

# Simplifying Library Value for Non-Library Development Officers and Staff

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With the rise of evidenced based budgeting the need for nontechnical illustration has become increasingly important for telling the story of library place within the academic community. Because librarians tend to speak their own language; how do you translate librarian speak for non-librarians when it comes to discussing library value? During Fall Semester 2014, Auburn University Libraries faculty and staff produced a series of infographics for use during a successful presentation by the libraries' development officer to other Auburn University development officers and staff. These infographics clearly laid out in non-library jargon the costs and returns on investments for the three major divisions of Humanities; Social Sciences; and Science, Technology, Engineering and Medicine (STEM).

## What the Librarian Has:

- Need
- Jargon
- Data – sometimes too much data
- Lack of direct access to college donors

## What the Development Officer Wants:

- Easy way to communicate impact of gift
- Reasons why to give to the library
- Natural language
- Simplified statistics
- Visual way to convey statistics

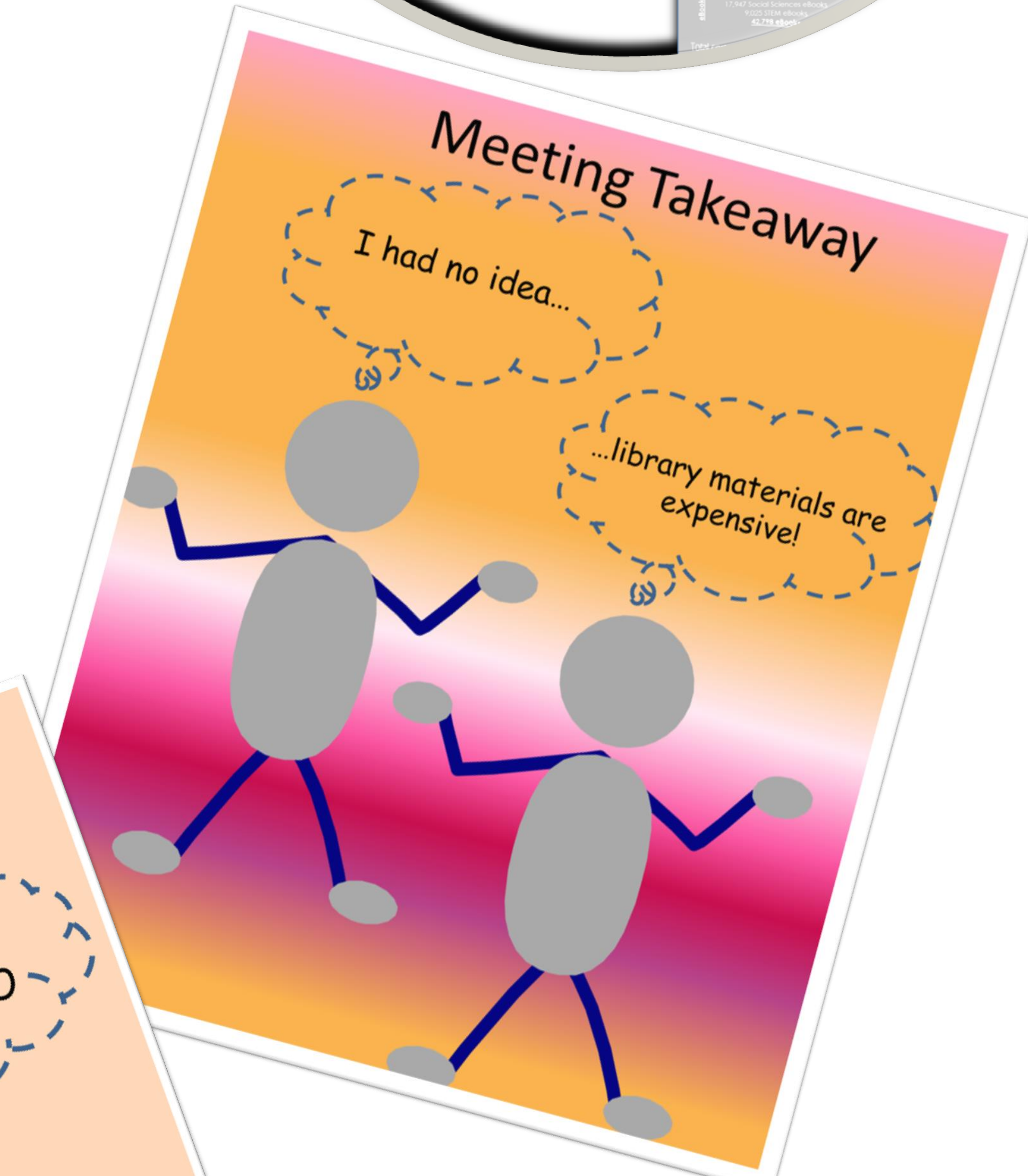


## Back to the drawing board!

Development Officer & librarians negotiate, collaborate, and compromise



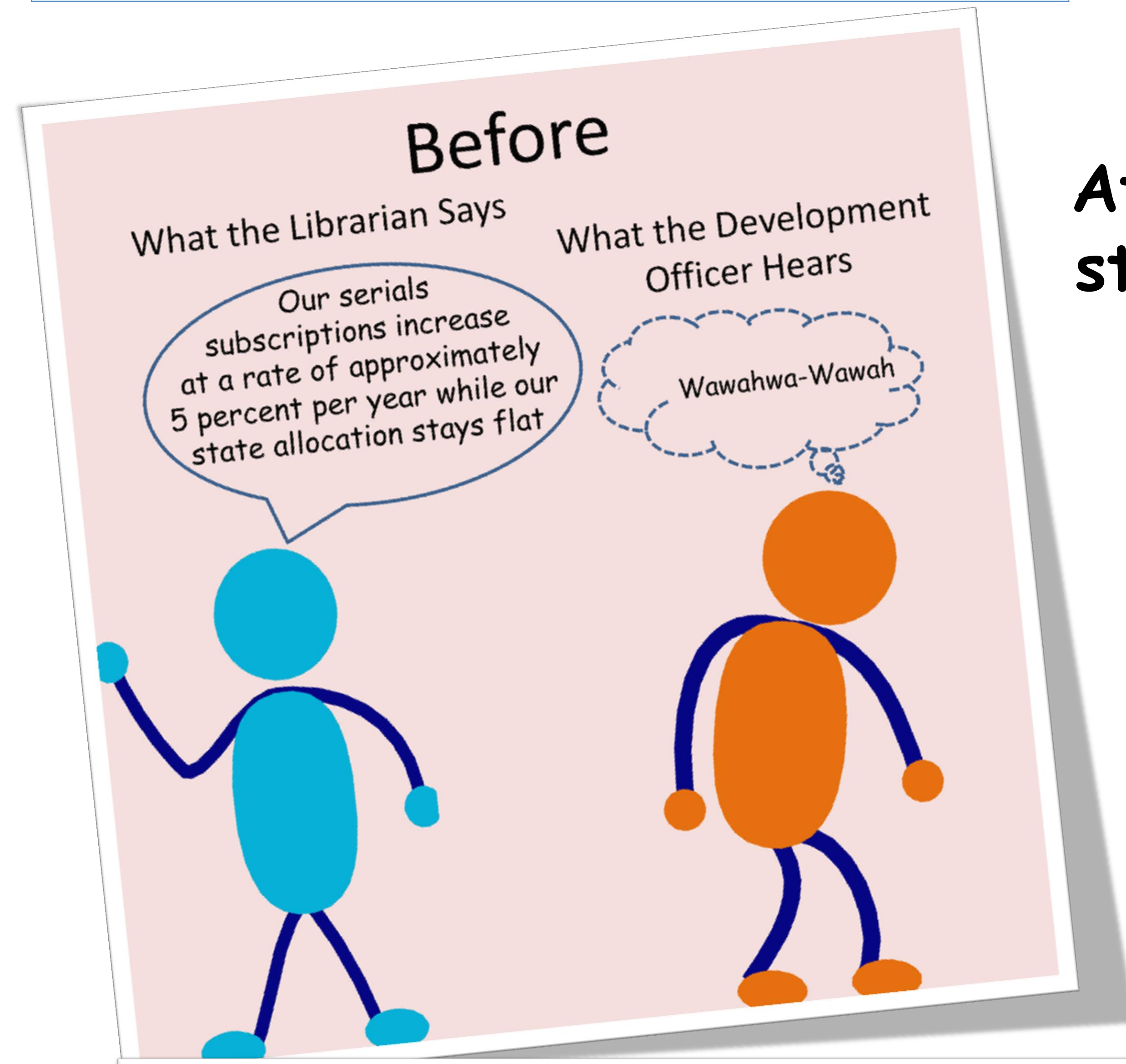
...a few weeks later...



