From the 127th ARL Membership Meeting

ARL Committee On Statistics And Measurement

Agenda

Wednesday, October 18, 1995
8:30 a.m. - 11:30 a.m. Committee Meeting
Woodlawn Room, Washington Vista Hotel, Washington D.C.

Note: The parenthetical times shown are estimates only to aid in moving the meeting along. If an issue warrants, we will take as much time as necessary.

1. Overview and Introductions. Stanley Wilder has been invited to join the committee and discuss the project on the demographics of librarians with the members of the committee. Danuta Nitecki will join the committee at 10:30 a.m. to discuss research on evaluation of library services. Gordon Fretwell may also join the meeting later on. (5 minutes).

Kim Maxwell is the new research assistant for the program. Kim came from Bowdoin College where she worked as the periodicals assistant. She is taking courses at Catholic University towards an MS in Library Science. She will assist us during the meeting by taking notes. Kaylyn Hipps, the former research assistant, accepted a job as a library technician at the National Gallery of Art.

2. Approval of minutes and feedback on the Activities Report for the ARL Statistics and Measurement Program. (5 minutes)
   a. Minutes of the Meeting of the ARL Statistics and Measurement Committee on May 17, 1995
   b. Section on ARL Statistics and Measurement from the Activities Report.

3. Early Bird Session: Assessing Research Library Performance. This session will be held on Oct. 19th, from 7:45 to 8:15 a.m., to provide an opportunity to discuss planning for the ARL Statistics and Measurement Program. William Studer will convene the meeting. The Statistics and Measurement Plan focuses on work to advance measures of assessing research library performance. The assumption is that each ARL library works to develop its own assessments based on local goals and objectives. Should the program try to identify common assessment goals and draft a general assessment plan to assist each library in drafting local plans. Are there common assessment goals? (30 minutes)
   a. (Attachment 3) Statistics and Measurement Plan
   b. (Outcome expected) Preparation for Early Bird Session. Building consensus on the desirability of identifying common assessment goals.

4. Stanley Wilder will review his work on the demographics of librarians to be presented at the Friday morning session. We expect to publish the results of his project before the end of the year. (30 minutes)
   a. (Attachment 4) Executive summary and other interesting points
   b. (Outcome expected) Discussion and preparation for the ARL program.

5. Usage statistics on electronic resources. The Committee will examine usage logs from the ARL Statistics on the Web as an aid to discussion about measurement of access to electronic resources. (15 minutes)
   a. (Attachment 5) Monthly summary logs for the ARL Statistics and e-mail message regarding IFLA statistics
   b. (Outcome expected) Advise on how we need to describe and measure access to electronic resources. Determine whether we need to establish a working group to address this issue.

6. Kendon Stubbs is working on developing a manual to guide in the measurement of user satisfaction and service quality. Also at UVa, work continues on developing the electronic
publication of the ARL Statistics. In discussions we have had so far, the worthiness of establishing
an advisory group, comprised of survey coordinators and survey experts, has been expressed.
This group would provide feedback on the 'user evaluation' initiative, by securing the active
involvement of people like Jinnie Davis (NC State) and David Ferriero (MIT). (15 minutes)

- (Outcome expected) Agreement on establishing a 'user evaluation' advisory group
  comprised of selected survey coordinators and survey specialists.

7. Danuta Nitecki has completed a dissertation on use of the "SERVQUAL" instrument to
assess library service quality. She received the ACRL Dissertation Award for her work. She
would like to apply the instrument across several libraries to assess its validity and reliability in
different settings. We have invited her to present to the committee her work to help determine if
ARL could work jointly with her to seek external funding to support work in this area. (30
minutes)

- (Attachments) 7a Draft article; pre-publication copy; includes survey example
- 7b Proposed Grant
- (Outcome expected) Agreement on future steps

8. Annual project update. (15 minutes)

a. ARL Statistics

b. ARL Salary Survey. Response rate; Law libraries and ABA consent decree, etc.

