



University Investments in the Library: Measuring the Return

UKSG
April 2010

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Value of libraries can be measured in many ways:

- 1) Implicit value (i.e., usage, downloads)
- 2) Explicit value (i.e., testimonials, purpose)
- 3) Derived values (i.e., ROI)

Derived measure

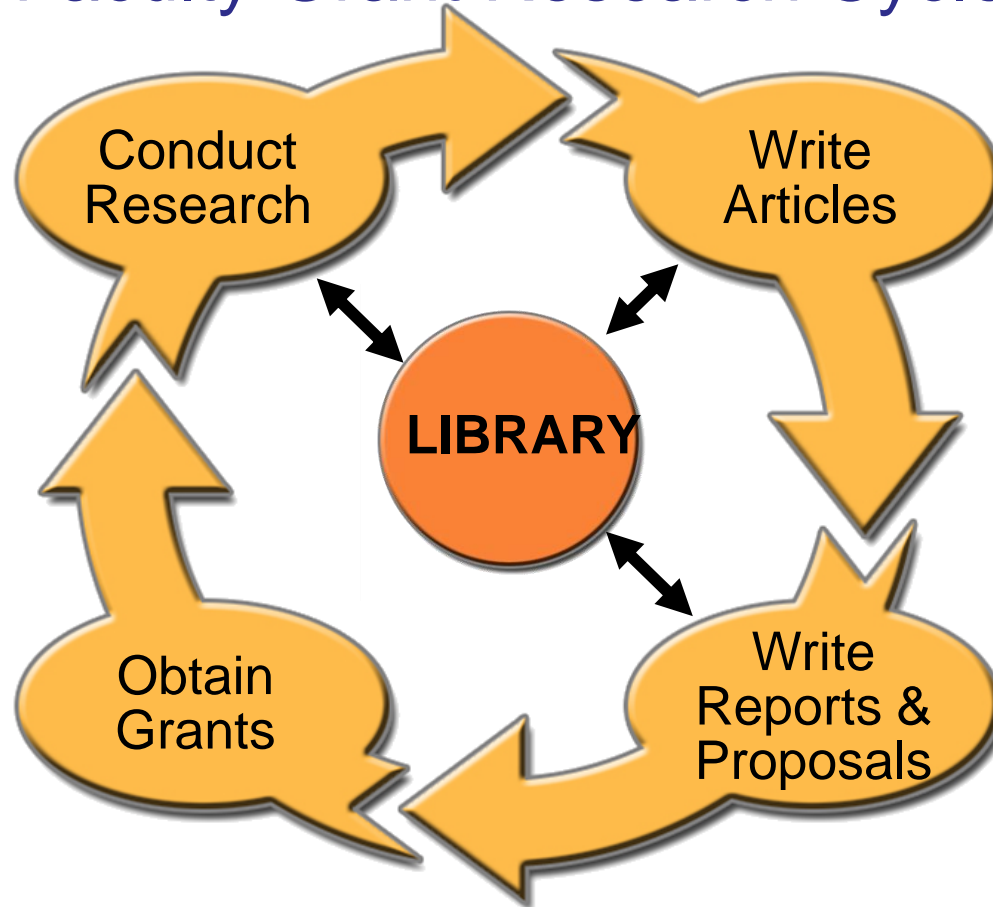
Return on Investment (ROI) is a quantitative measure expressed as a ratio of the value returned to the institution for each monetary unit invested in the library.

