ITP Library Managers Forum 2011

Wednesday, 29 June 2011, 11:30am - Discussion about Statistics i.e. how can we use statistics most effectively to prove return on investment and or value of ITP libraries.

Libraries are often (always?) seen as a cost to the organisation, and perhaps as a necessary evil (in that they are usually expected for accreditation purposes). How can we use statistics most effectively to prove return on investment (ROI) and/or prove the value of ITP libraries?

What's out there?

Stephen Abram provides a list of reports on the impact of universities and colleges and higher education on the economics of a community, but notes that it "will require some significant massaging to find value proposition in these [sic] data".
http://stephenslighthouse.com/2010/04/07/value-of-academic-and-college-libraries/

The ACRL publication *Value of Academic Libraries: A Comprehensive Research Review and Report* is a review of the quantitative and qualitative literature, methodologies and best practices currently in place for demonstrating the value of academic libraries.
http://www.acrl.ala.org/value/

Probably the best website is Libvalue - http://libvalue.cci.utk.edu/. Here are links to many publications on ROI and some calculators under Related Links.

Before looking at statistics, the quantitative side of the evaluation, I just want to mention the qualitative side, which is just as important, but a lot harder to measure.

Qualitative

Tools which attempt to qualitatively measure value include LibQUAL+ (but there are many others).

Kim Gutchlag's thesis tried to map qualitative to quantitative; the perceived value of the Library and its impact upon grades. The results were inconclusive or, in her words, "a load of tosh".

Email from student telling us how our support made her successful:
> *"I just wanted to THANK YOU so much for being, by far, the most helpful bunch of people at the Openpoly. Without your encouragement, help and efficiency, where nothing is ever too much of a problem, I probably would have given up on ever completing my degree. You lovely people have got me through 16 papers so far (2 to go) and I thought it was time I told you just how much you are appreciated."*

Quantitative

So, what do you measure in your library?

Statistics	ROI?	Value?	What does it measure?
Circulation	?	?	Use of the collection, a surrogate for how busy we are?
Reference	?	?	A measure of how busy we are
ILL	?	?	How busy we are, cost, collection development
Databases	?	?	Use, cost per use (cf. ILL)
Gate Count	?	?	Use of facilities
Student Satisfaction	?	?	Quantitative measures of qualitative values?

ITP statistics enable comparison between institutions. One of our colleagues used them in a report to their Council and I was asked to do the same. There is usually something in these statistics that can be highlighted.

Student Satisfaction Survey

Tribal Benchmarking

AUSSE (Australasian Survey of Student Engagement)

Do any of these quantitative statistics show ROI or the value of your library?

I would argue that none of these measures of use tell us anything about value. Did those using the facilities (Gate Count) learn anything? Did their use of the facilities aid completions and retentions? Did those using a book (circulation) learn anything?

The ASSUMPTION is yes, but where is the evidence? There is none.

What can we do to change this?

Throughout the year we provide information about the Library support for each of the programmes that are being self assessed, and will provide a summary to the programme leaders for the 2011 Annual Programme Evaluation Reports.

The example Programme Report below is comprised of generic statements about services the Library offers (we've had many comments from staff that they didn't know that the Library did so much) followed by a statistical summary of use by the students in the particular programme. This attempts to show how well learners are supported.

Completions and retentions
- Library use shows engagement.
- Students using the Library and passing the course are more likely to re-enrol than students who just pass the course.
- There is however, no clear evidence yet that we contribute to completions.

Why do we do this? EER is important to the organisation (because the Government says so), so we need to be in this space.

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

80% of students who completed a degree in 2010 had used the Library

28% of all degree students borrowed a book in 2010

17% of degree students used ebooks in 2010

43% of degree students have ever borrowed or renewed books through the Library catalogue

75% of degree students who used the Library used electronic services

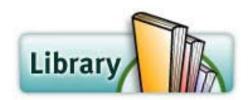**372** information requests answered by Liaison Librarians for degree students

98 posts by Liaison Librarians to 73 degree level online course forums

3,971 course resources on the Library catalogue

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

Purpose

This document provides a summary of the library services provided by The Open Polytechnic of New Zealand Library and the resources used by students studying degree programmes in 2010.

