

EVENTOS

LOS RETOS DE LA CALIDAD:
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Assessing the value of academics libraries



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Assessing the value of academic libraries

Dr. Roswitha Poll
Münster

Mission of academic libraries

The library orients its range of services consequently according to ...

- ◆ the needs of its clientele and
- ◆ **the strategic goals of the institution,**
- ◆ and actively promotes its services.

- **Information supply**
collection building, lending, document delivery
- **Information production**
metadata, publishing, archiving
- **Support for teaching and learning**
library as place, information literacy training
- **Effective management**
staff development, adequate management methods, cooperation

Goals of universities

- *recruitment and retention of students*
- *effective teaching*
- *effective research*

Performance indicators for these goals

- *recruitment and retention of students*
 - *number of students, of these foreign*
 - *high retention rates*
- *effective teaching*
 - *high graduation rates*
 - *high grades in examinations*
 - *high employment rates of graduates*

Performance indicators for these goals

- ***effective research***
 - *frequent use of research publications*
 - *high renown of research*
 - *high amount of special grants*
 - *awards, honours*

Does the library support these goals?

Quality in libraries

- *Services are*
 - *user- oriented*
 - *reliable*
 - *quick*
 - *accessible*
 - *easy to use*
- *Staff is*
 - *competent*
 - *helpful*
- *Processes are*
 - *streamlined*
 - *cost-effective*

Quality assessment in libraries

- ***Performance indicators***
*measure the effectiveness and cost-efficiency of library services: **quantitative, objective***
- ***User satisfaction surveys***
*measure the perceived quality, the users' impression of library services: **qualitative, subjective***
- ***Outcome assessment***
tries to show benefits, value for individual users and society

ISO 11620: Library performance indicators

Structure: Balanced Scorecard

- ***Resources, access, infrastructure***
- ***Use***
- ***Efficiency***
- ***Potentials and development***

Indicators for traditional services

resources,
access,
infrastructure

- shelving accuracy
- median time of document delivery from closed stacks

use

- collection turnover
- loans per capita
- in-library use per capita

efficiency

- cost per loan

potentials,
development

Indicators for "hybrid" services

resources,
access,
infrastructure

- percentage of required titles in the collection
- speed of interlibrary lending

use

- library visits per capita (including virtual visits)
- user attendances at training lessons per capita
- percentage of population reached
- user satisfaction

efficiency

- cost per library visit
- cost per user
- median time of document acquisition
- median time of document processing
- correct answer fill rate

potentials,
development

- attendances at training lessons per staff member

Indicators for electronic services

resources,
access,
infrastructure

- percentage of rejected sessions
- public access workstations per capita

use

- number of content units downloaded per capita
- percentage of information requests submitted electronically
- workstation use rate

efficiency

- cost per database session
- cost per content unit downloaded

potentials,
development

- percentage of expenditure on information provision spent on the electronic collection
- percentage of library staff providing and developing electronic services

ISO TR 28118 Performance indicators for National Libraries

Additional indicators for

- **collecting the national documentary heritage**
- **creating the national bibliography**
- **preservation**
- **digitization**
- **international cooperation**

User satisfaction surveys

Method	Advantages	Problems
Print questionnaire in the library	High recall	Only active users
Questionnaire by mail to a sample of potential users	Non-users are included	Less recall
Telephone survey	High recall by direct contact	Time-consuming; may be influenced by the interviewer
Online survey (e.g. in connection with OPAC use)	No distribution needed	Bias on users who frequently use E-services

User satisfaction surveys

SERVQUAL model

Adapted to libraries
by ARL (Association
of Research Libraries)
as LibQual

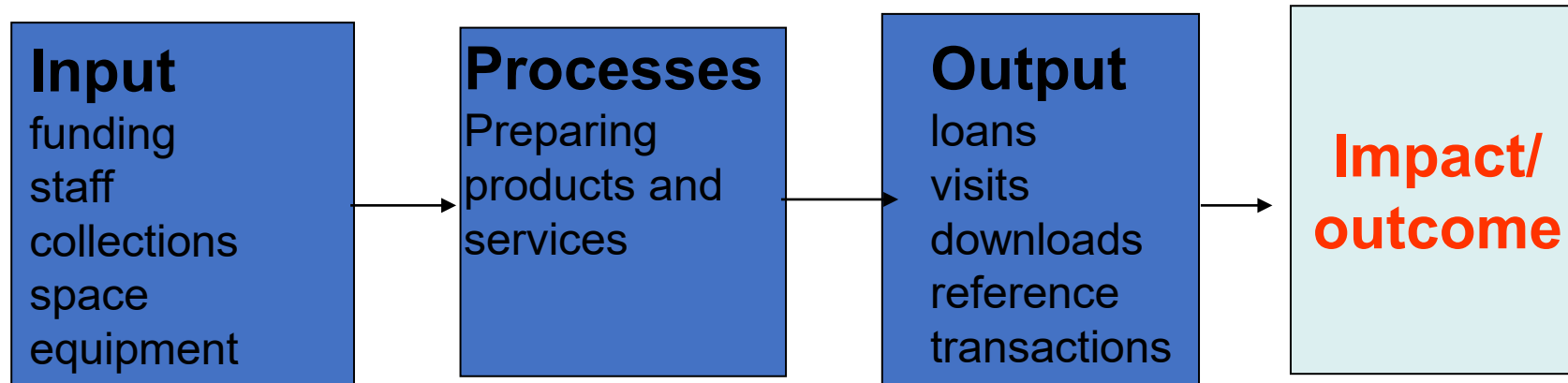
Asking for:

