Data to Describe Value: Using ARL Statistics, Electronic Data and User Studies to Tell the Library’s Story

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Disciplines
Library and Information Science

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DATA TO DESCRIBE VALUE:

Using ARL Statistics, Electronic Data and Information Literacy Scores to Tell the Library’s Story

ALA LRRT Creativity and Innovation Forum
Overview of activities:

Background

Goal: Show the Value and Impact of the library

Data Collection

Data Presentation

Future Activities
DATA TO DESCRIBE VALUE:

Iowa State University

Land Grant
Research One Institution
Science & Technology

The Library

ARL Member
GWLA
Science & Technology
DATA TO DESCRIBE VALUE:

Iowa State University
Library Data

- Operational
- ARL
- LibQUAL+®
- Web Statistics
- Vendor Statistics
DATA TO DESCRIBE VALUE:

Framework for Describing Value

The Balanced Scorecard

- **Financial**
  - Objectives
  - Targets
  - Measures
  - Initiatives

- **Customer**
  - Objectives
  - Targets
  - Measures
  - Initiatives

- **Strategy**
  - Objectives
  - Targets
  - Measures
  - Initiatives

- **Business Processes**
  - Objectives
  - Targets
  - Measures
  - Initiatives

- **Learning & Growth**
  - Objectives
  - Targets
  - Measures
  - Initiatives

From: http://www.thinkgroup.co.nz/resources/the-balanced-scorecard
DATA TO DESCRIBE VALUE:

- Framework for Describing Value
DATA TO DESCRIBE VALUE:

- Framework for Describing Value
## Data to Describe Value:

### Value of Academic Libraries

<table>
<thead>
<tr>
<th>Student</th>
<th>Faculty</th>
<th>Institutional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Plan</td>
<td>Operational Plan</td>
<td>Assessment Standards (Filter)</td>
</tr>
<tr>
<td>Student Value Metrics:</td>
<td>- Enrollment</td>
<td>- Student Value Metrics:</td>
</tr>
<tr>
<td>- Retention/Graduation</td>
<td>- Success</td>
<td>- Research</td>
</tr>
<tr>
<td>- Achievement</td>
<td>- Learning</td>
<td>- Grants</td>
</tr>
<tr>
<td>- Experience</td>
<td>- Teaching</td>
<td>- Teaching</td>
</tr>
</tbody>
</table>

Institutional Reputation and Prestige

Information flows both ways
DATA TO DESCRIBE VALUE:

Framework for Describing Creating Value Data

- SharePoint
- Excel
- Centralized Data Collection
DATA TO DESCRIBE VALUE:

Data Collection: SharePoint

- **Value Repository**
- **Data**
DATA TO DESCRIBE VALUE:

SARAH PASSONNEAU & GREG DAVIS
ALA LRRT Creativity and Innovation Forum 6/24/2012

Iowa State University Library

Data Presentation
Data Slides
Pivot Tables
Infographic

Building Usage Increase

2006
2011

55% Increase

Places
Parks

LEARNING CONNECTION CENTER
Working 32%
Personal 24%

Multi-tasking 5%
eLibrary 9%

Highest Grossing Cafe
36% of Total Sales

Out of 5 Campus Locations

Pursuing Success
Group Study Commons - 3rd Floor

Socializing
Group working together
Group working individually
Individual working

Tutoring

July 2010/June 2011: 1,855,118
July 2006/June 2006: 1,194,914
DATA TO DESCRIBE VALUE:

Future Activities
Social Media
Interactive
Simplify Collection of Data
Simplify Access to Data