

Quality Measures for Academic Libraries and Information Services: Two Implementation Initiatives – Mixed-model CAF-BSC-AHP and PAQ-SIBi-USP

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SUMMARY

- **Introduction**
- **Customer's satisfaction x Staff's satisfaction : Impact on society**
- **Recent Portuguese and Brazilian initiatives**
- **Conclusions**

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Introduction

TO IMPROVE LIBRARIES' SERVICES

- Attendance improvement
- Centralization of needs definition and information usage
- Implementation and redesign of information systems, making it more flexible and interactive
- Technology adoption in order to improve information systems
- Guidelines description of information needs and usage
- Demand for the system or sources approached
- Service response to user needs
- Offered services satisfaction/dissatisfaction
- Focus on user priorities
- Mapping the community profile
- Interest, empathy and approach of staff

Dervin and Nilan (1986)

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Customer's satisfaction X Staff's satisfaction: impact on society

The current society is featured as highly competitive, dynamic, agile, unstable, challenging and self-centered.

Adjectives and positioning must be cultivated in this continuous search for quality:

- **Professionalism**
- **Guide people**
- **Trustworthiness**
- **Availability**
- **Personalized treatment**
- **Respect to the customer**

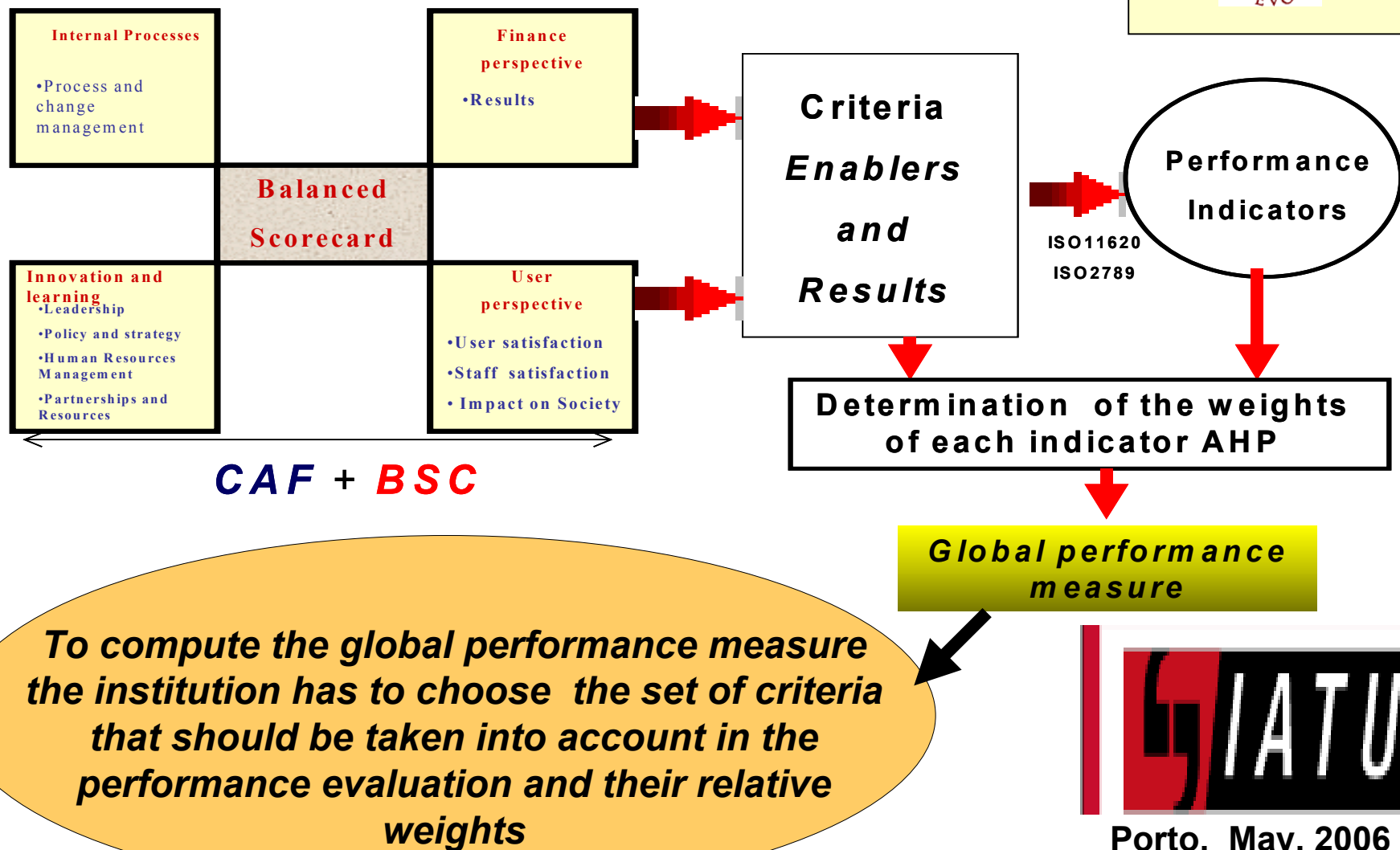
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Mixed-model CAF-BSC-AHP