- minimum expectation
- perceived levels
- desired levels

Gaps
model

<http://www.libqual.org>

Input – Processes – Output – Impact/Outcome



"Outcomes are the results of library use as affecting the individual user."

Don Revill

"Outcomes are the ways in which library users are changed as a result of their contact with the library's resources and programs."

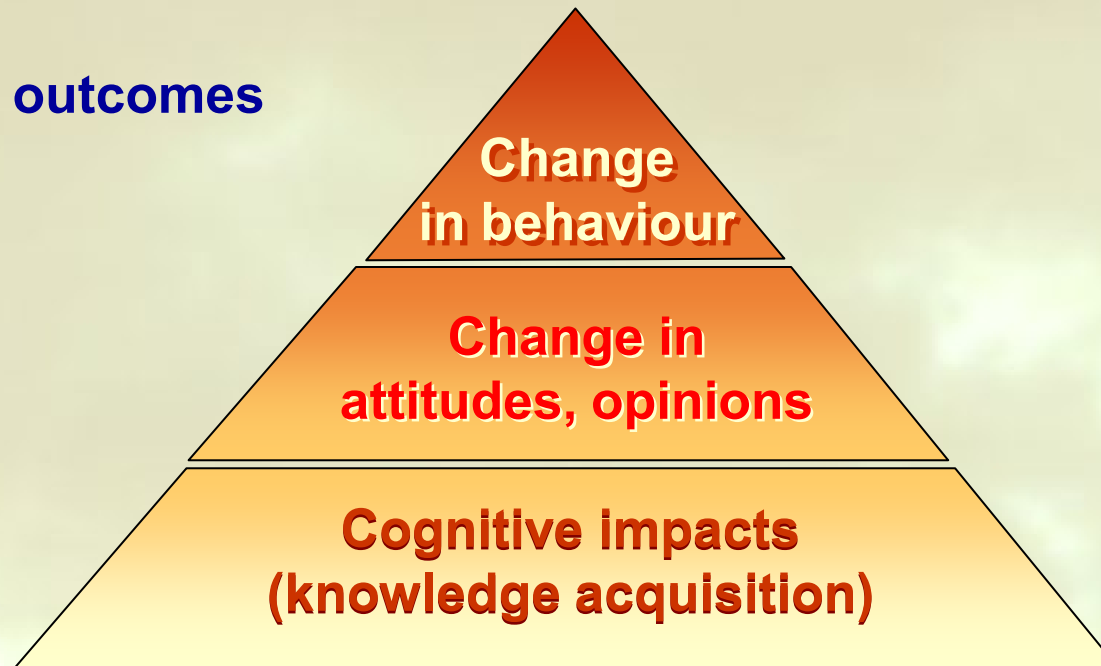
ACRL

Impact/outcome of libraries

- *knowledge*
- *informat*
- *academic*
- *social inclusion*
- *life-long learning*
- *individual well-being*

**changes in skills,
competences,
attitudes, behaviour**

The pyramid of outcomes



Short-term effects

- problems solved
- information gained
- time saved

Long-term effects

- improved information literacy
- better academic / professional success

Problems of assessing outcome

- *Data may not be available because of data protection rules*
- *Results of projects are not comparable because of different methods*
- *Lessons are not transferable because conditions are*
- *All tested*

Influences on individuals are manifold

Methods for assessing impact/outcome of libraries

- *Statistics of usage*
changes in user groups, in the use of specified services
- *Soci*
 - S
 - C
 - F
 - Self-as

The "anecdotal evidence" supports data

Methods for assessing impact/outcome of libraries

- *Quantitative methods*
 - tests assessing user skills before and after training on a service
 - observations
 - data mining
 - analysis
 - correlation

Problem:
Library influences are difficult to distinguish from others

User satisfaction as outcome measure?

