

USING DATA FOR BUILDING AND PRESENTING ACADEMIC LIBRARY VALUE

Evviva Weinraub Lajoie

Vice Provost for University Libraries

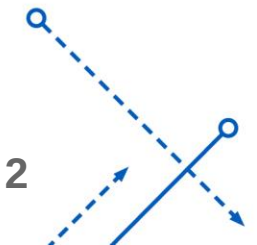
Scott Hollander

Chief of Staff; Director of Communications



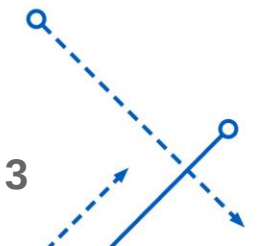
Quick Facts About UBuffalo

- SUNY flagship
- Research-intensive public university
- Three campuses:
 - North Campus - suburbs
 - South Campus - urban neighborhood
 - Downtown Campus - medical corridor
- Over 30,000 enrolled students



Libraries - Housing about *4.5 million* print and electronic volumes

- Abbott Library
- Law Library
- Libraries Annex
- Lockwood Library
- Music Library
- Silverman Library

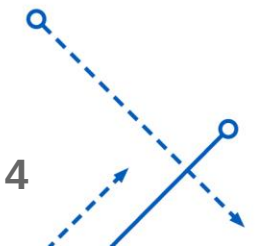


Library Collections

Many of our distinctive collections can only be found in the University Libraries.

Collections

- Architecture & Planning
- Health Sciences
- Digital Collections
- Science & Engineering
- Special Collections



UB's Strategic Goals

Become a Top 25 public research university.



TOP 25 Ambition

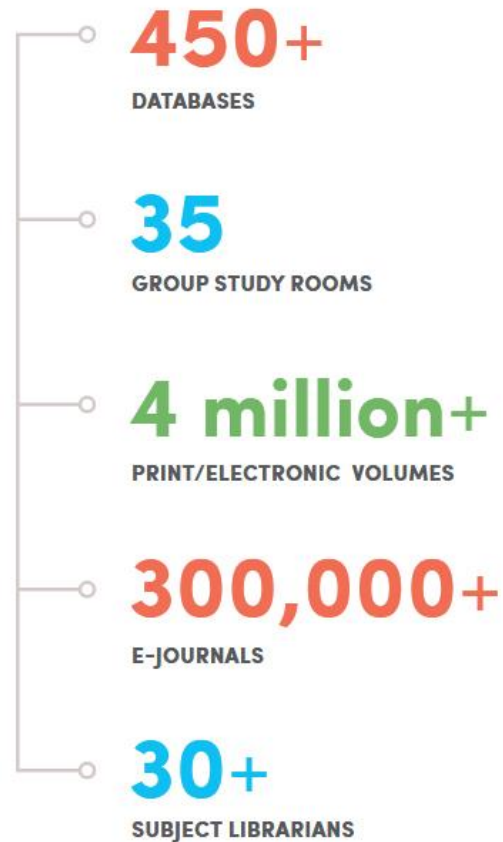
- Greater societal impact locally and globally
- Provide students with transformative educational experiences
- Promote a university-wide culture of inclusion
- Deepen engagement in the regional community

