



## Values and Impacts as Precursors for Measuring Library Returns on Investment: The Case of Covenant University Library in South-West Nigeria.

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**Abstract:** The study assessed values and impacts as precursors for measuring library returns on investment at Covenant University. This was with the aim of determining the extent to which users visit the library, the extent of staff familiarity with library users' services, the level of impact of the library on the clientele, institution and community as well as preferred means of communication for both students and staff. Descriptive survey design was adopted for the study. The population of the study consisted of librarians and academic Staff. Simple random sampling technique was used to select 437 academic Staff and 18 professional librarians. Instruments for data collection included questionnaire, institution/library records and reports. The data was analysed using frequencies and percentages while cross tabulation of variables was used for descriptive statistics as well as Statistical Package for Social Science (SPSS). Findings revealed among others that the library is highly patronized and there is a great impact of the library on its users and community. It concluded that Covenant University library users value the services provided by the library as both print and digital resources were heavily used, there was frequent usage of the physical library and online digital resources. The study recommended that the librarians should be more proactive and continuously engage in promoting the use of library resources, maintain relationship with the library users, engage in orientation and re-orientation for faculty, staff and students, appraise and measure library operations often for informed decisions on enhanced service delivery.

**Keywords:** Return on Investment, Library, Academic Library, Library Usage, Library impact, Library value, Library Return on Investment

## Background of the Study

The university is an institution of higher learning that provides facilities for teaching/learning, research, community service/application and are authorized to grant academic degrees; *specifically*, one made up of an undergraduate division which confers bachelor's degrees and a graduate division which comprises a graduate school and professional schools each of which may confer master's degrees and doctorates (Merriam Webster, 2010). However, it is imperative to recognize that universities are not set up simply as degree mills to produce students in learning centers, but primarily to do research, and disseminate outcomes and propagate innovation as well as impact the society (Ibidapo-Obe 2012). Thus the university is dedicated to providing faculty, staff, students and other members of the community with the environment and infrastructure that help them develop potentials for scholarship, creative work, professional realization, and services which are its objectives.

The library is the pivot around which all academic activities in any university revolve. Thus the existence of a university is tantamount to the existence of a library, if the institution must achieve its goals of transference of superior knowledge and award of requisite certification. In order to avail scholars the opportunity of doing quality teaching, learning and research therefore, a university library must be well equipped with relevant resources and poised to perform its responsibility by ensuring that the utilization of such information resources are maximized to

the benefit of all clients. In the light of the importance of a library to universities, it is highly necessary that university libraries engage in sundry activities to encourage and enhance the use of their resources, such as awareness and advocacies to increase its patronage thereby achieving high returns on the huge investment on same.

An effective expedition in this direction would require university Librarians to seize every available opportunity to aggressively market the library. They can request slots for brief interactions during orientation sessions for new faculty as well as new heads of departments if such does not already exist. Additionally, university librarians should constantly review the roles of liaison librarians and subject experts, assigned to departments, faculties or colleges to seek periods for presentations to faculty on the available new services, information resources and their usefulness in teaching and for career development. Libraries should also deploy and continue with the use of e-mail, the library websites and social media to promote the library and available current resources.

Also, considering the fact that sustaining and maintaining an academic library is capital intensive, it behoves all library leaders and managers to engage in a continuous process of performance assessment (input and output) to ensure effectiveness and efficiency of all its activities. Performance assessment of an academic library is a systematic and objective internal and (or) external evaluation of its design, goals, implementation and results of on-going

or completed activities, project, program, or policies with the aim of determining the extent of fulfilment of outlined objectives, relevance, efficiency, effectiveness, impact, and sustainability of the library's programs (Iroaganachi and Nkiko 2016; Tamaro, 2008). In essence, performance assessment focuses on critical resources; expertise, equipment and supplies needed to implement the planned activities (inputs). what actually is being or was done with the available resources to produce the intended outputs (activities), products and services that need to be delivered to achieve the expected outcomes (outputs), effect or behaviour changes resulting from a strategic programme (outcomes) and long-term improvement within and outside the institution (impacts) (Jinabhai, 2007).

Only effective implementation of the foregoing through concerted effort and more will determine the impact of the library on its immediate and extended clientele and environment as a whole. The quality of a library's resources, services and operations will define its impact as well as improve the prestige of the institution. An institution's reputation is evident in the quality of its faculty recruitment, institutional ranking, attention-getting special collections, and institutional community engagement (ACRL, 2010). According to Fister (2010), libraries that include renowned special collections may bring significant prestige to their institutions. This can influence research grants proposals and funding that the institution attracts and learning outcomes, in addition to student

enrolment, student retention and graduation rates, student success, student achievement, student learning, student engagement, faculty research productivity, faculty teaching, and all-embracing institutional quality etcetera.

### **Statement of the Problem**

There are high expectations on academic libraries from the immediate learning community and beyond. In essence, the society as a whole expects optimal service delivery in the provision of information resources from libraries. Academics expect the libraries to support and promote leading-edge learning, teaching and research. Parents and students expect enhancement of students' collegiate experience, as well as preparation for their career placement through sound knowledge and skills acquisition. Apart from the above, stakeholders count on academic libraries to achieve these and other goals of the institution. More so, the cost of running and sustaining an academic library is very high so there is need for justification of returns on investment, which can only be determined by its relevance and value. Thus libraries are required to demonstrate evidence that they can and are achieving set goals. In view of these, libraries generally are constantly being required in recent times to show evidence of their value.