"Satisfaction on the part of a user is an outcome. So is dissatisfaction"

ACRL

**A change of
behaviour?
Rather a basis
for such change**

*neither
it is a
library outputs."*

Jennifer Cram

Assessing impact

1

Correlation of library use and academic success

Library use, expressed by

- Frequency (loans, visits)
- Range of services used (reference service, user training, ILL)
- Range of collections used (undergraduate collection, E-journals, special material)

Success, expressed by

- Quick examination
- Grades in exams
- Student retention
- Employment rate after exam
- Quality of publications (impact factor, peer-review journals)

Assessing impact

2

The library's impact on information literacy

Outcome of a specific training or series of trainings

- surveys after instruction
- **pretest / posttest**
- self-assessment of users
- behavioural observation
- assessing changes in students' bibliographies

Tests

Example of "mini-quiz"

Students ...

	Results
- are aware of options to get material not available locally	90 %
- can recognise a Web address, a book citation, a serial citation, and a call number	90 %
- know how to use the operators AND and OR	50 %
- know the difference between primary and secondary sources	57 – 90 %
- know the difference between popular and scholarly journals	90 %
- think library skills will be useful in their chosen profession	77 %



Self-Assessment

Examples of questions

Please rate your confidence
(1=very confident)

- | | | | | | |
|--------------------------------------------------------|---|---|---|---|---|
| 1. Using an Internet search engine | 2 | 3 | 4 | 5 | |
| 2. Finding books in a library | 1 | 2 | 3 | 4 | 5 |
| 3. Using a database to find peer-reviewed articles | 1 | 2 | 3 | 4 | 5 |
| 4. Writing a correct citation in a bibliography | 1 | 2 | 3 | 4 | 5 |
| 5. Finding sources on a specific topic on the Internet | 1 | 2 | 3 | 4 | 5 |
| 6. Evaluating an Internet source (authority, bias) | 1 | 2 | 3 | 4 | 5 |

Problem:
Self-assessment
may be too
optimistic

Assessing impact

3

Importance of the local library for research

1 Percentage of material cited in academic publications that was (could have been) retrieved via the local library.

Citations in

- dissertations
- student papers
- publications of a faculty

2 Estimated percentage of the information needed for a publication / paper / report found via the local library

- questionnaire/interview after publication

Citation Analysis

Citations in 20 dissertations are analyzed as to availability in the local library

Citations	number	% available
Monographs	3111	73,5
Journal articles	1760	67,7
Other	40	50,6

Where did you get the literature?	never	sometimes	frequently
Central library	0	7	13
Branch libraries	0	5	15

Assessing impact

4

The financial value of libraries

Assessing the value of a client's time)

Users' value. The value of a client's time is at least as important as the value of the service. The value of a client's time is at least as important as the value of the service.

- For every £1 of public funding
- the British Library receives each year,
- £4.4 is generated for the economy

level (C)

Using

● **Willingness-to-pay** How much would users pay for the maintenance of a service?

● **Willingness-to-accept** Which sum would users accept as equivalent for the deletion of a service?

Possible indicators for impact

Information literacy

- Higher skills/competences after training

Surveys
Tests

Importance of the local library for research

- Estimation of the importance
- Percentage of citations in publications in the local library collection

Survey

Manual counts
Survey

Academic or professional success

- Correlation of library services use to success
- Correlation of library services use to number/ citation of publications

Use data / success
data

Use data/ Citation
index

Possible indicators for impact

Social inclusion

- **Estimation of the social importance of libraries**
- **Percentage of potential users in a group using the library after certain promotion activities**
(Groups e.g. defined by age, gender, ethnic origin, education)

Survey
Interviews

User statistics
Surveys

Financial value of library services

- **Estimation of time saved**
- **Willingness-to-pay**

Survey

Survey

Impact/outcome projects

eVALUeD: in "evidence base", University of Central England:
Toolkit for evaluating electronic information services
<http://www.evalued.bcu.ac.uk/about.htm>

IMLS (Institute of Museum and Library Services):
outcome-based evaluation of projects
<http://www.imls.gov/index.shtm>

ARL New Measures Initiative: several projects

- Learning outcomes
- Higher education outcomes research review
- MINES (Measuring the impact of networked electronic services)

<http://www.arl.org/stats/newmeas/index.html>

SCONUL and LIRG (Library and Information Research Group):
Impact initiative 2003 - 2005
<http://vamp.diglib.shrivenham.cranfield.ac.uk/impact>



Bibliography Impact/outcome of libraries

http://www.ifla.org/VII/s22/Impact_and_outcome_of_libraries_07-12-01.pdf



*Life
is full of
surprises*

