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The Ithaka S+R Library Survey 2010: Insights from U.S. Academic Library Directors

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Ithaka S+R

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ITHAKA is a not-for-profit organization that helps the academic community use digital technologies to preserve the scholarly record and to advance research and teaching in sustainable ways.

We pursue this mission by providing innovative services that aid in the adoption of these technologies and that create lasting impact.

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Our Services



- **Ithaka S+R** is a strategic consulting and research service that focuses on the transformation of scholarship and teaching in an online environment, with the goal of identifying the critical issues facing our community and acting as a catalyst for change.



- **JSTOR** is a research platform that enables discovery, access, and preservation of scholarly content.



PORTICO

- **Portico** is a digital preservation service for e-journals, e-books, and other scholarly e-content.

Some visions proposed for academic libraries

- » Increase investment in distinctive local collections;
- » Decrease investment in general collections and transition them from print to electronic format;
- » Reemphasize a commitment to instructional support, information literacy, and teaching learning generally;
- » Provide advanced research support services.

Priorities among user groups?

Implementation of vision and strategy?

Purpose of the Survey

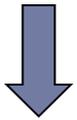
We hope to provide libraries and their parent institutions with information on the academic library community's broad strategic directions, capturing areas of consensus while highlighting areas where additional debate appears to be ongoing. The survey will:

- **Provide a point of comparison to the Ithaka S+R Faculty Surveys,**
- **Help academic libraries benchmark their high-level strategies against their peer institutions, and**
- **Establish a baseline to track how library priorities are changing over time.**

Methodology

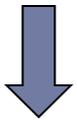
2,405

Invitations sent out



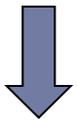
328

Total Responses



267

Qualified Responses
(11% response rate)



239

Responses in analysis
(excludes branch library directors)

9 Carnegie Classifications

79 responses are doctoral

66 are master's

94 are baccalaureate

Responses represent **13.1%** of institutions in these classifications.

Outline of Today's Presentation

1. Library strategies and services
2. Collections development and management

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Library Strategies and Services

The Role of the Library

How important to you is it that your college or university library provide each of the functions below?

Gateway: The library serves as a starting point or "gateway" for locating information for faculty research

Buyer: The library pays for resources faculty members need, from academic journals to books to electronic databases

Archive: The library serves as a repository of resources; in other words, it archives, preserves, and keeps track of resources

Teaching Facilitator: The library supports and facilitates faculty teaching activities

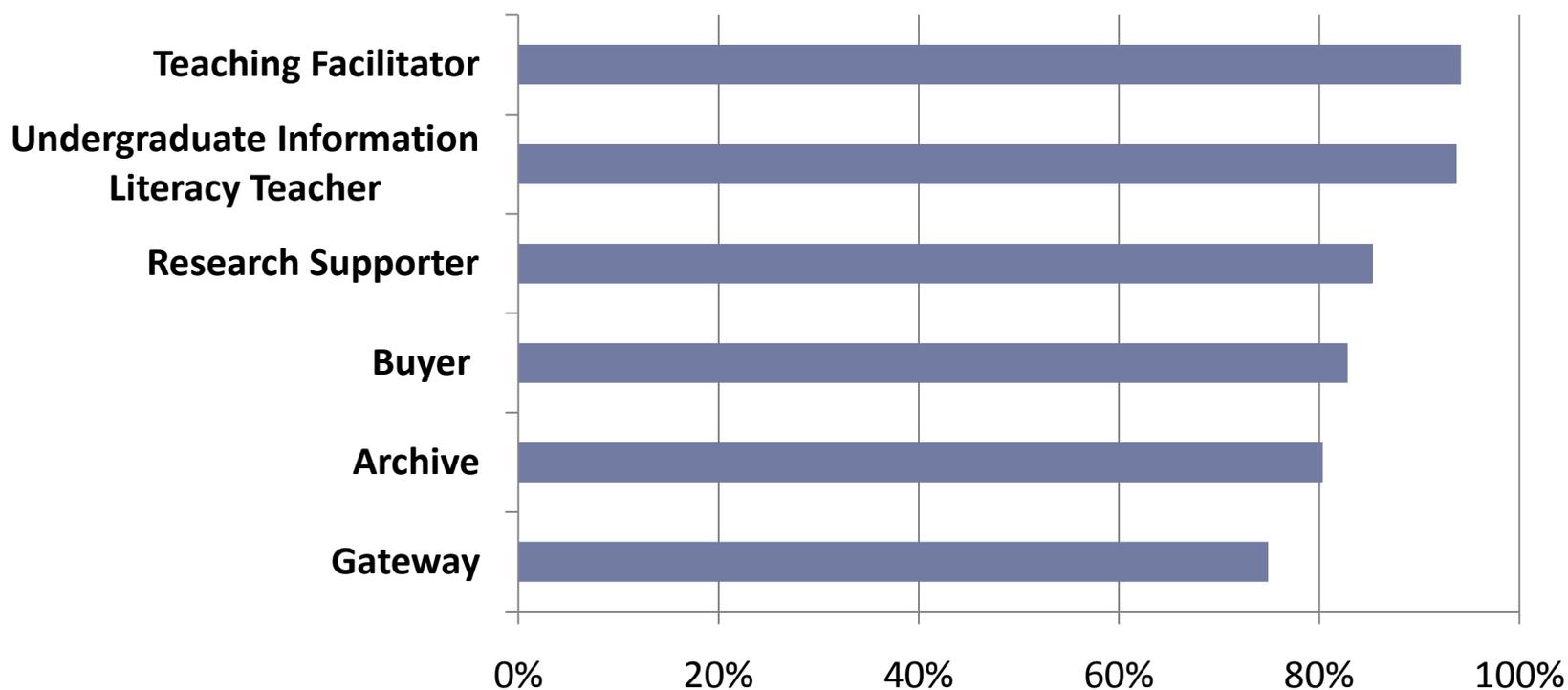
Research Supporter: The library provides active support that helps increase the productivity of faculty research and scholarship

