



Introduction to Your TeachingBooks License Statistics

TeachingBooks is committed to providing statistics to all license coordinators that reveal patterns and depth of use. It is our hope that this continual assessment helps direct decisions that maximize enjoyment and value of your TeachingBooks investment.

This document defines the ways statistics are provided by TeachingBooks to our license coordinators.

Statistical Report (sent quarterly or monthly at the license coordinator's discretion) — providing the following aggregated information about the use under your license.

- # pages turned since the start of your license.
- # pages turned in the past [quarter] or [month].
- # sessions in the main section of TeachingBooks in the past [quarter] [month].
- # sessions in the Educator Area of TeachingBooks in the past [quarter] [month].
- # total sessions on all of TeachingBooks in the past [quarter] [month].

Reports generated by request, TeachingBooks can

- Aggregate session totals and pages turned for any given time period and provide that to you in an Excel spreadsheet.
- Provide some information about the quantity and patterns of use of educators registered for the Educator Area – but please note that our expectation is that most usage will be through the main, non-registered area for which we track no information about specific users. Also note that we will not reveal use for identifiable individuals.

GENERAL COMMENTS

TeachingBooks provides aggregated data per license with the hope of identifying patterns of use and strategies to increase use in your community. Please keep in mind as you utilize our service and evaluate our statistics that TeachingBooks is a very small company with limited resources. We built as comprehensive and useful a statistical system as we could, but if you're used to the large online database company reports, you will see a difference. If you have suggestions for statistical enhancement, please let us know. Communications from you are how we learn, and we value the efforts you make to help us grow.

Licenses that are particularly interested in having the most comprehensive data about use should encourage adults in your community to register for the Educator Area, because this is the only way we aggregate data on specific users. (Again, please note that we don't identify individuals, but can give you reports based on job title and zip code if enough people in your license choose to use the Educator Area.) You can distribute directions to register for the Educator Area at

<http://TeachingBooks.net/support/EducatorArea>

Consortia that want data broken up into smaller units can contact TeachingBooks to arrange this – but please note that a considerable fee will be charged to set up and maintain multiple accounts per license.

DEFINITIONS

Session: A new session is counted whenever TeachingBooks.net receives a hit from an authenticated user that has been more than 10 minutes since the last hit by that user.

Sessions for the Main Section of TeachingBooks are counted when a user enters the site via:

- IP authentication (ie, from within your school)
- Embedded link (if you put these on your webpage server)
- Enabled long-term cookie (when “Remember Me” is checked while signing in)
- Manual sign-in (with one common password)

The main section of TeachingBooks consists of the four most-used resource categories – Author Programs, Book Guides, Book Readings and Author Websites.

Sessions for the Educator Area of TeachingBooks are counted when a user enters the site via:

- Enabled long-term cookie (when “Remember Me” is checked while signing in)
- Manual sign-in (with email address and individually selected password)

The Educator Area of TeachingBooks consists of all TeachingBooks resources and offers personally tailored reports for each specific adult who chooses to freely register for this added level of service.

Pages Turned: A page is counted whenever an authenticated, signed-in user clicks to open a resource or new page on TeachingBooks.

Start of License: Data is aggregated from the time TeachingBooks creates your specific license in our system. No data was tracked prior to April 2004, and considerable improvements in our statistical tracking were made during our September 2005 relaunch.