Some Library statistics are collected at the course level. Some totals do not correspond because double majors and students changing programme during the year are counted more than once.

Library Services - Students

The Library supports student learning through:

- **Access**
  Students can contact the Library by free-phone, email or mail.
- **Loan Service**
  As per Library regulations and policies, students borrow items from the Open Polytechnic's lending collections.
- **Reference Service**
  Students use the Library's reference service to request searches for material on specific subjects.
- **Forums and Workshops**
  Staff contribute to appropriate forums and workshops.
- **Learning Support**
  Students borrow titles from the Library's collection of study skills material.
- **Photocopying**
  Photocopies are supplied at no direct cost to students. All copying is done in accordance with the Copyright Act 1994.
- **Delivery**
  Materials loaned are couriered to and from students at no direct cost to them. Photocopied material is usually sent by FastPost.
- **Document Supply**
  Students can be supplied with loans or photocopies of items outside the Open Polytechnic's collections at the discretion of the Library Manager.
- **Library Website**
  Students have access to:
    - subject guides (guides on how to access resources specifically related to the courses)
    - the Library's online catalogue (http://library.openpolytechnic.ac.nz)
    - ebooks
    - databases subscribed to by the Open Polytechnic.

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

Library Services – Staff Research

The Library supports staff research at the Polytechnic by:
- Developing collections to support research on open and distance learning.
- Developing services to support research.
- Managing the repository to showcase our research.

Overall, the Library aims for a core undergraduate collection at a level of less than research intensity. Research needs of staff are met through a combination of purchasing, document supply, and inter-library loan. However, some material in the collections is undoubtedly useful in supporting research.

In the area of open and distance learning the Library aims for an advanced study level collection which contains a wide range of monographs both current and retrospective, complete collections of the works of more important writers, a selection of representative journals, and the reference tools pertaining to the subject.

In addition to the range of library services available to students, the Library supports staff research by:
- **Helping to develop the research environment by contributing to the various Polytechnic research forums.**
- **Assisting staff with their literature searches.**
- **Assisting researchers strengthen their PBRF evidence portfolio.**
- **Facilitating citation analysis.**
- **Finding citations**, including inter-library loan of articles citing a researcher's work.
- **Advising on upcoming conferences.**
- **Advising on possible grants and funding** (http://topic/research/Research_Funding.cfm).
- **Assessing journals and suggesting journals to publish in** including the journals acceptance rates, reviewing process, finding the top journals in a field for the academic to target.

The Library also administers the Research Repository (http://repository.openpolytechnic.ac.nz/) and is responsible for managing the deposit of works, including ensuring compliance with copyright and other restrictions.

Library Services – Course Design and Development

The Library supports course design and development by:
- Providing Library staff to work with LTS and course writers on each new course development or course revision project.
- Locating and supplying relevant background resources for course writers.
- Locating and supplying updated resources for courses, including information on Set Texts, Integral Readings and Recommended or Additional Resources.
- Providing updated Resource Lists for courses.
- Ensuring the Library has adequate resources to support assignments.
- Exploring ways to incorporate lifelong learning skills such as information literacy within courses.

In addition to the range of library services available to students, the Library supports course designers and developers by:
- **Maintaining a collection of books and journals relevant to course design.**
- **Assisting course writers and LTS staff with their literature searches.**
- **Checking citations,** including inter-library loan or purchase of integral readings, recommended or additional resources.

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

Use of Library Services – Any service All time

In 2010, approximately 58% (1,848) degree students had used the Library in some way during their study. This compares to 33% (5,201) of all level 5-7 students and 21% (5,948) of all 29,000 enrolled students.