Undergraduate Information Literacy Teacher: The library helps undergraduates develop research and information literacy skills



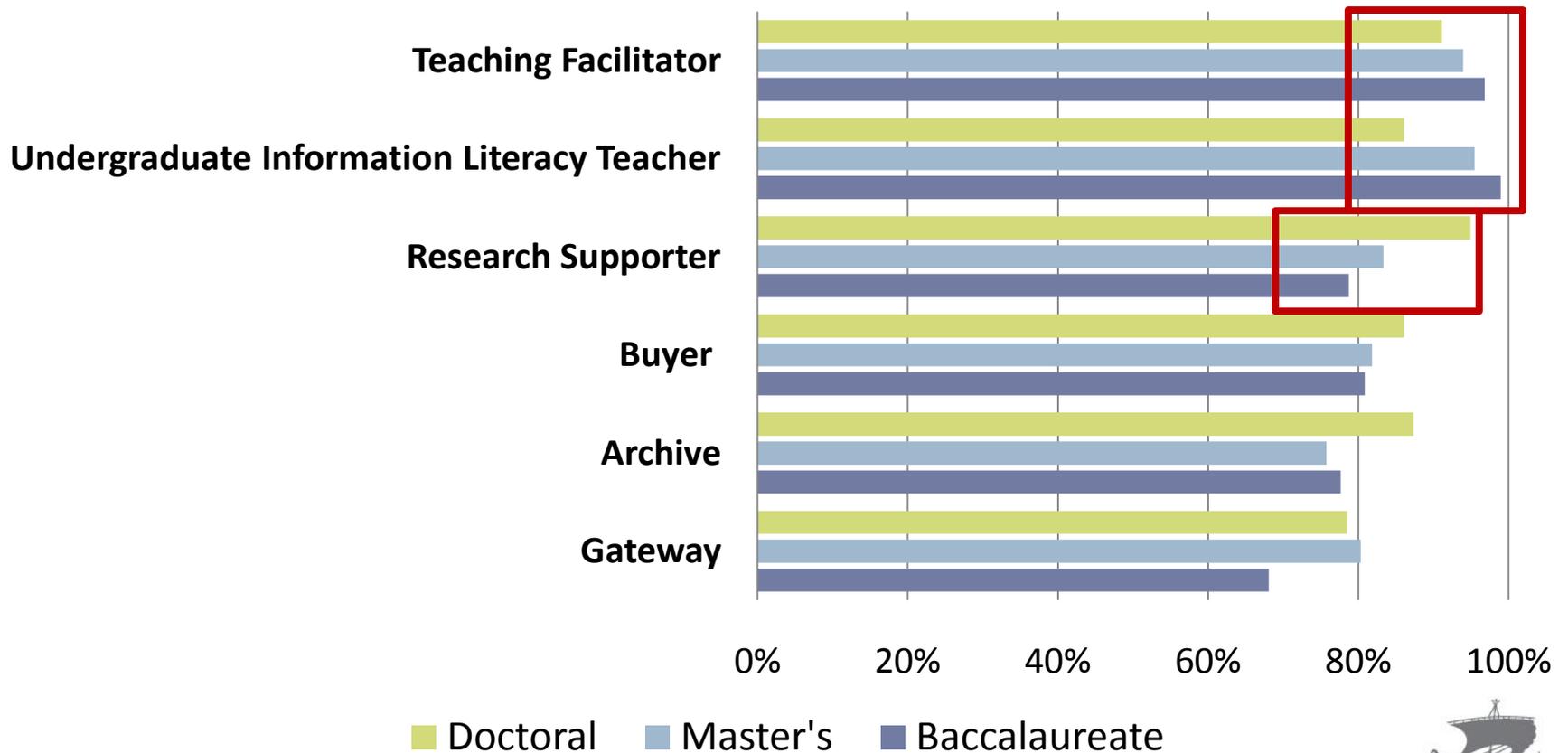
The Role of the Library

