

Return on Investment in Academic Research Libraries: Phase 2-The Role of Libraries in the Grants Process

ALA Midwinter
Boston, Massachusetts
January 2010

Dr. Carol Tenopir
University of Tennessee
ctenopir@utk.edu



Three phases

- **Phase 1:** ROI in grants, case study at University of Illinois, Urbana-Champaign (completed 2008)
<http://libraryconnect.elsevier.com/whitepapers/0108/lcwp010801.html>
- **Phase 2:** ROI in grants, expanded to 8 countries (report coming soon)
- **Phase 3:** Value and ROI for grants/research, teaching, student engagement (2010-2012)

Phases 1 and 2: Faculty Grant Research Cycle



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.**

**Phase 1: \$4.38 grant income for each \$1.00
invested in UIUC library**

Phase 2: ROI Findings

Research
STM

- 13.2:1 to 15.5:1

Research and
Teaching
STM/Hum/SS

- 1.3:1 to 3.4:1

Research and
Teaching

- Under 1:1

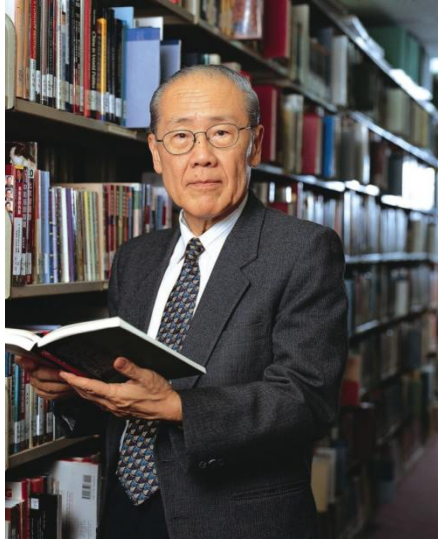
Phase 2: Why Does ROI for Grants Vary?

- ROI depends on institutional mission
- Research institutes have high grants ROI
- Teaching universities have lower grants ROI
- ROI varies depending on methods of government funding
- Be cautious comparing ROI across institutions

ROI Value and Beyond: Faculty Survey Questions

- Importance of citations in proposals and reports?
- How many citations in proposals, reports, articles?
- What % of citations from the library e-collection?
- For each cited, how many others do you read?
- In a typical week, how many hours do you spend, finding, reading articles?

Value of E-Resources (Faculty comments)



“...Such access has become an essential research tool.”
Asian University



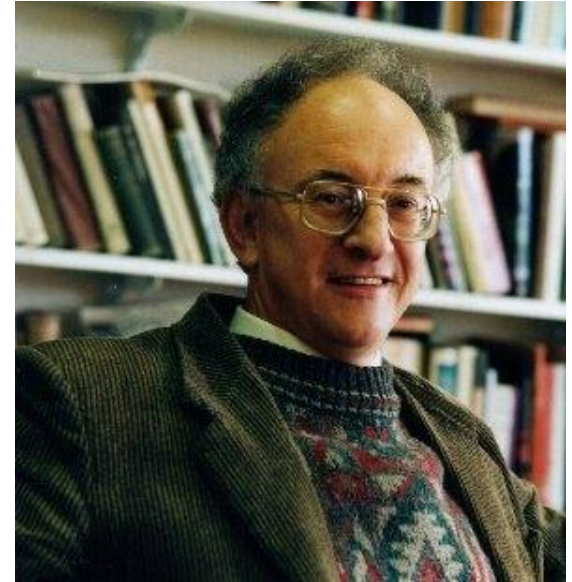
“Access has made collecting research resources infinitely more efficient; and facilitated interdisciplinary research.”
North American University

Impact on Productivity (Faculty comments)



“I guess that on average the online access saves me more than 10 hours per week.” Western European Research Institute

“The convenience of desktop delivery has improved my efficiency and dare I say it my ability to be a better researcher and teacher.” Asian University



Survey Findings by Grants ROI levels:

High; Medium; Low

- 15-30 hours per week finding, accessing, and reading scholarly literature (19 and 17-20)
- 75% of citations came from library electronic journals (75% and 50%)
- 95% considered references are essential (94-96% and 93-94%)
- 18-31 books or articles in each proposal submitted (13-34 and 7-24)
- For every article cited, 27-40 are read (18-19 and 24-25)

Administration Values: Measuring Up

1) Attract outstanding faculty

- Faculty with more publications and citations obtain more grants.*
- Faculty who publish more read more
- Faculty who receive awards read more

2) Retain outstanding faculty

- *“I would leave this university in a microsecond if the library deteriorated”* - U.S. University

•*Ali & Bhattacharyya, “Research Grant and Faculty Productivity Nexus: Heterogeneity among Dissimilar Institutions.” Academic Analytics

Administration Values: Measuring Up (cont)

3) Foster innovative research

- *“I am now able to explore and trace back topics and check the developments that arose along the topic history making connections that were only dreams a few years ago.”* -Western European Research Institute

4) Build research reputation of institution

- In 1 university, over 10 years a 1% increase in library budget correlates with a 1.07% increase in grant funding

Administration Values: Measuring Up (3)

5) Promote seamless integration of the library with institutional research activities

- *“With the current workload, I could not continue with research without the convenience of access from my own computer”* – South African University

- A doubling in article downloads, from 1 to 2 million, is statistically associated with dramatic increases in research productivity**

**Research Information Network. 2009. E-journals: their use, value and impact. Report prepared by Research Information Network.