The value of libraries is dependent on the accomplishment of their institutions, effect on the community and individual successes which culminate in maximum impact and defined outcomes as well as institutional relevance that can be measured by the degree of attainments. For example, institution's reputation, research grants, student enrolment,

student retention and graduation rates, student success, student achievement, student learning, student engagement, faculty research productivity, faculty teaching, and all-embracing institutional quality etcetera.

More so, there exist gaps in literature on the value of academic libraries, especially in the area of comprehensiveness of what constitute indicators for measuring the value of academic libraries. For instance, other sources of data collection in existing studies are gate or head count and circulation statistics for determining visit and patronage in addition to survey result. Yet there are indicators that hitherto were not considered such as library visits, turn-over of students internship, job seeking/placement, university ranking, external academic community patronage (in using the library's information resources and/or services) and the extent of the library's benchmarking role (record of other libraries coming to understudy the library).

There is need to consciously and vigorously develop metrics for measurement this course towards the attainment of relevance and value of academic libraries. This is basically dependent on what the library leadership and staff does or fail to do. It is based on these premises that this study seeks to assess the values and impacts as precursor of measuring library returns on investment in Covenant University.

### **Objectives of the Study**

In a bid to properly assess the value and impact of the university's academic libraries, the study will seek to achieve the following objectives:

1. determine the extent to which users visit the library
2. determine the extent of use of library information sources by academics
3. determine the extent of staff familiarity with the library's users' services
4. determine the extent of usage of library services by clientele
5. ascertain the level of impact of the library on the clientele, institution and community
6. find out what the patrons value most about the services provided by the library.
7. ascertain the preferred means of communication for both students and staff
8. ascertain the librarians perception of how their libraries are valued by the clientele, institution and community
9. ascertain what libraries could do to increase their perceived value by users.

### **Research Questions**

1. What is the extent to which users visit the library?
2. What is the extent of use of the library information sources by academics, students and other members of the community?
3. What is the extent of staff familiarity with the library's users' services?
4. What is the extent of usage of library services by clientele?
5. What is the level of impact of the library on the clientele, institution and community?
6. What do you think the university values most about the services provided by your library?

7. What is the preferred means of communication for both students and staff
8. What is the librarians' perception of how their libraries are valued by the clientele, institution and community?
9. What could the libraries do to increase their perceived value by users?

### **Concept of Value**

Value is intrinsically, a function of standards, and utility as regards this study. A function of standards because for a library to be termed as having high value, presupposes that the library measures up to set standards or benchmark around the globe, such as (The International Federation of Library Associations and Institutions (IFLA), The United Nations Educational, Scientific and Cultural Organization (UNESCO), Association of College & Research Libraries (ACRL) standards) etcetera. Also it must be comparable to any world-class library anywhere in the world. On the other hand, value as a function of utility, connotes that resources, services and general operations culminate in absolute satisfaction, resulting in practical, tangible and measurable outcomes. This kind of feat, is not easily attainable thus, deliberate efforts must be made for any value to be realized and sustained in every facet of life.

Library value therefore, is defined as the exceptional consistent relevance and usefulness of a library that culminate in maximum satisfaction of individuals and community as well as adequately serving related institutional objectives.

Consequently, libraries must strive to identify areas of needs of its clientele to appropriately direct its resources and service delivery. This supports a paradigm shift of customisation of services thereby ensuring that outputs are aligned with the needs of various user groups.

### **Return on Investment (ROI)**

Return on Investment (ROI) is an instrument used by librarians to show their library's value. This is basically the total benefits derived from the investment on a library compared with the cost of running and maintaining it. Kelly, Hamasu and Jones (2012) opined that ROI is the total value returned by a product or service as compared with the total cost to produce that product or provide the service. In business parlance, ROI is expressed as a percentage, similar to the annual percentage paid on a bank savings account. According to Tenopir (2010), ROI is significant not only for measuring the values of the library to the institution but help librarians to guide change and priorities in the future. Another study in this regard summarised the issue by saying:

The library is faced with difficult economic times and university budget cuts as well as the value of the library, and wider goals of the university is increasingly questioned. Therefore, ROI measures are a concrete means of demonstrating to institution administrators and public audiences the vital role academic libraries hold within both their respective communities and on a global scale. Whereas libraries have traditionally been rather modest about broadcasting their own worth, today they must learn to make clear the

often unrecognized ways in which they contribute to institutional success. (Tenopir & Kaufman, 2010).

Reports discussing ROI that also include statistics, such as cost per use of resources, expressions of support, and appreciation from library users then become part of a total plan for communication of value. ROI is a powerful tool to use when establishing credibility, accountability, and evidence for showing the library's value (Kelly *et al* 2012).

### **Theoretical and conceptual**

#### **Frameworks on value and impact:**

#### **Total Quality Management Theory (TQM)**

The theoretical framework of this study is underpinned on the fact that Quality is a competitive priority for any organization / library that must make impact and add value to users. Total Quality Management (TQM) is a theory that explains that quality in organization operations and services will lead result in value-added services to the customers or users.

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Psychogios and Priporas (2007) cited Morgan and Murgatroyd, (1997) defined TQM as the mutual co-operation of everyone in an organization and associated business processes to produce products and services, which meet and, hopefully, exceed the needs and expectations of customers. TQM is both a philosophy and a set of management

guiding principles for managing an organisation. (p. 42).

TQM theory postulates that the best way to improve organizational output is to continually enhance performance. Quality improvement is not a task that has an end, as it is not static. The emphasis is on seeking improvement opportunities, not just maintaining the status quo. The focus is on planning, prevention, and anticipation (Psychogios and Priporas, 2007 p. 44 cited Dale, 1996; Goetsch and Davis, 1994; Hoand Fung 1994).

