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

To compute the global performance measure the institution has to choose the set of criteria that should be taken into account in the performance evaluation and their relative weights.
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**Mixed-model CAF-BSC-AHP**

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

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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

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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

THANK YOU!

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