- (Attachment) 8.b Newspaper articles on ABA accrediting problems

c. Law and Medical Statistics.

d. ARL Supplementary Statistics: Proposals to add a question on rare books and revise
instructions about the number of databases requested, etc.

- (Attachment) 8.d 8d.1 Proposed items
- 8d.2 E-mail messages
- 8d.3 Statistics surveys (supplementary and main)

9. Other informational items (until meeting is over).

a. SUNY-Albany/CLR/ARL conference on economics of information took place in Washington
D.C. on September 18-19, 1995. Four members from the Statistics and Measurement Committee
attended the conference (Frank Rodgers, Bill Crowe, Carla Stoffle, Bill Studer).

b. The Board-appointed a Membership Review Committee for the Ohio University comprised
from: Gloria Werner, Chair; Sheila Creth, and Nancy Cline. We have a response from Ohio
University explaining the differences between the data submitted to ARL and the data published in
the Statistics for Ohio Libraries.

c. ILL performance study by Mary Jackson has been funded by The Andrew W. Mellon
foundation. ARL is expected to support the data analysis for this project from existing funds.

d. We received ARL ILL statistics from the OCLC ILL subsystem. The data need to be studied
and analyzed. The first step is to determine the extent to which we can generalize from OCLC ILL
records to the overall ILL activity of an institution.

e. The Statistics and Measurement Program coded data from LC and OCLC on foreign
acquisitions and rates of cataloging for 1992 to 1994. Jutta-Reed Scott is using the data to help
track trends in foreign acquisitions.

f. Discussions are under way with Susan Jurrow, Maureen Sullivan, and Kriza Jennings about
introducing a workshop related to evaluation and measurement and of incorporating analytical
components into existing workshops.

g. Kendon Stubbs and Martha Kyrillidou presented a paper during the July 1995 conference
organized by the National Center for Educational Statistics (NCES) on the WWW edition of the
ARL Statistics. Funding is being sought to further develop the interface.

h. Meeting of the ARL survey coordinators during the ALA in San Antonio will take place on
Friday, January 19, from 4:00 to 6:30pm.

- (Attachment) 9.h Description of the June meeting in Chicago.
i. IFLA is going to publish Guidelines for Performance Measurement in Academic Libraries.

- (Attachment) 9.i "Measuring Quality ...." by Dr. Peter te Boekhorst; "Performance measurement ...." by Jan Bruusgaard

j. Mary Jo Lynch, Director of the Office of Research of ALA, will be conducting a survey of Electronic Services in Academic Libraries (ESAL). Jennifer Cargill participates in the ESAL Advisory Committee.

k. ACRL is planning to repeat the biannual survey for the Research I, II, Doctoral I and II institutions that are not ARL members for 1994-95. They use the ARL instrument and they also requested copies of the Supplementary Survey, which they may also use and publish.

- (Outcome expected) Consider making public summary results and introduction from the Supplementary Statistics

l. The Association of SouthEastern Research Libraries (ASERL) has also asked for a copy of the ARL Statistics survey which is being distributed among the ASERL members. The ASERL report from the previous year has been posted on the ARL gopher. ASERL has 31 members, of which 19 are also ARL members.

m. The American Association of Law Libraries (AALL) salary survey was mailed in June and had an excellent response rate (approximately 60%). The AALL Salary Survey collected data on support staff categories. It is probably the first salary survey regarding libraries that includes support staff categories. Currently, the data are being compiled. Martha Kyrillidou will be summarizing the results in an article that will appear in the American Association of Law Libraries Newsletter.

n. Utah State has sent to ARL research papers and computer program done by John Vinsonhaler, Jean C. Vinsonhaler, Lloyd W. Bartholome, David B. Stevens, and Christian Wagner. Their research aims at determining academic productivity. We are in the process of reviewing their work and the possibility of co-sponsoring this research.

o. Indicators describing research library conditions. Printed and electronic reports on Developing Indicators for Academic Library Performance: Ratios from the ARL Statistics 1993-94 and 1994-95 are available. Available also for review is the report prepared for the University of Manitoba (ratios and charts).