#### **Relevance of this Theory to the Study**

Quality is the bedrock of impact and ROI which culminate value that accrue services to users. Any academic library that must remain relevant and be above its competitors must ensure that their personnel, operations and services to users are of utmost quality. TQM theory addresses this pertinent issues, it states that quality processes in organization or library will produce products and services, which meet and, exceed the needs and expectations of customers not precluding other stakeholders. This actually is the concept of value, impact and ROI in library and information centres.

#### **Methodology**

The design adopted for this study is descriptive survey design. The population of the study consists of the librarians academic Staff and simple random sampling technique was used to select 437 Academic Staff and 18 Professional Librarians. Instruments for data collection include questionnaire and the institution/library records and reports. The data was analysed using frequencies, percentages and cross tabulation of variables was used for descriptive statistics and Statistical Package for Social Science (SPSS)

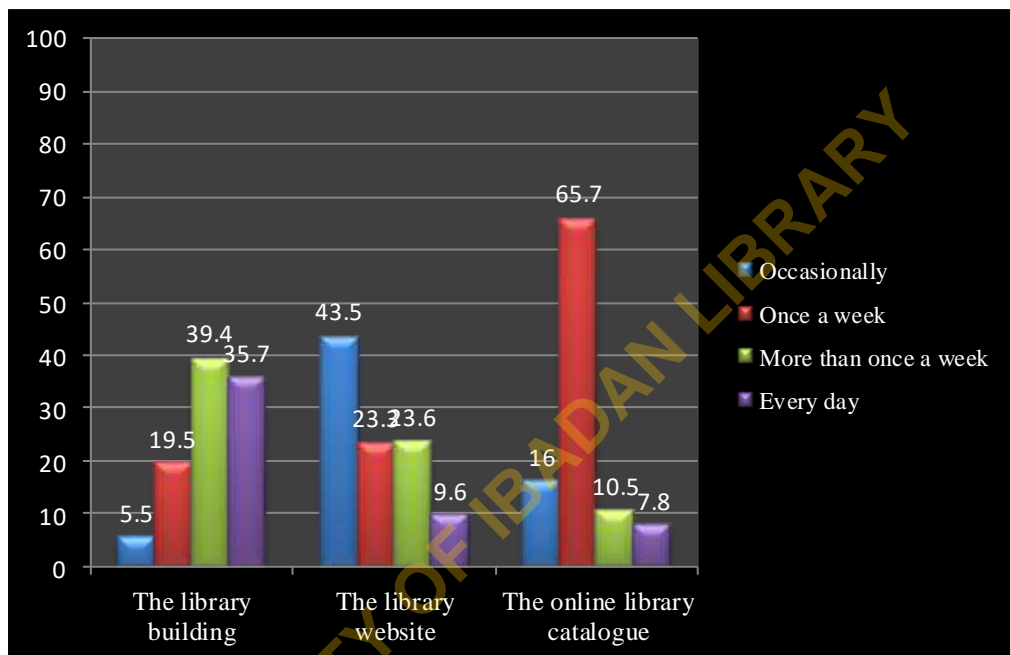
software was used for the analysis. All to the objectives of the study.

analysed data were discussed in tandem

## Results and Discussion of Findings

### Research Question 1: What is the extent to which users visit the library?

Figure 1: Extent to Which Users Visit the Library

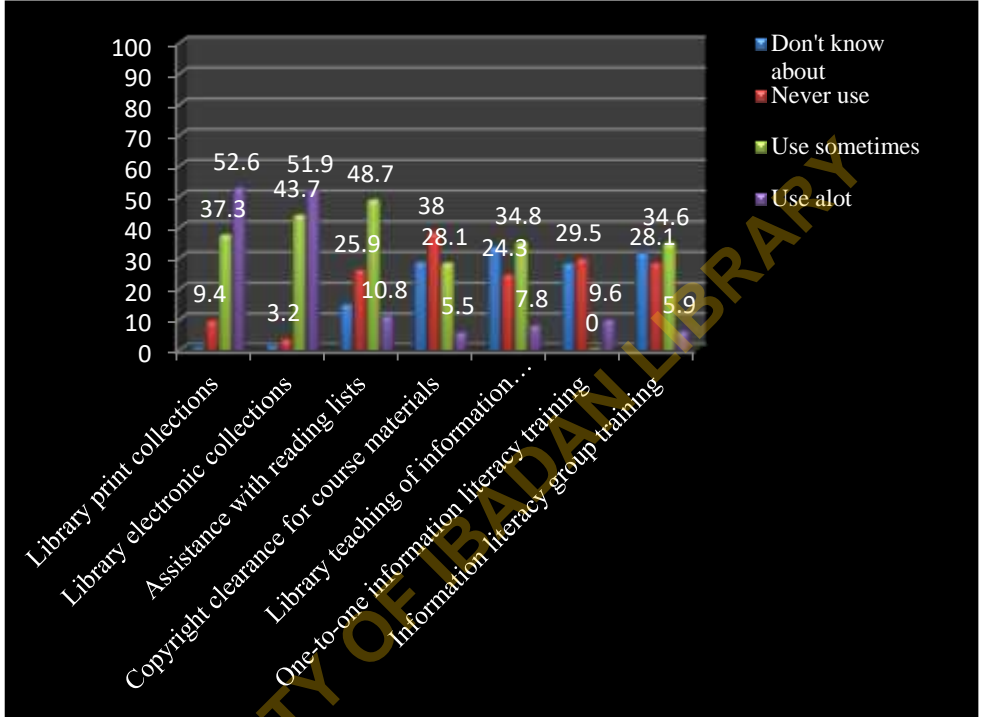


The figure 1 showed the extent to which users visit the library, out of 437 respondents, 287 (65.7%) indicated that they visit the web based online library catalogue once a week, (43.5%) visited the university library website occasionally, while just 172 (39.4%) of respondents visited the library building more than once a week. This

corroborates the findings from the study of Yusuf and Iwu (2010). In the study of the use of academic library; case study of Covenant University, Nigeria, it was reported that 88% of the users sampled visited the library to read journals, use electronic or print resources. This means that the library is highly patronized.

