



**computers** in  
libraries **2019**

# **ROI and Value: Measuring and Talking About What Matters**

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**March 27, 2019**

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# Are we talking about the right things?

**93%** of librarians think usage is a key value metric

**24%** of administrators think usage is an important metric

**Count what matters to them!**

| SURVEYS  
| STATISTICS  
| NARRATIVE

Communicating Library  
Value to Administrators

[goo.gl/tTujFS](https://goo.gl/tTujFS)





# Know WHY You Do What You Do

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# **What are your org's *current* strategic goals?**

**Do you read your org's press releases?**

**Do you monitor your org's social media?**

**Do you read articles about your org?**



**What are you to the bottom line?**

**Overhead**

**or**

**Contributing to revenue-generation?**

**Why not both?**



# Link your operations to your org's goals

## Academic library:

Increase student retention, graduation  
rates & job success

Support faculty research productivity

Support grant proposals



# Link your operations to your org's goals

## **Public library**

**Build job skills, support lifelong learning**

**Improve access to govt resources**

**Encourage civic dialogue**





# Link your operations to your org's goals

## **Government library**

**Lead digitization efforts**

**Inform policy decisions**

**Enhance citizen engagement**



# Embrace ROI, Show the Impact



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# Show impact on revenue

**% of awarded patents supported by  
library research**

**# of city council programs supported**

**# of donors engaged with**



# **Show impact on organization**

**Supporting prof'l development  
improved employee retention**

**Effective outreach to patient groups  
better health outcomes**



# Show impact on work flow

**Look at information flows, pain points**

**Time spent searching (not finding)**

**Duplication of effort w/in team**

**Lack of awareness of info resources**



# Find new ways to add value

## **ID new initiatives and projects**

**They may need extra support; you can embed good info practices**

## **ID info-intensive programs**

**Help with info evaluation, acquisition, enhancement, management**



# 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?***



**To find hidden ROI, ask:**

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





**“So, what do you do?”**

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# When you describe yourself...

Describe yourself by **outcome**, not **activity**.

Is it a **WHAT** or **HOW**?

or is it a **WHY**?



# Use new language

**“We search premium databases” or**

**“We bring you fresh perspectives”**



# 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”**



# What's an hour worth?





# The true cost of your time

Annual salary \* 1.3 = fully-loaded salary

52 weeks – 4 weeks = 1920 work hours/year

Full salary / total work hours = full hourly rate

**\$75K salary = \$51/hour**

**\$125/K salary = \$85/hour**





# A client's minutes add up

## Time NOT spent Googling

15 minutes twice a day = **\$10,200/year/user**

## Time saved with custom UI

15 minutes once a day = **\$5,100/year/user**



# The minutes add up

## Time saved with team's shared news dashboard

**1 hour/week/person = \$25K savings a year for 6-member team**



## **Outsell says...**

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

**If interaction requires 1 hour of info  
pro time, **every library interaction  
saves \$714****

**What are *your* library's savings?**



# Create ROI!



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# 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**



# Use the tools

**Install library/search widgets at pain points**

**Embed content, embed librarians**

**Provide curated daily news**



# Build strategic library usage

**Look for underused resources**

**Promote in newsletter, web, social media, training, etc.**

**F2F interactions have impact!**

**Onsite awareness-raising events**

**Weekly drop-by sessions**

**Cultivate the info-nerds**



# ROI Resources

*Statistics, Surveys, Narrative* (Taylor & Francis white paper) [goo.gl/tTujFS](https://goo.gl/tTujFS)

*The True Cost of Information* (Springer white paper) [springernature.com/truecostroi](https://springernature.com/truecostroi)

*The True ROI of Digital Content* (Factiva white paper) [go.dowjones.com/true-roi](https://go.dowjones.com/true-roi)

*Proving Your Library's Value* (Missouri DOT report) [is.gd/DOT\\_ROI](https://is.gd/DOT_ROI)





# Slides at [BatesInfo.com](http://BatesInfo.com)

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