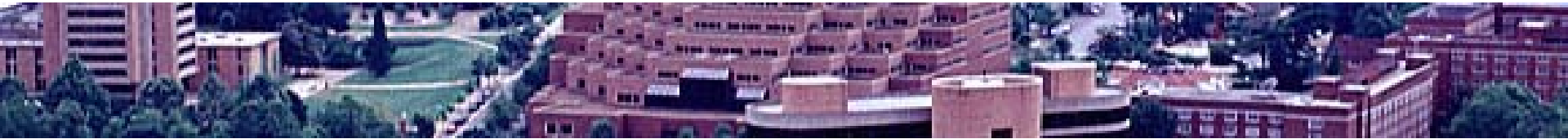


***Measuring Value and ROI of Academic
Libraries:
The IMLS Lib-Value Project***

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Charleston
2011



LIB-VALUE:

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



Measuring value

Ebooks

**Special
Collections**

**Information
Commons**

**Journal
Collections**

All Services

**Teaching and
Learning**

**Reading and
Scholarship**

Building Tools

**Website and
Value
Bibliography**

Return on investment in a strict sense...

...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

Return on investment is also...

...values of all types that come to stakeholders and the institution from the library's collections, services, and contribution to its communities.

In the information context economist Machlup described 2 types of value:

1. **purchase or exchange value:** what one is willing to pay for information in money and/or time, and
2. **use value:** the favorable consequences derived from reading and using the information.

Lib-Value Comprehensive Library Value Study (Bruce Kingma)

