Benchmarking your library
using

National Center for Education Statistics

Academic Libraries Survey Data

Why?

What?

For whom?

- To justify your budget
- To compare staff levels
- To demonstrate value

- ***Total budget, staff, services (circulation, reference), materials budget, serials***

- Be aware of your audience

  Provost -- Strategic planning -- PR

Benchmarking

- [1]bench·mark ***noun*** \ˈbench-ˌmärk\
- : something that can be used as a way to judge the quality or level of other, similar things

ACRL Standards for Libraries in Higher Education

Approved by the ACRL Board of Directors, October 2011

Appendix 2: Benchmarking and Peer Comparison

"Libraries are encouraged to use existing institutional peer groups for comparisons." Or develop one.

Comparison groups

- Peer and aspirant groups – official, unofficial
- State Universities or private schools
- EPSCoR – Experimental Program to Stimulate Competitive Research
- Carnegie Class and FTE
- State or regional consortia

METRICS

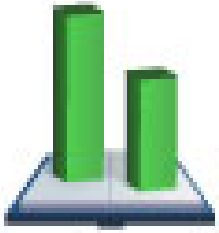
- Carnegie Class (Research Universities: high)
- FTE enrollment
- Library Staff (total or librarians & professional)
- Salaries
- Materials Expenditures
- Total Expenditures
- Current serials subscriptions
- ILL or Circulation transactions

- First step: Capture broad comparisons (use many metrics)
- Second step: review results and select metrics based on your purpose (emphasize what's in your favor)
- Statistics don't lie but interpretations can vary

NCES site – Library Statistics Program

- Biennial – 7 surveys available 2000 - 2012
- Covers academic and school libraries
- Collects from 3700 postsecondary institutions
- Can download raw data sets or use Compare Academic Libraries tool
- Maintains confidentiality if < or = 2.0 FTE
- Can export reports to Excel

http://nces.ed.gov/surveys/libraries/compare/



Library Statistics Program

COMPARE ACADEMIC LIBRARIES

Academic Libraries Home | Libraries Home | Academic Libraries Survey

Compare Academic Libraries allows users to compare one library (the library of interest) with similar librar
to compare one library's total circulation with the total circulation of a group of libraries with similar total exp

The steps involved in using Compare Academic Libraries are:

1. Select the library of interest for which you want to find a comparison group.
2. Choose the basis for identifying similar libraries (the "Comparison Group"): e.g. size of staff.
3. Choose the information you would like displayed in the report.
4. View the report, which compares your library of interest with its comparison group.

Start Search

Select Target Library

Library Statistics Program
COMPARE ACADEMIC LIBRARIES

Report ID: Go

There are 4 steps for comparing libraries. As you complete each step, you will be directed to the next step. You can always go back to the previous step to change your selection criteria.

- Survey Year: 2012 - Change Year
- **Step 1 - Select Target Institution Library (In Progress)**

  Select Target Library

  Once you have selected a Target Library, you will be directed to the second step on this page for selection of Comparison Libraries. You can always come back to this step to select a different Target Library.

- Step 2 - Select Comparison Institution Libraries (Not Completed)
- Step 3 - Select Report Topics (Not Completed)
- Step 4 - View Report

Select Comparison Libraries

NOTE: Please note that the branch library data are aggregated to the Academic Library Level; e.g. data for the engineering library branch of an academic library will be included under the name of the university and will be merged with data from the law library into one figure under the name of the Academic library.

Select Metrics

State Carnegie Class Total FTE

Librarians Librarians and Prof Staff

Total Staff Total staff per FTE

Total salaries Expenditures (one-time: books)

Expenditures (ongoing: current serials subs)

Expenditures (ILL) All Other Operating exp

Total Library expenditures Total exp per FTE

Total ILL Circulations Presentations

Attendance at presentations Gate count/week

Export to Excel to manipulate

First Pass -- look for trends

National Center for Education Statistics

Academic Libraries Survey Fiscal Year: 2012

NCES is not responsible for the manner in which this information is presented. This information is provided as an extra service to the user.

Averages	Total FTE 12-Month Enrollment	State	Carnegie Classification 2005 Basic	Total Staff Per 1,000 FTE Students	Librarians and Other Professional Staff
University of Vermont, VT	12,274	Vermont	Research Universities (high research activity)	8.22	56.25
Comparison Group Average	20,593	Not Applicable	Not Applicable	9.7	74.56
STATE AVERAGE	1,943	Not Applicable	Not Applicable	11.07	8.11
NATIONAL AVERAGE	3,878	Not Applicable	Not Applicable	8.36	10.03
Comparison Group Median	20,699	Not Applicable	Not Applicable	9.42	73
STATE MEDIAN	808	Not Applicable	Not Applicable	9.38	4
NATIONAL MEDIAN	1,508	Not Applicable	Not Applicable	5.19	4.2