- (Attachment) 9.o Performance indicators publication excerpts

p. Kriza Jennings and the Minority Recruitment Committee will shape research priorities and will invite the Statistics and Measurement Committee to participate in one of the future ARL meetings.

q. NISO has established a working group that will determine whether the NISO standard on criteria for price index standards needs to be revised. The working group is comprised of:

Gay Dannelly, Ohio State University
Steven Bosch, University of Arizona
Christopher Schneider, Gordon & Breach
John Tagler, Elsevier
Martha Kyrillidou, ARL
Adrian Alexander, FAXON
Ron Akie, Dawson/FAXON

r. Martha Kyrillidou is one of the reviewers of the draft of Performance Measures for the Academic Networked Environment: A Manual of Strategies, Guidelines, and Options, authored by Charles R. McClure and Cynthia Lopata at the School of Information Studies, Syracuse University. This work was supported by a grant from the Department of Education.
ARL Committee On Statistics and Measurement

Minutes

Wednesday, May 17, 1995
Cambridge Room, Boston Park Plaza Hotel, Boston MA

Present: Jennifer Cargill; Ellen Hoffman; Edward Johnson; Frank Rodgers; Carla Stoffle; William Studer, Acting Chair; Don Tolliver; Gordon Fretwell, Consultant; Kendon Stubbs, Consultant; Robert Almony, Guest; Martha Kyrillidou, ARL Program Officer

Absent: William Highfill; William Crowe, Chair

Introductions and Overview

William Studer convened the meeting and announced that William Crowe was not able to attend due to a family emergency. He welcomed the two new members to the committee, Don Tolliver and Jennifer Cargill, and proceeded with the agenda.

Board Priorities and Statistics and Measurement Planning Process

The committee then examined the Board priorities and reviewed the ARL Statistics and Measurement planning document in an attempt to determine where the program can best serve the Board priorities.

There was little relevance found between the Statistics and Measurement Program and the first two of the Board's priorities, i.e., (1) Federal Relations and (2) Legal Counsel. It was recognized that the Statistics and Measurement Program has offered on a number of occasions data that have been used in testimony for congressional hearings and will continue to do so. Apart from this tangential relation there is not much more that we can offer toward this direction.

Regarding the Board's third priority, Minority Recruitment Program, the ARL Statistics and Measurement Program collects data on the minority status of professional librarians and in this capacity can inform the Minority Recruitment program capability. Also, as libraries are becoming less hierarchical, there is an increasing need to collect data on support staff. Both the Minority Recruitment and the Statistics and Measurement Program have expressed an interest in collecting demographic and salary information regarding support staff in ARL libraries and intend to move in that direction given the availability of the necessary resources and support.

The ARL Statistics and Measurement Program can support and contribute to the Board's fourth priority, to refresh management programs. The Program has been providing data and encourages ARL libraries to develop data-driven decision making practices and budget-justification tools. Currently, we collect both organizational as well as personnel-specific data, the first through the ARL Statistics and the second through the ARL Salary Survey. The Program experiments with new data elements that aim at collecting information on library investment in electronic resources through the Supplementary Statistics survey. There is wide recognition that as libraries develop less hierarchical organizational forms, we need to invest resources in measuring the contribution of support staff personnel and identify the personnel costs, both professional and support, related to both traditional and innovative functions and services.

Last, the Committee believes that the Statistics and Measurement Program has strong ties and contributions to make to the Board's fifth developmental priority, "access to research resources."

The ARL Statistics collects baseline data on interlibrary loan activities and supports studies developed by the Committee on Access to Research. The Andrew W. Mellon foundation contributed in supporting Mary Jackson to conduct a Performance Measures Study for ILL services with the requirement that ARL and the Statistics and Measurement Program support and contribute to this study internal resources.

