

Measuring Your Performance to Communicate Your Story

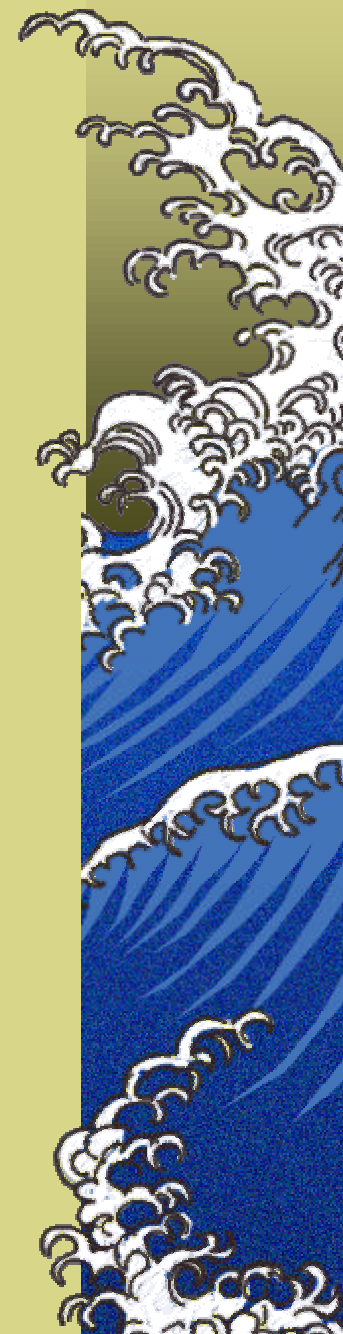
Denise M. Davis

Director Office for Research & Statistics

American Library Association

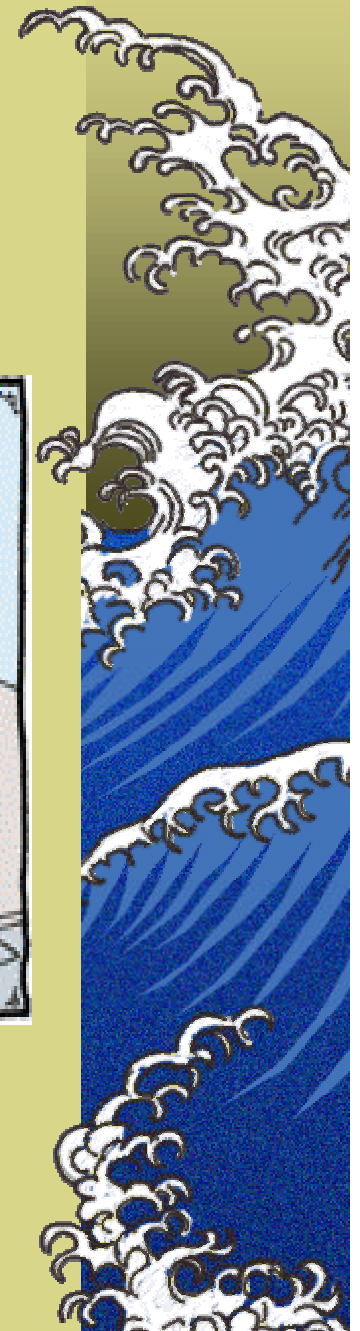
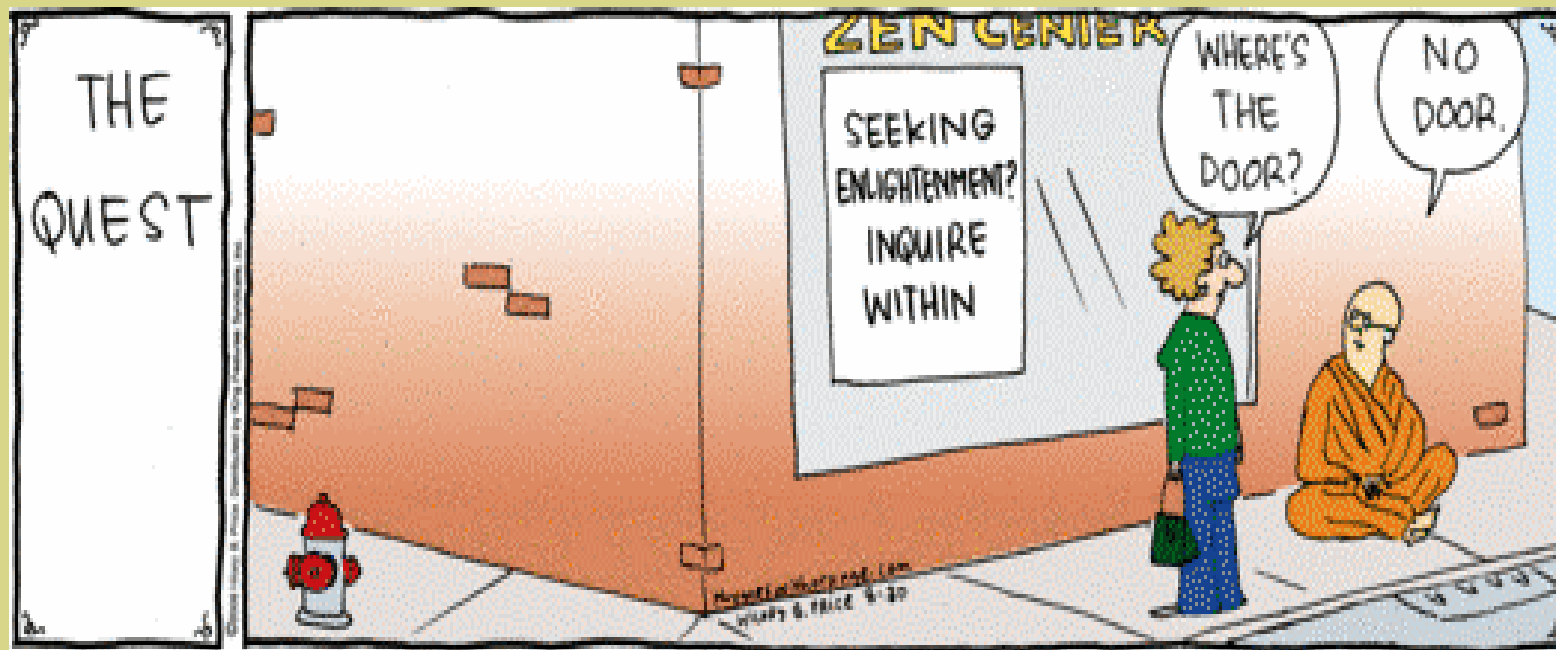
Managing Electronic Collections: A NISO Workshop