**Question 2: What is the extent of use of the library information sources by academics, students and other members of the community?**

Figure 2: Extent of use of the Library Information Sources by academics, students and other members of the community



To ascertain the extent of use of the library information resources by academics, students and other members of the community, Figure 2 showed that 230 (52.6%) of the respondents use the library’s print collection a lot, while 227 (51.9%) use the library’s electronic collection a lot. This is an indication that the library print collection and book lending still are very significant in this digital age. The finding supports

Connaway (2015) who reported that in a national survey of Americans, over 80% of respondents in the study indicated that borrowing books is a “very important” service libraries provide and 73% of the study population visited a library to borrow print books. This indicates that it may still take some time for there be a library that holds purely electronic resources as patrons continue to need printed resources.

**Question 3: What is the extent of staff familiarity with the library’s users’ services?**

Figure 3: Extent staff familiarity with the library’s users’ services

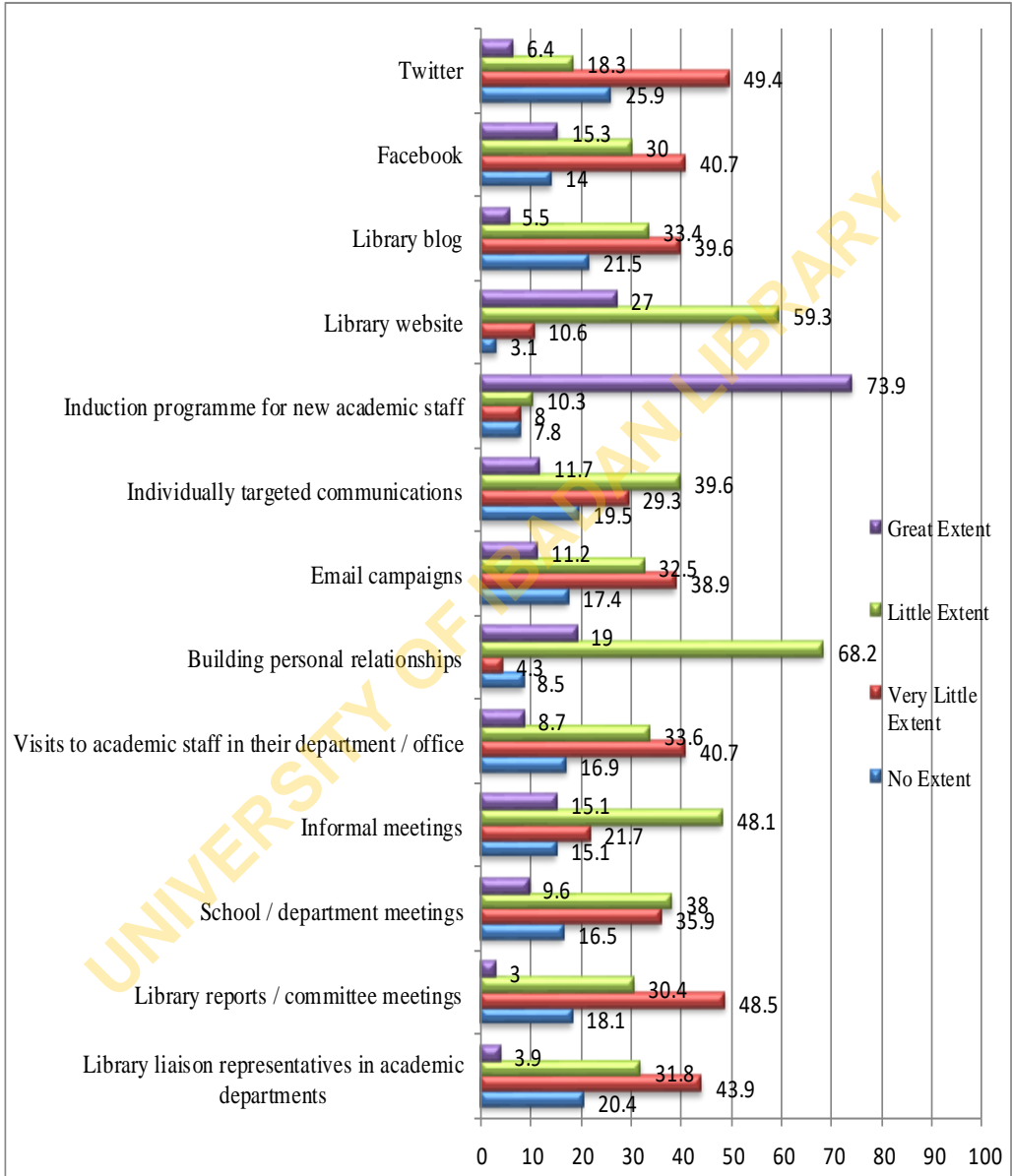


Figure 3 revealed that majority 73.9% of the respondents were familiar with induction programme for new academic staff to a great extent, 68.2% were familiar with building personal relationships to a little extent, 43.9% were familiar with library liaison representatives in academic departments to a very little extent, and 3.1% were familiar with library website to no extent.