How important to you is it that your college or university library provide each of the functions below? (Percentage answering very important.)



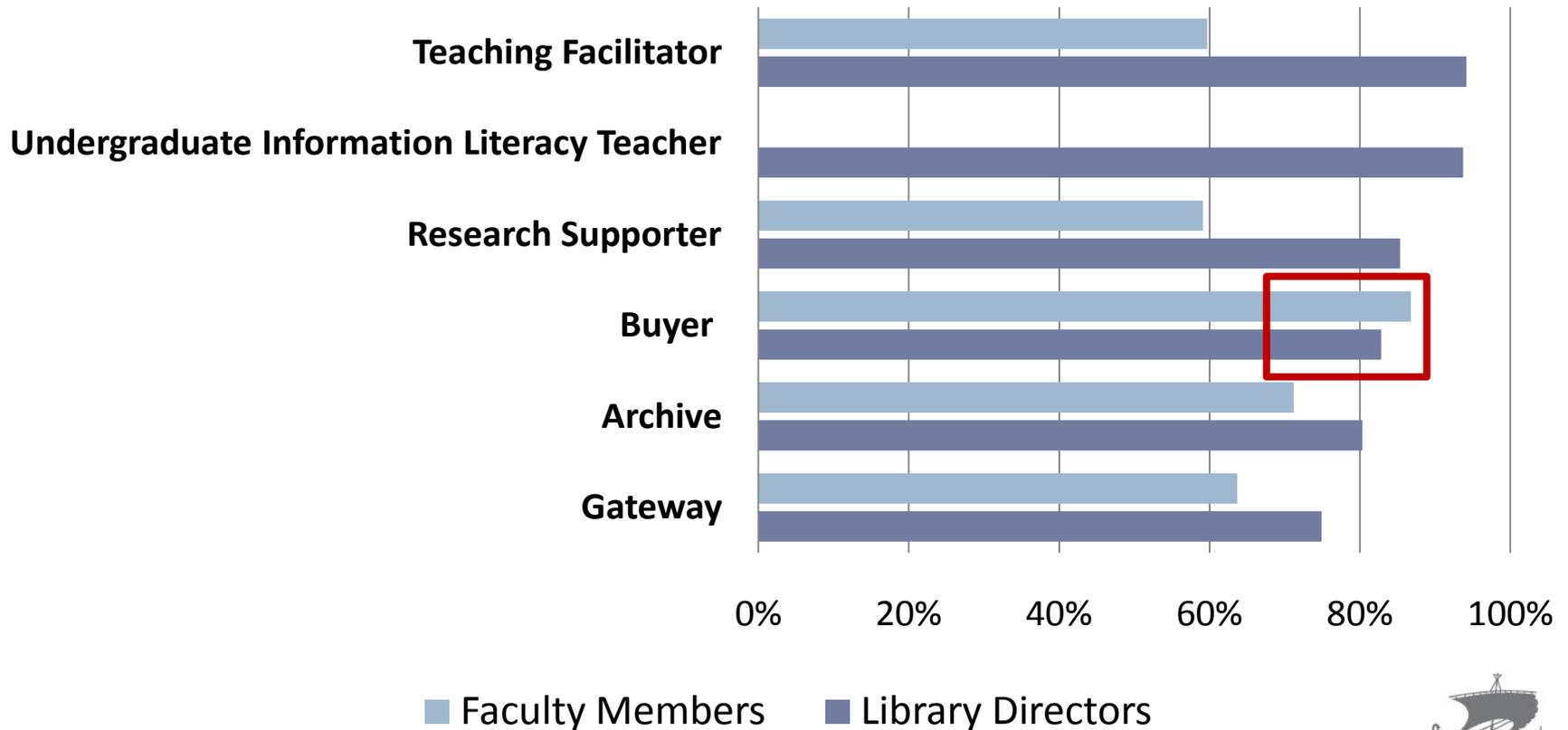
The Role of the Library by Institution Size