**For every \$/€/£ spent on the library,
the university received ‘X’ \$/€/£ in return.**

Demonstrate that library collections contribute to income-generating activities

ROI Phases 1 and 2

Faculty Grant Research Cycle



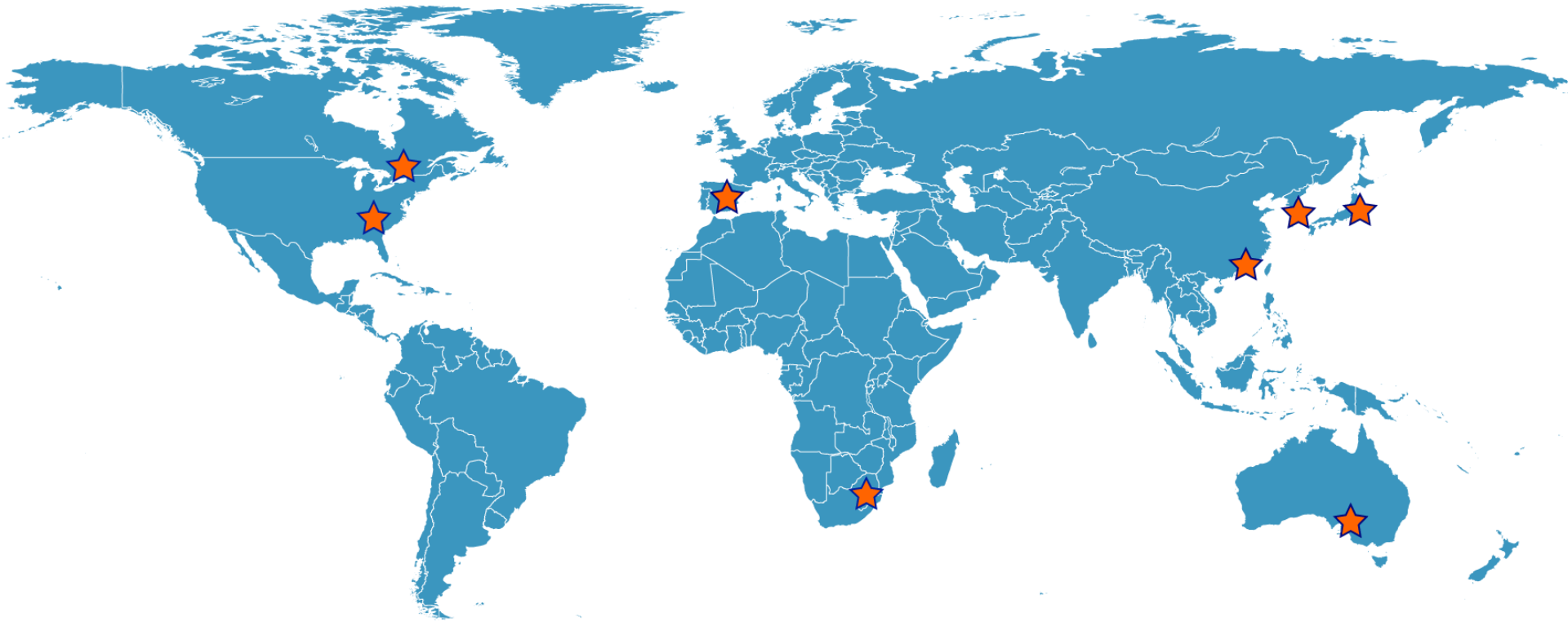
ROI for University of Illinois Grants (Phase 1)

**\$4.38 grant income for each \$1.00 invested
in library**

**(% of faculty who rated citations in proposals from
library as important to the proposal x % of
proposals funded / library budget)**

Phase 2: Grants only

8 institutions in 8 countries





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

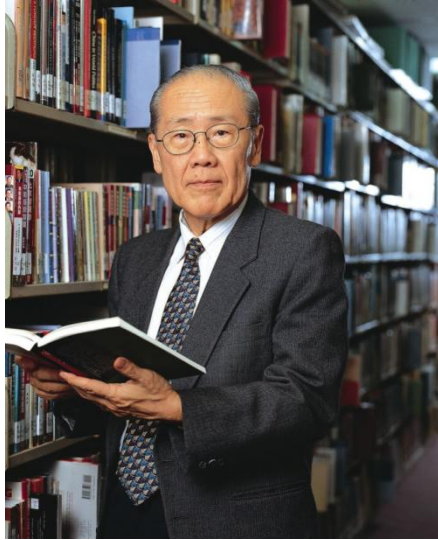
Research and
Teaching

- Under 1:1

The rest of the ROI story...

- Surveys of faculty about importance of citations and amount of reading
- Comments from faculty on the use and importance of e-collections
- Interviews with university administration

Value of E-Resources (Faculty comments 2008-2009)

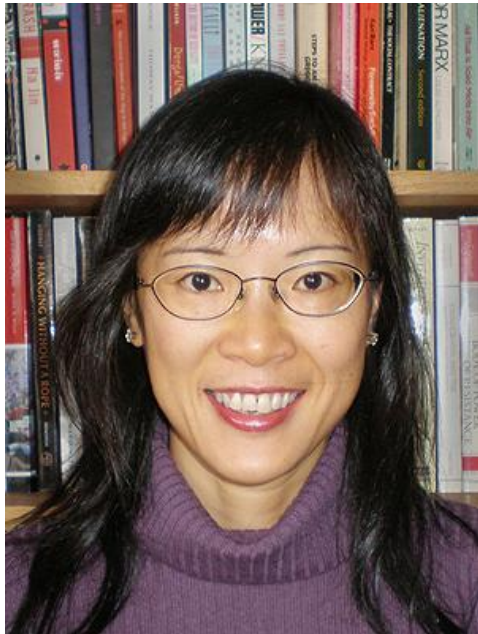


“...Such access has become an essential research tool.”
Asian University



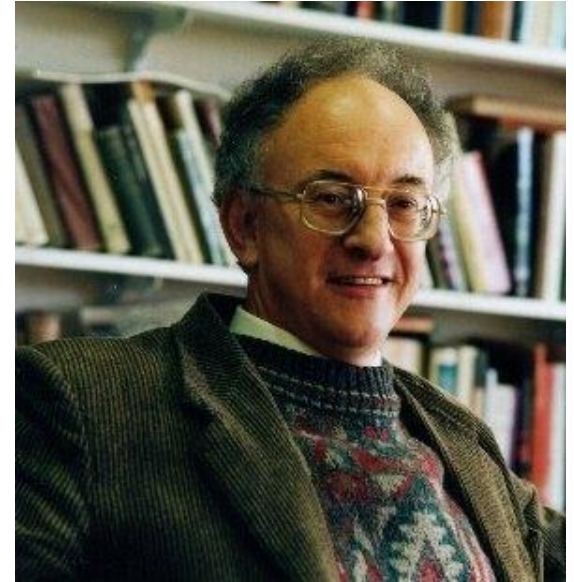
“Access has made collecting research resources infinitely more efficient; and facilitated interdisciplinary research.”
North American University

