



LibValue: Comprehensive Approaches to Defining Library Value

Webcast

Association of Research Libraries

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Welcome

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Thank You for Joining Us

- Everyone joining the webcast will be muted to cut down on background noise.
- We welcome questions. Please type your questions and ARL staff stand ready to answer them.
- We will invite you to take one or more polls to inform us and participate about your experiences.
- The webcast will be distributed in about 2 weeks via YouTube.



Introductions

- **Martha Kyrillidou**, Senior Director, Association of Research Libraries
- **Amy Yeager**, Library Relations Coordinator, Association of Research Libraries
- **Donald W. King**, Associate Professor, University of Tennessee, School of Information Sciences/Consultant
- **Bruce Kingma**, Professor, School of Information Sciences and Whitman School of Management, Syracuse University



Goals

- Become familiar with the LibValue Project
- To understand the concept of value and its various dimensions, as it applies to libraries
- To consider some of the methods used to estimate value
- To become familiar with return-on-investment (ROI)



LibValue Webcasts 2013

- Feb 14: LibValue: Undergraduate Student Success
- Mar 21: LibValue: Library Commons Spaces
- Apr 18: LibValue: Books and E-books
- **May 9: LibValue: Comprehensive Approaches to Defining Library Value**
- Jun 13: LibValue: Success in Teaching & Research
- Aug 15: LibValue: Digitized Special Collections



LibValue

Multiple institutions using multiple methods to measure multiple values for multiple stakeholders





StatsQUAL®

A gateway to library assessment tools that describe the role, character, and impact of physical and digital libraries.

ARL Statistics®



ARL Statistics™ is a series of annual publications that describe the collections, expenditures, staffing, and service activities for Association of Research Libraries (ARL) member libraries.

LibQUAL+®



LibQUAL+® is a rigorously tested Web-based survey that libraries use to solicit, track, understand, and act upon users' opinions of service quality.

ClimateQUAL®



ClimateQUAL®: Organizational Climate and Diversity Assessment is an online survey that measures staff perceptions about: (a) the library's commitment to the principles of diversity, (b) organizational policies and procedures, and (c) staff attitudes.

DigiQUAL®



The DigiQUAL® online survey designed for users of digital libraries that measures reliability and trustworthiness of Web sites. DigiQUAL® is an adaptation of LibQUAL+® in the digital environment.

MINES for Libraries®



Measuring the Impact of Networked Electronic Resources (MINES) is an online transaction-based survey that collects data on the purpose of use of electronic resources and the demographics of users.



Poll Question

Has your library started looking into determining value and return on investment (ROI) of your various services?

1. Yes
2. No
3. Not yet, but discussed different approaches and are getting ready to implement in the near future

LIB Value: Comprehensive Value of the Academic Library



Bruce Kingma
Syracuse University

Association of Research Libraries webcast, *2013*

The Economics of Higher Education

Universities provide **private** goods & services

- ▶ Courses are exchanged for tuition
- ▶ Research is provided for research funding

Value proposition

- ▶ The value to an individual or organization determines whether payment is made for the service

Academic libraries provide **public** goods & services

- ▶ Print and online resources are shared by all patrons, typically without the exchange of payment

Value proposition

- ▶ The collective value of all users must be estimated to determine if the subscription or license should be purchased



What is Value?

- ▶ **Economic (private)**
 - ▶ What is the value to an individual to use the library resources?
- ▶ **Environmental (externality)**
 - ▶ What is the value of the environmental savings of library provision of electronic resources?
 - ▶ Have libraries gone green without knowing it?
- ▶ **Social (public)**
 - ▶ What is the value to the institution of the library?

What are the methods used to estimate value? (when goods and services are not purchased)

- ▶ **Size and assessed value**
 - ▶ Collection size, assessed value of special collections
- ▶ **Use, turnstile, downloads, and readership**
 - ▶ Time spent using resources is a signal of value
 - ▶ What is the extra time it takes to get a resource from another source?
- ▶ **Contingent valuation**
 - ▶ Survey of willingness to pay for a service
- ▶ **Financial, grants awarded**
 - ▶ UIUC and follow up studies of link between citations and grants awarded
- ▶ **Correlation and causation**
 - ▶ Correlation between grants, grades, retention, or other outcomes and library funding or use



Prior Research on the ROI of Libraries

Public Libraries

- ▶ \$6.54; Florida ('04); Griffiths et al
- ▶ \$3.81; Ohio ('06); Levin et al
- ▶ \$5.50; Pittsburgh ('06); CMU Center for Econ Dev.
- ▶ \$4.48; South Carolina ('05); Barron et al
- ▶ \$3.87; Suffolk NY ('05); Kamer
- ▶ Imholz & Weil Arns ('07)

Special Libraries

- ▶ \$10.2; Griffiths & King ('93)

Academic Libraries

- \$4.28; Luther ('08)
- Oakleaf ('10)
- Tenopir ('10)
- Kingma & McClure ('12)



Things to remember in estimating value

Remember

- ▶ Estimate value not use
- ▶ Remember opportunity cost (why ROI is important)
- ▶ Estimating costs and value is difficult and a “guestimate” based on history
 - ▶ the future is more important than the past

Examples

- ▶ The case of users of the late night commons space
- ▶ Use of e-resources is not value
- ▶ Commons or books?
- ▶ Electronic or print or both?
- ▶ What is the ROI of innovation?