How important to you is it that your college or university library provide each of the functions below? (Percentage answering very important.)



The Role of the Library: Comparison with Faculty

How important to you is it that your college or university library provide each of the functions below? (Percentage answering very important.)

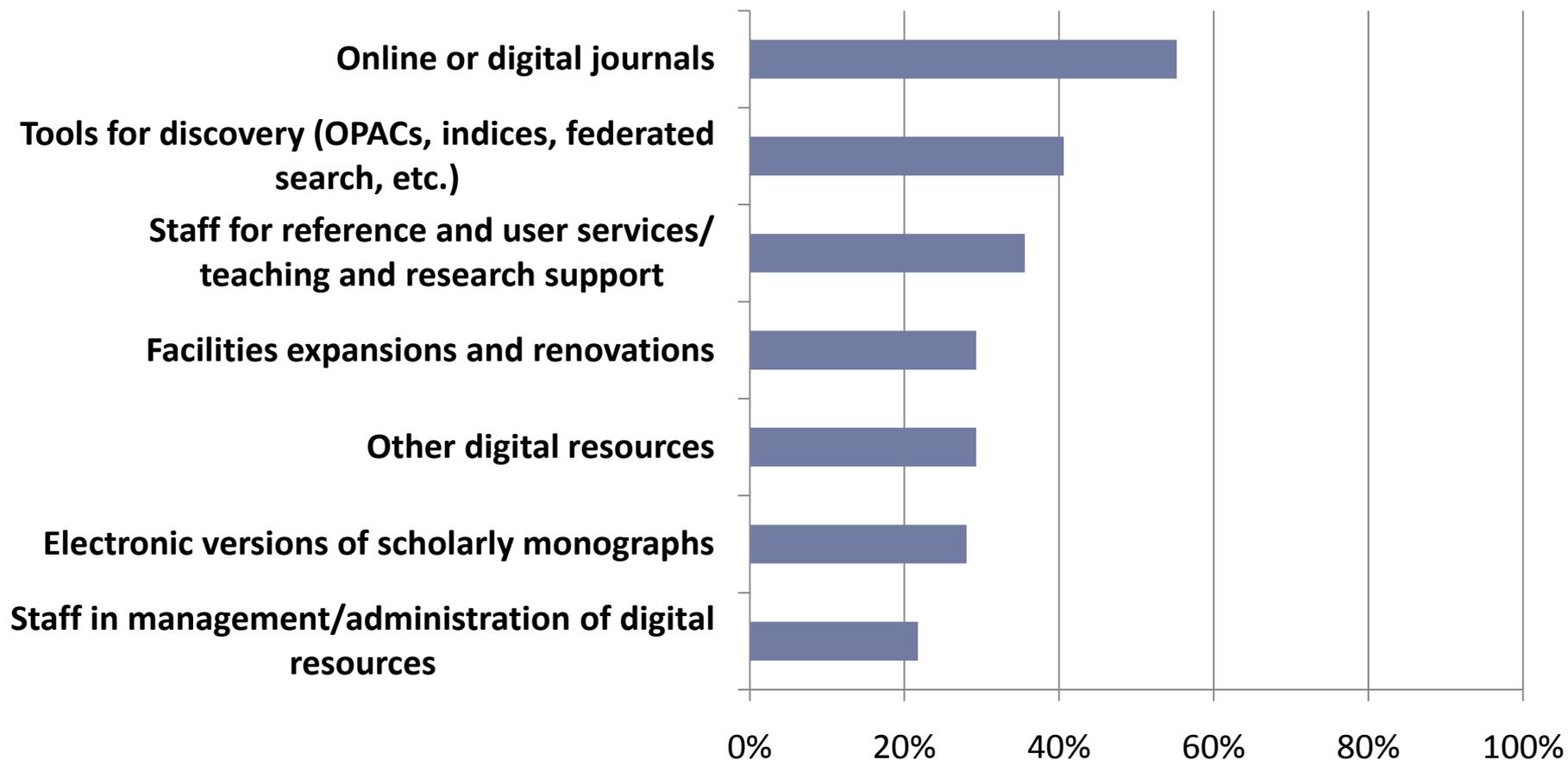


■ Faculty Members ■ Library Directors

If you received a 10% increase in your library's budget next year in addition to the funds you already expect to receive, in which of the following areas would you allocate the money? (Please check up to three areas in the following list that you would invest in.)