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familiar with library staff building personal relationships with faculty members to a little extent, while 59.3% of the respondents were familiar with the library website to a little extent also. The finding revealed that induction or orientation programme for new academics was a major service users were familiar with. This implies that the library constantly educate new faculty members. According to Busayo (2003), the essence of user education is to

acquaint users with the fundamental library skills needed to enable them efficiently use with minimum efforts the library information resources which are most apt to them for the purpose of learning, research and recreation. However, this finding also shows that awareness programmes need to be intensified as well as the librarians going out of their way to build relationships with faculty members with a view to marketing the library.

#### Question 4: What is the extent of usage of library services by clientele?

**Table 1: Library Resources Usage Statistics 2007/2008 - 2014/2015 Academic Sessions**

YEAR	REGISTERED READERS				VOLUME BORROWED AND CONSULTED		
	STAFF	STUDENTS	OTHERS	TOTAL	HOME READING	RESERVED COLLECTION	TOTAL
2007/2008	710	7,326	167	8,203	32,436	3,123	569,496
2008/2009	608	7,430	159	8,197	45,200	2,978	415,245
2009/2010	716	7,367	136	8,219	43,168	4,610	587,332
2010/2011	815	7,653	125	8,593	51,320	5,045	682,087
2011/2012	989	7,810	142	8,941	48,359	5,306	698,910
2012/2013	895	8,021	137	9,053	54,020	4,221	859,732
2013/2014	823	8,211	151	9,185	60,000	5,012	872,334
2014/2015	812	8,501	148	9,191	64,021	5,034	873,213

Source: Covenant University Library (2016)

Table 1 revealed the number of users that used the library between 2007/2008 and 2014/2015 academic sessions. In 2007/2008 academic session the total numbers of registered readers, volume of booked borrowed and consulted was 569,496. Data showed there was decrease in the numbers of registered readers, volume of booked borrowed in 2008/2009 academic session while in 2014/2015 academic session there was increase in the numbers of registered

readers, volume of booked borrowed (873, 213). The statistical data presented showed the extent of usage of library services and how valuable library materials are in the academic community. According to International Federation of Library Association (2010), library statistics make known a wealth of material, of hidden success stories where libraries have opened and ensured access to relevant information for all groups of the population.

**Table 2: EBSCO HOST Covenant University Usage Statistics 2014/2015**

Site	Year	Month	Count	Average Length	Searches	Total Full Text	PDF Full Text	HTML Full Text	Abstract	Smart Link	Custom Link
Covenant University	2015	Nov.	413	68	6450	1370	1279	91	952	11	13
	2015	Oct.	602	70	10229	2007	1898	109	1284	34	23
	2015	Sept.	657	88	9606	2666	2503	163	2019	19	14
	2015	Aug	451	76	5487	1561	1476	85	830	9	3
	2015	July	238	71	4010	1306	1271	35	496	8	10
	2015	June	333	79	6230	1482	1429	53	620	11	10
	2015	May	316	75	5065	1245	1220	25	521	6	1
	2015	April	289	82	3584	1633	1588	45	565	1	0
	2015	March	500	69	6765	1910	1865	45	777	10	4
	2015	February	405	71	7681	1329	1277	52	655	6	8
	2015	January	388	70	6439	1536	1466	70	754	15	8
	2014	December	323	74	4548	1037	996	41	412	10	5
	2014	November	391	71	4604	1218	1162	56	618	20	4
	<b>Total</b>		<b>5306</b>		<b>80698</b>	<b>20300</b>	<b>19430</b>	<b>870</b>	<b>10503</b>	<b>160</b>	<b>103</b>

As a library subscribing to electronic databases such as EBSCOHOST, it is very easy to know the extent of use of e-resources through statistical data generated from automated system. Table 2 revealed the extent of use of (EBSCOHOST) e-resources, in

2014/2015 academic session over 80698 searches was made, a total of 20300 Full Text, 19430 PDF Full Text, 870 HTML Full Text and abstract 10503 was downloaded and viewed by the library users; staff, students and external users.

**Table 3: Science Direct Covenant University Usage Statistics**

Month	Jan-2014	Feb-2014	Mar-2014	Apr-2014	May-2014	Jun-2014	Jul -2014	Aug-2014	Sep -2014	Oct -2014	Nov-2014	Dec -2014	Total
Request for full-text documents	3,584	4,606	3,890	3,683	3,005	3,523	4,071	2,457	1,772	684	1,792	930	33,997
Request for all pages	10,435	14,978	18,287	13,858	8,842	8,868	12,335	6,753	5,531	2,940	3,902	2,623	109,352

Total Searches Run (incl. Federated Search)	424	576	462	295	230	316	207	264	137	20	19	48	2998
<b>Overall Total</b>	14,443	20,160	22,639	17,836	12,077	12,707	16,613	9,474	7,440	3644	5,713	3601	146,347

Table 3 revealed Covenant University Usage Statistics of Science Direct, in January 2014 a total of 14,443 articles usage ranging from request for full-text documents to request for all pages searches run including Federated Searches. This data in Table 3 showed that the extent of e-resource in university libraries is rising and this was observed by Olasore and Adekunmisi

(2015) as they studied the use of Library Electronic Information Resources by Academic Staff in Olabisi Onabanjo University library. Their study revealed that majority of staff in Olabisi Onabanjo University library 77(66.00%) use e-resources as they considered e-resource more informative and more useful.

