Submitter Name: Davin Pate and Maya Amichal
Submitter Affiliation: ELUNA and IGeLU
Name of Proposed Group: Mixpanel Focus Group
Request Date 17 September 2025

Initiator	☐ Ex Libris (ExL) request ☐ Steering Committee (SC) request ☐ Working Group (WG) request ☑ Community of Practice (CoP) request
Background Information	*A proposal from an Analytics community of practice member was put forth to create an independent group for Mixpanel related analytic issues.* *Due to the nature of Mixpanel, and its potential to need specialized knowledge, a decision was made by the Analytics CoP leadership, to allow the creation of a focus group from within the Analytics CoP, Primo WGs, and other Next Discovery Experience (NDE) users to address Mixpanel related questions, concerns, and projects that involve Mixpanel analytics.*
Terms of Reference	● Data Understanding ○ Understanding where the data is coming from ○ Understanding how Mixpanel obtains the data and provides that data to Institutions ○ How to use the data from within Mixpanel ● Data Access ○ How institutional data is made available to institutions from mixpanel ○ Security and privacy of institutional data ● Mixpanel Improvements (Gathering and analyzing evidence to support the improvements in MixPanel analytics) ○ Advocating for fixing data bugs ○ Fixing incorrect mapping of data fields ○ Data that is not mapped or retrievable at all ○ Addressing incomplete/inaccurate Ex Libris documentation ● Education and Advocacy ○ Advocate for the community when issues appear ○ Assist the community with analytics-based questions ○ Advocate for Ex Libris webinars that are provided at no cost to library institutions ○ Incorporate MixPanel into Analytics Afternoon and other ELUNA/IGeLU Conference Sessions. ● Membership ○ Comprised of both ELUNA and IGeLU institutions. ○ Membership in the Focus group can be from people

	outside of the ELUNA/IGeLU working groups. ○ The initial leader/subcoordinator should be from either the Analytics CoP or the Primo WGs. The leader cannot be the chair/coordinator of another CoP or WG. ○ Initial Meetings (2-3) should be attended by Analytics Coordinator/Deputy Coordinator until the focus group is established. ○ Primo WGs should assign a liaison if no WG member wishes to become a standing member of the Focus Group
Type of Group	☐ Working Group ☐ Task Force ☐ Advisory Group ☑ Focus Group ☐ Community of Practice
Reports To	☑ Analytics CoP Leadership
Steering Committees Involved	☑ IGeLU ☑ ELUNA
Outputs from Group	Review community issues, identify possible fixes to issues, and submit reports to the Analytics CoP. Encouraged to develop presentations for Analytics Afternoon and ELUNA/IGELU conferences to expand the knowledge and understanding of MixPanel. Prepare an annual update to CoP leadership for ELUNA/IGeLU. The leader of the Focus group will be requested to submit an annual roadmap report to the Analytic CoP leadership that reviews the focus group's accomplishments for inclusion in the Annual CoP report. The leader of the Focus group will have bi-monthly meetings with the Analytics Coordinator and the Deputy Coordinator to discuss issues, presentations, and projects.
Review date	1st January 2027
Support Expectations	*Liaison assignment from Primo Working Groups, Creation of Basecamp with Ex Libris for Product Improvement and communication. Push issues with Ex Libris, as needed (Steering Support).*
Requires Enhancement Vote	☐ Yes ☑ No

Start Date / Sunset Date	From:1/1/2026	To: 12/31/2027
Sunset Trigger	● Lack of support from Ex Libris / Clarivate ● Inability to find a leader of the group ● Determined by the Focus Group and/or Analytics CoP Leadership that the focus group is no longer needed.	
Leader/Co-Leader	*Focus Group Leader (TBD)* *Maya Amichal (IGeLU)* *Davin Pate (ELUNA - Interim)*	
Focus Group Participants*	The Group will be constructed of: ● 2 members of the Analytics CoP ● 4 members of the Primo WGs (2 IGeLU and 2 ELUNA) ● 3-4 other NDE users. Preference will be given to consortia members.	
Ex Libris Participants*	*Product Managers/Liaisons from Primo*	
SC Action Required	☑ ListServ ☑ BaseCamp	
SC Decision Date		
SC Notes		