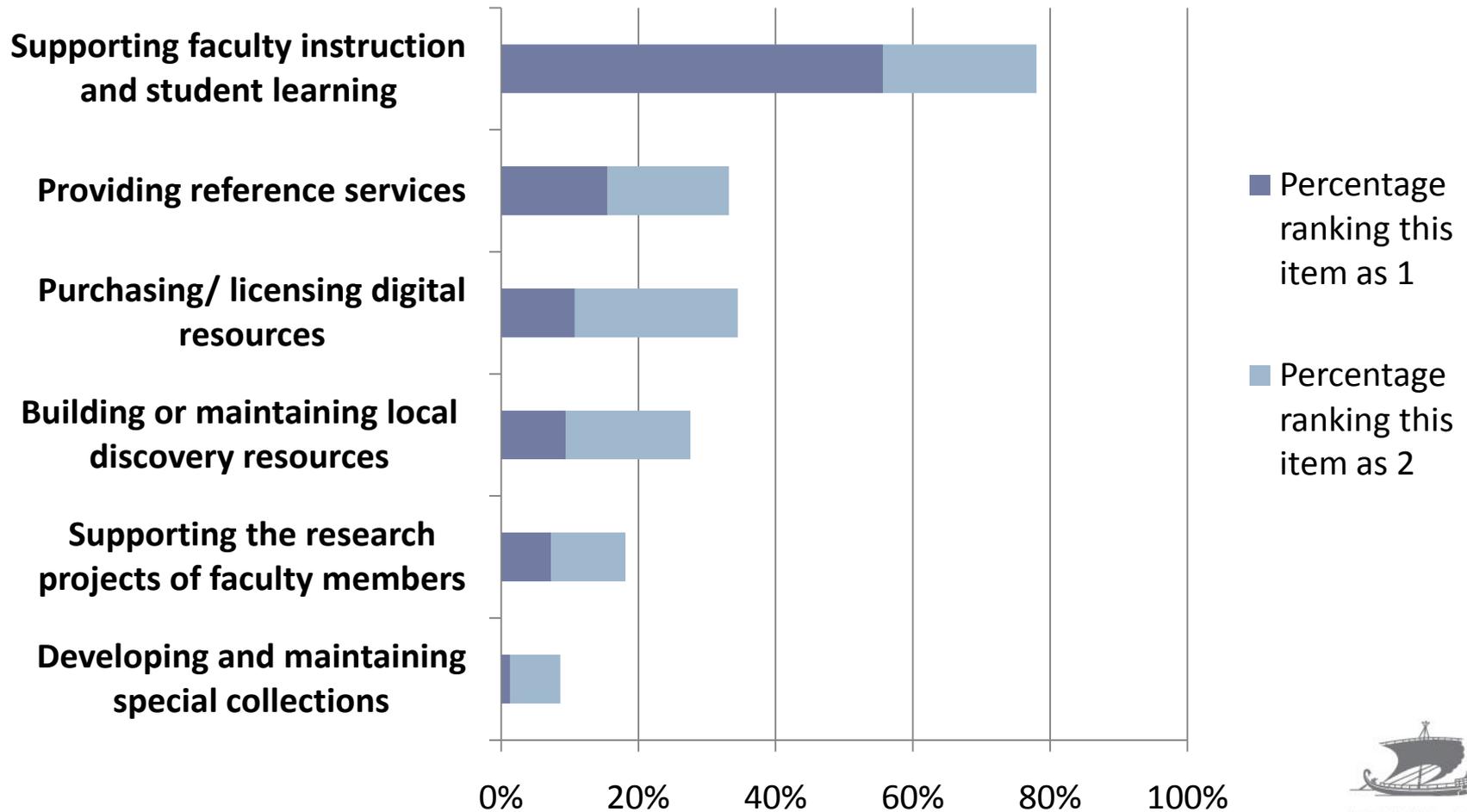
Library Spending Priorities

If you received a 10% increase in your library's budget next year in addition to the funds you already expect to receive, in which of the following areas would you allocate the money?



Library Staffing Priorities

Ideally, how would you prioritize your staff resources in the following areas? Please rank the items by order of importance.



- **What inputs to libraries have available to them in conducting strategic planning?**
- **How confident are library leaders that they have developed the right strategies and planning frameworks?**

User Needs Assessment

In the past 2 years, has your library regularly solicited feedback about services or collections from library users in any of the following ways?