The breakdown by programme is:

Programme	Total Number of Students	All Time (Percentage)	2010 (Percentage)
Bachelor of Engineering (OP7005)	218	67 (31%)	46 (21%)
Bachelor of Business (OP7001)	1550	802 (52%)	485 (31%)
Bachelor of Applied Science (OP7010)	856	551 (64%)	417 (49%)
Bachelor of Arts (OP7020)	398	291 (73%)	235 (59%)
Bachelor of Teaching (OP7030)	247	191 (77%)	184 (74%)
All Degree Programmes	**3,197**	**1,848 (58%)**	**1,325 (41%)**
All Level 5,6,7 Programmes	**15,803**	**5,201 (33%)**	**3,621 (23%)**

Use of Library Services – Borrowing

In 2010, approximately 28% (907) of all degree students borrowed at least one item from the Library. This compares with 15% (2,440) of all level 5-7 students and 9% (2,653) of all 29,000 enrolled students.

The breakdown by programme is:

Programme	Borrowed 2010	Borrowed more than 1 item	Borrowed more than 5 items
Bachelor of Engineering (OP7005)	36 (of 218)	26	9
Bachelor of Business (OP7001)	317 (of 1550)	201	80
Bachelor of Applied Science (OP7010)	270 (of 856)	224	129
Bachelor of Arts (OP7020)	181 (of 398)	156	95
Bachelor of Teaching (OP7030)	135 (of 247)	117	68
All Degree Programmes	**907 (of 3,197)**	698	368
All Level 5,6,7 Programmes	**2,440 (of 15,803)**	**1,912**	**1,012**

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

Use of Library Services – ebooks

Open Polytechnic students also have access to more than 162,000 ebooks. These enable students to access high-quality material via their PC or download the ebook to an e-reading device without needing to wait for delivery of a hard-copy.

25% (808) of all degree students enrolled in 2010 have used an ebook through the Open Polytechnic Library and 17% used an Open Polytechnic Library ebook in 2010. This compares to 12% (1,857) of all level 5-7 students and 6% (1,633) of all students enrolled in 2010.

The breakdown by programme is

Programme	Total Number of Students	All Time	2010
Bachelor of Engineering (OP7005)	218	28	23
Bachelor of Business (OP7001)	1550	236	191
Bachelor of Applied Science (OP7010)	856	308	256
Bachelor of Arts (OP7020)	398	160	137
Bachelor of Teaching (OP7030)	247	110	110
All Degree Totals	**3,197**	**808**	**554**
All Level 5,6,7 Programmes	**15,803**	**1,857**	**1,527**

Use of Library Services – Databases

The Library provides access to a wide range of databases which may be used by students enrolled in these programmes.

Overall use of the databases has been rising but it is not technically possible to isolate the use of these databases by programme. However, it is a reasonable assumption that much of the use of databases is by students studying at this level.

Use of Library Services – Self-Service

Self-service is a measure of users who request items (place holds), edit or delete holds, update their records, view their borrowing history, or view or renew items on loan to them without using Library staff to perform these actions.

43% (1,363) of all degree students enrolled in 2010 had enabled access to these services by creating a Library PIN, and 18% (572) added a PIN in 2010. This compares to 23% (3,679) and 11% (1,695) of all level 5-7 students and 14% (4,111) and 7% (1,909) of all students.

Programme	Total Number of Students	All Time	2010 Created PIN
Bachelor of Engineering (OP7005)	218	57	19
Bachelor of Business (OP7001)	1550	598	236
Bachelor of Applied Science (OP7010)	856	388	123
Bachelor of Arts (OP7020)	398	235	92
Bachelor of Teaching (OP7030)	247	128	108
All Degree Totals	**3,197**	**1,363**	**572**
All Level 5,6,7 Programmes	**15,803**	**3,679**	**1,695**

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

Use of Library Services – Reference

Students may request additional information on a particular topic through the reference service.

1,103 (4%) of all students enrolled in 2010 had used the reference service and 543 (2%) used the reference service in 2010.