## Project Outcomes:

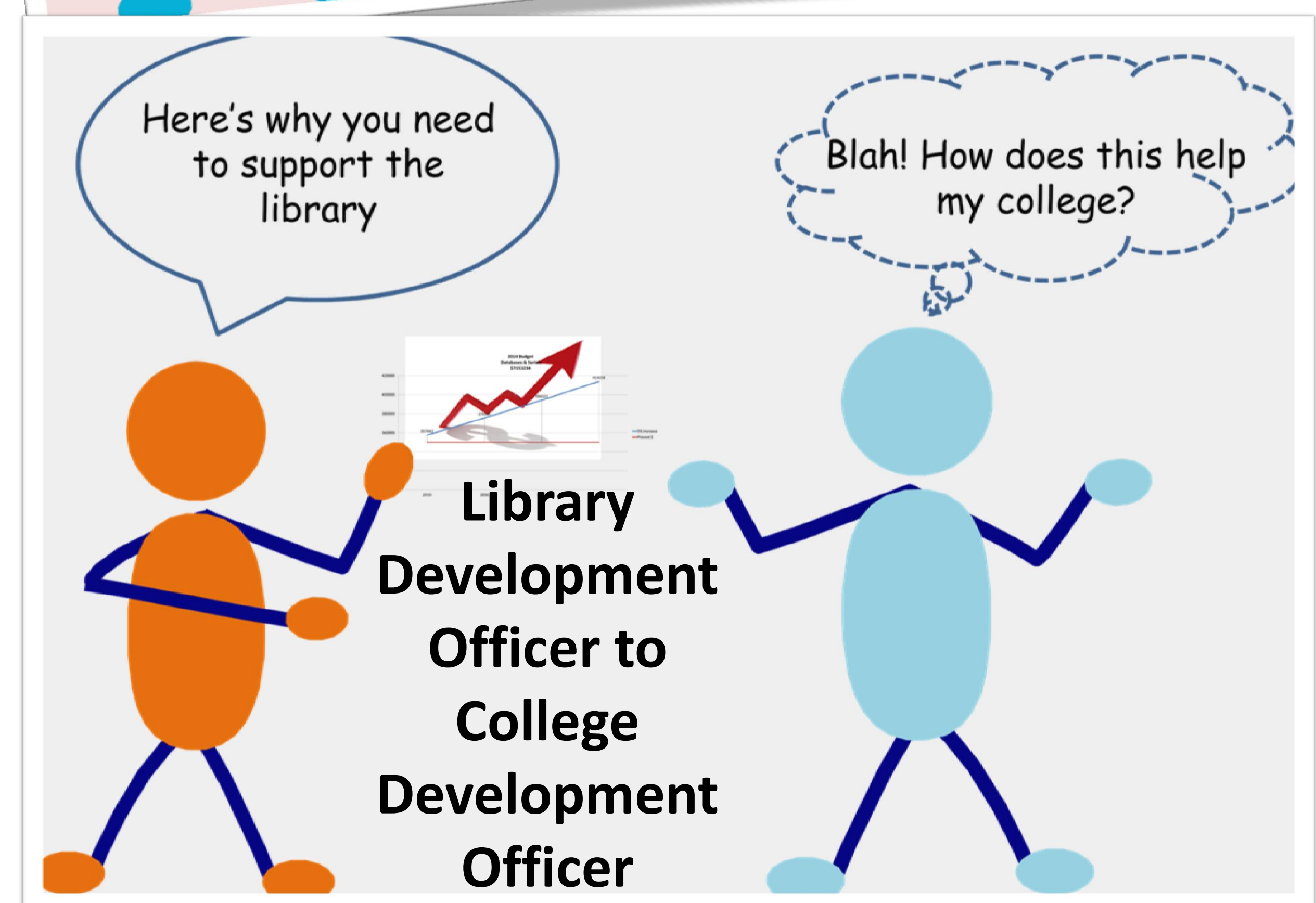
- Development officials overheard talking knowledgeably about library needs in upper level development meetings
- Some college development officers start inviting library development officer on donor trips