(Please check all that apply.)

- 94% Informal discussions with faculty and students or emails soliciting feedback
- 71% Locally developed polls or surveys
- 49% Focus groups or test sessions
- 37% Cross-institutional polls or survey (such as Libqual+)
- 16% Structured Interviews
- 10% Ethnographic studies
- 8% With the help of outside consultants
- 6% Other

➔ Only 13% do not have a formal means to assess user needs.

35% of respondents agreed that “My library **has a well-developed strategy** to meet changing user needs and research habits.”

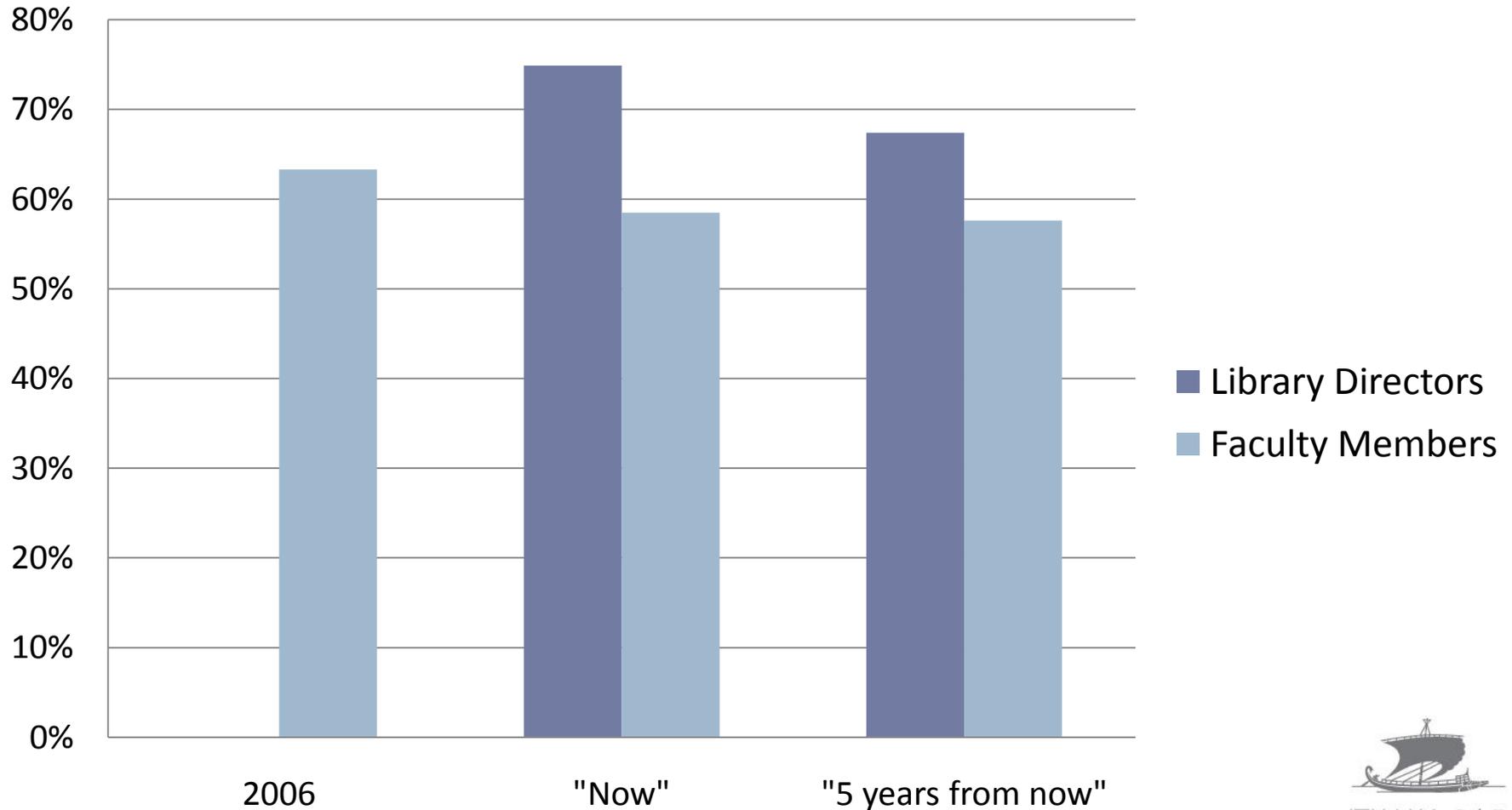
75% think that it is important for their library to serve as a gateway.

