Assessment of the Use, Value and ROI of All Academic Library Services

Donald W. King
Honorary University Professor
Bryant University
Adjunct Professor
University of Tennessee

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IMLS Lib-Value Project

- Books and E-books
- Special Collections
- Information Commons
- Teaching
- Learning
- Comprehensive Library
- Reading and Scholarship
- Tools
- Website and Value Bibliography
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
Bryant University

Map of Bryant University's location

Bryant University Seal

Center for Information and Communication Studies
Drexel University
## Overview of Bryant and Drexel Universities

<table>
<thead>
<tr>
<th></th>
<th>Bryant</th>
<th>Drexel</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty and Staff</td>
<td>723 (138)</td>
<td>4,614 (39)</td>
<td>5,337 (177)</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>3,216 (204)</td>
<td>12,645 (29)</td>
<td>15,861 (233)</td>
</tr>
<tr>
<td>Graduate</td>
<td>258 (0)</td>
<td>4,707 (30)</td>
<td>4,965 (30)</td>
</tr>
</tbody>
</table>
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
Types of Services

- Access to publications
- Access to other materials
- Librarian support
- General information support
- Access to library space
Examples of Metrics

• Library cost/investment
• Use
• Values
• User cost/library cost or investment
• University investment
• ROI
Components of ROI Analysis

1. Amount of use of all services
2. Return component of ROI
3. Investment component
Return Values

• The return component of ROI is determined by the value gained from reading or using services

• 2 types of value:
  – Purchase value: what readers or users pay for information in their time and/or money to process and read publications or process services.
  – Use value: favorable consequences from reading or using services.
Respondent Hourly Rates

The hourly rate of users:

– Faculty/Staff: $66.30 per hour
– Students: $44.90 per hour
Faculty/staff

- Principal and all purposes of information from article
- Rating importance of information to principal purpose
- Ways the article affected the principal purpose
- Was the article cited
- Those receiving awards or special recognition read more
- Those who publish more to read more
- Contingent valuation
Faculty Contingent Valuation and ROI

- $30.9 million to obtain information from source other than library
- Currently costs them $19.4 million to browse, search, obtain, photocopy, print out, etc.
- The net benefit is $19.5 million ($38.9 - $19.4 million)
- Library investment in providing the articles is $6.7 million
- Library monetary ROI is 2.9 to 1 ($19.5/$6.7 million)
Library Cost/Investment with Resources Allocated to Services

- Staff
- Space
- Furniture
- Shelving
- Other purchases
Other Services

Use sometimes observed primarily by:

- Number of times used
- Number of hours used
- Allocation of library investment to faculty and students
Other Services

Example of number of times library assisted reference searches are used

- Annual number of times used
- User time and cost of using
- How much time was saved by librarian
- Rating of how helpful librarian was
- User cost divided by library cost/investment
- Library monetary ROI: $ savings divided by library cost/investment
# Reference Services

<table>
<thead>
<tr>
<th></th>
<th>Faculty/Staff</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. annual times used</td>
<td>1.45</td>
<td></td>
</tr>
<tr>
<td>No. of times used</td>
<td>12,080</td>
<td>80,580</td>
</tr>
<tr>
<td>User time</td>
<td>9,335</td>
<td>19,900</td>
</tr>
<tr>
<td>User costs</td>
<td>$611,860</td>
<td>$695,690</td>
</tr>
<tr>
<td>Time saved</td>
<td>$1,459,850</td>
<td>$3,066,870</td>
</tr>
<tr>
<td>Avg. helpfulness rating</td>
<td></td>
<td>4.10</td>
</tr>
<tr>
<td>Annual Library cost/investment</td>
<td>$86,010</td>
<td>$576,070</td>
</tr>
<tr>
<td>User $ divided by library $</td>
<td>7.1 to 1</td>
<td>1.2 to 1</td>
</tr>
<tr>
<td>Library ROI</td>
<td>17.0 to 1</td>
<td>6.4 to 1</td>
</tr>
</tbody>
</table>
Other Services

Example of number of hours library workstations are used

- Annual number of times used
- User time and cost of using
- Purposes for using workstations
- User cost divided by library cost/investment
# Use of Library Workstations

<table>
<thead>
<tr>
<th></th>
<th>Faculty/Staff</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of users</td>
<td>1,150</td>
<td>3,570</td>
</tr>
<tr>
<td>Avg. annual hours used/user</td>
<td>2.70</td>
<td>7.75</td>
</tr>
<tr>
<td>Annual hours used</td>
<td>3,120</td>
<td>27,670</td>
</tr>
<tr>
<td>User costs</td>
<td>$203,170</td>
<td>$973,990</td>
</tr>
<tr>
<td>Annual library cost/investment</td>
<td>$8,180</td>
<td>$25,380</td>
</tr>
<tr>
<td>User $ divided by library $</td>
<td>24.8 to 1</td>
<td>38.4 to 1</td>
</tr>
</tbody>
</table>
### Reasons Workstations are Used

<table>
<thead>
<tr>
<th></th>
<th>Faculty %</th>
<th>Students %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
<td>34.0</td>
<td>Study for class</td>
</tr>
<tr>
<td>Teaching</td>
<td>28.6</td>
<td>Look up for class</td>
</tr>
<tr>
<td>Publications</td>
<td>6.8</td>
<td>Personal</td>
</tr>
<tr>
<td>Presentations</td>
<td>6.8</td>
<td>Other</td>
</tr>
<tr>
<td>Cont. Ed.</td>
<td>12.6</td>
<td></td>
</tr>
<tr>
<td>E-mail, etc.</td>
<td>6.2</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>7.2</td>
<td></td>
</tr>
</tbody>
</table>
Final Steps

• Establish the total cost of each services

• Allocate the total cost to type of user in two ways:
  – By amount of use from user survey
  – By time spent using from user survey
More details and searchable Lib-Value bibliographic database available on the project website:

http://libvalue.cci.utk.edu