Moneyball 2.0

Tommy Doyle, Senior Vice President and General Manager of Science & Technology Research Reference Business, Elsevier

Melissa Goertzen, Columbia University

Gracemary Smulewitz, Rutgers University

Scott Warren, Syracuse University
Agenda

1. Introduction– Tommy Doyle
2. Last year to present day – Tommy Doyle
3. Intent of Use & Collection Development – Melissa Goertzen, Columbia University
4. Sabermetrics: Now More Than Ever!!! - Gracemary Smulewitz, Rutgers University
5. A library refresh – Scott Warren, Syracuse University
6. Conclusion – Tommy Doyle
7. Q&A
Moneyball 2.0 Panelists

- **Tommy Doyle**, Senior Vice President and General Manager of RELX’s Science & Technology Research Reference Business, Elsevier

- **Melissa Goertzen**, Collection Development Analysis & Support Librarian, Columbia University Libraries

- **Gracemary Smulewitz**, Collection Services and Management Collection Development, Rutgers University Libraries

- **Scott Warren**, Associate Dean for Research and Scholarship, Syracuse University
Introduction – Last year to today

• Based on the success of last years' session at Charleston, librarians will hear from our panel where are today using the idea of playing Moneyball in librarianship.

• In the current information landscape, it is important for libraries and publishers to develop collaborative relationships to better understand user needs from a variety of perspectives.

• By working together to building collective knowledge around discovery, access and usage trends this information impacts and institutions' collection development.

• One year later hear from our librarians who played Moneyball in librarianship and what a difference it has made in how they use data to make decisions and the impact it has had.
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3. Intent of Use & Collection Development – Melissa Goertzen, Columbia University
4. Sabermetrics: Now More Than Ever!!! - Gracemary Smulewitz, Rutgers University
5. A library refresh – Scott Warren, Syracuse University
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Collection Development & Analysis at Columbia University Libraries

Melissa Goertzen, Collection Development Analysis & Support Librarian

*Photo credit: M. Goertzen*
Recap of 2015 Activities

Central Goal:
Objective measurement of in-game activity

- Collect quantitative & qualitative data
- Establish parameters for examining discovery, access, and use
- Reach conclusions based on study findings

Image credit: www.stephenspointjournal.com
Recap of 2015 Activities

Data-Driven Decisions

Content Delivery

Business Models
Gap Analysis: Examining Trends & Needs
Current Investigations
Intent of Use & Collection Development

Image credits: Conscienciaufrj.wordpress.com, wolfram.com, mayo.edu, pmi.org
Points for Consideration

• Initiatives that balance *just in case* and *just in time* strategies

• Separation of current use and future use

• Consider when to purchase print and/or electronic to support research, learning, and preservation activities.
Future Investigation: Collection Impact

- Mapping collection depth indicators to intent of use
- Mapping fund codes to LC Classes
- Citation Analysis
- Publication Analysis
- Course Reserve Analysis

Image Credit: www.clevelandcountyconservationdistrict.com
Together, libraries and publishers build a collective body of knowledge regarding discovery, access, use, and impact. In a time of budget uncertainty and transition, collaborations become an essential component in the establishment of successful collection development programs. When we aim to share risks and achieve transparency, precision, and efficiency, our users benefit through access to a wealth of research materials.
Thank You

Melissa Goertzen
Collection Development Analysis & Support Librarian

Email: mjg2227@columbia.edu
Website: melissagoertzen.wordpress.com
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Sabermetrics: the application of statistical analysis to baseball records, especially in order to evaluate and compare the performance of individual players.

WHAT HAS CHANGED IN A YEAR?

Gracemary Smulewitz
Charleston Conference
November 4, 2016
What is the impetus for change?

Current difficulties in funding the needs of Academic Libraries and the Universities that support them.

Rutgers University, like many institutions, introduced a new budgeting model: RCM or Responsibility Centered Management.

From a Rutgers University Treasurer’s Town Hall Meeting January 15, 2015:

Objectives:

• A budget model promoting financial responsibility at a unit level
  • Works most effectively in an environment of transparency and accountability
  • RCM is a tool academic leaders have responsibility for using the system to advance the missions of the University.
Comparison of % Increase in Total University Expenditures to Library Expenditures Based on NCES Data - With Serials Inflation

The % of university expenditures going to libraries dropped from 3.64% to 2.25% a 38 % drop creating the $4.5 billion gap.

Gap = $4.5 billion
How has this new model been applied to the library system at RU?

• Restructuring so that a multi-campus complex reflects the financial responsibility of each unit.

• Activities of libraries within those units are appropriately aligned with the financial responsibilities of the unit. Staff and faculty are aligned with the same financial responsibilities.

