Business models in a public goods context

Defining measures of value

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Library

Definitions

- Digitization as the capture process
- The need for rigor in taxonomies of library work (linguistic relativism and our work)
- Different costs, strategies for supporting, and value structures for different elements
 - Capture
  - Access
  - Archiving

Setting context

- Liz's financial models are a key part of accountability. No library service at *any cost*. Make your case with numbers

- Oya's organizational models are critical to understanding how a library can structure its work. Think about restructuring rather than adding on.
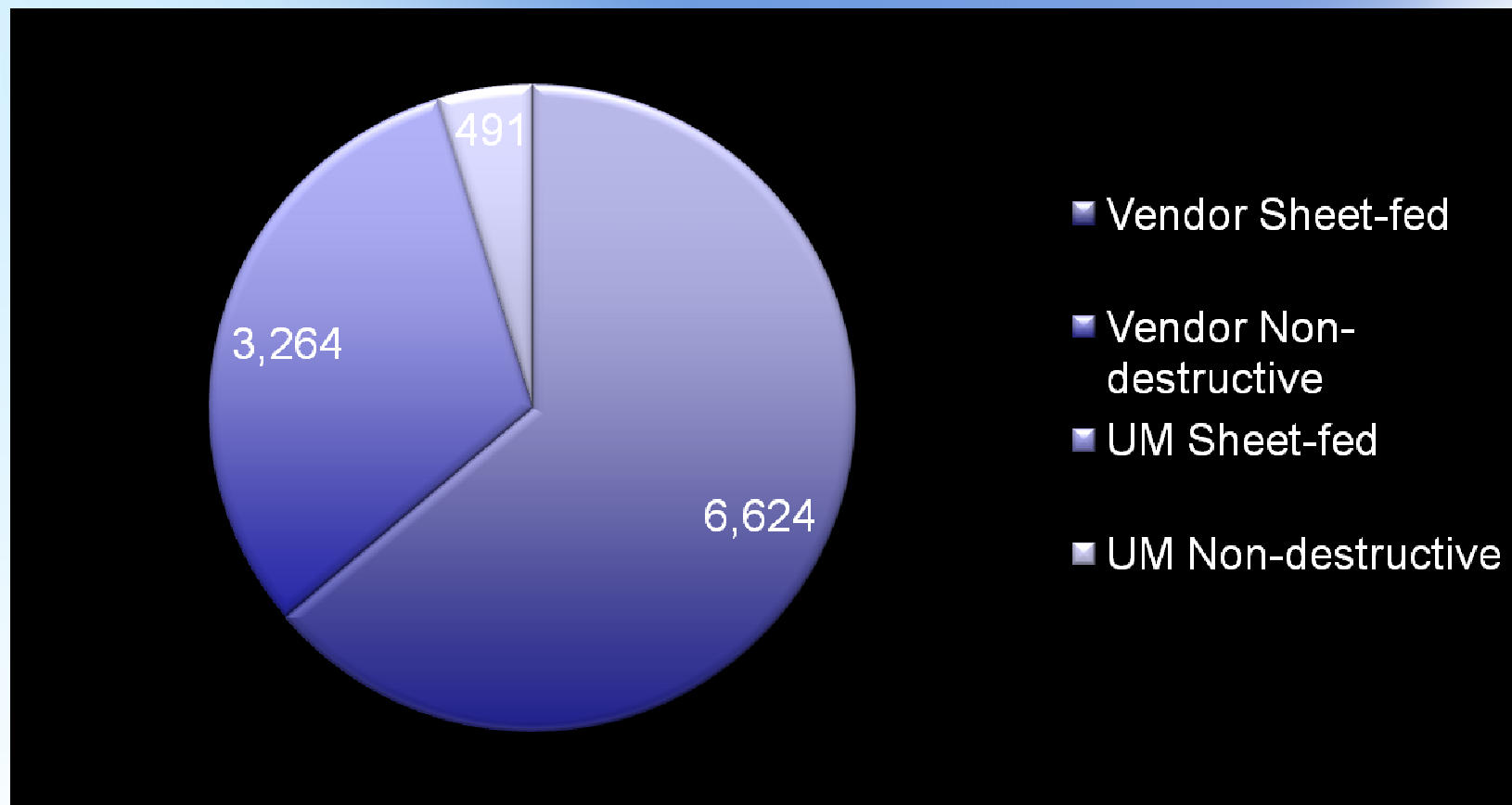
- Now, some institutional context