### Question 5: What is the level of impact of the library on the clientele, institution and community?

Table 4: External Research Grants Won by Covenant University Faculty as Impact of the Library on the Clientele, Institution and Community

S/N	Grant Title	Beneficiary	Department	Year	Grant Worth
1.	Bill & Melinda Gates Foundation Research Grant	Dr. Eni, Angela	Biological Sciences	2014	\$310,747
2.	The World Academy of Sciences (TWAS)	Dr. Adebayo, Humphrey	Biological Sciences		\$58,230
3	The World Academy of Sciences (TWAS)	Dr. Ajani, Olayinka	Chemistry		\$10,000
4	George Foster Research Fellowship Award	Prof. Adebisi, Ezekiel	Computer and information Sciences		12-month Research award

Table 4 showed the level of impact of the library on the clientele, institution and community. A biologist won Bill & Melinda Gates Foundation Research Grant worth \$310,747 and another Biologist and a Chemist were awarded the World Academy of Sciences (TWAS) grants worth \$58,230 and \$10,000 respectively. Also Computer

Scientist won George Foster Research Fellowship Award of 12-month Research. According to Research Information Network and Research Library United Kingdom (RIN and RLUK) (2011), success in winning research grants and contracts are critically-important, especially for research-intensive universities. Even

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though, Research Support Offices assist researchers to generate a regular flow of high-quality applications for such grants and contracts, Libraries play an increasingly significant role too. Libraries have an opportunity to use their skills to help researchers improve the quality of their funding applications, and to increase the institution's success in winning research income.

Libraries are critically important in helping researchers to exploit the full benefits and opportunities of the

networked world. Overfield and Roy (2013) corroborated this by noting that libraries can demonstrate value and increase academic success of both staff and students. Academic libraries maintain robust collections to facilitate the research of culture and trends in society. RIN and RLUK (2011) submitted that library contributes, positively to the university's reputation. The nature, quality, and amount of the library's collections, of its staff and the services provided are all significant.

Table 5: Total Number of Publications for Covenant University as Shown by Scopus Covenant University Repository as Impact of the Library on the Clientele, Institution and Community

YEAR	TOTAL NUMBER OF PUBLICATIONS (SCOPUS)	TOTAL NUMBER OF PUBLICATIONS (CU REPOSITORY)
2012	105	526
2013	167	680
2014	230	712
2015	275	648
2016	1,443	5063

Figure 4: Total Number of Publications for Covenant University in Scopus and Covenant University Repository as Impact of the Library on the Clientele, Institution and Community

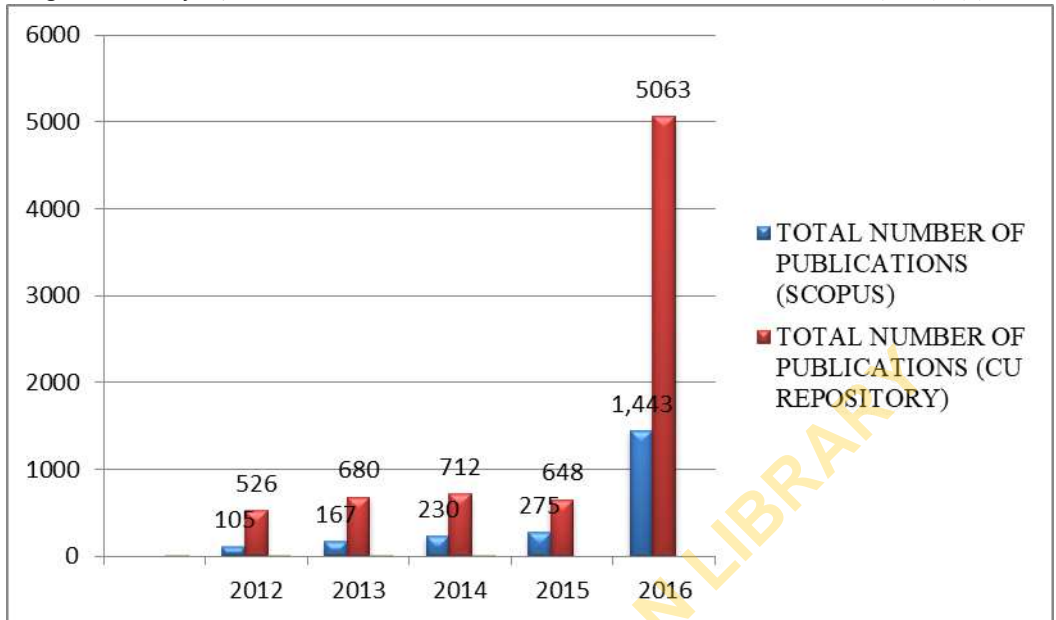
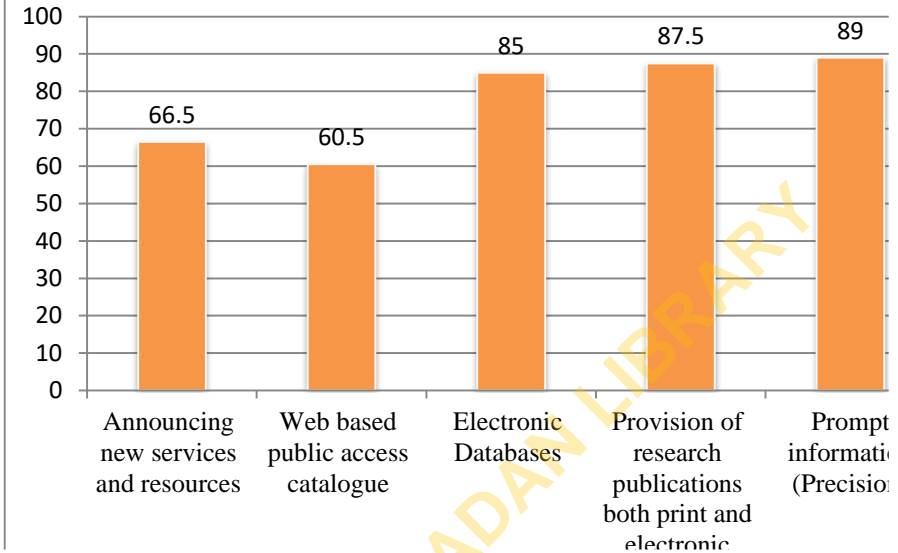