Defining Library Value - Align with institutional priorities



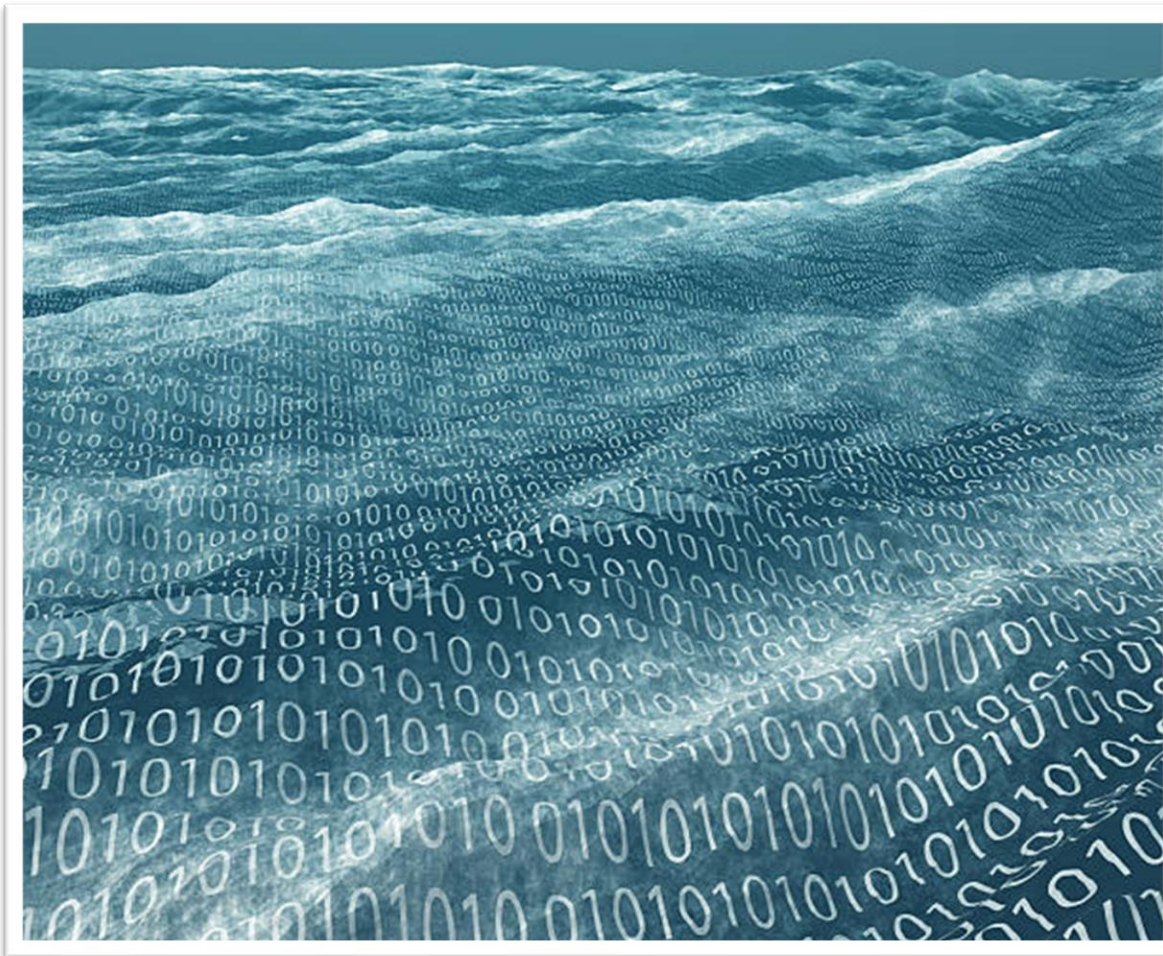
- Faculty Research Support
- Specialized Education Support
- Student Success
- Institutional Reputation

Internal Operational Data Sets



- Collections data for journals
- Usage statistics for journals/packages
- Cost per use for cancellation/renewal decisions
- ILL borrowing transactions
- Physical shelf space measurement
- Number of study seats

Swimming in a Sea of Data



Annual Surveys

- ARL
- ARL Salary Survey
- ACRL
- SUNY LARS
(Library Acquisitions and Retirement Survey)
- NCES/IPEDS
- UB Master Survey

Tenacious Storytelling with Data



Campus Leadership

- ✓ They **DON'T** want library activity data
- ✓ They WANT institutional impact data

