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.” (Philp, 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 & Philp, 2004)

LibQUAL+™ 2005: Identified 3 Main Issues

Focus Groups & Detailed Analysis → 12 Recommendations

• “A successful process improvement study depends, in large part, on: • discovering customer expectations • analyzing where and why the process falls short of those expectations • creating and implementing solutions so the process will meet or exceed customer expectations.” (Philp, 2001)

Public Good

“...traditional input and output data ... are meaningful data, but the more purposeful, effective data these days are outcomes and performance measures that show what good libraries do and how they perform given their human and financial resources.” (Covey, 2005)

“...it will be critical to construct and apply additional methods for informing the summary data from LibQUAL+ surveys,... LibQUAL+ points a finger in the direction that needs further research.” (Philp, 2001)

References


The role, purpose, and value of academic library assessment must be ‘anchored’ in an organization’s purpose. Intended outcomes ... are best considered within the context of developments in the last 20 years or so, during which two important trends have had an impact on higher education: assessment and, relatively, accountability.” (Matthews, 2007)

“The recognition of the threat to organizational survival is almost non-existent in certain sectors of librarianship.” (Lakos & Philp, 2004)

Challenging the Sharks!

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 & Philp, 2004)

“...it is important to attain this grasp of reality in order to learn how to change with and for customers.” (Philp, 2001)