Measuring (and Increasing) the Value of Library Services

Carol Tenopir

University of Tennessee - Knoxville, ctenopir@utk.edu
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University of Tennessee
tenopir@utk.edu

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Today’s topics…

- Defining value in the library and information context
- Lib-Value project overview
- Methods and examples for collections
Implied Value: downloads

UTK Article Downloads

<table>
<thead>
<tr>
<th>FY</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY04-05</td>
<td>1,336,639</td>
</tr>
<tr>
<td>FY05-06</td>
<td>1,481,040</td>
</tr>
<tr>
<td>FY06-07</td>
<td>1,969,350</td>
</tr>
<tr>
<td>FY07-08</td>
<td>1,948,883</td>
</tr>
<tr>
<td>FY08-09</td>
<td>2,558,722</td>
</tr>
<tr>
<td>FY09-10</td>
<td>4,496,516</td>
</tr>
</tbody>
</table>

Center for Information and Communication Studies

2001: 467,277
2002: 462,223
2003: 479,733
2004: 496,369
2005: 473,216 (start of decline)
2006: 466,403
2007: 456,597
2008: 429,626
2009: 414,482
Going beyond implied value to show…

- Purpose
- Outcomes
- Return on Investment (ROI)
In the information context economist Machlup described 2 types of value:

1. **purchase or exchange value**: what one is willing to pay for information in money and/or time, and

2. **use value**: the favorable consequences derived from reading and using the information.
Comprehensive Library Value
(Bruce Kingma, Syracuse University)

- Economic (private)
  - What is the value to an individual to use the library?

- Social (public)
  - What is the value to the institution of the library?

- Environmental (externality)
  - What is the value of the environmental savings of library provision of electronic resources?
  - Have libraries gone green without knowing it?
Lib-Value: Multiple academic institutions using multiple methods to measure multiple values of multiple services for multiple stakeholders
Project Teams

- Ebooks
- Special Collections
- Information Commons
- Collections and Reading
- Value and ROI
- Teaching and Learning
- Comprehensive
- Tools
- Website and Value Bibliography
4 indicators of value of scholarly collections

1. Exchange value
2. Use value & outcomes
3. ROI
4. Supporting success
4 indicators of value of scholarly collections

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UK Totals:
Articles: 22/month; Book: 7/month; Other: 10/month

US totals:
Articles: 21/month; Books: 7/month; Other: 10/month

AU totals:
Articles 25/month, Books: 7/month; Other: 8/month

ALL (Combined) totals:
Articles: 23/month; Books: 7/month; Other: 10/month

All (Combined) Annual Totals:
Articles: 276
Books: 84
Other Publications: 120
(Total scholarly reading per year is 480)

AU Annual Totals:
Articles: 300
Books: 84
Other Publications: 96
(Total scholarly reading per year is 480)

US Annual totals:
Articles: 252
Books: 84
Other Publications: 120
(Total scholarly reading per year is 456)

UK Annual totals:
Articles: 264
Books: 84
Other Publications: 120
(Total scholarly reading per year is 468)

Varies by discipline (UK, UIUC)
Sciences
27
Engineering/Technology
28
Medical Science/Health
31
44
Humanities
28
22
Social Sciences
21
20
This represents a huge investment in time.

Article
49 min/article X 22 read per month X 12 months = 216 hours
X 67% from library= 144 hours a year per academic staff member from the library

Book
106 min/book X 7 per month X 12 months= 148 hours
X 27% from library= 40 hours a year per academic staff member

Other Publication
42 min/publication X 10 per month X 12 months= 84 hours
X 15% from library= 13 hours a year per academic staff member
A majority of article readings come from the library

- Library provided: 67%
- Free web journal: 9%
- Another person: 6%
- Personal subscription: 5%
- Dept. subscription: 5%
- Website: 5%
- Other: 3%

Source: Report 189, June 2011, UK Universities
Time spent (exchange value) reading from the library

A faculty member will spend **23.4 days** reading from the library.
Where did you read this last article? (Articles from library only)

