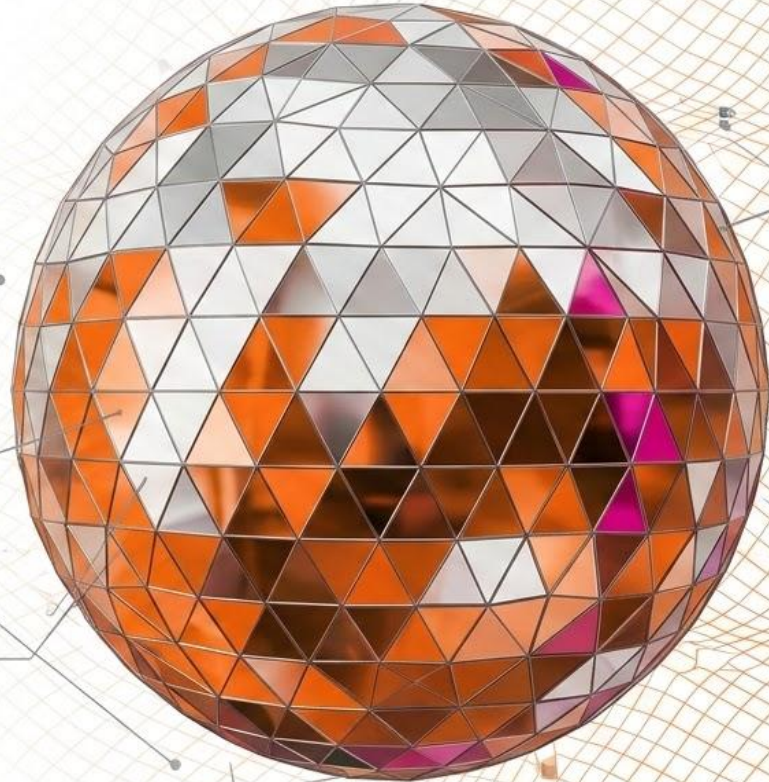


WORKFLOW AUTOMATION: INTEGRATING CELUS, M365, AND POWER BI FOR LIVE, REFRESHED DASHBOARDS.

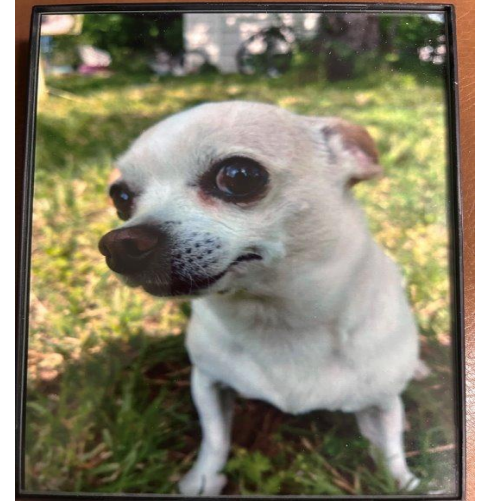
3



INSIGHTFUL APPLICATIONS: DEPLOYING COST, USAGE, AND EQUITY SIGNALS FOR INFORMED DECISION MAKING.



OSU Edmon Low Library · Digital Resources & Discovery Services



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REFERENCES:

CELUS: <https://k3.celus.net>

Power BI: <https://powerbi.microsoft.com>

Google Analytics 4: <https://analytics.google.com>

FOLIO: <https://folio.org>

EDS (EBSCO Discovery Service): <https://www.ebsco.com/products/ebsco-discovery-service>

Standards

COUNTER Code of Practice 5.1: <https://www.countermetrics.org/code-of-practice/>

COUNTER Registry: <https://registry.countermetrics.org>

SUSHI (NISO): <https://www.niso.org/standards-committees/sushi>

OSU Resources

DRDS LibGuide: <https://info.library.okstate.edu/drds-reporting>