## At the start...



## Outcomes:

- Librarians begin to understand the difference between "too much" and "just right"
- Library development officer can speak knowledgeably about library needs to others
- College development officers need the story for their college



# SUPPORT

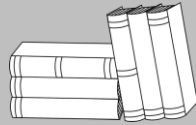
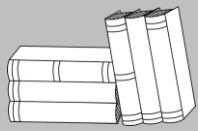
## REPORT 2013 – 2014

The Auburn University Libraries' support of the all Auburn University departments through an analysis of information materials provided

### Journals

4003

Number of Journals

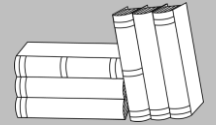
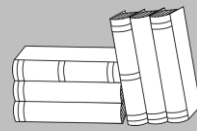


Cost of Journals

\$4,856,746

650,173

Number of Searches



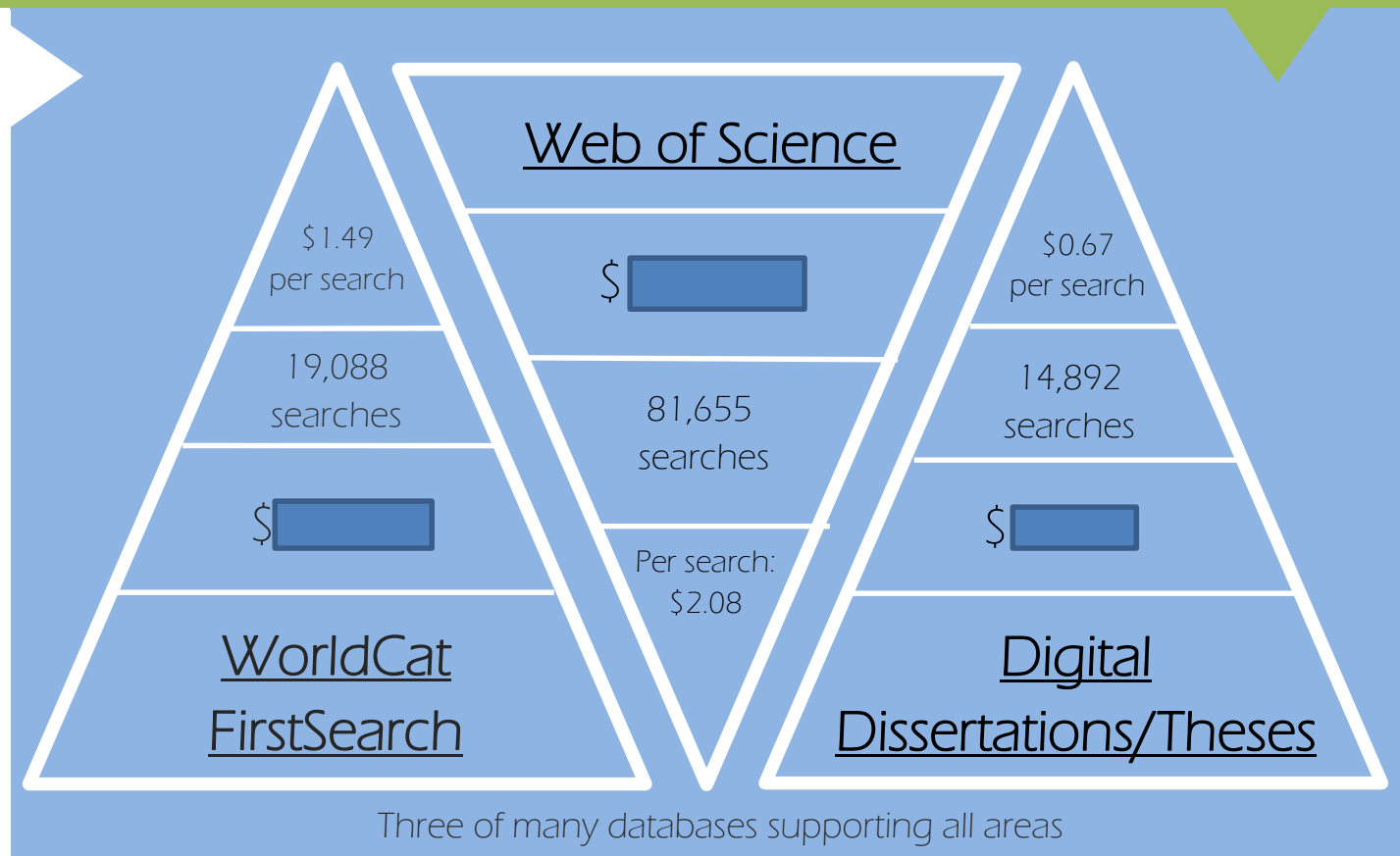
Average Cost per Search

\$7.47

### Databases

\$982,268

Total 2013 cost of databases supporting all Auburn University departments



### Books (2009 – 2013)

#### Prints Purchased ('09 – '13)

15,676 Humanities prints  
17,834 Social Sciences prints  
8,509 STEM prints  
**TOTAL: 42,019 Print Books**

#### Price

\$678,814  
\$703,933  
\$614,550  
**\$1,997,298**

#### Avg. Book Cost

\$43.30  
\$39.47  
\$72.22  
**\$47.53**

#### Circulations

14,601  
13,366  
12,608  
**\$46.49**

#### eBooks Purchased ('12-'13)

150 Humanities eBooks  
113 Social Sciences eBooks  
516 STEM eBooks  
**TOTAL: 779 eBooks**

#### Price

\$10,534  
\$22,368  
\$52,110  
**\$85,013**

#### Avg. eBook Cost

\$70.23  
\$197.95  
\$100.99  
**\$109.13**

#### Circulations

N/A  
N/A  
N/A  
**N/A**

Total cost of books, in 5 years, supporting Auburn University

\$2,082,312

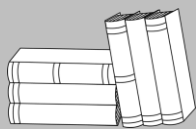
# SUPPORT

## REPORT 2013 – 2014

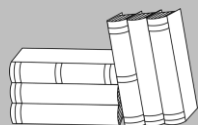
The Auburn University Libraries' support of the Auburn University's Humanities through an analysis of information materials provided

