



(ROI) Truth to Power: Measuring & Talking About What Matters

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“What gets measured matters”

“Not everything that can be counted counts”



HOW data vs WHY data

Operational data

Managing the info center

Outcome data

Demonstrating the info center's value

Add stories to highlight ROI examples



**To find ROI, look at impact,
not function.**

**Ask yourself why you're doing
this, not how.**



Connect your service with outcomes

Key client group's goal: _____

Info needs: _____

Measurable impact/outcome: _____



Connect your service with outcomes

Goal for hospital: “Improved clinical care”

Info needs: Patient care questions, clinical guidelines

Impact/outcome: Revision of clinical procedures, provide new knowledge



Connect your service with outcomes

Goal for CFO: Reduce corporate risk

Info needs: Due diligence research,
workshops on copyright use

Impact/outcome: Risks identified,
increased use of licensed photo
collection



Connect your service with outcomes

Goal for university: Foster innovative research

Info needs: Monitoring literature, professional development, support grant applications

Impact/outcome: Influence of published papers, number of grants awarded



Connect your service with outcomes

Goal for university: Increase donations from alumni

Info needs: Highlight impact of special collection, use by scholars & students

Impact/outcome: Additional funding, higher visibility



Look for the outcomes

% of awarded patents supported by library research

of org's initiatives supported

Student success metrics met

Employee retention increased



Cost of NOT finding info

75% of articles would not be read if not easily accessible

Professionals get \$310 of value per article read – ROI of 8:1

source: is.gd/sla_value



What's an hour worth?





The true cost of your time

Annual salary * 1.32 = fully-loaded salary

52 weeks – 4 weeks = 1920 work hours/year

Full salary / work hours = full hourly rate

\$100K salary = \$69/hour

\$150/K salary = \$103/hour



A client's minutes add up

Time NOT spent Googling

15 minutes twice a day = **\$12,240/year/user**

Time saved with custom UI

15 minutes once a day = **\$6,120/year/user**



Outsell says...

**Outsell found a library interaction
saved a user 9 hours**

**If library interaction requires 1 hour of
info pro time, every library interaction
saves \$850**

What are *your* library's savings?



Know WHY You Do What You Do



Reference interview = ROI

What will you be doing with my deliverable? What next?

What would make it more useful for you?

What's the ultimate outcome of your project? May I follow up later to see how it went?



Different uses = different format

Incorporate into presentation/report

Inform a team

Guide a decision

Support a grant

Prepare for a meeting



Find out your impact

Follow up after high-value research projects:

What difference did the library make for this project?

What impact did this have on your outcome?

What would it cost to achieve {your goal} without {our resource or service}?



Catch the less-measurable

We helped our CFO verify facts before an interview with a prominent journalist.

Thanks to our monthly alerts, the new products team has identified 3 new markets.

Our resources enable our law firm to offer services to clients that our competitors can't.



Create ROI!





Watch for ROI opportunities

Start program to help students find internships, learn job-hunting & interview skills

Bring grant funding workshops to staff

Bring *Campaign 101* workshops to local candidates



Build strategic library usage

Track research project stats by outcome

Look for underutilized resources

Look for underserved groups



Build *strategic* library usage

F2F interactions have impact!

Onsite awareness-raising events

Weekly drop-by sessions

**Cultivate the info-nerds and
“ambassadors”**

**Get on meeting agendas of target
client groups**



Use new language

Describe yourself by outcome, not activity.

“We’re here to make you more successful; what do you need?”



Use new language

“We provide research services”

OR

“We provide answers to your biggest challenges”



Use new language

“We centralize our org’s info acquisition functions”

OR

“We ensure more strategic cost-effective spending”



Use new language

“We support R&D efforts with alert services” OR

“We reduce R&D expenses by ensuring better, more timely access to the info you need”



“But they just don’t get it!”





YOU need to change...

WHO

WHAT

HOW

WHEN

WHY



YOU need to change...



WHO you are talking with

Are they potential clients?

WHAT you say

Are you talking about THEIR concerns?

HOW you say it

Are you listening or just talking?



WHEN you say it

Are you consistently talking when they are paying attention?

WHY you say it

Are you 100% focused on your clients' outcome?

How does your client know?



7 questions to ID your value

Ask yourself:

What outcome is this research supporting?

How can I make this research more useful?

Where do our services have greatest impact?



7 questions to ID your value

Ask your clients:

Where would you go if you couldn't call us?

How much do you pay for ad hoc info purchases?



7 questions to ID your value

Ask your clients:

How much time did this project save you?

How do you describe our services to a colleague?



Final tips

Look for ways to add value

**Clients only ask you for what they
think you can do**



ROI calculator at BatesInfo.com/mhsla2018

SALARY COSTS SAVED WITH INFO PRO	
# of research projects conducted by library/year	2,000
Average knowledge worker annual salary	\$150,000
Average info pro annual salary	\$100,000
Average time saved by info pro per project	9
Average time spent by info pro per project	2
Knowledge worker fully-loaded hourly rate	\$103
Info pro fully-loaded hourly rate	\$69
Total annual time savings by using info pros:	\$1,581,250



ROI Resources

The True Cost of Information (Springer white paper) springernature.com/truecostroi

The True ROI of Digital Content (Factiva white paper) go.dowjones.com/true-roi

SLA research and studies
sla.org/learn/research

Proving Your Library's Value is.gd/DOT_ROI



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