Library Name	Total FTE 12-Month Enrollment	State	Carnegie Classification 2005 Basic	Total Staff Per 1,000 FTE Students	Librarians and Other Professional Staff
Boston College, MA	13,941	Massachusetts	Research Universities (high research activity)	14.92	91
Boston University, MA	28,559	Massachusetts	Research Universities (very high research activity)	9.87	105
College of William and Mary, VA	7,874	Virginia	Research Universities (high research activity)	14.76	38.25
George Washington University, DC	20,166	District of Columbia	Research Universities (very high research activity)	11.8	76
Stony Brook University, NY	21,231	New York	Research Universities (very high research activity)	5.23	70
SUNY at Binghamton, NY	13,667	New York	Research Universities (high research activity)	8.97	55.35
Syracuse University, NY	19,368	New York	Research Universities (high research activity)	10.69	68
University of Colorado Boulder, CO	29,004	Colorado	Research Universities (very high research activity)	8	77
University of Connecticut, CT	27,474	Connecticut	Research Universities (very high research activity)	5.18	103
University of Massachusetts Amherst, MA	24,650	Massachusetts	Research Universities (very high research activity)	7.59	62

Comparison of Library Expenditures with UVM Comparator Institutions
(sorted by Library Expenditure per FTE)

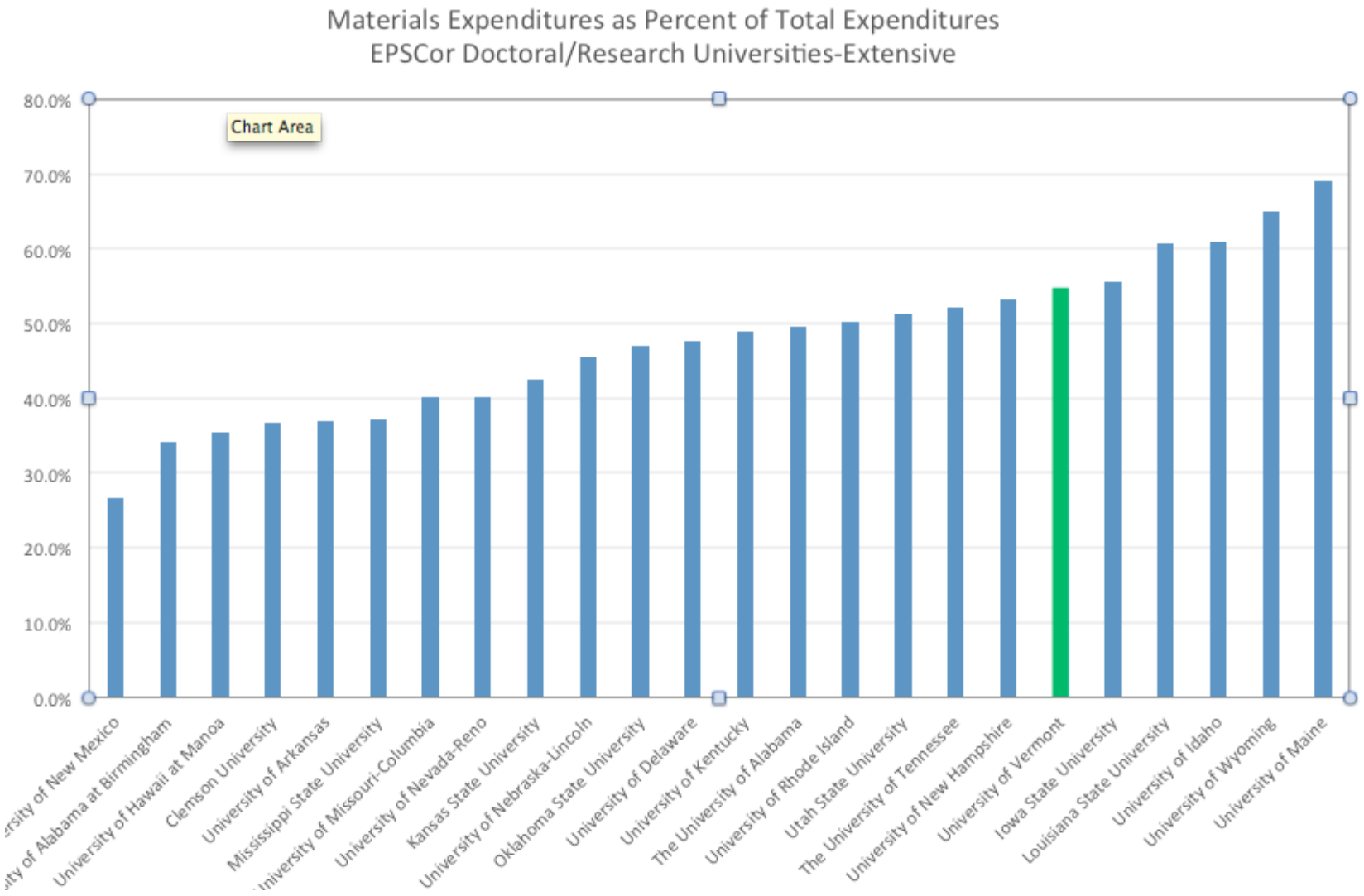
dataset is from Academic Libraries Survey Fiscal Year 2012