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



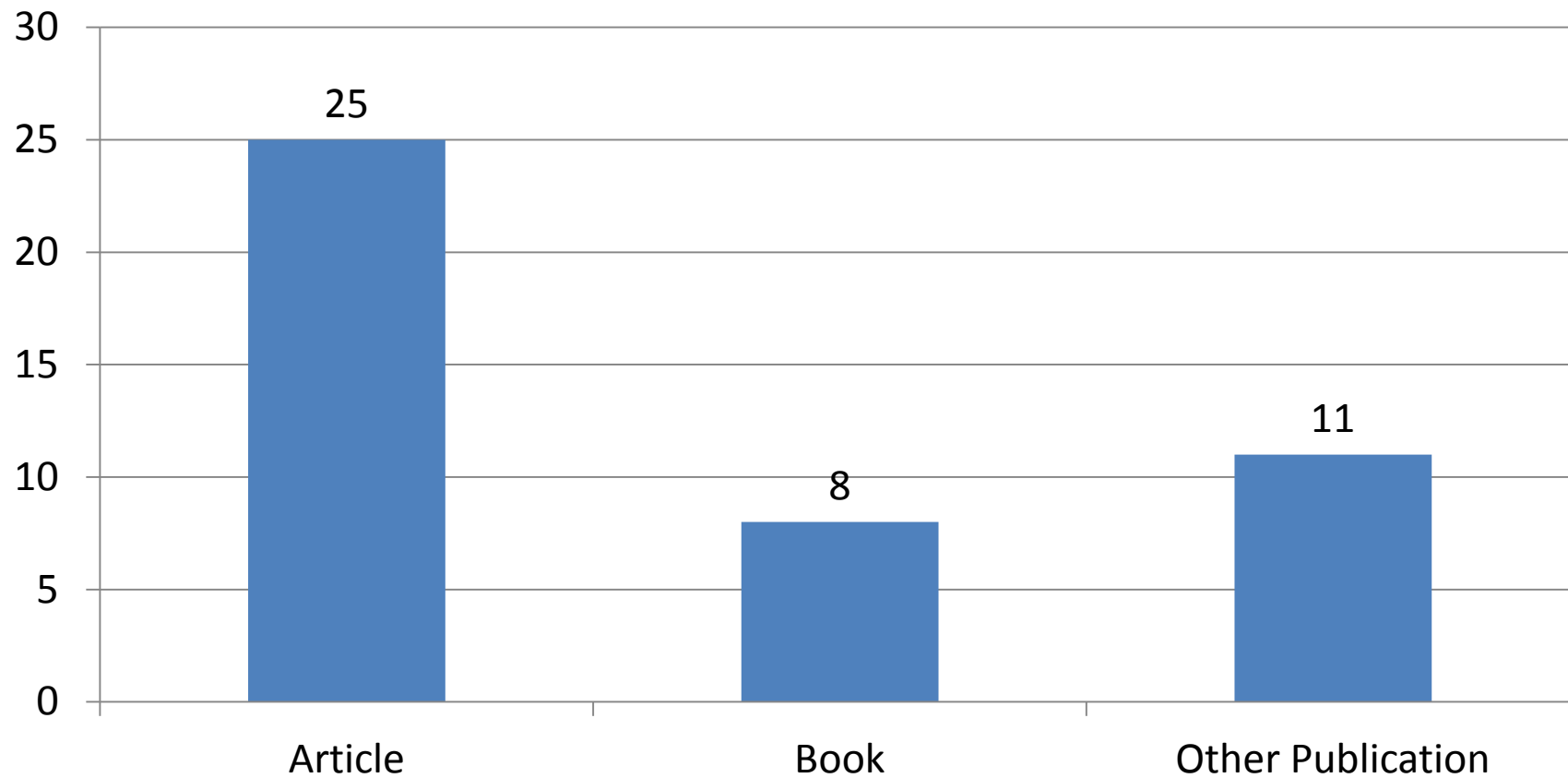


Readings for work related purposes





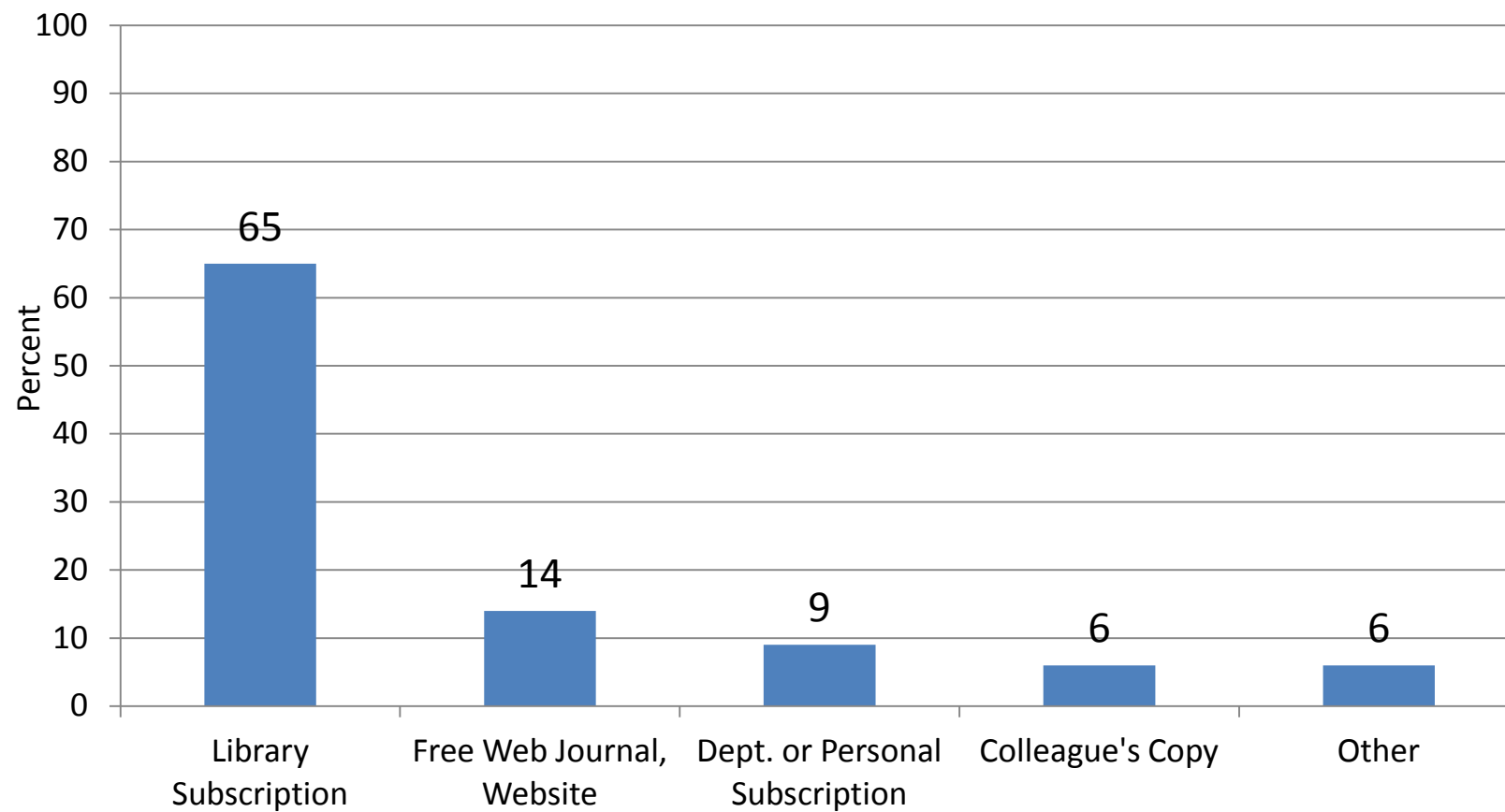
Average readings per month: U.K. faculty, 2011