Library

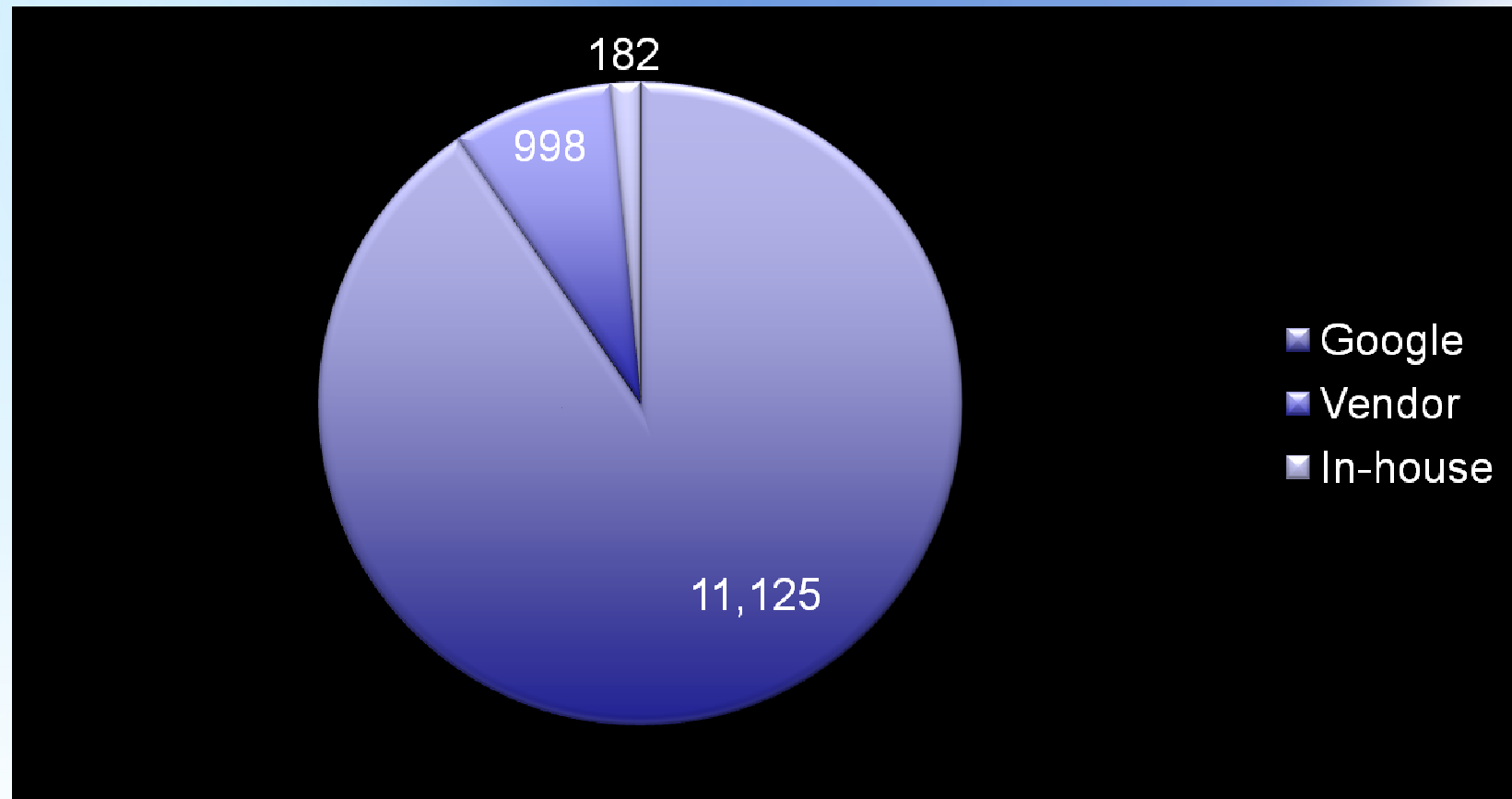# Using Michigan as a case study

A mix of strategies and material types

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Library

2008 UM digitization by source
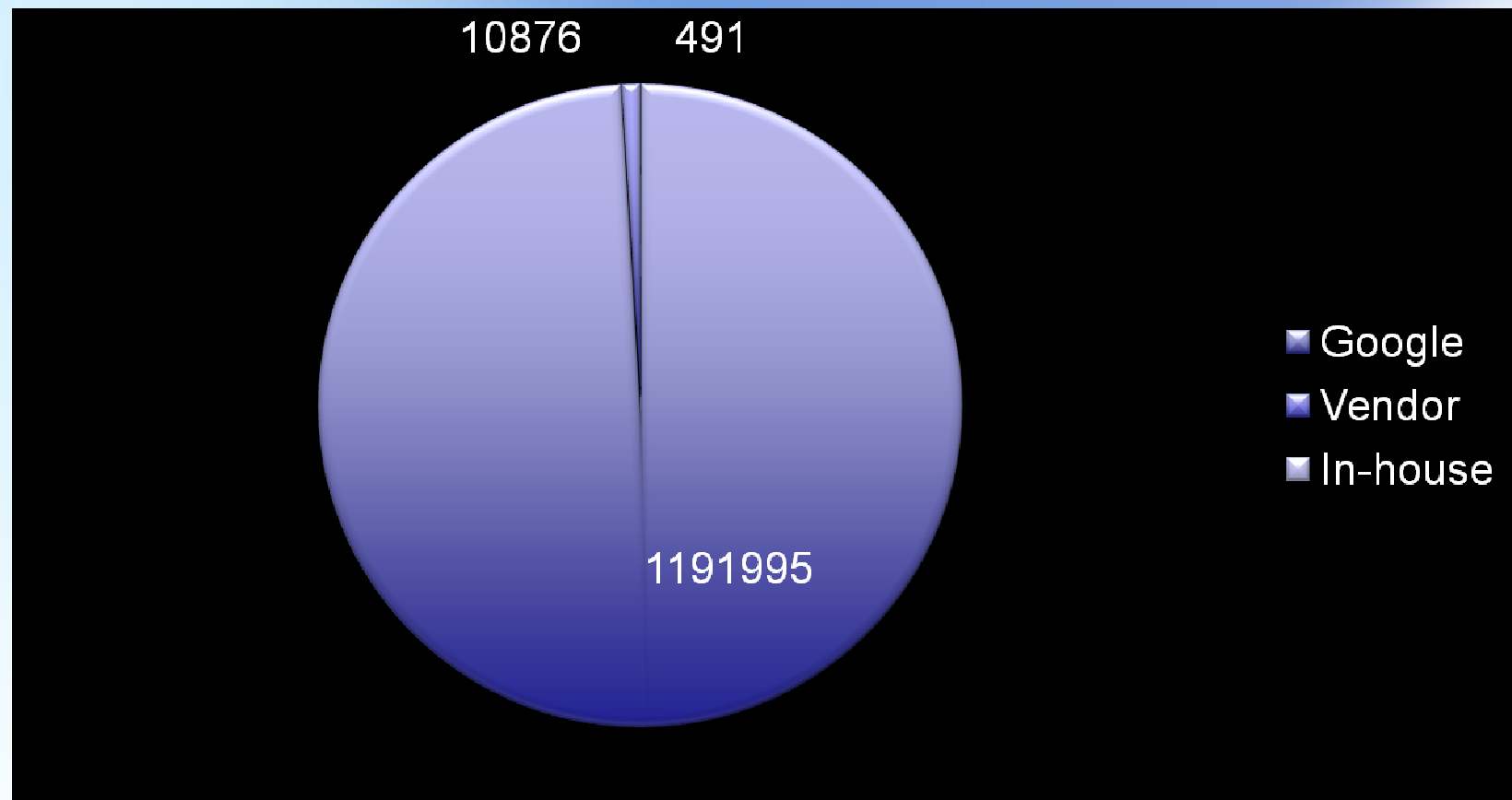
Non-Google scanning by type (vols)

- Vendor Sheet-fed
- Vendor Non-destructive
- UM Sheet-fed
- UM Non-destructive

491

3,264

6,624

Library

Special Collections Digitization – Google, Vendor, In-house

Per-unit Costs

	In-house	Vendor	Google
Sheet-fed	$0.32	$0.09/$0.12	$0.00
Non-destructive	$0.25	$0.21	$0.00

Michigan "spend" in FY09

Google	$0.00
Vended digitization	$500,000+
In-house	2-3FTE + mgmt

Library

The Michigan Business Model

- Evaluate digitization relative to range of needs
- Associate sources with methods
  - Partnerships (Google and others)
  - Grants (when available or appropriate)
  - Collection funds (FY09: 3-4% of collection budget)
- Build (on a?) culture supporting these priorities
  - Campus
  - Library

Business models as measuring value

- The metrics of value: use, research outcomes, increased national and international visibility for the institution and priorities, faculty productivity, etc.

- Collections as investment: can we measure value?

- Different institutions = different values = different investments

- Look more seriously at "network models" of libraries

Library