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Courtesy of Rhymes With Orange, Hilary Price, August 30, 2006

<http://www.rhymeswithorange.com/>



What are performance measures and where do they come from?

Per ISO 11620 (3.29), a performance indicator is a “Numerical, symbolic or verbal expression, derived from library statistics and data used to characterize the performance of a library.”

Performance (3.28) is “Effectiveness of the provision of services by the library and the efficiency of the allocation and use of resources in providing services.”



Indicators come from regularized reporting of metrics describing usage, services, collections, expenditures, etc.

▲ *Internal metrics*

▲ *Measurable within the organization (e.g., library)*

▲ *External metrics*

▲ *Reported by third-parties (content providers, ISPs, etc.) about use of services, collections, content, or expenditures.*



Why do Information Professionals and the Information Industry Need Performance Indicators?

Because I was told to.....

- ▶ *Some measures are ongoing and annualized to describe change, and can be used for peer analysis*
- ▶ *Some measures come from periodic surveys of constituent groups (household surveys, customer surveys, exit interviews, etc.)*



What does it mean to be a successful performer?

- ▶ *Setting benchmarks for performance based on data reported in a specific year*
- ▶ *Develop measurable and achievable goals for improvement*
 - ▶ *Study previous growth (or loss) and determine a reasonable growth/improvement rate.*
 - ▶ *Make recommendations on reality, not a dream of what could be.*



Measuring performance and determining success

- ▶ *Make regular improvements in services, staffing, etc. being measured*
 - ▶ *Core inputs to the performance*
 - ▶ *Money, staffing, content, etc.*
- ▶ *Measure, adjust, measure, adjust, measure, adjust!*



Using Performance to Tell the Story

Southern Maryland Regional Library Association, Inc.

Customer Survey of Maryland Residents

About Libraries (2003)

<http://www.somd.lib.md.us/mdlibsurvey/survey.pdf>

- ▶ *Findings of household study resulted in state legislative action that added \$1 per resident per annum over three years to state aid to public libraries. This is codified in law and the increase alters base per capita funding for Maryland public libraries.*
- ▶ *Maryland public libraries benefit from a combination of state and local tax support increases of 26+% each year, depending on the county.*
- ▶ *This revenue increase goes to operating, and translates into more services for residents.....they BUY MORE STUFF*



▲ *Oregon State Library*

http://www.oregon.gov/OSL/popularity_boxes/OSL_05_Report.doc

The State Library's Annual Performance Report for 2004-05 reports on 16 performance measures that serve to evaluate the extent to which the agency is advancing toward its long range goals, adopted by the State Library Board of Trustees. These goals were developed to influence three Oregon Benchmarks and four other high level outcomes for improved library services in the state.

OBM #38 Percent of Oregonians served by a public library that meets minimum service criteria.

OBM #18 Percent of Oregon children entering school ready- to- learn.

OBM #19/20 Percent of third/eighth graders who achieve established skill levels: a. reading



- **+4%** *Number of research assistance transactions for state employees.*
- **-2%** *Percent of state agency customers rating service “very good” or “excellent.”*
- **+20%** *Percent of state employees registered to use State Employee Information Center.* [this is an online content push service to state employees]
- **+139%** *Average number of daily visits to State Employee Information Center.*
- **+321%** *Average daily visits to the search engine for Oregon.gov.*
- **+6%** *Number of individuals registered to receive Talking Book and Braille Services.*
- **+9%** *Number of talking books and Braille books checked out per year.*
- **Not available** *Percentage of Talking Book and Braille Services customers rating service “very good” or “excellent.”*
- **-31%** *Total donations to Talking Book and Braille Services.*
- **Not available** *Percentage increase [rate of growth] in local library services to children.*
- **Not available** *Percentage increase [rate of growth] in interlibrary*



NISO Z39.7 Move to Performance Indicators for Libraries

- ▶ *Based on the recommendation from the Z39.7 revision committee*

[Z39.7 - Information Services and Use: Metrics & statistics for libraries and information providers--Data Dictionary]

- ▶ *Maintenance Advisory Committee Z39.7 will incorporate and build upon the ISO 11620 work*
- ▶ *Will appear as an appendix to Z39.7, not a stand alone standard*