n=2117, June 9 2011, 6 UK universities

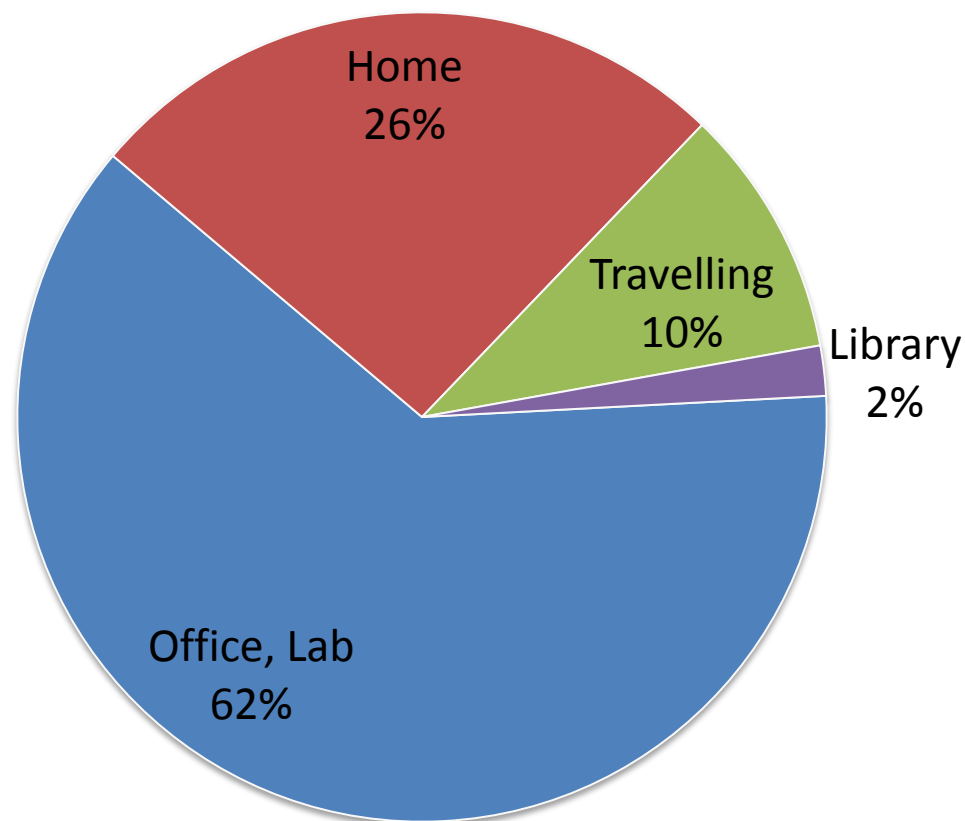


Source of article readings





Where did you read this last article? (Articles from library only)



