Diving Into Assessment: LibQUAL+ (TM) as a Springboard

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Challenging our Expertise

“...seeking data that allow questioning of deeply held assumptions that shape current views, biases, and internal perceptions...can keep libraries in touch with reality. ... It is important to attain this grasp of reality in order to learn how to change with and for customers.” (Phipps, 2001)

Library as a “public good”

“There is a deeply held and tacit assumption that the ‘good’ is widely recognized and that the value of the library service is universally appreciated. ... This deeply held value results in resistance to change and resistance to continuous assessment. The recognition of the threat to organizational survival is almost non-existent in certain sectors of librarianship.” (Lakos & Phipps, 2004)

Fear, Suspicion and Lack of Trust

“There is an underlying fear that expectations may develop that cannot be met.” (Phipps, 2001)

“Inexperienced with Evaluation Methods

“Assessment cannot be seen as a separate ‘management activity’ but must be appreciated and valued by all members of the culture and assumed to be part of their regular work... if organizations are serious about change, they need to invest in the development of new skills to sustain it.” (Lakos & Phipps, 2004)

Leadership

“Leadership is essential for assessment work to succeed. Leaders must have a clear performance ethic... be visibly and continuously serious about change, they need to invest in the development of new skills to sustain it.” (Lakos & Phipps, 2004)

REFERENCES