

## 2019 Library Services Return on Investment (ROI) Calculator

Feb. 2021

I. 2019 Total Library Operations Spending **Amount**  
\$476,239

### II. Circulation of Physical Books, DVDs, CDs etc....

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	% of Library Value
Books	82,545	\$23.80	\$1,964,571	Purchase	50%	\$982,286	
Periodicals	2,686	\$5.00	\$13,430	Purchase	0%	\$13,430	
Movies on DVD/VHS	63,016	\$3.00	\$189,048	Rent	NA	\$189,048	
Music CD/Cassette	3,973	\$9.99	\$39,690	Purchase	50%	\$19,845	
Books on CD/Tape	3,284	\$10.47	\$34,383	Rent	NA	\$34,383	
Playaway/Tablet Books	0	\$10.47	\$0	Rent	NA	\$0	
<b>Physical Circulation Subtotal</b>						<b>\$1,238,992</b>	<b>50.7%</b>

### III. Electronic Circulation (eBooks, streamed movies, music downloads, etc..)

Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	
eBooks	10,769	\$12.50	\$134,613	Purchase	0%	\$134,613	
Audiobook Download	6,305	\$21.00	\$132,405	Purchase	0%	\$132,405	
Magazine Digital Downloads	481	\$5.00	\$2,405	Rent	NA	\$2,405	
Movies Streamed	850	\$4.00	\$3,400	Rent	NA	\$3,400	
Music Downloads	192	\$0.99	\$190	Purchase	0%	\$190	
<b>Electronic Circulation Subtotal</b>						<b>\$273,013</b>	<b>11.2%</b>

### IV. Reference Services

	# of Items	Value/Use				Value	
Non-circulating Periodicals used by Patrons	13	\$5.00				\$65	
	# of Library Visitors	# of Reference Items	Avg Cost	Value	Sellback	Net Value	
Use of Reference Materials	80,184	8,018	\$106.75	\$855,964	50%	\$427,982	
Reference Questions & Answers	# of Answers	Value/Hr.	Time/Answer			Value	
	3,120	\$50.00	6 minutes			\$15,600	
	Database # of Times Used	Value/Use				Value	
Electronic Database Usage Method A*	1,631	\$10.00				\$16,310	
* SEE INSTRUCTIONS. Fill in ONLY Cell B32 OR Cell B34, not both.	Database Hrs. Used	Value/Hr.					
Electronic Database Usage Method B*	0	\$40.00				\$0	
<b>Reference Services Subtotal</b>						<b>\$459,957</b>	<b>18.8%</b>

### V. Computer & Technology Services

	# of Hours	Price/Hr.		Value
Patron Computer Use	11,099	\$29.40		\$326,311
	# of Hours	Price/Hr.		Value
Wi-Fi Use	18,841	\$5.00		\$94,205
	# of Items	Price/Item		Value
Wi-Fi "Hot Spot" Lending	390	\$14.50		\$5,655
	# of Patron Hrs.	Value/Hr.		Value
Computer Training	132	\$25.00		\$3,300
<b>Computer &amp; Technology Subtotal</b>				<b>\$423,816</b>

### VI. Other Library Services

	# of Events	Rent/Event		Value
Meeting Room Use	689	\$50.00		\$34,450
	Attendance	Value/Participant		Value
Children's Library Programs	340	\$20.00		\$6,800
	Attendance	Value/Participant		Value
Young Adult Library Programs	121	\$15.00		\$1,815
	Attendance	Value/Participant		Value
Adult Library Programs	228	\$25.00		\$5,700
	# of Sessions	Price/Hr.		Value
Homework Help Sessions	0	\$60.00		\$0
* SEE INSTRUCTIONS. Fill in ONLY Cell B58 OR Cell B60, not both.	# of Students Helped	Price Per Student		Value
Homework Help Sessions	0	\$20.00		\$0
	# Meals/Snacks Provided	Price per Meal		Value
Summer Food Programs	0	\$2.25		\$0
	# of Library Outreach Trips	Patron Cost Saved Per Trip	Average # of Patrons Per Trip	Value of Outreach