The Committee reviewed the ARL Statistics and Measurement planning document and decided that the best way to support the Board priorities, and specifically its fourth and fifth developmental priority, is by rearranging some of the program goals. The support of ongoing projects is still the primary goal for the program. At the same time, the committee decided to place more emphasis on increasing awareness of the service orientation of academic research libraries. As electronic
libraries develop, they need to be based on a systematic assessment of patron needs and satisfaction. Research libraries as "customer-driven" organizations need to engage methodically in examining and measuring patron satisfaction with library resources and services. Members of the Committee mentioned that their institutions are actively engaged and try to find ways to measure student/faculty satisfaction.

The Committee suggested a number of strategies to increase awareness of the service orientation of ARL institutions: provide a forum to share results of local efforts, develop a manual on how to conduct user surveys, dissect survey instruments and provide a database of survey questions from which people choose and construct their own instrument, identify how different library organizations use customer information, develop and validate a standard list of attributes and survey questions that can be used across libraries, explore existing standardized instruments on measurement of customer satisfaction, develop awareness about quality management tools and international standards (ISO 9000). It was suggested that a number of these strategies can be explored in cooperation with OMS.

The Committee members shared how patron information is collected at their institutions and identified a number of different ways in which these surveys have been useful.

The Committee suggested some changes on the planning document, rearranging the priorities so that User Surveys and assessment of user needs is placed higher in the priorities, and proposed that the document be posted on the arl-stats list and presented to the Board for discussion and feedback in the July meeting.

Selected Ratios (description of the afternoon session in the end)

Discussion moved to the next item on the agenda: the selected ratios report. The Committee members mentioned that the information provided in these ratios is potentially useful and its usefulness depends on local circumstances. These ratios can be used for informed management decisions to the extent that they reflect local goals. For example, if a library has made a decision to lower the unit cost of its serials, i.e., cancel more highly priced titles, there should be improvements in the way it compares with other libraries in this variable - unless all other libraries act in the same way - which again can be reflected in the data. The members of the committee agreed that ARL cannot assume that one or the other of these ratios is of greater value as there is no evidence that any of these ratios have direct relation to quality service and library performance. These ratios have been traditionally called "performance indicators" in the literature although "performance" needs to be interpreted in the context of varied institutional goals and characteristics. These ratios can reflect performance only to the extent that a library's goals relate to them. Ellen Hoffman mentioned that these ratios were very interesting to her because she could see how Canadian libraries are quite different in their staffing patterns among professional, support and student assistants compared to U.S. libraries. Bill Studer mentioned that these ratios for Ohio State University have been remarkably stable over the last four years. The Committee decided to recommend the public availability of the selected ratios report as this report reflects only a minor portion of information that is currently available over the Internet (1,700 ratios are available through the WWW edition of ARL Statistics). The report will be made available through a gopher site and also can be purchased in hard copy from ARL Publications. The Committee agreed that in the afternoon session they would attempt to identify whether any guests have any reservations or suggestions for improving this report.

Access Inventory

The next item on the Statistics and Measurement Committee agenda was a review of the Access Inventory. The current revised survey is substantially different than the original Access Inventory distributed in 1990 and, therefore, a new name for this survey may be desirable. Suggestions included "Digital /Electronic library services and characteristics," "Indicators of Library Access Services," etc. The Committee members asked that the sections on AUTOMATION, RESOURCE SHARING AGREEMENTS WITH LIBRARIES, and INFORMATION TECHNOLOGY MANAGEMENT be eliminated. This eliminates all the questions that request counts and leaves a list of characteristics where libraries will simply respond "Yes" or "No," which was a well-received concept.

