Moneyball, the Extra 2%, and What Baseball Management Can Teach Us About Fostering Innovation in Managing Collections

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October 14, 2011
Baseball to Collections Context

THE #1 NATIONAL BESTSELLER
MICHAEL LEWIS

THE EXTRA 2%
How Wall Street Strategies Took a Major League Baseball Team from Worst to First
JONAH KERI
Supply-Side to Demand-Driven

ARL 1 = 386%
ARL 2 = 370%
ARL 3 = 509%
Looking Deeper and Questioning Assumptions

• Identifying market inefficiencies.
• Apply and acculturate significant innovation.
• Question long-established wisdom.
• Test what is “known” with in-depth analysis, statistical modeling, and new approaches.
• Emphasize interpersonal skills in leveraging new knowledge and approaches.
From Assumptions to Assertions to Practice

- Grow/develop/hire analysts.
- Adapt statistical tools such as SAS software.
- Partner with digital library/technologists.
- Develop positive arbitrage.
- Put resources into enabling digital environment for scholars.
- Experiment – budget for it, reward it.
- Work hard to get the faculty to buy into new approaches.
- Combine analytical approaches with the people skills.
- [http://www.lib.ncsu.edu/collectionmanagement/projects/](http://www.lib.ncsu.edu/collectionmanagement/projects/)

“…there was a bias toward what people saw with their own eyes, or thought they had seen. The human mind played tricks on itself when it relied exclusively on what it saw, and every trick it played was a financial opportunity for someone who saw through the illusion to the reality”.