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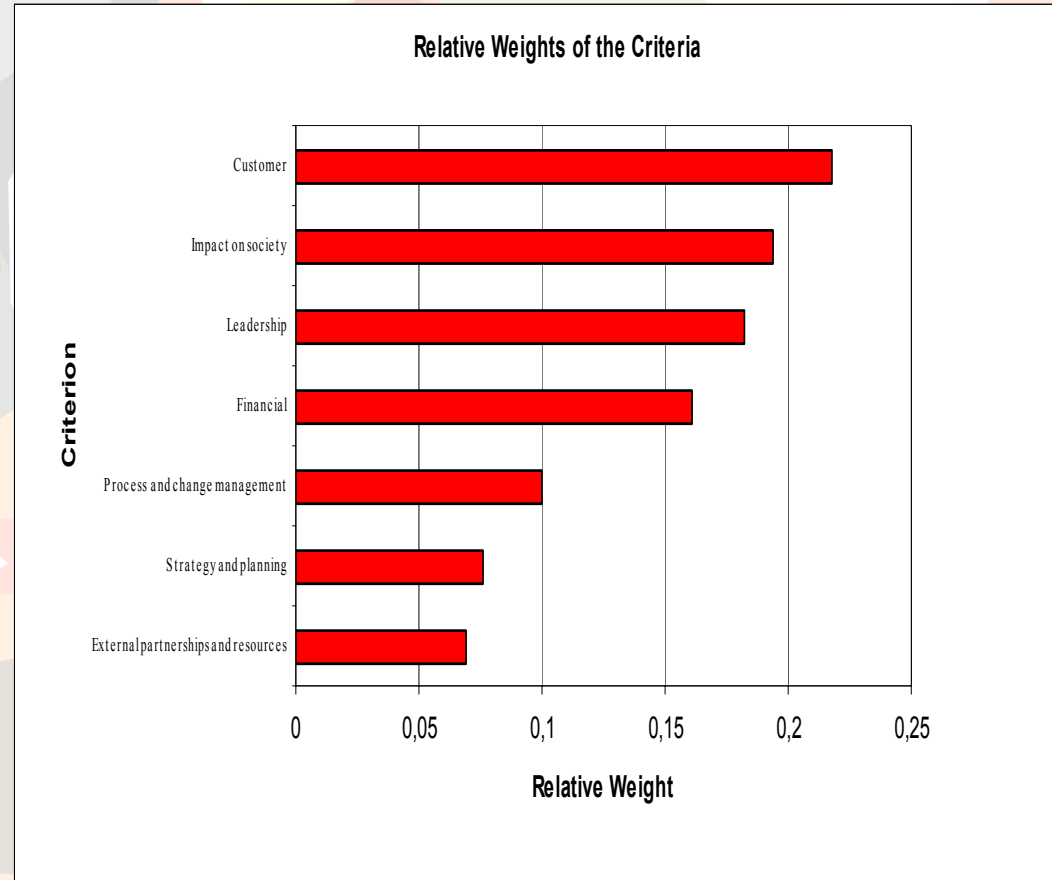
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Mixed-model CAF-BSC-AHP

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RESULTS OF THE RELATIVE WEIGHT OF THE CRITERIA: an inquiry of academic libraries

- Customer perspective - 0.218
- Impact on society - 0.914
- Leadership - 0.182
- Financial perspective - 0.161
- Process and change management - 0.1
- Strategy and planning - 0,076
- External partnership and resources - 0,069



The PAQ – Quality of Products and Services Evaluation Program of the SIBi/USP

- Started in 2000
- Objectives:
 - Develop its own research instrument and its measurement scale
 - Implement a pilot evaluation and present the results for future evaluation
 - Incorporate the evaluation as a managerial process at SIBi/USP

Two phases:

- ▶ Products and services
- ▶ Site of SIBi/USP

The program success culminated with the effective evaluation process of libraries

Conclusions



- The dialogue among staff, users and external partners is very important
- The motivational factor recognition is directly linked with user's satisfaction
 - The ability to find the desired information in a quick and efficient way
 - The development of activities oriented to the user's attendance
 - To know that staff work is facilitator in the reference search
- The implementation of evaluation tools
 - *Identify the blanks of the systems*
 - *Capture the users' perceptions*

Evaluation of quality is a process to be definitely incorporated in the activities of the information services

THANK YOU!

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