

**Academic Library Administrators' Uses and Perceptions of  
Performance Measurement Information in the Strategic  
Development of Services and Competitive Responses**

**Presented by**

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# A quick intellectual walk-about...

- **Why is this topic important for academic libraries?**
- **What are we doing?**
- **What are we hoping to find?**
- **What is next?**

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**Especially when livelihoods and outcomes are on the line...**

# Why is this topic important to academic libraries?

- **Competitive pressures**
  - Resources, closures
  - Competitors, outsourcing
- **Leadership**
  - Directions for strategic surviving / thriving needed
  - Future of academic environment
  - Affects on retention / organizational memory / tacit knowledge

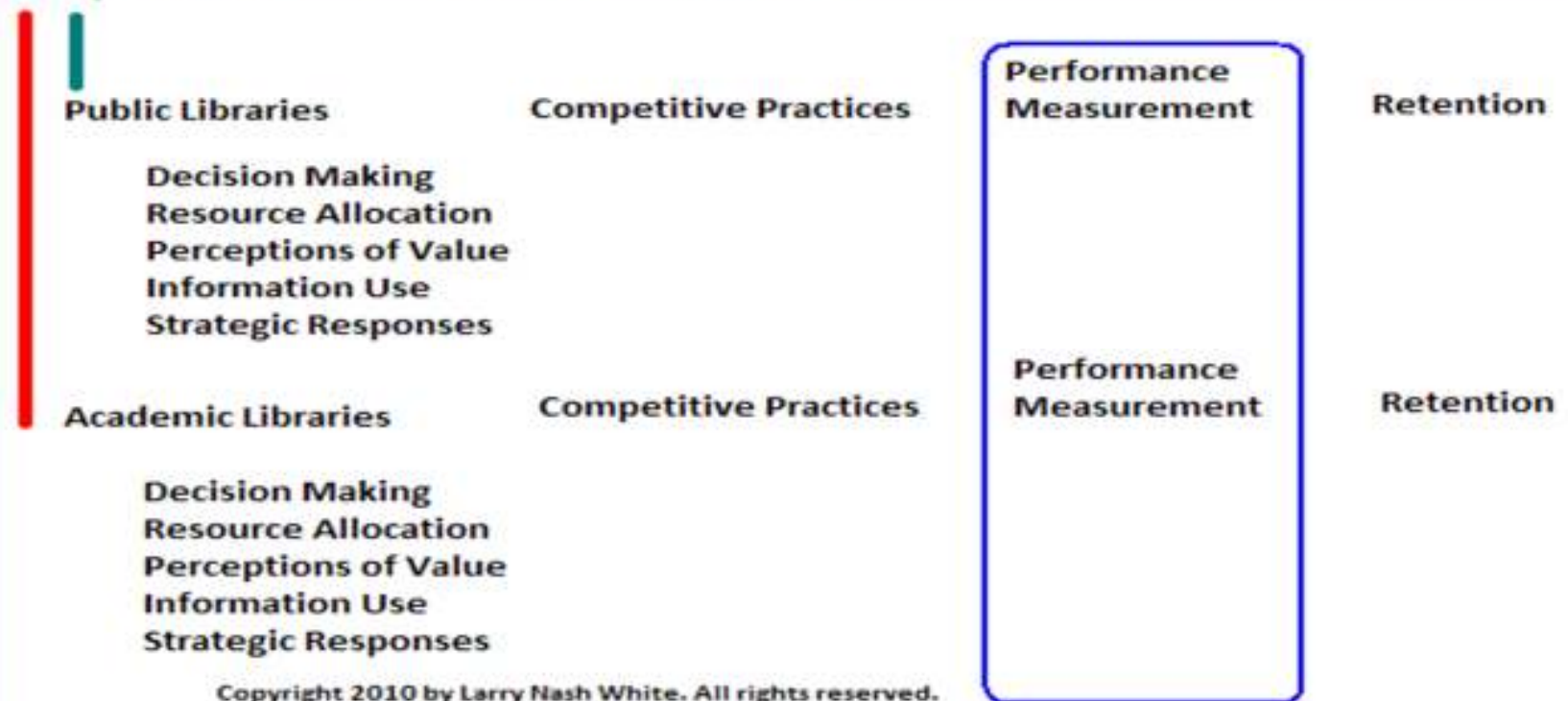
# Why is this topic important to academic libraries?

- **Professional education**
  - New leaders
  - Organizational complexity (services, delivery, impact, and environment)
- **Not well understood or documented**
- **Crosses over many aspects of our profession and research**

# What are we doing?

## Project Overview – Competitive Responses in Libraries

### Competition for Services in North Carolina Libraries





# What are we doing?

## North Carolina statewide academic library study

- Academic design begins in November 2010
- Modeled after previous 2001 Florida library study
- Includes theory / influenced by competition (individuals and markets)
- Using Qualtrix© for distribution of instrument / data storage and analysis

# What are we doing?

**Head Library Administrator or person most responsible for performance measurement**

**State University System Libraries**

17 Participants

**Community Colleges Resource Centers**

58 Participants

**Private Academic Libraries**

50+ Participants

**Key informants identified and interviewed**

# What are we doing?

## Mixed methods design (evaluative)

Quantitative data (including demographics, library outputs, PM use)

Qualitative data ( perceptions, key informant interviews, strategic styles, PM use)

Participants determine key informants which will be interviewed regarding strategic PM information use

Case studies

# What are we doing?

**Gathering information use / perception data in 3 key areas:**

Competiveness of administrator

Use and perceptions of value of performance measurement

Retention practices

# What do we hope to find?

## Results

Looking for patterns and grounded theories to explain library administrator's information use in strategic response

Information Use in strategic response development (i.e. services and competitive responses)

Perceptions of the effectiveness of PM information

# What do we hope to find?

## PM Information Use Results

- Collected PM information and its use
- Is orphaned data and knowledge created?
- Is PM information used strategically across all administrative functions (including strategic responses)?

# What are we finding on our way?

October 5, 2010  Keyword Search  [SEARCH](#) 



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# What is next?

- Full results from both public and academic libraries surveyed planned for late November 2010.
- Results to be used in wider scale studies in 2011.
- Developing and implementing learning resources to support administrative information use in strategic decision making and developing strategic responses.



# Questions and discussion?

I am happy to address your questions and comments.

## Contact Information

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