

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

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IMLS Lib-Value Project

**Books and
E-books**

**Special
Collections**

**Information
Commons**

Teaching

Learning

**Comprehensive
Library**

**Reading and
Scholarship**

Tools

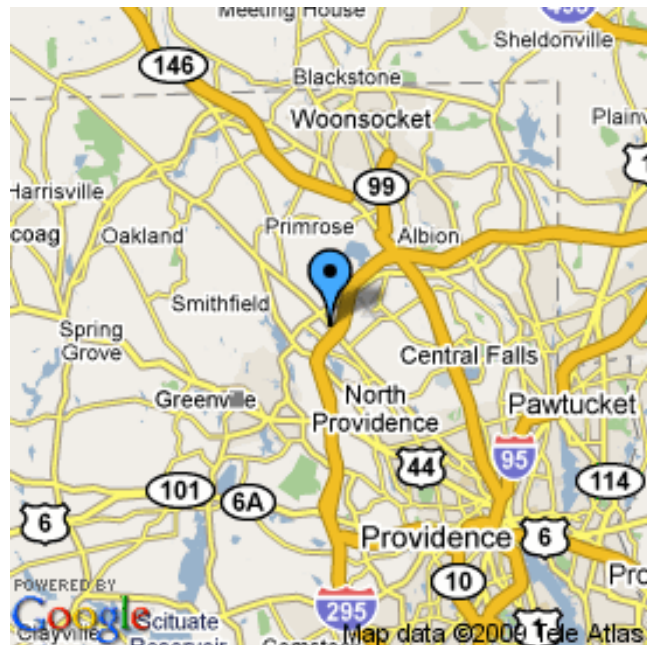
**Website and
Value
Bibliography**

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





Drexel University





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 (29)	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



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.

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



Respondent Hourly Rates

The hourly rate of users:



- Faculty/Staff: \$66.30 per hour
- Students: \$44.90 per hour



Return from Article Reading

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

Library Cost/Investment with Resources Allocated to Services

- Staff
- Space
- Furniture
- Shelving
- Other purchases



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)



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



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

	Faculty/Staff	Students
Number of users	1,150	3,570
Avg. annual hours used/user	2.70	7.75
Annual hours used	3,120	27,670
User costs	\$203,170	\$973,990
Annual library cost/investment	\$8,180	\$25,380
User \$ divided by library \$	24.8 to 1	38.4 to 1



Reasons Workstations are Used

	Faculty %		Students %
Research	34.0	Study for class	65.0
Teaching	28.6	Look up for class	46.2
Publications	6.8	Personal	21.6
Presentations	6.8	Other	19.7
Cont. Ed.	12.6		
E-mail, etc.	6.2		
Other	7.2		

Reference Services

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

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>