	Total Library Expenditures	Library Materials Expenditures	Total Staff	Enrollment FTE	Library Staff per 1000 FTE	Total Library Expenditure per FTE	Materials Expenditure per FTE	Library Salary per Student FTE
University of Connecticut	$16,660,566	$5,648,686	142	27,474	5.18	$606	$206	Suppressed
University of Massachusetts Amherst	$16,414,555	$6,671,716	187	24,650	7.59	$666	$271	$320
Stony Brook University	$14,893,801	$8,011,231	111	21,231	5.23	$702	$377	$273
SUNY at Binghamton	$10,240,896	$4,966,443	123	13,667	8.97	$749	$363	$317
Boston University	$23,644,251	$11,386,392	282	28,559	9.87	$828	$399	$363
University of Colorado Boulder	$24,263,059	$11,304,024	232	29,004	8.00	$837	$390	$349
Syracuse University	$19,270,843	$8,448,433	207	19,368	10.69	$995	$436	$445
University of Vermont	$12,638,395	$6,926,086	101	12,274	8.22	$1,030	$564	$384
George Washington University	$26,731,874	$10,144,259	238	20,166	11.8	$1,248	$503	$577
College of William and Mary	$10,342,317	$4,181,821	116	7,874	14.76	$1,313	$531	$548
Boston College	$23,862,072	$10,752,641	208	13,941	14.92	$1,712	$771	$827
MEDIAN	**$16,660,566**	**$8,011,231**	**187**	**20,166**	**8.97**	**$837**	**$399**	**$373**