Data Dump vs. Data Story

	A	B	C	D	E	F	G	H	I	J
41	38	ARIZONA	0.07	GUELPH		\$14,138,994	\$4,836,944	\$6,558,156	105	-0
42	39	MCGILL	-0.01	HARVARD		\$136,306,701	\$44,625,990	\$47,479,014	791	5
43	40	MARYLAND	-0.01	HAWAII		\$22,480,185	\$7,596,189	\$10,593,832	118	-0
44	41	UTAH	-0.02	HOUSTON		\$20,316,346	\$6,292,244	\$10,937,025	120	-0
45	42	GEORGIA	-0.02	HOWARD		\$10,536,949	\$3,606,114	\$5,326,485	59	-1
46	43	PURDUE	-0.04	ILLINOIS, CHICAGO		\$21,363,038	\$6,112,750	\$10,043,684	131	-0
47	44	BROWN	-0.05	ILLINOIS, URBANA		\$59,681,889	\$13,766,239	\$22,956,580	323	-1
48	45	TEXAS TECH	-0.05	INDIANA		\$41,243,393	\$13,186,522	\$18,876,433	289	0
49	46	CALIFORNIA, SAN DIEGO	-0.08	IOWA		\$39,769,060	\$11,683,380	\$18,734,964	207	0
50	47	NOTRE DAME	-0.08	IOWA STATE		\$21,012,921	\$5,412,312	\$12,092,773	109	-0
51	48	BRIGHAM YOUNG	-0.12	JOHNS HOPKINS		\$50,792,011	\$12,260,101	\$25,555,327	207	0
52	49	BOSTON COLLEGE	-0.13	KANSAS		\$23,525,376	\$4,329,306	\$11,324,485	151	-0
53	50	ALBERTA	-0.13	KENT STATE		\$10,121,157	\$4,394,399	\$4,447,679	61	-1
54	51	MIT	-0.13	KENTUCKY		\$26,355,866	\$6,517,116	\$11,566,284	146	-0
55	52	GEORGE WASHINGTON	-0.14	LAVAL		\$21,627,270	\$5,780,329	\$10,674,344	178	-0
56	53	SYRACUSE	-0.15	LOUISIANA STATE		\$16,144,068	\$5,403,276	\$7,816,287	123	-0
57	54	BOSTON	-0.16	LOUISVILLE		\$19,089,961	\$4,364,621	\$11,124,259	108	-0
58	55	MIAMI	-0.17	MCGILL		\$32,151,509	\$7,596,752	\$19,861,097	165	-0
59	56	ARIZONA STATE	-0.22	MCMASTER		\$22,248,381	\$4,410,584	\$12,566,363	126	-0
60	57	COLORADO	-0.22	MANITOBA		\$21,737,127	\$4,778,181	\$10,566,331	135	-0
61	58	NORTH TEXAS	-0.23	MARYLAND		\$33,679,217	\$12,291,711	\$11,712,873	208	-0
62	59	FLORIDA STATE	-0.24	MASSACHUSETTS		\$20,971,401	\$6,348,277	\$10,110,079	115	-0
63	60	ROCHESTER	-0.27	MIT		\$30,841,418	\$11,426,308	\$12,322,479	154	-0
64	61	GEORGETOWN	-0.30	MIAMI		\$29,545,417	\$8,497,758	\$15,263,811	166	-0
65	62	DARTMOUTH	-0.32	MICHIGAN		\$82,850,752	\$20,451,161	\$32,511,703	542	2
66	63	VIRGINIA TECH	-0.34	MICHIGAN STATE		\$45,515,586	\$8,135,951	\$25,418,367	209	0
67	64	CALIFORNIA, DAVIS	-0.34	MINNESOTA		\$47,663,675	\$13,609,499	\$22,347,384	265	0
68	65	CALIFORNIA, IRVINE	-0.38	MISSOURI		\$16,148,042	\$3,750,089	\$8,598,091	122	-0
69	66	KENTUCKY	-0.38	NEBRASKA		\$18,345,310	\$3,832,233	\$8,363,638	115	-0
70	67	OKLAHOMA	-0.39	NEW MEXICO		\$23,052,570	\$5,561,221	\$9,271,431	138	-0
71	68	CONNECTICUT	-0.40	NEW YORK		\$79,129,723	\$25,444,277	\$40,033,436	393	2
72	69	VCU	-0.40	NORTH CAROLINA		\$38,740,045	\$10,772,269	\$15,293,741	273	0
73	70	ALABAMA	-0.41	NORTH CAROLINA STATE		\$35,923,234	\$12,975,429	\$12,694,843	221	0
74	71	SUNY-BUFFALO	-0.43	NORTH TEXAS		\$31,639,981	\$4,608,481	\$9,040,745	146	-0
75	72	YORK	-0.43	NORTHWESTERN		\$40,488,415	\$12,583,146	\$18,951,940	237	0
76	73	OTTAWA	-0.43	NOTRE DAME		\$31,042,971	\$9,245,215	\$16,810,652	143	0