### Journals

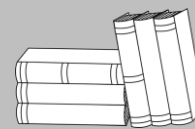
592



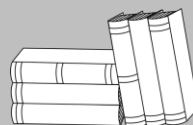
Number of Humanities Journals



31,910



Number of Humanities Searches



Cost of Humanities Journals

\$141,224

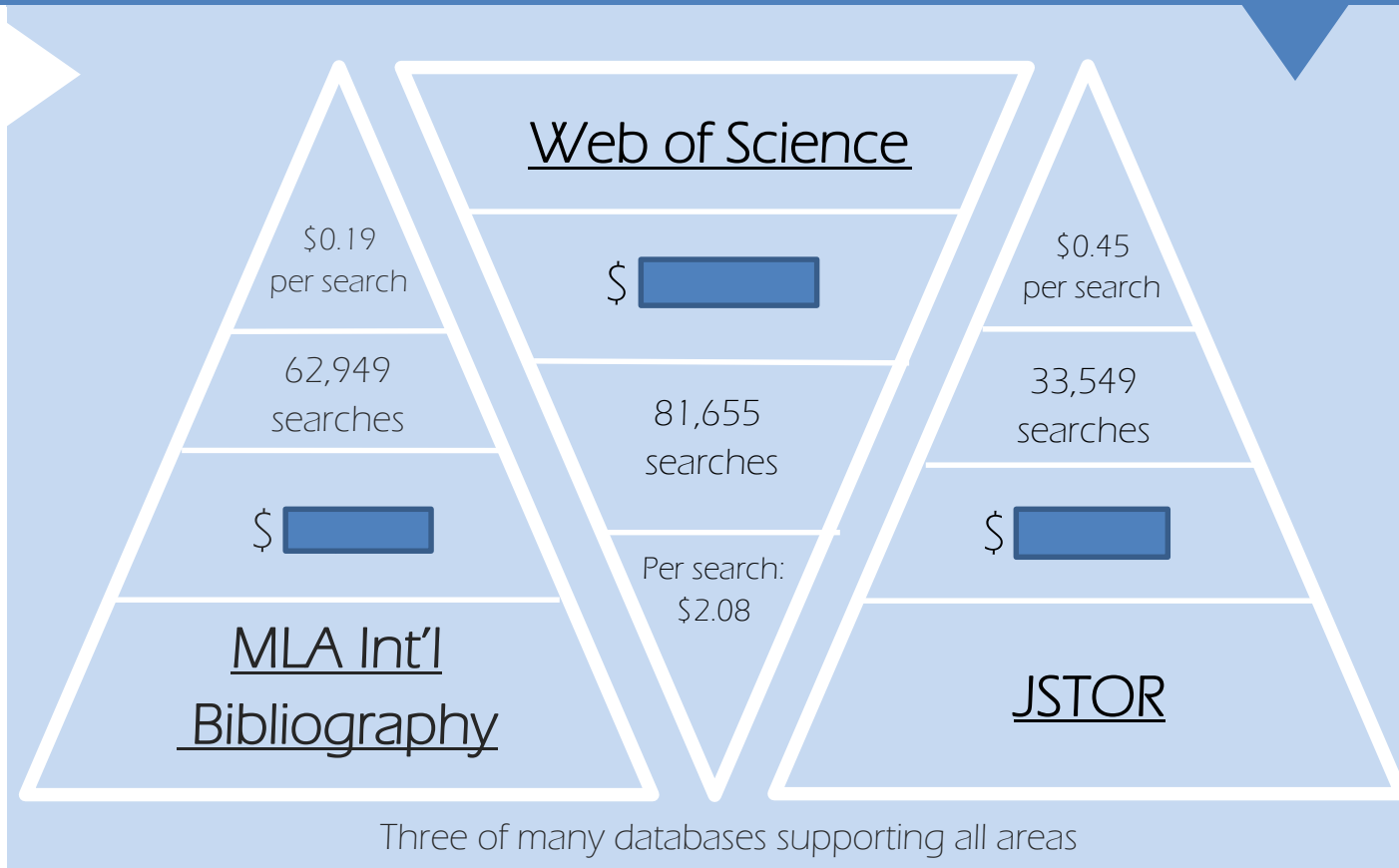
Average Cost per Humanities Search

\$4.43

### Databases

\$327,213

Total 2013 cost of databases supporting Auburn University Humanities



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N/A  
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Total cost of books, in 5 years, supporting Auburn Humanities

\$689,349

# SUPPORT

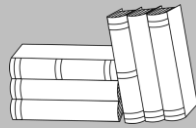
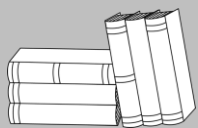
## REPORT 2013 – 2014

The Auburn University Libraries' support of the Auburn University's STEM through an analysis of information materials provided

### Journals

1993

Number of STEM Journals

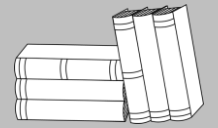
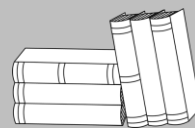


