

Core Competencies for Librarians with Assessment Responsibilities

Presented by Sue Erickson, Virginia Wesleyan College

Based on research by Sarah Passonneau, Iowa State University and Sue Erickson,
Virginia Wesleyan College

What is LLAMA MAES?



- LLAMA=Library Leadership, Administration and Management Association, a division of ALA
- MAES=Measurement, Assessment, and Evaluation Section of LLAMA
- LLAMA is for all types of libraries

LLAMA MAES

- Education Committee formed in 2011 – part of charge: develop core competencies for assessment librarians
- 6 library job websites and listservs were reviewed over 18 months
- Search terms used: assessment, evaluation, metrics and strategic
- 231 job descriptions found with above terms were analyzed

Methodology



- Content analysis using *Atlas.ti*
- More than 50 codes were developed to identify competencies
- Codes were analyzed for co-occurrence
- Code families, super codes and subsequently networks were developed

Assessment Librarian positions

- 44 jobs; all were in academic libraries; most were ARL
- Top skill areas included :
 - Assessment Tools
 - Analysis/Analyze Data
 - Collaboration
 - Presentation
 - Assessment Methods
 - Innovative/Dynamic/Creative
 - Assessment Program (long term development of a program of assessment)

Non-Assessment Jobs with “Assessment” or “Evaluation” in the Job Posting

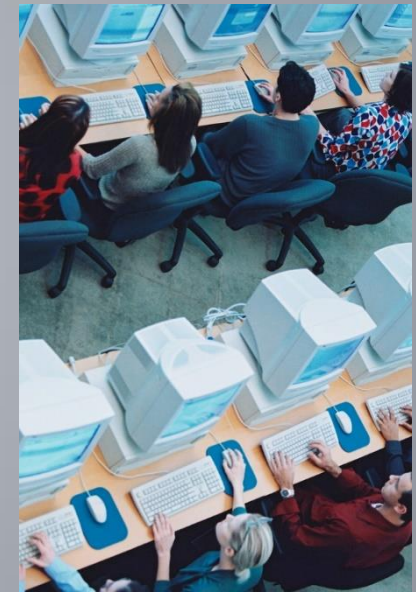
- 187 job postings in this category; 87% from college/university libraries
- 30% were instruction-oriented
- 20% were administrative positions (deans, directors, department heads)
- 16% public services/reference
- Instructional and administrative positions had more detailed assessment responsibilities

Confirmation of “Culture of Assessment”

- Inclusion of assessment in newer job areas, such as “Emerging Technologies” and “Digital Collections”
- Inclusion of assessment in more traditional job areas, such as archives, access services, cataloging
- Core competencies identified in this research can assist library administrators in developing new positions and reshaping existing ones

Where are we learning how to “do assessment”?

- Not in LIS programs: Askew and Theodore-Shusta found only 1 formal course on assessment & few programs requiring research methods
- On the job training
- Short courses (ex. ARL Service Quality Academy)
- Conferences, such as LAC
- Self-directed learning



Recommendations for library assessment community

- Librarians can use core competencies to identify gaps in their own skills
- Assessment librarians can use our research to advocate for support for their own professional development
- Professional associations could identify gaps in professional development training
- Associations or LIS programs could develop a certificate program in library assessment

Recommendations for MAES

- Reach out to PLA to more effectively research “assessment” in public libraries
- Add existing professional development opportunities to its Assessment Toolbox
- Reach out to LIS educators through the Association of Library and Information Science Educators (ALISE)

Want more information?

- Upcoming LLAMA webinar on findings (more than 8 minutes!)
- Manuscript is under review – watch for a future publication
- Contact: Sue Erickson, serickson@vwc.edu
Sarah Passonneau, spassonn@iastate.edu