Bringing them in

What 5-ish years of data (and some personal observation) can tell us about growing an academic data service
The form
Email to students

Subject: Walk-in Help with Statistics, Data and Software like SPSS in Leddy

The Academic Data Centre in Leddy Library is the place to get assistance. We can help with theses, papers, and other projects. Staff at the Centre have many years of experience helping students:

• Use statistical software packages such as SPSS or SAS
• Choose and implement statistical methods and procedures
• Write advanced statistical and data management programming routines for complex tasks
• Find statistics, polls, census and other datasets, as well as GIS data

http://data.uwindsor.ca

Dan Edelstein, Academic Data Specialist
Kristi Thompson, Data Librarian
Dear Colleagues:

Hi. I'm Dan, Data Specialist in the Academic Data Centre in the Library. Kristi, the Data Librarian, and I are writing to let you know (or remind you) about our services. We are here to help faculty and students find and analyze quantitative statistics and data, as well as support the use of data in teaching.

We would be happy to come in and speak to any classes you may be teaching. Besides simply coming and taking 5 minutes to talk about what services we provide, we can give short presentations to discuss what data sources may be available in your subject area. We also do longer workshops on topics like ...
“You should send more emails... the Centre for Teaching and Learning sends me far more emails than you do!”
Home sweet basement
Seasonal variation with an upward trend...
Leveling off, until...

This is when we moved!
New!

And it’s shiny!
Only been open a few months!

Only 7 students!
Basic how
Other ways they (mostly didn’t) hear about us

- “Saw your poster” – mentioned once
- “Web site” – mentioned once
- “Saw sign” – mentioned 3 times
- “Library tour” – mentioned 6 times
Web site

Here we are!
Classes we do

**Graph 1:**
- **X-axis:** School year (2005-2006 to 2011-2012)
- **Y-axis:** Count

**Graph 2:**
- **X-axis:** Department
- **Y-axis:** Count

How they first heard about us, by department

- You talked to our class
- Word of mouth
- Got your email
- Referred by prof / T.A.
- Sent by librarian / I.T.
How they first found us, by year

word of mouth... the gift that keeps on giving
Who comes in over and over again

- sociology
- social work
- social science
- science
- psychology
- nursing
- other
- human kinetics
- masda
- education
- engineering
- business

mean number of visits

- nursing: 3.1
- other: 3.2
- social science: 3.1
- psychology: 2.8
- social work: 2.9
- education: 2.6
- engineering: 2.5
- business: 2.5
- human kinetics: 2.4
- masda: 2.3
- education: 2.2
- sociology: 2.2
“Wordle” of all comments entered (auto-remove common words like ‘the’):
Some ways to grow a data service

1. Spammy emails. *Timely* spammy emails. Spam actually works *if it hits you when you need something*.

2. Move to a location near the main entrance of a building with lots of foot traffic.

3. Get your University to start a new program in which students do *absolutely nothing but analyze data*.

4. Make friends and talk to people. And do classes. Lots of classes.

5. Be excellent. They’ll talk!

6. Cultivating the support of administration is crucial.
Kristi Thompson
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With thanks to Dan Edelstein and Carina Luo for emergency data entry

Remember, you’re data professionals,
that means you’re excellent!
So don’t be shy!