

Expanding the Library Walls

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It started with a white paper...

"How can info pros most effectively make the case for ROI of information services?"

Interviewed innovative info pros

Results in CCC white paper (tiny.cc/library-walls)

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Three key takeaways

It's not about doing more with less, it's about doing something more valuable

Make information discoverable, not just accessible

Take a proactive approach to justifying content spend

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Doing something more valuable

"We're plugged into the bigger perspective, looking at where our resources have a direct impact."

Virtually embed info pros for project teams

Coach staff to watch for stories about impact – "value moments"

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Doing something more valuable

"Our vision is to address the world's most critical problems with science. How do you measure that?!?"

Use bibliometric tools to ID impact of published authors within the org

Highlight authors' collaborations w/ other orgs

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Doing something more valuable

Integrate insights into metrics that the org cares about
Become the standard for evaluating researchers' impact
Tie into compensation, bonuses!

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Making info more discoverable

"We bring the information-sharing perspective to our client groups."

Lobbying for funding datasets beyond single project

Offer training, set up portals

ID alternative resources, impact of loss of resource

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Making info more discoverable

"I see the library as a service rather than a place, and part of our service is helping clients get better value from our e-content."

Licensing content in structured XML format

Semantic enrichment of text with structured metadata

Identifying or building APIs to aggregate, analyze data

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Making info more discoverable

"We're the central connecting point for groups that otherwise get siloed. That makes our ROI tangible."

Bring together dataset users across your org

Support new ways to collaborate

Ask them to help articulate the value of that dataset

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Making info more discoverable

Info pros take an institutional look at spending

We manage *our* department budget

We evaluate *org-wide* impact of our budget

How do we demonstrate that?

Show up at meetings, always have an anecdote (yes, brag),
support new initiatives

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Proactively justifying content spend

"We think about the whole life cycle of the information we buy."

Who else in the organization needs this info?

What else does this info need to be more valuable?

How do your users describe the value of info services? (ASK them!)

Proactively justifying content spend

"Every year, I work with our sourcing people to evaluate one of our biggest platforms. They know I've already gotten rid of the nice-to-have resources"

ID all user groups and use cases

Look at competitive offerings

Determine the best resource today

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It's a never-ending process

"It's easy to get frustrated when you're always explaining the info center to another new executive."

Have a fresh story in your (mental) back pocket

Mention library collaborations, embedded staff, silos broken down

You can never let up; constant engagement

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To build ROI communication strategy:

WHO

WHY

WHAT

HOW

WHEN

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To build ROI communication strategy:

WHO are you talking with?

Engage all stakeholders involved in sourcing content

Stay in contact with allies & info gatekeepers

“ I focus on one key person from each group using a dataset, developing a relationship. I love hearing stories about how valuable the info center is. ”

To build ROI communication strategy:

WHY is the information center valuable?

Review info center's operations
ANNUALLY to ensure strategic alignment

Collect staff's "value moments" that highlight ROI

“

We stay informed of goals and direction of the company and try to find ways to bring value to what they decide for our mission, our vision and our value. ”

To build ROI communication strategy:

WHAT impact does the info center have?

Use tools that measure impacts that matter

Create compelling data visualizations of ROI

“If our funding is threatened, we show the impact – the tools that won't work any more. It's not just a reduced expense; it's an increased burden.”

To build ROI communication strategy:

HOW are you describing your services?

Talk about outcomes, not activities
Solicit value statements from key users

“ I'm always reminding my staff to connect to the bigger perspective. Ask the client what impact this project will have. ”

To build ROI communication strategy:

WHEN are you talking about your value?

Advocating for the info center is an ongoing activity

Encourage all staff members to have their own value statements ready

“ Never get comfortable; never get complacent. There are always new people in upper management that you have to educate. ”

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