Measuring the Impact of Your Repository

by Brad Matthies

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2001: A Librarian Tells Me That…

“Repositories are just a fad.”
Established Fact: In 2011 Most Academic Libraries Are Pursuing Digital Initiatives
An Appeal To Logic: Academic Libraries Are Changing

- Several Recent Reports
  - The Digital Information Seeker report by the Higher Education Funding Council (2010)
  - Ithaka Faculty Survey (2009)

- According to these and other reports...
  - Academic libraries are changing from places of knowledge access to places of knowledge creation.
Institutional Repository Solutions *Can* Help Libraries Create New Knowledge

![Pie chart showing open access repository types worldwide.]

- Institutional: 1483 (82%)
- Disciplinary: 217 (12%)
- Aggregating: 77 (4%)
- Governmental: 48 (2%)

Total = 1817 repositories

Your Library Here!

Butler University Libraries
Assessment 101: Outputs & Outcomes

- **Outputs (i.e. bean-counting)**
  - Number of items in the repository
  - Number of downloads
  - Number of faculty, departments, or colleges participating
  - Site traffic data from Google Analytics

- **Outcomes (i.e. how participation transforms participants)**
  - Campus buzz
  - External opportunities for faculty
  - Faculty using Digital Commons data
  - Support from campus administration
Outputs

- Outputs (i.e. bean-counting)
  - 2,865 items
  - 90,391 downloads
  - 11 Communities, 40 series, 1 active scholarly magazine, 2 archived journals, 1 forthcoming scholarly journal series
  - 285 faculty contributions (Dec. 2010) & 67 Selected Works pages
  - 6,529 site visits by 98 countries (Dec. 2010)
  - Annual Report for 2010
Outputs Are Great, But…

- 47,442 items
- Hundreds of Communities & Series
- 6,570,129 downloads!
Paraphrasing Yoda

“Outputs matter not.”
Outcomes

- **Support from campus administration**
  - Our Provost publically mentioned DC in her fall convocation speech
  - Our Provost is also an enthusiastic supporter of the project

- **Campus buzz**
  - Several faculty have asked to participate (normally I have to seek them out)
  - One faculty member expressed interest in hosting a scholarly journal series @ DC
  - The Dean of LAS committed to supporting the aforementioned faculty member in terms of funding for a student assistant

- **External opportunities**
  - Dave Mason’s radio interview

- **Faculty using Digital Commons data**
  - Download data used by newer faculty for tenure review check
  - Requesting SW page updates for job hunt
  - Faculty including SW page in their e-mail signatures
Questions?

For questions about this presentation, please e-mail me at: bmatthie@butler.edu.

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