Cost of STEM Journals

\$3,882,067

420,746

Number of STEM Searches



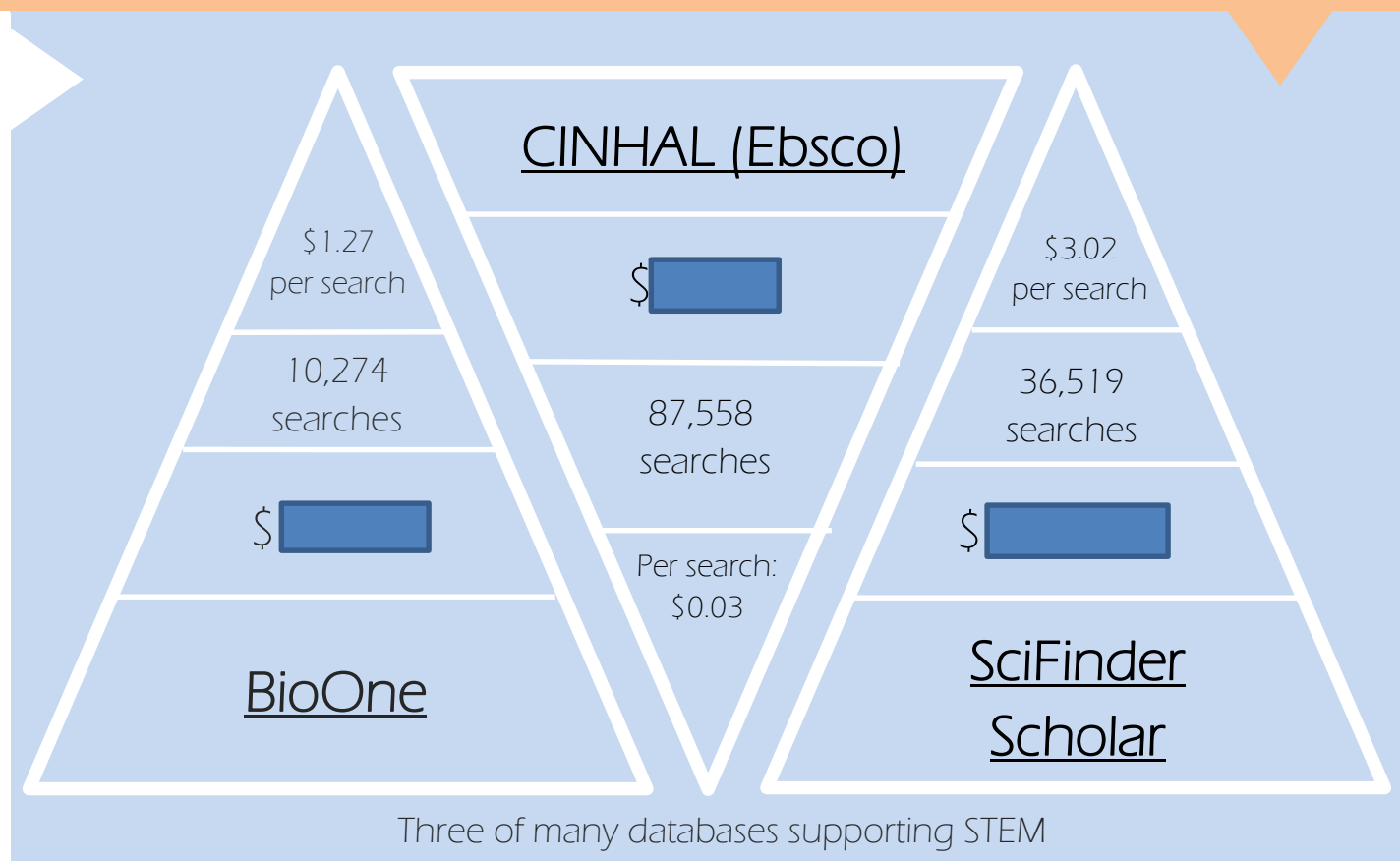
Average Cost per STEM Search

\$9.23

### Databases

\$566,896

Total 2013 cost of databases supporting Auburn University STEM



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#### Circulations

N/A  
N/A  
N/A  
**N/A**

Total cost of books, in 5 years, supporting STEM

\$666,660

# SUPPORT

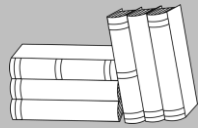
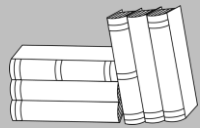
## REPORT 2013 – 2014

The Auburn University Libraries' support of the Auburn University's Social Sciences through an analysis of information materials provided