Table 5 and figure 4 revealed the total Number of Publications for Covenant University as Shown by Scopus and Covenant University Repository as Impact of the Library on the Clientele, Institution and Community. The number of publication indexed in Scopus and deposited in repository drastically increased between 2012 and 2016 with about 1338 and 4537 difference respectively, as at 2016 Covenant University faculty have over 1,443 publications indexed in Scopus and deposited 5063 publications in institutional repository. This finding showed that there is remarkable increase in research output and productivity of lecturers/researchers in Covenant University and this can be attributed to the quality of library services and the

level of impact of the library on the parent institution. In essence, there is an appreciable impact of library on its users and community. This is in line with the findings of Popoola (2008) who reported that quality information resources and services enhanced research productivity of academic staff which positively influenced their promotion, tenure and salary. Olasore and Adekunmi (2015) reported that 70.0% of the lecturers in their study made use of library information resources for research and publication. Adeyemi (2009) assessed the impact of electronic resources on productivity of academic staff of Covenant University and she affirmed that the use of electronic resources enhanced the intellectual output publications.

Question 6: What do you think the university values most about the services provided by your library?

**Figure 5: Library services most valued by the university**



The library staff were asked about their opinions on what university community values most about the services they provide and figure 5 revealed that 89% of the respondents indicated prompt information (precision), 87.5% indicated provision of research of publications both print and electronic version, 85% indicated Electronic Databases, 66.5% indicated announcing new resources while 60.5% of the respondents indicated Web-based Public Access Catalogue.

The findings showed that most valued university library services in Covenant University is prompt information and

ability of user to access instant information without any hindrance. The finding is in agreement with Bhatt (2011) who confirmed that the whole journey of librarianship is about devising, designing, and developing means, structures of organization and dissemination of information to provide the best service to their readers in the most efficient, accurate, and effective manner and thus saving the reader's time. Time is vital to every individual and libraries must have the intention of saving the time of the reader. Libraries must design timely information services and products to satisfy their users.

**Question 7: What is the preferred means of communication for staff?**

Figure 6: preferred means of communication for staff

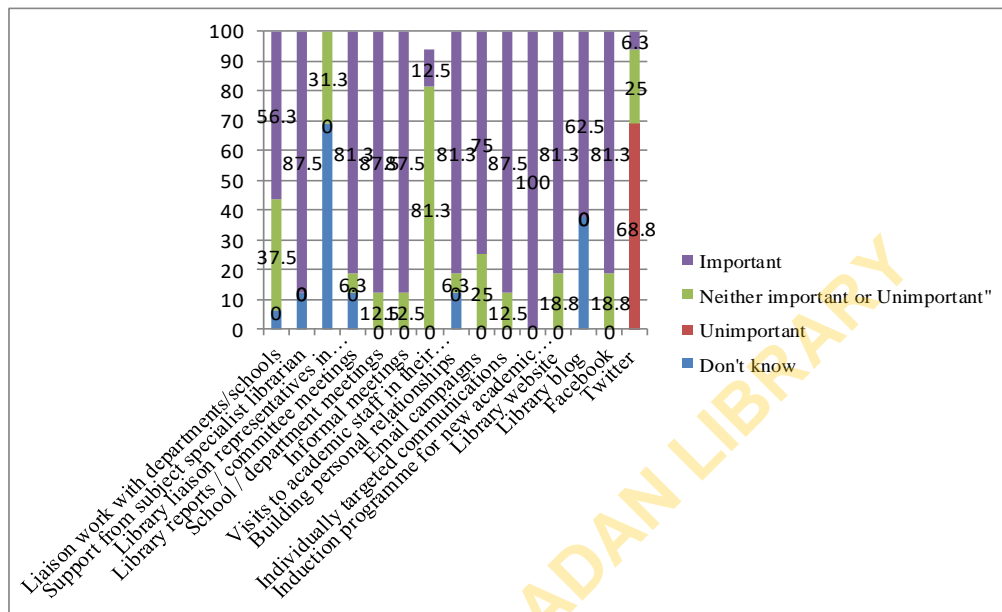


Figure 6: revealed that all respondents (100%) indicated that induction programme for new academic staff and library website are important respectively. (87.5%) of the respondents indicated that support from subject specialist librarian, individually targeted communications, school/department meetings and informal meetings are important respectively. 81.3% of the respondents indicated that building personal relationships, facebook and library reports/committee meetings were

also important respectively. 75.0% indicated Email campaigns while 68.8% indicated Library liaison representatives in academic departments, 62.5% indicated Library blog and 56.3% Liaison work with departments/schools as important means of communication. The implication of these findings is that various techniques must be deployed as means of communication for staff. However, induction programme and the use of library websites are paramount from this study.