The total number of enquires by Programme is:

Programme	2006	2007	2008	2009	2010
Bachelor of Engineering (OP7005)	4	8	1	5	2
Bachelor of Business (OP7001)	85	56	61	64	68
Bachelor of Applied Science (OP7010)	170	173	170	219	164
Bachelor of Arts (OP7020)	44	75	67	85	77
Bachelor of Teaching (OP7030)	0	0	0	0	61
Total Degree	**303**	**312**	**299**	**373**	**372**
Other Level 5,6,7 Programmes	**659**	**639**	**601**	**901**	**995**

Use of Library Services – Forums

The Library contributes to forums on the online course pages where Liaison Librarians post information to help students access library resources, search online databases, answer library-related questions and teach information literacy skills.

The Library contributes to forums on 108 courses:

Programmes	Course with Forums
Bachelor of Engineering (OP7005)	0 (of 72)
Bachelor of Business (OP7001)	15 (of 58)
Bachelor of Applied Science (OP7010)	31 (of 109)
Bachelor of Arts (OP7020)	17 (of 18)
Bachelor of Teaching (OP7030)	11 (of 18)
Degree Programmes	**73 (of 275)**
All Level 5,6,7 Programmes	**98**

The breakdown of the number of forum posts by Programme is:

Programmes	2006	2007	2008	2009	2010
Bachelor of Engineering (OP7005)	0	0	0	0	0
Bachelor of Business (OP7001)	1	19	7	20	16
Bachelor of Applied Science (OP7010)	27	57	59	48	48
Bachelor of Arts (OP7020)	15	48	28	30	25
Bachelor of Teaching (OP7030)	3	16	12	56	9
Degree Totals	**46**	**140**	**106**	**154**	**98**
All Level 5,6,7 Programmes	**47**	**154**	**110**	**163**	**131**

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Use of Library Services – Summary

As can be seen the Library provides a wide range of services over and above the physical delivery of books to students. Students who used the services used it in different ways:

Student Use of Library Services 2010	Degree Students	Level 5-7 Library users	All library users
Only borrowed books	25%	27%	29%
Only used the electronic services	31%	31%	32%
Mix of book-borrowing, articles, ebooks and reference enquiries	44%	42%	39%

Use of Library Resources – Subject Guide

The Library has created and maintains web pages designed to make it easier for learners to find relevant course resources, books, ebooks, articles, databases and websites. These also provide search strategies, hints and tips on locating relevant material. Use of the 24 subject is as follows:

2010	
Subject Guide	**Page views**
Psychology Subject Guide	5,954
Early Childhood Education Subject Guide	5,459
Information and Library Studies Subject Guide	3,843
Law Subject Guide	2,427
Business and Management Subject Guide	2,067
Environment Subject Guide	1,378
Construction Subject Guide	1,268
Accounting Subject Guide	1,236
Information Systems and Technology Subject Guide	784
Communication Subject Guide	632
Engineering Subject Guide	512
Humanities Subject Guide	507
Interior Design Subject Guide	461
Human Resource Management Subject Guide	414
Marketing Subject Guide	309
Real Estate Subject Guide	303
Agriculture Subject Guide	291
Social Science Subject Guide	270
Horticulture Subject Guide	269
Adult Education Subject Guide	241
Banking, Finance and Economics Subject Guide	213
Maori Subject Guide	210
Plumbing, Gasfitting and Drainlaying Subject Guide	73
Company Information Subject Guide	45

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

Use of Library Resources – Course Resources

The Library identifies course resources in the catalogue and measures their usage.