• Restructuring so that collection development as a central operation includes analysis for all.
How has this new model been applied to the library system? – cont’d.

- Collection Development and Management requires business savvy, marketing skills and knowledge of content and curriculum.
- Created a department specializing in this skills for electronic resources.
- Marketing and advertising take place internally and externally – within the library and with the University.
- Need extensive data that can create a well designed story to market the libraries to the University as well as to the publishers.
- New Department supplies data and helps to create story.
Create, Evaluate, Compare. When grouped by discipline, add cost per use per discipline and then total cost per discipline.

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Correlate this information with departments, enrollments and level of degrees and share data.
Where is the user coming from? How do we use these entry points to our advantage?
Part of advertising is to demonstrate intuitive ease of use.
Make functionality seamless

A to Z (E-Journals)

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Advanced Search Top 10

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Discovery Statistics 7/14-6/15

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LinkSource – the ‘Get it @ R’ button

Top 5 Linksource LinkOuts by Database (July 2014 – June 2015) – these numbers represent the number of times users clicked the ‘Get it @ R’ button to obtain full text from subscription Indexes and Databases:

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3 years worth of data

As a result of this analysis, ILL has moved into Collection Development and Management and out of Access Services
Since last year Rutgers has actively participated in:

Collaborative purchasing- member of 4 consortia
Consortial DDA/PDA
Shared Print Repository - member
Evidence Based procurement.
E-book subscriptions
End of calendar year purchasing
Extensive e-journal backfile – anticipate space savings for print

Incorporated ILL into Collection Development and Management- analyze access and use in great detail.

Purchasing articles : Rapidly meeting needs, often with less cost.
Will evaluate after a year of activity.
Contact information:

Gracemary Smulewitz  
Collection Services and Management  
Collection Development/Rutgers University Libraries  
smulewi@rulmail.rutgers.edu  
848-932-6120.
1. Introduction – Tommy Doyle
2. Last year to present day – Tommy Doyle
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7. Q&A
Moneyball 2.0
A library refresh

NOVEMBER 4, 2016
SCOTT WARREN
ASSOCIATE DEAN FOR RESEARCH AND SCHOLARSHIP
Last year – Developing a STRATEGY

Sebastian Opitz
Gap analysis

» Not just turnaways - Usage over time
» Letting patron activity be the driver
» Looking at research directions
» Alignment with campus goals (as reflected by activity)
» Gap = weakest area between research & collections
» Helps discern STRATEGY
This year – biggest challenge
Decisions

» What can be deaccessioned?

» What is used? And by whom?

» What exists both online and in print already?

» Is there a way to substantively, quickly, and at scale replace print with online?

» Would replacing focus too much on unused items?

» And how to best maintain historical collection?
Getting data can be hard

Please
Do Not
Reshelve
Books
or
Journals
Growth

» 2,500 print volumes per year steady
  ▪ Highest in Math, biology, public health & forensics, Photography information science

However

» ebook packages easily dwarf that number
» most series switched to online
» Soon switching to e-preferred
» Not doing DDA (yet?)
Ebooks = many choices = (too?) many decisions

» Lease or buy? Short-term loans?

» Packages or one-off orders?

» DDA? Evidence-based?

» Aggregator or publisher platform?

» ILL rights? Accessibility?
Just in time *versus* Just in Case

- **Frontlist packages**
- **Backfiles**
- **Deaccessioning**
  - Only keep truly rare, not on market
- **DDA**
- **Print via firm orders (steady growth)**
- **Transfer to high-density storage facility**
Goal - refresh space *including* collection

» Buying packages wasn’t a viable option for transfers

» Online didn’t work throughout all classes
  - TR photography
  - TT crafts
  - TX cooking

» DDA didn’t make impact on existing collections

» We want people in the Library, esp. after a renovation!
Strategy and Outcomes

» Gap analysis for online and print!
» Steady print accumulation in high circulation targeted domains
» Will be slowed by e-preferred
» Online packages for rapid growth and infill
» 10 years growth space
» Average publication date on shelf -> refreshed collection
» Maintain essential historic collection in storage
» Use online speculatively
For more discussion

» Scott Warren

» Associate Dean for Research and Scholarship

» Syracuse University Libraries

» sawarr01@syr.edu
1. Introduction – Tommy Doyle
2. Last year to present day – Tommy Doyle
3. Intent of Use & Collection Development – Melisa Goertzen, Columbia University
4. Sabermetrics: Now More Than Ever!!! - Gracemary Smulewitz, Rutgers University
5. A library refresh – Scott Warren, Syracuse University
6. Conclusion – Tommy Doyle
7. Q&A
Agenda

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Any Questions?

Thank you for attending today’s session

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