- Home: 26%
- Travelling: 10%
- Library: 2%
- Office, Lab: 62%

n=764, June 2011, 6 UK universities
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Principal Purpose of Article Readings by Academic Staff by Country (percentage)

- Research & Writing
- Teaching
- Current Awareness / Education
- Others

Australia: 8%
- Research & Writing: 16%
- Teaching: 9%
- Current Awareness / Education: 9%
- Others: 6%

United Kingdom: 12%
- Research & Writing: 12%
- Teaching: 4%
- Current Awareness / Education: 4%
- Others: 6%

United States: 21%
- Research & Writing: 21%
- Teaching: 12%
- Current Awareness / Education: 14%
- Others: 6%
Source of article by purpose of reading

- **Teaching**
  - Library Subscription: 4%
  - Personal Subscription: 4%
  - Open Web: 5%
  - Colleagues: 11%
  - Other: 5%
  - Total: 71%

- **Current Awareness**
  - Library Subscription: 3%
  - Personal Subscription: 7%
  - Open Web: 4%
  - Colleagues: 17%
  - Other: 12%
  - Total: 57%

- **Research**
  - Library Subscription: 8%
  - Personal Subscription: 4%
  - School/Dept. Subscription: 4%
  - Colleagues: 12%
  - Other: 5%
  - Total: 67%

n=1161, June 2011, 6 UK universities
Rank List of Outcomes from Journal Article Reading

1st To inspire new thinking or ideas
2nd To improve your principal purpose for reading
3rd To narrow/broaden/change the focus of your principal purpose
4th To resolve technical problems
5th To save time or other resources
6th To aid in faster completion
7th To assist or result in collaboration/joint research

#1 is over 50%; 2 and 3 are 28-41%; 4th-7th are 11% to 4%
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Return on Investment (ROI)
ROI is a quantitative measure expressed as a ratio of the value returned to the institution for each monetary unit invested in the library.

For every $/€/£ spent on the library, the university received ‘X’ $/€/£ in return.

Demonstrate that library collections contribute to income-generating activities.
9 institutions in 8 countries:
(% of faculty who rated citations from library as important to the proposal and proposals funded/library budget)
The ROI values for the e-collections in the grants process at the 8 institutions ranged from a high of over 15:1 to under 1:1. In descending order, for every unit of currency invested in the library, the library contributed to grants income at the rate of:

15.54:1 (university 2)
13.16:1 (university 4)
~5:1 for UIUC
3.44:1 (university 1)
1:31:1 (university 6)
1.43:1 (university 8)
0.64:1 (university 7)
0.27: 1 (university 3)
0.27:1 (university 5)

In 1 university over 10 years a 1% increase in library budget correlates with a 1.07% increase in grant funding.
Why Does Grants ROI Vary?

- ROI depends on institutional mission
- Research institutes have very large grants
- Teaching universities have smaller and fewer grants
- ROI varies depending on methods of government funding
- Be cautious comparing ROI across institutions
Return on Investment is also…

…values of all types that come to stakeholders and the institution from the library’s collections, services, and contribution to its communities.
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Supporting success...

“E-access is essential for scientific writing.”

“I could not do the kind of research or teaching I do without these resources.”

“Scholarly articles are the life blood of all we do.”
19% received an award (206 of 1071)
Academics who publish more material are also more likely to use the library to obtain articles (p=−.104) and less likely to use alternative (other) sources; this is not the case, however, for books and other publication readings. No significant difference for those.
Portrait of a successful academic:

In last 2 years:
Has won an award and published four or more items.

- Reads more of every type of material.
- Spends more time per book and other publication readings.
- Uses the library for articles.
- More often buys books and obtains other publications from the Internet.
- Occasionally participates and creates social media content.
Some Final Thoughts on Measuring Value

- Tie what you measure to the mission of the university
- Measure outcomes, not inputs
- Quantitative data can show ROI and trends
- Qualitative data tell a story
- No one method stands alone
For further information:

http://libvalue.cci.utk.edu/

ctenopir@utk.edu