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



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

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
- For every article cited, 27-40 more are read

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
- In another, over 10 years a 1% increase in library budget correlates with a 1.21% increase in grant funding

Administration Values: Measuring Up

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**

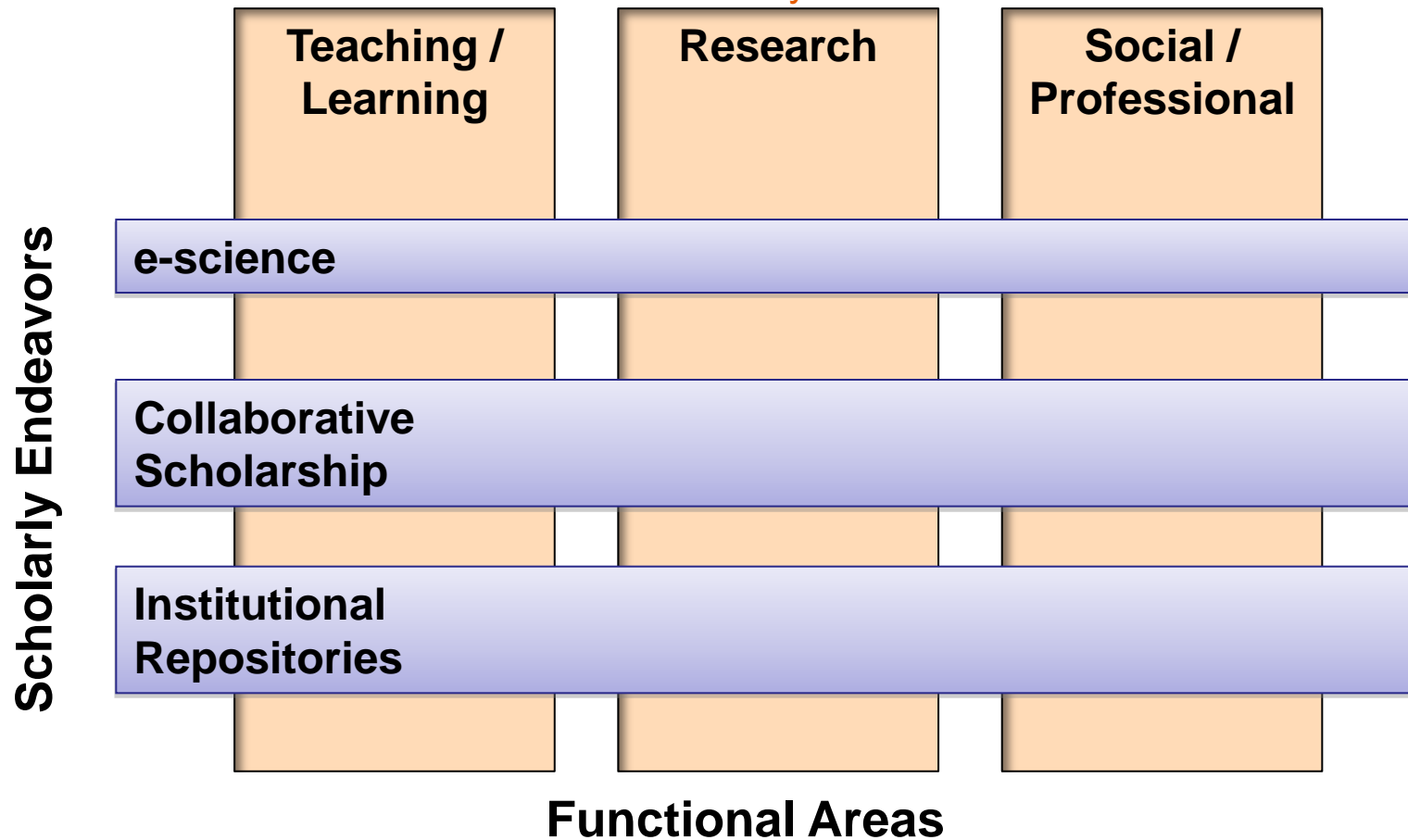
**Research Information Network. 2009. E-journals: their use, value and impact. Report prepared by Research Information Network.

LibValue: Broaden focus



And anticipate change..

New Scholarly Endeavors
That Cut Across the Library's Functional Areas



What we can show so far...

- E-articles are read for many purposes
- Academic library e-collections help faculty be productive and successful
- Libraries help generate grants income
- E-collections are valued by faculty
- ROI for grants varies by mission and location of institution
- Value can be measured in many ways

For further information:
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