### Question 8: What is the librarians' perception of how their libraries are valued by the clientele, institution and community

Figure 7: The librarians' perception of how their libraries are valued by the clientele, institution and community

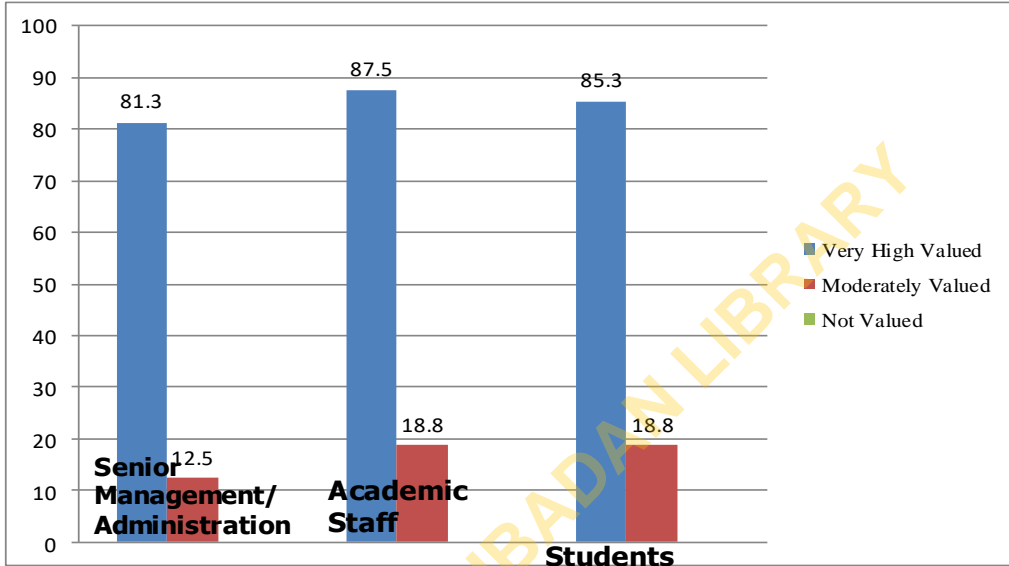


Figure 7 above, revealed that 87.5% of academic, 85.3% of students and 81.3% of senior management and administrators valued library services very high. This study found that there is considerable value placed on library services most especially among lectures and students. Recent study of Namugera (2014) on users' awareness, perceptions and usage of Makerere

library services, emphasized the importance of library value in the university environment. The researcher argued that libraries are a physical manifestation of the values of universities and scholarship. Since University libraries are an integral part of the education system, how they are perceived determines their smooth survival and value to the users.

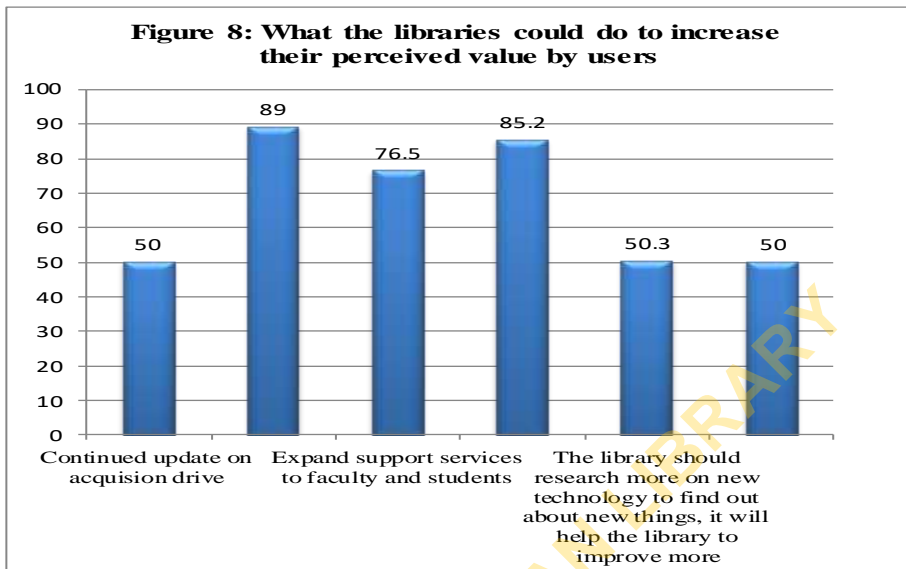
**Question 9: What could the libraries do to increase their perceived value by users?**

Figure 8 revealed that to increase perceived value of library by the users, 89% of the respondents indicated promoting the library resources and maintaining relationship with the library users, 85.2% indicated re-orientation of faculty, staff and students from time to time, 76.5% indicated expanding support services to faculty and students; 50.3% indicated library researching more on new technology to improve more in services rendered, while 50% of the respondents indicated continuous update on acquisition drive and online user orientation programmes respectively.

This showed that promotion of library services is a way of increasing the value of library services and is deliberate actions that demand a lot of efforts. These corroborate the findings of Madhusudhan (2008) on strategies that Goa University Library adopted to promote and market the University Library and Information Services and

Products in India. He reported that Goa University Library India adopted promotion to increase the value of its services. The library segmented its users into individuals, including post-graduate students, research scholars, faculty members, research associates and assistants, project assistants, and non-teaching staff; corporate and institutional members; and other libraries. Each segment has different needs. The services that the library offers always are made known to as many users as possible, so that users think of the library when they need information.

### **Conclusion and Recommendations**

From the findings of this study, it can be concluded that Covenant University library users value the services provided by the library as both print and digital resources of library resources were heavily used, there was frequent users visit to the physical library and online

digital resources. This showed that Covenant University library provided valuable prompt information service to support the three cardinal activities of the University's mission; research, teaching and learning. The value and quality of information resources and services provided by the University library have greatly enhanced research productivity, e.g. teaching by academic staff and learning by students. The value of the library services and return on investment have reflected in the intensity of use of library resources in Covenant University library and research output as there was continuous increase in published research, deposited of research article in instructional repository within five years

consecutively and also in external research grants received by faculty members.

It is therefore, recommended that librarians should be more proactive and continuously engage in promoting the usage of library resources and maintaining relationship with the library users, orientating and re-orientating the faculty, staff and students often, appraise and measure their operations often for informed decisions on enhanced service delivery. Since library return on investment cannot be measured monetarily, but by the outcome of services rendered to its immediate users and the host community.

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