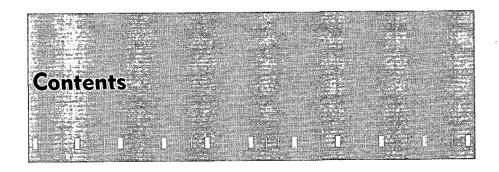
Measuring Library Performance principles and techniques

Peter Brophy





List of figures xi

List of tables xiii

Preface xv

Acronyms and abbreviations xix

1 Background 1

Introduction 1

The library in society 3

Delivering library services 4

Electronic services 6

What is being measured? 6

The systems view 8

Types of evaluation 8

The cost of measurement 9

Undertaking performance measurement 10

Trustworthiness 13

Ethical considerations 15

Conclusion 16

Resources 16

References 17

2 Theoretical considerations 19

Introduction 19

Causal relationships 19

vi MEASURING LIBRARY PERFORMANCE

Theoretical perspectives 1: the positivist standpoint 19 Theoretical perspectives 2: the relativist standpoint 21 Research methods 24 Action research Evidence-based practice 29 Narrative-based practice 30 Conclusion 31 32 Resources References 33

3 User satisfaction 35

Introduction 35 Satisfaction 36 User surveys 40 Attributes of customer satisfaction 40 Customer expectations 42 LibQUAL+™ Public library user satisfaction Specific methodologies Conclusion Resources References 52

4 Impact on users 54

Introduction

What is 'impact'? 55 Collecting data on impact 58 Assessing impact 58 The impact of electronic services Surrogate measures of impact 66 Impact on learning Enhancing student performance Information literacy Conclusion 72 73 Resources References 74

54

5 Social and economic impact 77

Introduction 77 Social impact 77
Economic impact 82
Conclusion 87
Resources 88
References 88

6 Inputs 90

Introduction 90 The library profile Library statistics Content: acquisition, use and review 93 Electronic resource usage Data consistency Selection of free online resources 100 Collection strength Conclusion 104 104 Resources 105 References

7 Processes 106

Introduction 106
Throughputs 107
The ISO 9000 standard 108
Business process reengineering 109
Electronic delivery 110
Conclusion 111
Resources 112
References 112

8 Outputs 113

Introduction 113
Usage of library materials 114
Usage of websites 116
Presentation via the web 117

viii MEASURING LIBRARY PERFORMANCE

Usability 118 Conclusions 120 Resources 120 References 121

9 Staff 122

Introduction 122
Staff surveys 123
Appraisal 123
Investors in People 125
Reflective practitioners 126
Conclusion 127
Resources 128

128

10 Infrastructure 129

References

Introduction 129
The library building 129
ICT systems infrastructure 134
Other considerations 136
Conclusion 137
Resources 137
References 137

11 Services for all 138

Introduction 138
Personalization 139
Group differentiation 140
Accessibility for users with disabilities 140
Guidelines and standards 144
Conclusion 145
Resources 145
References 146

12 Benchmarking 147

Introduction 147
Benchmarking defined 148
Types of benchmarking 150

The benchmarking wheel 150
Benchmarking and quality management 152
Benchmarking and libraries 153
Benchmarking in practice 155
Benchmarking and service improvement: the evidence 157
Limitations of benchmarking 157
Conclusion 158
Resources 158
References 159

13 The balanced scorecard 160

Introduction 160
Defining the balanced scorecard 160
Library implementations of the balanced scorecard 161
Conclusion 164
Resources 165
References 165

14 Standards 166

Introduction 166
Public library service standards 167
Academic library standards 168
Other sectors 169
International, cross-sectoral standards 169
Conclusion 173
Resources 173
References 174

Appendix 1 Data collection methods 175

Introduction 175
General issues about surveys and other data collection methods 175
Sampling 176
Customer feedback analysis 182
Questionnaires 183
Interviews 193
Focus group interviews 200
Diary studies 202

x MEASURING LIBRARY PERFORMANCE

Observation 204
Peer review 208
Delphi technique 209
Environmental scanning 210
Experiments 212
Additional resources on data collection 213
References 214

Appendix 2 The analysis of data 216

Introduction 216
Quantitative data 217
Qualitative data 220
Sources of further information 222
References 223

Appendix 3 The presentation of results 224 -

Introduction 224
Deciding on the message 224
Deciding on the audiences 225
Forms of presentation 225
Structuring the presentation 225
Presenting quantitative data 226
Presenting qualitative data 231
Resources 233

Index 235