Also, two questions from the Access Inventory will be moved to the main ARL Statistics (Question 70. Number of staffed library service points and Question 71. Public service hours). Prior analysis has indicated that these variables correlate with variables included in the ARL Statistics and can explain certain trends and characteristics. Two additional questions were proposed for the Access Inventory: (a) Is printing from the OPAC available within the library? and (b) Can you send OPAC results to individual e-mail accounts? This survey can further be revised with the recently Board-approved guidelines entitled "Evaluation Guidelines for Institutional Information Resources." Also, the committee advised that we explore the possibility of conducting this survey as part of a "SPEC Kit" type project and thus avoiding its institutionalization as an "annual survey." It would, however, be desirable to analyze these data in conjunction with the ARL Statistics and identify whether any of these characteristics correlate with the traditional input measures. Kendon Stubbs advised that collecting categorical data (yes/no answers) permits analysis using logistic regression models; thus identifying whether any of these
characteristics relates to the traditional library data.

**ARL Statistics**

The Committee advised that we check with the survey coordinators on the new suggested numbering scheme for the survey (the goals is to assign the same number to the column in the main tables and the question number in the questionnaire), as it may seem strange to some people.

The clarification in defining "temporarily vacant positions" was approved.

The following items from the Supplementary Statistics were approved for inclusion in the main ARL Statistics:

8. Number of library presentations to groups
9. Number of total participants in the group presentations
10. Number of initial circulation
11. Total circulation (initial and renewal)
12. Number of reserve circulation
14. Number of reference transactions

**ARL Salary Survey**

The Committee advised that we eliminate the questions where we ask ARL libraries to revise their previous year's median, average and beginning salaries. Henceforth, tables reporting data for the previous year will not be revised. Egregious errors will be reported to the members in errata sheets. Also, the committee approved doing a formal job title survey. The result of this study will be a future revision of the job title categories used in the salary survey.

**ARL Law and Medical Surveys** - surveys were approved for distribution.

**ARL Supplementary Statistics**

The committee advised that we eliminate questions on storage facilities and returnable/nonreturnable ILL activity. One new question will be added on expenditures for electronic serials.

**Annual surveys response patterns**

The Committee advised that we present the issue to the Board with a strong recommendation that we post to the arl-directors list the names of libraries that are delinquent in returning their surveys.

**Age Demographics of Librarianship by Stanley Wilder**

The committee was very pleased to hear about the progress on this project. Stanley Wilder will be joining us for the October meeting in Washington, D.C., to present his findings. Jennifer Cargill mentioned that some of the findings in Stanley's study are very provocative. One example is the apparent rapid decline in the number of catalogers in ARL libraries.

Positive feedback was heard regarding the ARL survey coordinators meetings scheduled in conjunction with ALA meetings. The next meeting has been scheduled on June 23, from 4:00 to 6:30 at the Walton Room of the Drake Hotel. Committee members were asked to participate at the meeting if they attend ALA.

The meeting was adjourned at 12:10pm.

**Open afternoon session on performance indicators:**

The afternoon session was attended by nine guests and the committee members. There was agreement that the selected ratios are potentially useful, although it was recognized that generalizations about their value cannot be made by ARL. Dale Canelas suggested including a few more ratios that she has been using: librarians per faculty member, librarians per Ph.D. program, and volumes held per Ph.D. program. Paul Peter Evans suggested that summary statistics would be useful in that they can indicate which libraries are more homogeneous and on which variables. If time permits, these suggestions will be incorporated in the 1993-94 ratio report. Otherwise, they will be incorporated in future reports. Also, the presentation of charts depicting University of Kansas library trends against the ARL median going back to 1986 highlighted the value of this kind of information when examined in a time-series trend. Guests and committee members asked for the availability of data going back in time through the electronic edition of the ARL Statistics. They were very disappointed that the grant for expanding this electronic publication has not yet
come through. They encouraged the Program to pursue support for this project through the Pew Foundation and some of them offered to write letters of support to accompany the grant proposal. In the end, there was agreement that these ratios are a valuable way to use existing information in new ways and make "old numbers" provocative until "new numbers" on library performance can be devised. A similar report will be prepared by the Statistics and Measurement program using simple regression models and listing libraries based on how much they deviate from the predicted patterns of growth.