

## Additional Notes from Presentation Global Perspective of Quality Assurance in Libraries

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AUNILO is collaboration between universities while Quality in the global context is on broader issues. The key question is what are the crucial aspects that libraries should measure to be effective and responsive. Responsive because we are working with restrained resources. We need to ensure effectiveness.

A more fundamental question - What is this 21<sup>st</sup> century library. Is it performing appropriately? A more general question is, do we need libraries at all in the 21<sup>st</sup> century. Can we not just google and grab? The Internet has given enormous possibilities.

### Role of IFLA – the 3 Pillars

Society / Members / Profession

The above proved important to talk about libraries, some or one are greater over the other. Libraries exist because they serve society, i.e. the heritage of society. For example, they support education research, train minds that guide our future, serve the k-economy and are key elements in developments.

#### Society

IFLA works with other memory institutions (archives, museums) to protect these properties as well as the intangible properties, e.g. a Librarian in Baghdad saved a collection of 30,000 in her house before the US invasion.

Profession - Professional programs include:-

Exchange of bibliographic data and the level of interoperability that few libraries have achieved.

- 📚 ACP – Action for Development Through Libraries Programme.
- 📚 ICABS – IFLA-CDNL Alliance for Bibliographic Standard.
- 📚 PAC - Preservation and Conservation

#### Members

Are a key part of IFLA's operations especially when negotiating with inter-governmental organizations. IFLA represents 500,000 libraries, 2.5 billion library users around the world and 1,000 volumes of various standards committees and governing boards. IFLA has to return value to members in order to give them joy.

The World Summit on Information Society, 1998 later resulted in The Declaration of Principles and Plan of Action Document in Geneva, 2003. Following this was the meeting in Tunisia in 2005.

For the first governments are talking about library issues where 175 members were represented. From the 1st Phase up to 2003, it was lobbying activities for governments to recognize information and literacy issues. Priorities however are different from what libraries actually give.

### Summits

The summits were held in 2 phases. The First phase recognized multi-stake holders, WTO, business entities and civil societies (NGOs). The second phase was to turn the above documents into action. Malaysia has done outstanding work in information strategy together with New Zealand. Others still have a way to go.

Bibliotheca Alexandria is still magnificent in digitizing and have done great work in digitizing into facsimile, machine readable Arabic script and translating into French and English.

### WSIS

Information and communication infrastructure is a key issue.

What about ethical dimensions and intellectual property? Newton said, "If I have seen further, it is because I stood on a giant". Every intellectual property must recognize that it comes from somewhere. Libraries object the locking up of materials.

### IFLA'S outcome of WSIS

- Inclusive of an information system which everyone can access and share knowledge
- Freedom of access
- Cultural and linguistic diversity
- Life-long literacy
- Support for the disadvantaged and disabled
- Preservation of cultural heritage
- Standards to ensure interoperability
- Capacity in enhancing and enabling provisions
- Suitable access to Internet & ICT's

### WSIS Scorecard

Looked at ways of measuring progress towards achieving WSIS goals.

IFLA aims to improve the profession through better methods and standards.

### The Importance of Quality

- IFLA as the key agent
- Provide what people need
- Delight by managing expectations
- Fully client-centred, i.e. quality from the client's perspectives.

### What is Quality? It is :-

- Fitness for purpose
- Meet a need at a price
- Measured through standards, benchmarking and client evaluation
- Ensure **outcomes** not outputs or inputs.

UK public libraries consider Quality as important but have some fundamental problems.

### The purpose of libraries

- Treasury paradigm
- Education paradigm that benefits society
- Revolutionary paradigm

Library purposes drive Performance Measurement

e.g. The National Library of Australia (NLA)



NLA activities

- Digital Archiving
- Preservation
- Resource sharing
- Direct services to clients

How can you turn these activities into performance indicators?

UTS Library (University Technology of Sydney) supports the purpose of UTS in its learning, teaching, research and community engagement.

**Measurements**

Council of Australian University Librarians (CAUL) Statistics.

Mention library priorities. Mention efficiency only if you compare.

We need to move from the record to some measures to see how we are doing. i.e compare ourselves with the past years. It is more useful when we compare. e.g .

- ⬇ Comparison against self
- ⬇ Comparison against others – ranking
- ⬇ Seats

Statistics however, do not mention outcomes.

Satisfaction is the only way of measuring.

Measurement. Some examples include;

Rodski - or LiBQUAL (by Assoc. of Research Libraries)

- Benchmark against other libraries (e.g. provide more computers because people are not satisfied with the numbers. However satisfaction measures are too general and not specific. It is just an indication of issues in the area. It does not tell how well we perform. So far we only use Availability Survey.

NLA measures for Information Services. Include the following factors

Measures	Target	Achieved
%	%	%

Details are as presented in the power point slide.

NLA measures for the Collection

NLA four-part schema are:

- Effectiveness
- Quality
- Quantity
- Price

Measures – are only indicators and pointers and very seldom give a whole answer. It must not be checked by itself but against another measure. Also must be benchmarked with others e.g. apples vs. apples.

Measurement is important because it gets customer focus and tailoring it to customer needs. e.g. McDonalds – to customer needs.

McDonalds is not selling product but actually selling their experiments.

❖ Key Element – is managing expectations, i.e. customers get what they want.

#### UK Public Libraries

- Attractive
- Extensive – wide range of materials

UK Libraries are not managing expectations.

#### Information Stakeholders

We must communicate with stakeholders.

Quality is fitness for purpose:

- Deliver what clients need
- Managing their expectations
- Use Standards, Quality Standards and peculiar to our profession
- Benchmark with libraries and other organisation
- Measure outcomes

Customer – in relation to university teaching, learning or research, e.g.

Australian universities look at graduates to see what is the factor that prepared graduates to be outstanding.

Outcomes → fulfill purpose and activity of university.



see a co-relation, e.g. students stay longer at school to use the library.

How do our libraries measure up?

- 🚦 what are our desired outcomes?
- 🚦 what is the library's contribution to achieving them?
- 🚦 how can we correlate our outputs with outcomes?
- 🚦 how does this drive our inputs?

#### **The big question.**

What do we need to change to become more effective?