### Journals

1418

Number of Social Sciences Journals

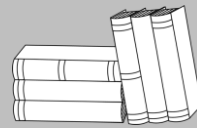


Cost of Social Sciences Journals

\$833,455

197,517

Number of Social Sciences Searches



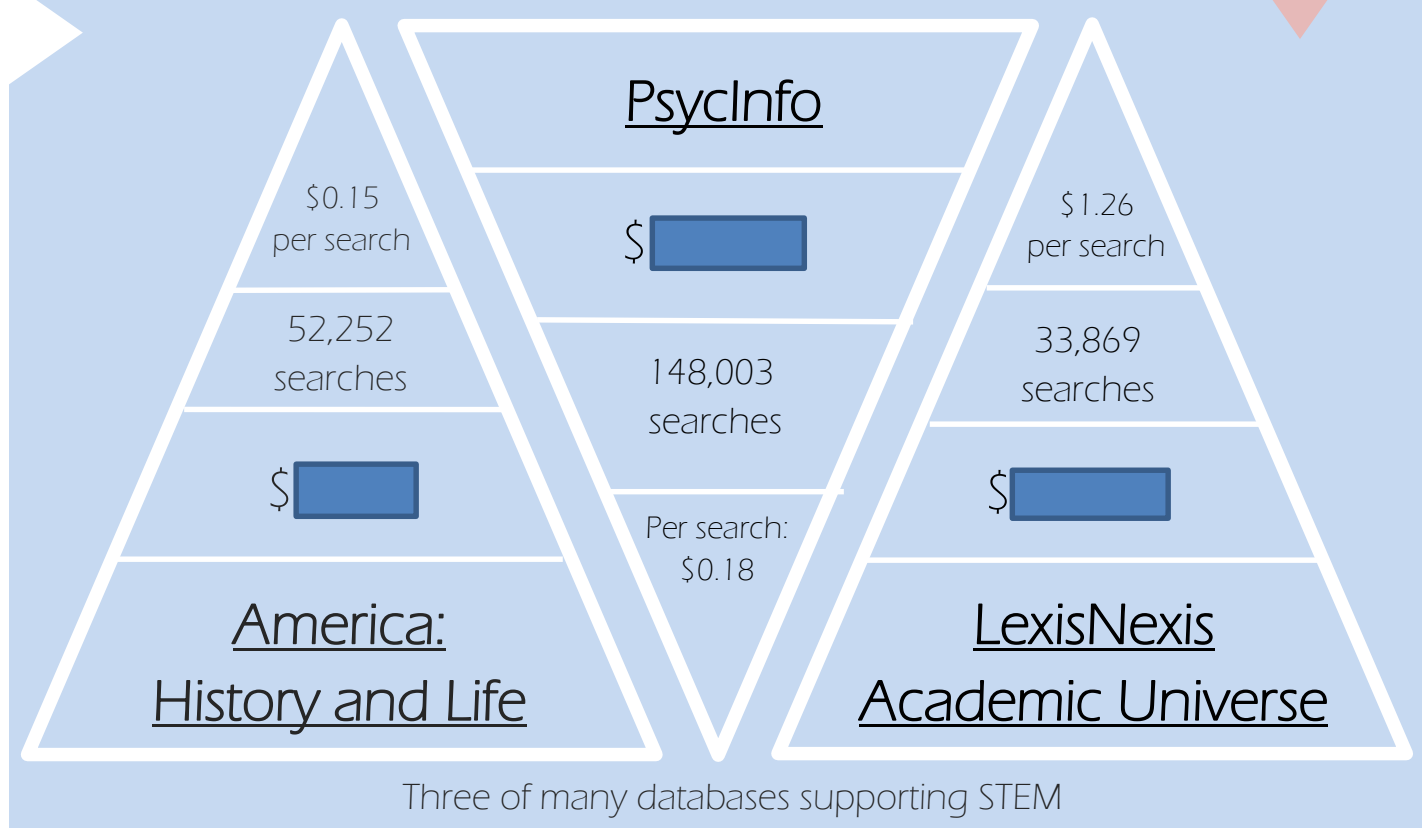
Average Cost per Search

\$4.22

### Databases

\$556,170

Total 2013 cost of databases supporting Social Sciences



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**\$109.13**

#### Circulations

N/A  
N/A  
N/A  
**N/A**

Total cost of books, in 5 years, supporting Social Sciences

\$726,301