OP 7001 Course Resources	Number titles	Downloads/Issues	Average
PDF Files	168	976	5.8
Books	1,223	1,801	1.5
Ebooks	17	61	3.6
Databases	157	NA	NA
Websites	23	NA	NA
Total	**1,588**	**2,838**	**1.8**

OP 7005 Course Resources	Number titles	Downloads/Issues	Average
PDF Files	0	0	NA
Books	419	282	0.7
Ebooks	11	3	0.3
Databases	0	NA	NA
Websites	3	NA	NA
Total	**433**	**285**	**0.7**

OP 7010 Course Resources	Number titles	Downloads/Issues	Average
PDF Files	297	6,375	21.5
Books	4,913	10,469	2.1
Ebooks	94	317	3.4
Databases	216	NA	NA
Websites	241	NA	NA
Total	**5,761**	**17,161**	**3.0**

OP 7020 Course Resources	Number titles	Downloads/Issues	Average
PDF Files	142	316	2.2
Books	1,513	2,466	1.6
Ebooks	92	87	0.9
Databases	20	NA	NA
Websites	34	NA	NA
Total	**1,801**	**2,869**	**1.6**

OP 7030 Course Resources	Number titles	Downloads/Issues	Average
PDF Files	2	104	50.2
Books	749	2,903	3.9
Ebooks	1	5	5.0
Databases	0	NA	NA
Websites	9	NA	NA
Total	**761**	**3,012**	**4.0**

Degree Course Resources	Number titles	Downloads/Issues	Average
PDF Files	470	6,277	13.4
Books	2,593	16,327	6.3
Ebooks	210	449	2.1
Databases	392	NA	NA
Websites	306	NA	NA
Total	**3,971**	**24,468**	**6.8**

Course Resources	Number titles	Downloads/Issues	Average
PDF Files	664	8,987	13.5
Books	3,891	30,171	7.7
Ebooks	251	518	2.0
Databases	525	NA	NA
Websites	506	NA	NA
Total	**5,837**	**39,676**	**6.8**

LIBRARY SUPPORT FOR OPEN POLYTECHNIC DEGREE PROGRAMMES 2010

Library Use and Completions

Programme completions in 2010 show that degree graduates are more likely to have used the Library during their study than other students. This supports the observation that as students progress through higher levels of study they are also more likely to have used the Library. It also suggests that students who complete their study are more likely to have used the Library.

The table shows the breakdown by programme of study.

Completed a Programme in 2010	Total Number of Students	Used the Library Any Time	Used the Library in 2010
Bachelor of Engineering (OP7005)	1	0	0
Bachelor of Business (OP7001)	59	45 (76%)	23 (39%)
Bachelor of Applied Science (OP7010)	19	17 (89%)	11 (58%)
Bachelor of Arts (OP7020)	8	8 (100%)	8 (100%)
Bachelor of Teaching (OP7030)	0	0	0
Degree Totals	**87**	**70 (80%)**	**42 (48%)**
All Level 5,6,7 Programmes	**610**	**434 (71%)**	**311 (51%)**

Library Use and Retentions

67% (823) of degree students who completed a course and re-enrolled in 2011 had used the Library at some time during their study. This compares to 38% (1,062) of level 5-7 students and 36% (1,085) of all completing and re-enrolling students.

Programme	Total Number of Students	Used the Library Any Time	Used the Library in 2010
Bachelor of Engineering (OP7005)	128	44 (34%)	32 (25%)
Bachelor of Business (OP7001)	619	387 (63%)	280 (45%)
Bachelor of Applied Science (OP7010)	352	288 (82%)	245 (70%)
Bachelor of Arts (OP7020)	178	146 (82%)	132 (74%)
Bachelor of Teaching (OP7030)	NA	NA	NA
Total Degree	**1,224**	**823 (67%)**	**655 (54%)**
All Level 5,6,7 Programmes	**2,728**	**1,062 (38%)**	**803 (29%)**

Conclusion

The proportion of students using the Library rises with the level of study and the Open Polytechnic degree students make excellent use of the Library.

Students who complete programmes or who complete a course and re-enrol are more likely to have used the Library than the general student body.

One quarter of students use the Library just to borrow books and nearly one third only use the Library services electronically.

The Library presence in 73 degree course forums; the easy identification and supply of recommended and additional course resources; and the investment in ebooks and electronic databases help to give the Library a high profile and are leading to a greater uptake of Library services.