How to Lead your Library: Part Three

Sirs Dynix Webinar Series

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Finances: April 6, 2016
Organizational Politics: June 1, 2016
Evaluation: July 13, 2016
Evaluation as a strategic tool

- If you can’t measure it - don’t do it
- what’s important to your organization?
- Tools to demonstrate contribution
- Key takeaways
Increased revenues
Increased profits
Reduced expenses

Confluence of forces
Just because we say it, is it so?

- Saunders research highlights disconnects
  - reviewed 63 academic library plans
  - only 17 specifically mapped to parent institution goals
<table>
<thead>
<tr>
<th>Activity</th>
<th>Providers</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducting research on user's behalf</td>
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<td>Managing a physical library and print collection</td>
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<td>Evaluating and purchasing content sources</td>
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<td>Managing internal content</td>
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<td>Researchers working on project teams</td>
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<td>Integrating content into work processes</td>
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What’s important to your organization?
Can all interests be accommodated?
Understand what drives your credibility

- According to my job description I am responsible for:

- My skill set offers my organization options such as:
Are we still missing the message?
Variety of methods for evaluation

- Anecdotal/Testimonial
- Service Statistics
- Standards
- Efficiency
- Library Effectiveness
- Value
- Strategically Focused
Evaluation = Contribution

- Revenue strategy
  - Return on Investment
- Customer Metrics
- Internal Process Metrics
- Learning & Growth Metrics
- Financial Metrics

- Library Mission

- Overall satisfaction
  - Satisfaction with service type
- Service level
  - Efficiency & effectiveness
- Use of products & services

- Researcher competence
- Employee retention
- Team satisfaction
Are you asking the right question?

- What can you do?

or

- What should you do?
sometimes good things fall apart so better things can fall together
Key Takeaways

- Rigorously and regularly analyze staff and services
- Know your target audience and align with it
- Articulate what you contribute
- Be open to new opportunities
Questions?

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Recommended sources


Recommended sources cont.


Recommended Sources cont.


- Special Libraries Association, “Advocacy Toolkit.” https://www.sla.org/learn/advocacy-toolkit/ (Note: must be a member of SLA to access)