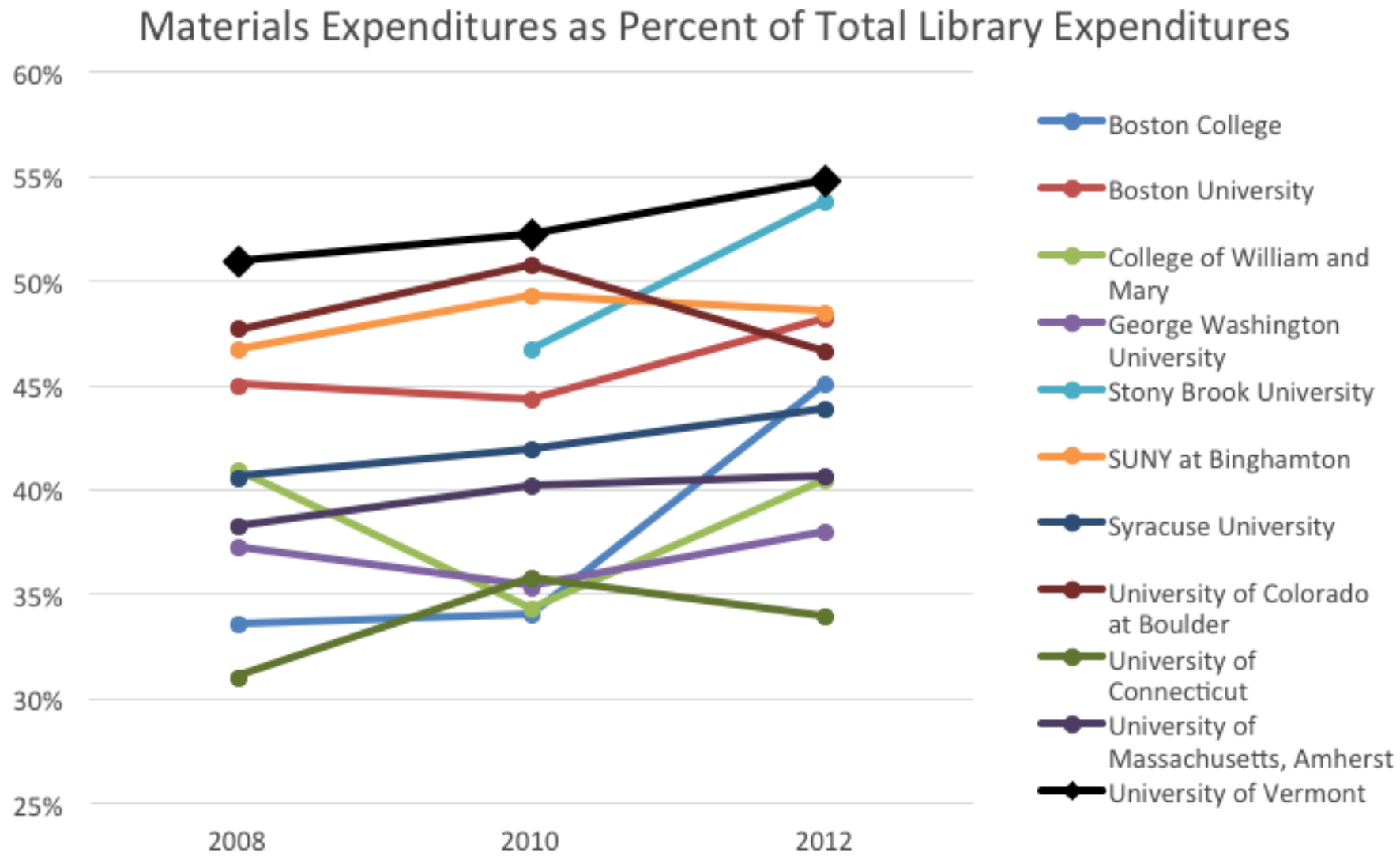
Opportunity to Explain market forces

Most institutions faced budget tightening post 2008. In response, many library database vendors temporarily lowered inflation adjustments to flat or 3%. Beginning 2012, database vendors reinstituted regular price increases of 5 - 6%. Meanwhile, journal subscriptions for more expensive academic disciplines remained higher (8-11%) throughout this period. Previous years' budget increases benefitted UVM researchers as more than 50% of total library expenditures were spent on materials per FTE student rather than on infrastructure and salaries, unlike all our comparator schools which still spend more on staff and operating costs than materials (see Graph C below for comparator institutions and Graph D in Appendix for EPSCor).

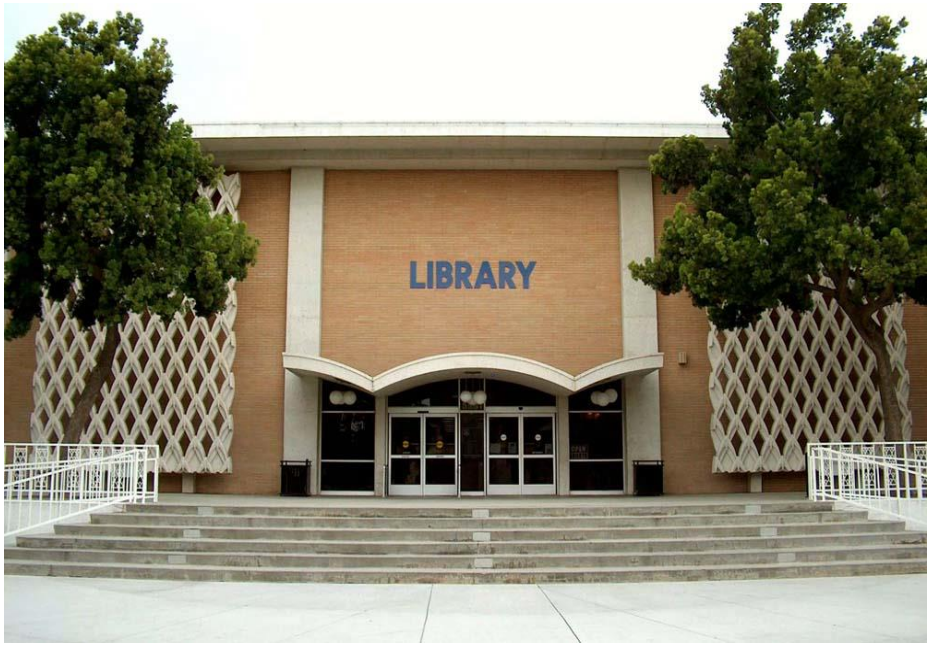
Use other charts



Tell your story



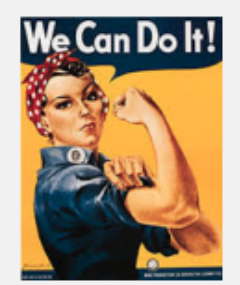
Celebrate your uniqueness



ALS vs ACRL data

- ALS – “biennial but free”
- ACRL – “annual with fee” – purchase from ALA store [ACRLMetrics multi-year analysis]
- ARL – Association of Research Libraries – compares 126 largest research libraries – fee

Its worth the effort!



- Accrediting agencies require a Culture of Assessment and Accountability
- "The [ACRL] *Standards* assume that libraries:

  Use assessment data for continuous improvement of library operations."

~Thank you!~

- Laura.Gewissler@uvm.edu *Collection Management Services*
- *Bailey-Howe Library, University of Vermont*