LIBValue

- ▶ Scholarly Reading
- ▶ Teaching and Learning
 - ▶ eBooks
- ▶ Special Collections
 - ▶ Commons
- ▶ Comprehensive value

Methods to Assess the Use, Value and ROI of All Academic Library Services



Donald W. King

Honorary University Professor

Bryant University

Adjunct Professor

University of Tennessee

Association of Research Libraries, Webcast

May 9, 2013

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Poll Question

Has your library ever estimated the cost per use or per user of any of the library services?

1. Yes, we were asked by campus administrators to do this
2. Yes, we have done this as part of getting solid management information
3. No, we have not done any cost studies

About the Study

- Part of a grant to assess the value and ROI of academic library services (Lib-Value)
- Assesses the use, value, and ROI of 77 academic library services
- Information presented is from studies at Bryant and Drexel Universities





Overview of Bryant and Drexel Universities

	Bryant	Drexel	Total
Faculty and Staff	723 (138)	4,614 (39)	5,337 (177)
Undergraduate	3,216 (204)	12,645 (20)	15,861 (233)
Graduate	258 (0)	4,707 (30)	4,965 (30)

Assessment of All Academic Library Services

- Assessment of 77 services at Bryant and Drexel Universities
- Surveys of the use of and values to faculty/staff and students
- In-depth cost analysis of all services
- Focus on methods for others to use





Poll Question

Has your library ever surveyed users about the value of library services?

1. Yes, we have surveyed faculty
2. Yes, we have surveyed students
3. Yes, we have surveyed both
4. No, we have not surveyed users

LIB Value: Comprehensive Value of the Academic Library



Bruce Kingma
Syracuse University

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Syracuse University

Comprehensive Value

- ▶ Faculty survey
 - ▶ Fall 2010
- ▶ Student survey
 - ▶ Spring 2011

Contingent Value

- ▶ In-person use
- ▶ Remote use
 - ▶ Journals
 - ▶ Books
 - ▶ Library instruction
 - ▶ Commons
 - ▶ Special collections
 - ▶ Help from professional librarians



Syracuse University

Comprehensive Value

- ▶ Faculty survey
 - ▶ Fall 2010 (42% rr)
- ▶ Student survey
 - ▶ Spring 2011 (98% rr)

Contingent Value

- ▶ In-person use
- ▶ Remote use
 - ▶ Journals
 - ▶ Books
 - ▶ Library instruction
 - ▶ Commons
 - ▶ Special collections
 - ▶ Help from professional librarians



Willingness to spend time and money getting resources from other sources

In -person	Remote
Faculty	
169 min	94 min
\$67	\$30
Students	
35 min	32 min
\$5	\$13



Value of the Academic Library

(millions of dollars)

Annual Value	In-Person Use	Remote Use
Faculty		
time	\$10.2	\$14.9
money	\$3.4	\$4.1
TOTAL	\$13.6	\$19.0
Students		
time	\$12.0	\$4.2
money	\$11.1	\$10.3
TOTAL	\$23.1	\$14.5

Value of the Academic Library

(millions of dollars)

	Faculty	Students
Economic		
In Person	\$13.6	\$23.1
Remote	\$19.0	\$14.5
TOTAL	\$32.6	\$37.6
Environmental		
Remote access	\$1.6	\$3.7
Read not-printed	\$0.1	\$0.7
Social	?	?
TOTAL	\$34.3	\$42.0

Return on Investment

Library Budget \$17.0m

Economic Value \$70.2m

return-on-investment 4.13

Economic + Environmental \$76.3m

return-on-investment 4.49



Poll Question

Which ONE of these new services is a priority for you to assess?

1. Access to e-books
2. New library commons space
3. New services to help faculty teaching and student learning
4. Increased access to special collections
5. None of these, but access to other resources



Wrap-Up

Martha Kyrillidou



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Why study value?

- “Faced with difficult economic times and university budget cuts, the value of the library to the wider goals of the university is increasingly questioned.”

– Introduction to the Lib-Value Project

» www.libvalue.org



The data and the models

- I hesitate to hang the future of libraries on a demonstrable effect size for the equation,
 - $L = SS$.
 - Rachel Applegate , Indiana University SLIS



Value and strategy

- How can you use LibValue results

strategically?



Clear targets: Questions behind Decisions

	Past	Present	Future
Information	What happened? (Reporting)	What is happening now? (Alerts)	What will happen? (Extrapolation)
Insight	How and why did it happen? (Modeling, Experimental Design)	What's the next best action? (Recommendation)	What's the best /worst that can happen? (Prediction, Optimization, Simulation)

Robert Morison, Analytics at Work



Final Blessings

- Indulge your curiosity
- Influence your friends
- Enable your organization.
 - May your analytics always be good – and your judgment even better.

» *Robert Morison, Analytics at Work*



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THANK YOU