Building Your Library Association

Slides: Topic 8: Evaluation and Improvement

International Federation of
Library Associations and Institutions

Learning Objectives

- At the completion of this topic you should be able to:
  - Explain the purpose of measuring an association's performance
  - Describe the characteristics of effective performance measures
  - Identify common ways for an association to measure its performance

Measurement

- How do you know if your library association is:
  - Doing the right things? (effectiveness)
  - Doing things right? (efficiency)?
- To be successful, associations need to be able to answer both of these questions

Why measure performance?

- Performance measures are used to:
  - Evaluate and learn from activities
  - Budget for the future
  - Promote the association
  - Motivate staff and members
  - Improve what the association does

How to measure performance?

- To be effective, measures:
  - Focus on the needs of members and stakeholders
  - Drive service improvement, and make processes more consistent
  - Involve data gathering that is cost effective and sustainable
  - Provide data that are valid, reliable, relevant and usable

How to measure

- Common ways of measuring include:
  - Measuring improvement in cycle times for internal processes (such as decreasing the time taken to respond to members' queries)
  - Measuring efficiencies in use of resources (such as decreasing paper usage by implementing double-sided printing)
  - Measuring use of services by seeking feedback from members via surveys or website usage
  - Measuring member satisfaction via surveys or focus groups

Activity 13: Measurement exercise

- For your library association identify the key performance indicators for measuring achievement in the area of membership services
- Refer back to the characteristics of a good measure