Discovery ranks **2nd** among library budget priorities

75% strongly agree that “it is strategically important that my library be seen by its users as the first place they go to discover scholarly content.”

Gateway: A Declining Role of the Library?

Percentage answering that it is very important that the library serve as a "gateway"



- **Most respondents do not feel they have developed a service strategy to meet user needs.**
- **Respondents envision a high-level strategic prioritization of their research and teaching support and facilitation functions.**
- **Important divergences between high-level strategies and budget priorities.**
- **The discovery role remains in strategic flux.**

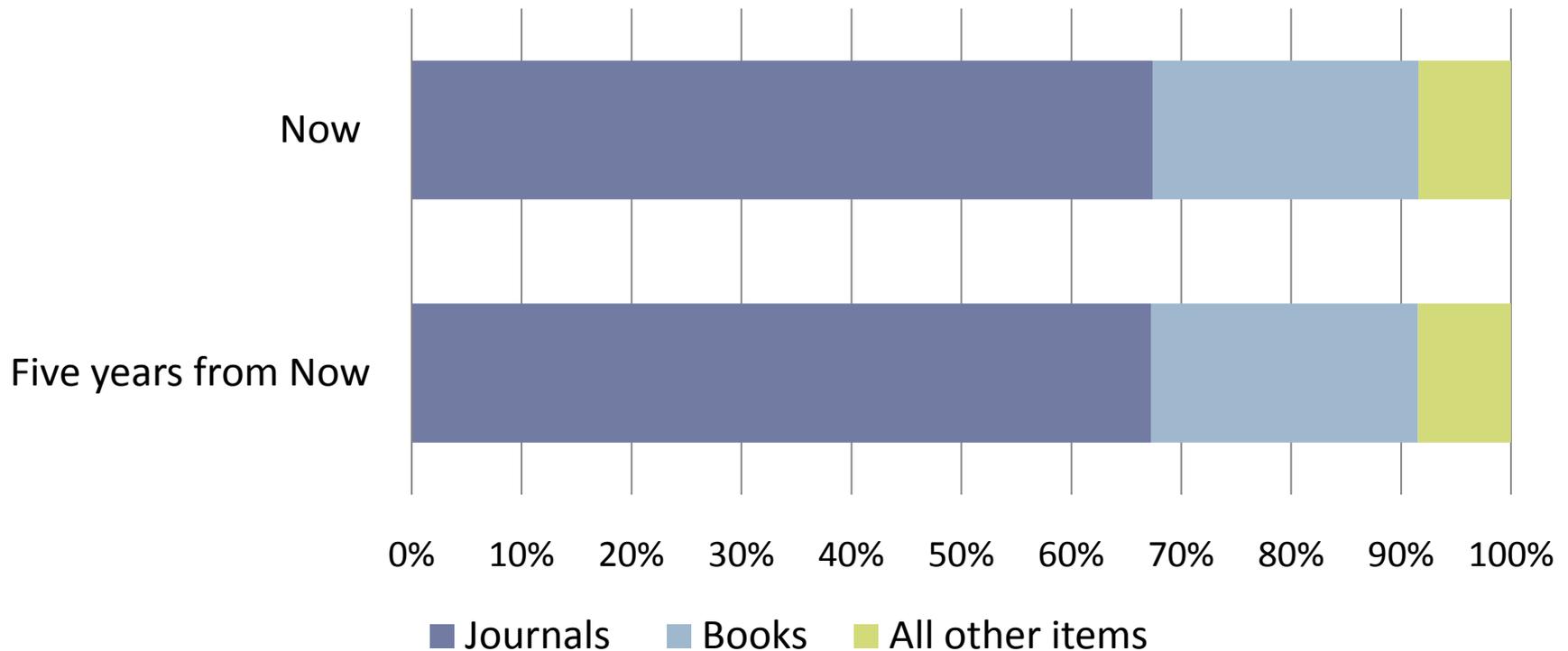
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Collections Development and Management