Reporting to Storytelling

- One Metrics →
- One Impact →
- One Story →
- Connect to Goals →



ARL Strategic Data

Supporting Advocacy with Campus Leadership

Used For :

- Peer Comparisons
- Budget Requests
- Retention & Recruitment
- Identify Emerging Gaps

Humanize Faculty Support



Faculty Research Support

Systematic Reviews

“The highest quality systematic reviews require rigorous methodology and often health sciences librarians are the people who ensure this methodology is followed”

Patricia Ohtake

UB Assistant Vice President for Interprofessional Education and
Associate Professor

Student Education Support



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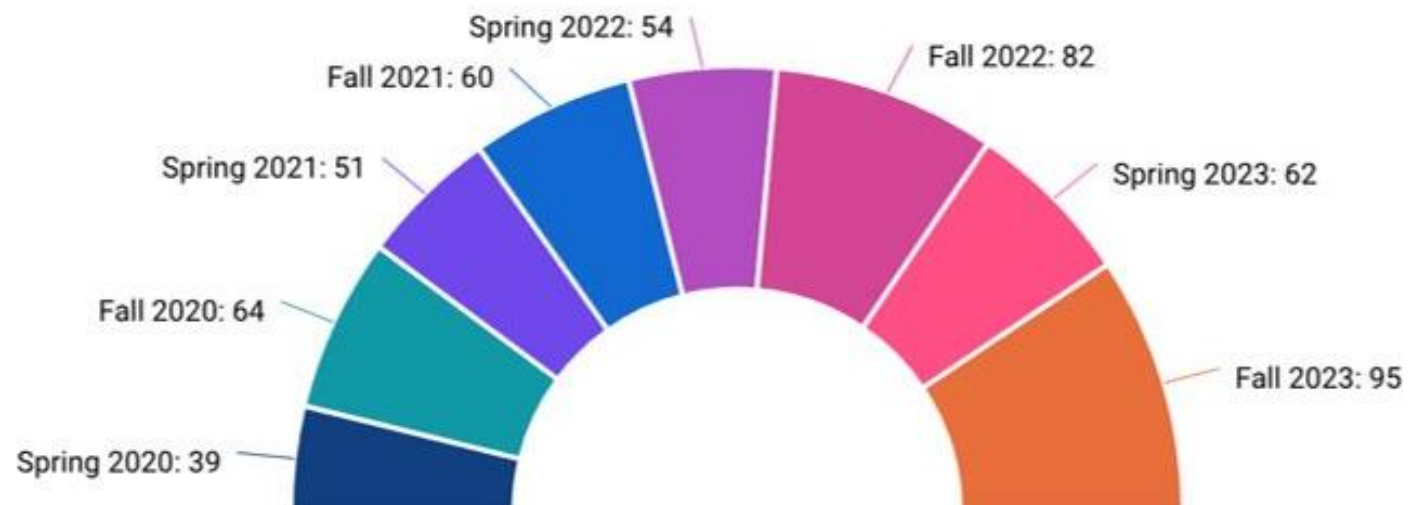
ELI105 Lab Sections Taught by Librarians

1505

ENG105 Sessions, Fall 2019 - Fall 2023

- Communication Literacy 1 (ENG105)
- English Language Institute (ELI105)

NUMBER OF ENG105 SECTIONS, SPRING 2020-FALL 2023



Humanize Student Support



“I’m so glad I took advantage of a consultation. The insight I got was more helpful than a quick Google search.”

Veronica Bargnesi
English and political science

13%

Average increase in international student information literacy

>14,000

University at Buffalo students taught in ENG105

Putting the Pieces Together



- **Choose the right metrics**
- **Connect them to institutional goals**
- **Visualize the impact**
- **Humanize it**



(with a reality check...)

- Turn numbers into stories that matter
- Find & strengthen your allies
- Demand an audience
- Be tenacious

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Questions?

