

BEYOND “WORTH THEIR WEIGHT”

VALUING LIBRARIES AND LIBRARY ADVOCACY IN THE NETHERLANDS

Leuven – IATUL 2009

Will M.M. Roestenburg

June 9, 2009

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VALUING LIBRARIES AND LIBRARY ADVOCACY IN THE NETHERLANDS, AT TU DELFT LIBRARY

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Introduction

- Who is?
- What we'll do
- Short history on Value and Advocacy
- What are talking about? Some highlights on Value and Advocacy
- Why it's important? Will it be more important, also in academic libraries?
- Recent study university library Illinois
- Innovation and Quality at TU Delft Library
- Questions and discussion?

History & Context of Valuation - 1 -

- '80 – '90 Library (Information) Value became an issue, mostly in corporate and public libraries
- Later also in national and in academic / university libraries
- Example (2004): British Library, Florida public libraries

History & Context of Valuation - 2 -

Findings British Library:

- For every £1 of public funding the British Library receives each year, about £4.40 is generated for the economy
- If public funding of the Library were to end, the UK would lose £280m a year

Findings Taxpayer survey Florida:

- Overall, Florida's public libraries return \$6.54 for every \$1.00 invested from all sources
- For every \$6,448 spent on public libraries in Florida from public funding sources one job was created

History & Context of Valuation - 3 -

- “Business language” entered the library: “tax payer (S)ROI”, benchmark, performance measurement, cost/benefit analysis
- “What did you do with my money / what do I get for it?”

Value

What do we mean with Value?

- Several definitions, interpretations, methods
- What do you want to measure, how do you want to measure?
- Finance (SROI), quality, performance, (user) satisfaction, ...?
- 17 Examples: "Worth their weight" (2007)

Worth Their Weight

An Assessment of the Evolving Field of **Library Valuation**



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Americans for Libraries Council

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Advocacy

What do we mean with Advocacy?

- *Advocacy is about saying to decision-makers, potential partners, funders, any stakeholder: "Your agenda will be greatly assisted by what we have to offer."*
- *In fact, it's about marketing an issue. Advocacy is a planned, deliberate, sustained effort to raise awareness of an issue or issues.*
- "Forums" ALA, ALC, LFF (knowledge, experiences, T&T, toolkits)

Beyond “Worth their weight”: Value and Advocacy in academic libraries - 1 -

Paula T. Kaufman, University Librarian and Dean of Libraries at the University of Illinois at Urbana-Champaign

- The Library as Strategic Investment: Results of the Illinois Return on Investment Study (2008)
- In cooperation with Judy Luther (Informed Strategies) and Elsevier
- Kaufman sought to identify the library’s contribution by saying **“for each dollar invested in the library, the university received x dollars in return.”**
- This statement framed the question of value from an economic perspective and guided the development of a case study.

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Beyond “Worth their weight”: Value and Advocacy in academic libraries - 2 -

Three assumptions validated through a faculty survey:

- Faculty use citations in grant proposals
- Citations are important in the grant awards process
- Citations come from resources provided by the library

Findings of the study:

- 95% state that citations are important in securing grant awards
- 94% use citations in grant proposals
- 94% obtained citations via the campus network or Library Gateway

ROI (2006):

- Using these factors in the model produces **a return of \$4.38 in grant income to the university for every dollar invested in the library**
- http://liber.library.uu.nl/publish/issues/2008-3_4/index.html?000269



PDF VERSION

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The Library as Strategic Investment: Results of the Illinois Return on Investment Study

Paula T. Kaufman, University Librarian and Dean of Libraries, University of Illinois at Urbana-Champaign, ptk@uiuc.edu

ABSTRACT

University administrators are asking library directors to demonstrate their library's value to the institution in easily articulated quantitative terms that focus on outputs rather than on traditionally reported input measures. This paper reports on a study undertaken at the University of Illinois at Urbana-Champaign that sought to measure the return on the university's investment in its library. The study sought to develop a quantitative measure that recognizes the library's value in supporting the university's strategic goals, using grant income generated by faculty using library materials. It also sought to confirm the benefits of using electronic resources and the resulting impact on productivity over a 10-year period. The results of this study, which is believed to be the first of its kind, represent only one piece of the answer to the challenge of representing the university's total return from its investment in its library.

