Benchmarking your library using National Center for Education Statistics Academic Libraries Survey Data
Why?
• To justify your budget
• To compare staff levels
• To demonstrate value

What?
• Total budget, staff, services (circulation, reference), materials budget, serials

For whom?
• Be aware of your audience
  Provost -- Strategic planning -- PR
Benchmarks

1 benchmark noun \ˈbench-, ˈmärk\
• : 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
MERTICS

- 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
Compare Academic Libraries allows users to compare one library (the library of interest) with similar libraries to compare one library’s total circulation with the total circulation of a group of libraries with similar total expenses.

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

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

<table>
<thead>
<tr>
<th>Selection Criteria and Selected Libraries</th>
<th>(Number of Libraries in Comparison Group: 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston College</td>
<td></td>
</tr>
<tr>
<td>Boston University</td>
<td></td>
</tr>
<tr>
<td>College Of William And Mary</td>
<td></td>
</tr>
<tr>
<td>George Washington University</td>
<td></td>
</tr>
<tr>
<td>Stony Brook University</td>
<td></td>
</tr>
<tr>
<td>Suny At Binghamton</td>
<td></td>
</tr>
<tr>
<td>Syracuse University</td>
<td></td>
</tr>
<tr>
<td>University Of Colorado Boulder</td>
<td></td>
</tr>
<tr>
<td>University Of Connecticut</td>
<td></td>
</tr>
<tr>
<td>University Of Massachusetts Amherst</td>
<td></td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>State</strong></td>
<td>Carnegie Class Total FTE</td>
</tr>
<tr>
<td><strong>Librarians</strong></td>
<td>Librarians and Prof Staff</td>
</tr>
<tr>
<td><strong>Total Staff</strong></td>
<td>Total staff per FTE</td>
</tr>
<tr>
<td><strong>Total salaries</strong></td>
<td>Expenditures (one-time: books)</td>
</tr>
<tr>
<td><strong>Expenditures (ongoing: current serials subs)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Expenditures (ILL)</strong></td>
<td>All Other Operating exp</td>
</tr>
<tr>
<td><strong>Total Library expenditures</strong></td>
<td>Total exp per FTE</td>
</tr>
<tr>
<td><strong>Total ILL</strong></td>
<td>Circulations</td>
</tr>
<tr>
<td><strong>Circulations</strong></td>
<td>Presentations</td>
</tr>
<tr>
<td><strong>Attendance at presentations</strong></td>
<td>Gate count/week</td>
</tr>
<tr>
<td><strong>Presentations</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Gate count/week</strong></td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Library Name</th>
<th>Total FTE 12-Month Enrollment</th>
<th>State</th>
<th>Carnegie Classification 2005 Basic</th>
<th>Total Staff Per 1,000 FTE Students</th>
<th>Librarians and Other Professional Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Vermont, VT</td>
<td>12,274</td>
<td>Vermont</td>
<td>Research Universities (high research activity)</td>
<td>8.22</td>
<td>56.25</td>
</tr>
<tr>
<td>Comparison Group Average</td>
<td>20.593</td>
<td>Not Applicable</td>
<td>Not Applicable</td>
<td>9.7</td>
<td>74.56</td>
</tr>
<tr>
<td>STATE AVERAGE</td>
<td>1,943</td>
<td>Not Applicable</td>
<td>Not Applicable</td>
<td>11.07</td>
<td>8.11</td>
</tr>
<tr>
<td>NATIONAL AVERAGE</td>
<td>3.878</td>
<td>Not Applicable</td>
<td>Not Applicable</td>
<td>8.36</td>
<td>10.03</td>
</tr>
<tr>
<td>Comparison Group Median</td>
<td>20.699</td>
<td>Not Applicable</td>
<td>Not Applicable</td>
<td>9.42</td>
<td>73</td>
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<tr>
<td>STATE MEDIAN</td>
<td>898</td>
<td>Not Applicable</td>
<td>Not Applicable</td>
<td>9.38</td>
<td>4</td>
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<tr>
<td>NATIONAL MEDIAN</td>
<td>1,508</td>
<td>Not Applicable</td>
<td>Not Applicable</td>
<td>5.19</td>
<td>4.2</td>
</tr>
</tbody>
</table>

#### Library Names

<table>
<thead>
<tr>
<th>Library Name</th>
<th>Total FTE 12-Month Enrollment</th>
<th>State</th>
<th>Carnegie Classification 2005 Basic</th>
<th>Total Staff Per 1,000 FTE Students</th>
<th>Librarians and Other Professional Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston College, MA</td>
<td>13,941</td>
<td>Massachusetts</td>
<td>Research Universities (high research activity)</td>
<td>14.92</td>
<td>91</td>
</tr>
<tr>
<td>Boston University, MA</td>
<td>28,539</td>
<td>Massachusetts</td>
<td>Research Universities (very high research activity)</td>
<td>9.87</td>
<td>105</td>
</tr>
<tr>
<td>College of William and Mary, VA</td>
<td>7,874</td>
<td>Virginia</td>
<td>Research Universities (high research activity)</td>
<td>14.76</td>
<td>38.25</td>
</tr>
<tr>
<td>George Washington University, DC</td>
<td>20,156</td>
<td>District of Columbia</td>
<td>Research Universities (very high research activity)</td>
<td>11.8</td>
<td>76</td>
</tr>
<tr>
<td>Stony Brook University, NY</td>
<td>21,231</td>
<td>New York</td>
<td>Research Universities (high research activity)</td>
<td>5.23</td>
<td>70</td>
</tr>
<tr>
<td>SUNY at Binghamton, NY</td>
<td>13,667</td>
<td>New York</td>
<td>Research Universities (high research activity)</td>
<td>10.69</td>
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<td>Syracuse University, NY</td>
<td>19,358</td>
<td>New York</td>
<td>Research Universities (very high research activity)</td>
<td>8</td>
<td>77</td>
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<tr>
<td>University of Colorado Boulder, CO</td>
<td>29,034</td>
<td>Colorado</td>
<td>Research Universities (very high research activity)</td>
<td>5.18</td>
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<tr>
<td>University of Connecticut, CT</td>
<td>27,474</td>
<td>Connecticut</td>
<td>Research Universities (very high research activity)</td>
<td>7.59</td>
<td>62</td>
</tr>
<tr>
<td>University of Massachusetts Amherst, MA</td>
<td>24,650</td>
<td>Massachusetts</td>
<td>Research Universities (very high research activity)</td>
<td>7.59</td>
<td>62</td>
</tr>
</tbody>
</table>
Comparison of Library Expenditures with UVM
Comparator Institutions
(sorted by Library Expenditure per FTE)
dataset is from Academic Libraries Survey Fiscal Year 2012

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

Materials Expenditures as Percent of Total Expenditures
EPSCor Doctoral/Research Universities-Extensive
Tell your story

Materials Expenditures as Percent of Total Library Expenditures

- Boston College
- Boston University
- College of William and Mary
- George Washington University
- Stony Brook University
- SUNY at Binghamton
- Syracuse University
- University of Colorado at Boulder
- University of Connecticut
- University of Massachusetts, Amherst
- University of Vermont
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