

Return on Investment: Library Value to the Community

Value of Your Library to the Community

This spreadsheet should be shared with your stakeholders and funders throughout your community. Facts and figures may need to be adjusted to match your current funding and spending levels.

These values were determined by researching real costs as of December 2010. Businesses were compared in the D/FW area.

North Texas Library Partners

Valuing Libraries Worksheet

<http://www.ntrls.org/ConsultantReports/ROI2011/Return-on-Investment-for-Library-Directors.xls>

A list of estimated or average Texas values with explanation		
Item	Estimated Retail Value	Values Explained
Book Borrowed	\$15.00	Average cost of hardcover for adults (Barnes and Noble, Amazon, Baker & Taylor)
Paperback Book Borrowed	\$7.00	Average cost of paperback for adults
Children Book Borrowed	\$12.00	Average cost of hardcover for children
Magazine Borrowed	\$3.50	Average cost to purchase a popular periodical issue

Movies Borrowed	\$15.00	Average cost to purchase a popular DVD (Amazon, Best Buy)
Audio Books Borrowed	\$30.00	Average cost to purchase an audio book (Amazon, Best Buy)
E-Books Borrowed	\$12.00	Average E-Book Price (Overdrive, Kindle)
Magazine/Newspaper Use in Library	\$1.00	Average monthly cost of a popular periodical/newspapers issue (Star Telegram, Dallas Morning News)
Interlibrary Loan	\$10.00	Average national cost for loans (Staff and postage)
Meeting Room Use per Hour	\$50.00	Estimate on Local Meeting Rooms
Program/Class Attended - Adult	\$10.00	Estimate Based on Local Programs
Program Attended - Children	\$6.00	Estimate Based on Local Programs
Computer Use, e.g., Internet and MS Word per hour	\$5.00	Sample hourly rate at internet cafes for people using their computers, not their own laptops.
Reference Questions	\$12.00	Estimated cost per question (Staff and Resources)
Online Databases per population per person	\$16.00	From TSLAC Texshare Program

Other Valuable Resources for Return on Investment/Value of the Public Library

ALA's Value of Libraries: http://wikis.ala.org/professionaltips/index.php/Value_of_Libraries

Kelvin Smith Library's Public WOW Project from Case Western:

This is a very interesting presentation to see library statistics in a different way and making them part of the everyday library life. <http://library.case.edu/ksl/LibraryStats.aspx>

OCLC – Return on Investment

<http://www.oclc.org/roi/>