Outreach Services (Bookmobile etc.) Method A**	0	\$2.90	0		\$0
<b>* SEE INSTRUCTIONS. Fill in ONLY Cell B64 OR Cell B66, not both.</b>					
Outreach Services (Bookmobile visits and books delivered to patrons) Method B**	0	3	0	\$2.90	\$0

Other Library Services Subtotal

\$48,765 2.0%

**Grand Total Benefits of Library Circulation & Services**

\$2,444,542

VII. Ratio of Library Benefits to Expenditures

2019 Total Library Operations spending (from cell B3)

\$476,239

**Direct Benefit to Spending Ratio**

5.13

VIII. Economic Multiplier

2018 BEA

BEA Household Consumption Multiplier

1.2649

Multiplier Impact to Consumers of Value of Library Services

\$3,092,102

Economic Multiplier Benefit to Spending Ratio

6.49

## Understanding the Findings from the 2019 Library Services Return on Investment (ROI) Calculator

Now that you have completed entering the data into the ROI Calculator, what do the results mean?

### 1) Ratio of Library Benefits to Spending

Cell G70 shows the Grand Total Benefits of Circulation & Library Services at your library.

This figure is compared with your library's 2019 Total Operations spending to create a ratio of Direct Library Benefits to spending in your community. This figure is the initial measure of the Return on Investment of your library and is shown in cell G74.

For example, if your library's ratio of benefits to spending was 2.5, this would mean that for every \$1.00 spent by your library, your community received \$2.50 in DIRECT BENEFITS from using library materials and services.

### 2) Economic Multiplier Effects

Cell B77 shows the most recent Household Consumption Multiplier from the Bureau of Economic Analysis. This multiplier indicates that every time a consumer spends \$1.00 in Ohio, an additional 26.49 cents in economic activity is generated. This multiplier is based on 2018 regional economic data.

Libraries allow users to save money by borrowing items and receiving services that they would otherwise have to rent or purchase. This means that libraries enhance the purchasing power of users by enabling them to spend their money in other ways. The true impact of libraries on the economy will include the multiplier effects of this freed up consumer spending.

The value of library benefits including the multiplier effect is shown in cell G78.

Cell G79 shows the ratio of Benefits to Spending for your library including economic multiplier effects. This figure is the cumulative Return on Investment of your library.

For example, if your library's ratio of benefits including economic multiplier effects to spending was 3.5, this would mean that for every \$1.00 spent by your library, the TOTAL ECONOMIC BENEFIT provided to your community is \$3.50.

### 3) The ROI Calculator does NOT include every type of Library Program

The intention of the ROI Calculator is to quantify the benefits provided by Ohio's 251 public library systems in a simple and understandable fashion.

Some services and programs have been omitted from this calculator (i.e. resume and job search workshops, personal finance workshops, GED training and testing, reading and literacy programs, etc.).

Additionally, the ROI calculator does not include the numerous "non-traditional" items that many Ohio Libraries circulate. These items include Roku streaming devices, musical instruments (especially ukuleles), board games, puzzles, computer games, telescopes, bike locks, kitchen items, laptops, tablets and Kindles, blood pressure monitors, museum passes, air quality monitors, sporting equipment, headphones, portable chargers, and others.

While the services and programs that have been omitted tend to be harder to quantify than those that have been included, that does not mean that they do not have value. Please make sure you mention these and any other additional services when you discuss your library's Rate of Return with policy-makers and constituents.

The fact that there are some library services and programs that are not included in the ROI calculator actually strengthens the findings produced by the calculator. This is because it can be unequivocally stated that whatever your library's return on investment computes to be, it will be an understatement of the true value provided by your library to your community.