

**Background of Presentation:**

The presentation outlined below discussed library metrics and methods of measurement strategies, as presented by Denise M. Davis, Director, American Library Association Office for Research and Statistics. This served as the Council session entitled, "Metrics and Measurements." This session outlined:

- Putting measurement in a context
- Standards that inform survey design and measurement
- Integrating performance measures, outcomes, "Balanced Scorecard" or other assessment tools (du jour)
- Depository Survey uses and improvements

Libraries have long collected output measures and evaluated themselves using these metrics. In fact, some have gone so far as to rank libraries on only a few output metrics. Expanding the universe of measures to integrate customer/user perspective and re-aligning inputs to assess performance takes many forms. The presentation outlined key performance initiatives and discussed the role of the NISO Standard Z39.7 in moving performance indicators forward in the U.S., as well as how to present results of the Biennial Survey of Depository Libraries in a context of performance.

**Metrics and Measurement: Moving from Outputs to Performance Indicators**

**Key Discussion Points -**

- Measurement for a reason
- Examples of metrics, traditional and electronic (E-metrics)
- Examples of tools and resources to expand FDL P survey value

**Background documentation –**

**Standards and best practices:**

- NISO Z39.7 [www.niso.org/emetrics](http://www.niso.org/emetrics) Bertot and McClure work  
[www.ii.fsu.edu/emis](http://www.ii.fsu.edu/emis) Association of Research Libraries (ARL)  
<http://www.arl.org/stats/newmeas/emetrics/>
- Project Counter <http://www.projectcounter.org/> Library Statistics & Performance Measures. Compiled by: Joe Ryan [jryan@mailbox.syr.edu](mailto:jryan@mailbox.syr.edu)  
<http://web.syr.edu/~jryan/infopro/statopic.html#Balance>

## Outcomes Measurement

- Bond, Sally L., Boyd, Sally E., and Rapp, Kathleen A. (1997). *Taking stock: A practical guide to evaluating your own programs.* Chapel Hill, N.C.: Horizon Research, Inc.
- Institute for Museum and Library Services (IMLS). *Outcome Based Evaluation.* <http://www.imls.gov/applicants/overview.shtm>
- Smith, Ken R. *Higher Education Outcomes (HEO) Research Review.* Sponsored by Association of Research Libraries (ARL). <http://www.arl.org/stats/newmeas/heo.html>
- Childers, Thomas & Van House, Nancy A. (1993). *What's good? Describing your public library's effectiveness.* Chicago: American Library Association. 93 p. ISBN 0838906176.
- Powell, Ronald R. (1992, July-September). Impact assessment of university libraries: A Consideration of issues and research methodologies. *Library and Information Science Research*, 14 (3), 245-257.
- Listing of Research Related to Library Value (Return on Investment). Compiled by Denise M. Davis <http://www.ala.org/ala/ors/reports/roi.htm> ARL LibQUAL+
- Cotta-Schønberg, Michael. (1995). *Performance measurement in the context of quality management.* 1st Northumbria Conference on Performance Measurement. Also available via ERIC: ED405866
- Hernon, Peter and Whitman, John R. (2000). *Delivering satisfaction and service quality: A Customer-based approach for libraries.* Chicago: American Library Association.

## Summary:

GPO is investigating improving its biennial questionnaire to capture information to inform the program about its improvements in dissemination and impact. This presentation outlined areas in the existing survey warranting attention, and ways to position the biennial survey to leverage other data sets - yielding more robust analysis opportunities for the FDLP.