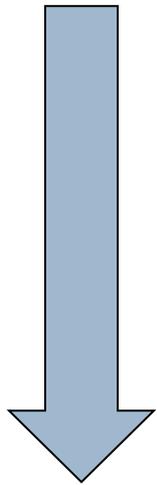
Digital vs. Print Spending

“What percentage of your library’s materials budget is spent on the following items?” and “In five years, what percentage of your library’s materials budget do you estimate will be spent on the following items?”



Digital vs. Print Spending

Journals



Directors predict a

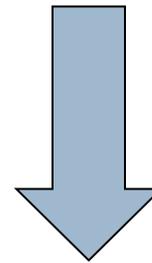
106%

drop in spending on
print journals in the
next 5 years...

...bringing budget shares to:

12% / **88%**
Print / Digital

Books



Directors predict a

46%

drop in spending on
print books in the
next 5 years.

...bringing budget shares to:

54% / **46%**
Print / Digital

Print to Electronic Transition: Publishing

“I am completely comfortable with journals (that I use regularly/ that my library subscribes to) ceasing their print versions and publishing in electronic-only form.”

	Library Directors	Faculty Members	
Agree	70%	39%	Agree
Neither agree nor disagree	22%	30%	Neither agree nor disagree
Disagree	8%	32%	Disagree

Print to Electronic Transition: Existing Collections

“Within the next five years, the use of (online or digitized journals/ electronic versions of scholarly monographs) will be so prevalent among faculty and students that it will not be necessary to maintain library collections of hard-copy...

... Journals.”

... Books.”

Agree

54%

7%

Agree

Disagree

13%

59%

Disagree

91% have either already **deaccessioned journals or moved them offsite** or are planning to do so in the future.

47% said **they have all the information they need to make informed decisions** about when to deaccession print journals that they have access to digitally.

36% have **formal collection management policies** for when and how to deaccession print collections

- **The library's role as a buyer of materials remains of primary importance.**
- **No expectation of a further erosion of book budgets in favor of journals.**
- **The transition to electronic format for journals acquisitions is expected to be essentially completed in five years and at that point spending on electronic formats will occupy nearly half books budgets.**
- **Most libraries have become comfortable with deaccessioning or moving offsite their print journal collections after they have reliable digital access.**

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Conclusion and Discussion

Questions for Future Research

- **How do specific library activities contribute to teaching and learning?**
- **Which of the library services that are oriented towards discovery will be most popular with users?**
- **Will print collections development and management for books follow the same patterns as it has for journals?**

- 1. Are local spending priorities aligned with the high-level goals of the library?**
- 2. Where do priorities and user attitudes need to be changed or influenced?**
- 3. Are you prepared for the transition away from print journals?**
- 4. What issues will your library face if electronic books become increasingly important?**

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Thank you

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