Preliminary faculty survey results

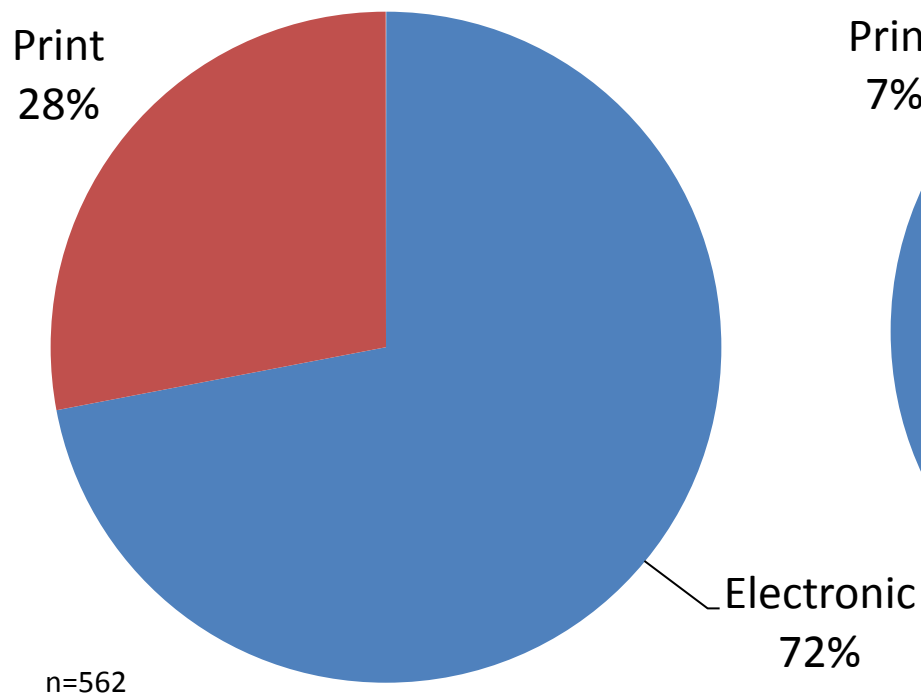
Activity	Average last 30 days	% of respondents
Physical Visits	2.9 visits	73%
Remote Visits	14.2 visits	88%
Average Total Resources Used:		
in-person visit to the library	7.3 uses	80%
remotely online	14.9 uses	89%



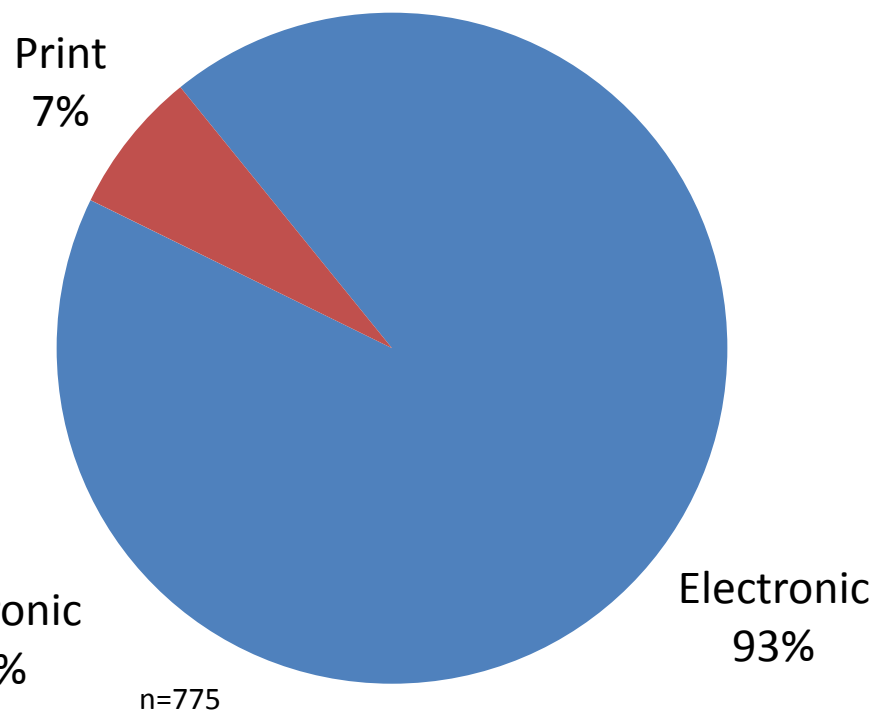


Use of library collections for articles

US, 2005



UK, 2011





Outcomes of journal article reading

	2004-06	2011
1 st Inspire new thinking or ideas	55%	54%
2 nd Improve results	40%	38%
3 rd Narrow/broaden/change the focus	27%	28%
4 th Resolve technical problems	12%	10%
5 th Save time or other resources	12%	10%
6 th Aid in faster completion	7%	5%
7 th Assist or result in collaboration/joint research	6%	4%

Portrait of a successful faculty member...



- Publishes more
- Wins awards
- Reads more
- Reads more from the library
- For every article cited, reads 27-40 additional articles

More details and searchable Lib-Value
bibliographic database available on the
project website:

<http://libvalue.cci.utk.edu>