Key Words

academic library assessment; academic libraries; accountability; higher education; return on investment

BACKGROUND

In 2007, the University Library at the University of Illinois at Urbana-Champaign undertook a study of the return on the university's investment (ROI) in its library. Although it focused on only one component of ROI in only one large, complex research library, the study marks the beginning of serious ROI research in academic environments and the start

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Library Connect

Partnering with the Library Community

University investment in the library: What's the return?

A case study at the University of Illinois
at Urbana-Champaign

Judy Luther
President, Informed Strategies

Beyond “Worth their weight”: Value and Advocacy in academic libraries - 3 -

Conclusions and next steps?

- Value: New / Other approaches needed, traditional ROI not applicable for academic/university
- Advocacy: Same challenge, other rules
- Kaufman / Luther white paper suggestions (be back on this)
- And “What about the Netherlands, in casu TU Delft Library?”

What about TU Delft Library? - 1 -

Innovation & Quality:

- Long term plan: Goals 2011
- Building and creating new valuable products & services
- “Relations management”

Examples (random):

- KM for customers (e.g. repositories, data sets)
- Symposium UgameUlearn (co-creation DOK Delft)
- Expert search / advanced network
- Customers Day (Foundation Users TU Delft Library)

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What about TU Delft Library? - 2 -

- Personal pages
- Copyright knowledge portal
- Communities / Collaboratories
- Grass root projects for customers
- Library Learning Centre
- TULib (instruction): <http://www.library.tudelft.nl/tulib/index.htm>
- Discover (search): <http://discoverbeta.tudelft.nl/en/page/search>



- Availability of resources
- Citation analysis
- Copyright
- Evaluating resources
- Finding books
- Finding journal articles
- How to cite
- Keeping up to date with RSS
- Knowledge centres
- Making a search plan
- Open access publishing
- Patents
- Social Bookmarking
- Using search operators
- Watch a lecture (Collegerama)
- Working with EndNote
- Working with Zotero
- Asking your library for help
- Teachers' corner
- Glossary of used terms

TUlib: how to find and use scientific information

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What about TU Delft Library? - 2 -

- Personal pages
- Copyright knowledge portal
- Communities / Collaboratories
- Grass root projects for customers
- Library Learning Centre
- TULib (instruction): <http://www.library.tudelft.nl/tulib/index.htm>
- Discover (search): <http://discoverbeta.tudelft.nl/en/page/search>

Discover TU Delft Library
Beta



Refine your results

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| 4. | <p>Amsterdam vernieuwt afvalwaterzuivering; RWZ Amaterdam - West</p> <p>Author Laagland, H. L. M.; Uiterweerd, P. A.; Clignet, R. A. N. Date 2005</p> | <p>★★★★★</p>  |

What about TU Delft Library? - 3 -

Long term plan: Goals 2011

“In 2011 we’ve demonstrated the added value for several customer groups”

Value and Advocacy in academic libraries

Next steps suggested by Paula Kaufman

- The academic library community has much more work to do. It is likely to take a decade or more to develop methodologies to determine the full return on a university's investment in its library.
- Applying the ROI calculator at multiple institutions would enable to identify trends and establish benchmarks
- Comparative research might also allow to identify institutional factors, including organizational culture, that contribute to an enhanced ROI
- Other next steps might include expanding the basis for revenue generation by looking at income generated from patents and technology transfers in addition to grant income
- Developing methodologies for determining the ROI on a library's contributions to more effective teaching and learning
- Focusing on the connection an institution has with its community, state, and/or nation
- Developing a predictive model will also be an important goal for future work

Questionpoints

Innovation and Quality, Value and Advocacy

- Do we really know our value for our customers, are we aware of that?
- Do our customers really know what value we (can) add to their business, objectives, benefits?
- Who is already working on these issues?
- Do we agree upon the next steps suggestions of Paula Kaufman?
- Is building “quality through innovation” the best value to advocate?