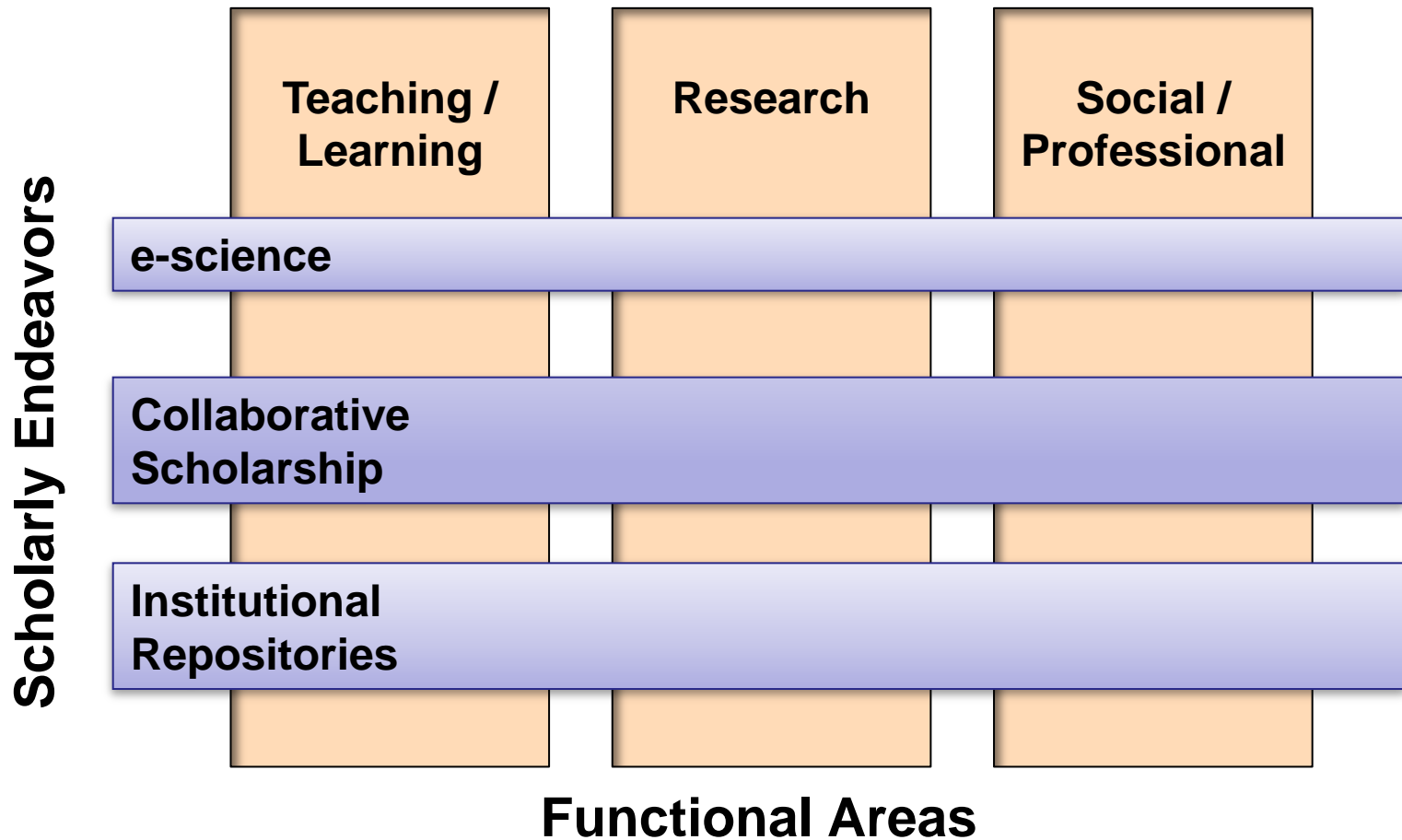
Phase 3: Broaden focus



And anticipate change..

New Scholarly Endeavors

That Cut Across the Library's Functional Areas



Downstream Measures

by Library Functional Area (for students and faculty)



What we can show so far...

- Academic library collections help faculty be productive and successful
- Libraries help generate grants income
- E-collections are valued by faculty no matter where in the world
- ROI for grants varies by mission and location of institution
- Value can be measured in many ways

What we hope to show...

The library's products and services ...

- Help faculty be successful
- Help students be successful
- Generate both immediate and downstream income
- Provide value and return on investment

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