TOWARDS PRELIMINARY EDUCATIONAL ACTIVITIES FOR QUALITY IMPROVEMENT OF LIBRARY WORK PROCESSES

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EDUCATIONAL ACTIVITIES

- PERMANENTLY NECESSARY IN CHANGE MANAGEMENT

- EFFECTIVE UNDER THE CONDITIONS OF ECONOMIC TRANSITION
## ACADEMIC LIBRARIES DATA (Serbia, 2003)

<table>
<thead>
<tr>
<th>Indicators*</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newbooks/user</td>
<td>0,51</td>
</tr>
<tr>
<td>Employees</td>
<td>455</td>
</tr>
<tr>
<td>Library professionals</td>
<td>298</td>
</tr>
<tr>
<td>Librarian/1000 users</td>
<td>1,94</td>
</tr>
<tr>
<td>Univers. &amp; depart. libraries</td>
<td>134</td>
</tr>
<tr>
<td>E-catalog</td>
<td>79</td>
</tr>
<tr>
<td>Internet access</td>
<td>67</td>
</tr>
</tbody>
</table>
Inappropriate working conditions: librarian was often unprepared because in a lot of institutions libraries were the last units to be equipped with computers and Internet; deprived of the possibilities to learn and use modern information tools and Internet; lacking a short-term goal before him or a record describing what s/he did or did not accomplish.
LIBRARIANS AND THE MANAGEMENT OF ACADEMIC INSTITUTIONS

- Insufficient communication between a library and the academic or research institution it belongs.

- The SALA 10th professional conference focused on the education was such an occasion for communication.
ACTIVITIES FOR LIBRARY WORK IMPROVEMENT

- A shared union catalogue with 1.5 million records is created.
- More than one hundred librarians were educated in shared cataloguing.
- Licenses for the work with the COBISS SW are obtained.
- A Consortium for coordinated acquisition is founded.
- 14,000 electronic journals and 40 e-services are acquired.
Serbian Academic Library Association (SALA) & educational activities

- SALA, directed by its mission, information disseminator and educator:
  - journal *INFOtheca*,
  - bulletin *Academic libraries*,
  - annual conferences,
  - one day seminars and workshops
SALA’s project for the improvement of library work quality

- more concrete projects of continuing education had to be conceived
- selected work processes supported by instructions of the corresponding standards
- teaching people how to re-examine and correct some neglected procedures.
Approaches to education activities: MOTIVATION FOR LEARNING

- Training has to be preceded by the efforts for motivating librarians to learn.

- Motivation was poor because of
  - very slow influx of new knowledge about library practice,
  - insufficient librarians’ opportunities for using skills.
MOTIVATION FOR LEARNING

- For any achievement capability, opportunity and motivation are necessary.
- SALA has some possibilities to change the workers' capabilities by offering professional support.
- Opportunities for using capabilities of librarians at their workplaces depend on the management and ICT.
QUALITY IMPROVEMENT AS MOTIVATION

- Some ISO 9000 trainings showed that people would gain more self-respect based on their own motivation to become a part of the activities directed to any improvements.

- Like in other professions, in Serbian academic libraries there can be found those responsible persons who are motivated by the idea of the quality that can be continually improved.
STANDARDS AS A PART OF EDUCATION CONTENT

- **ISO 2789 - International library statistics, 2003**
  - *guidance to the library on the collecting and reporting of statistics*

- **ISO 11620 - Library performance indicators, 1998**
  - *specifies the requirements of performance indicators for libraries*
QUALITY MANAGEMENT STANDARDS AS A PART OF EDUCATION CONTENT

- ISO 9000 standards will help librarians to:
  - re-establish procedures of good practice,
  - make the processes in his or her segment of work more effective by continual improvements.

- Quality management means that service quality should be planned, controlled and permanently adapted to user needs.
QUALITY MANAGEMENT STANDARDS IN LIBRARY WORK

- define mission of the library, primary user group and user needs, long- and short-term goals;
- establish an atmosphere in the library where all the staff is oriented to high-quality services;
- measure the output and compare it with established goals;
- introduce mechanisms for continual service improvement.
Improvement by focusing on work processes and understanding practice

- Methodology Plan-Do-Check-Act leads to an improvement as a consequence of acquired knowledge.

- At the heart of this process of improvement is that person’s own conscious understanding of her practice.
OBJECTIVES OF EDUCATIONAL ACTIVITIES FOR QUALITY IMPROVEMENT

professionals’ commitment to continual improvements of the processes they are in charge of in the chain of library functions.
STEPS PRECEDING EDUCATIONAL ACTIVITIES FOR QUALITY IMPROVEMENT

- engage instructors
- create information & education materials
- develop educational events & formats of educational materials & methods of delivery
- develop a plan for assignments & tests
- work out an evaluation of learners’ & instructors’ results
EDUCATIONAL MATERIALS in SALA’s activities

- Q messages periodically delivered to librarians by mail, e-mail or personally
- Published articles
- Booklet entitled “Q project: educational activities for library work quality improvement”
SALA’s 11th Professional Conference

with the title

Library standards · position of the libraries and librarians

will be held on October 28th

in Belgrade.
PLAN OF A WORKSHOP

“QUALITY MANAGEMENT” Part 1

- **Introduction to quality management for libraries** (Introduction lecture - 30 min + questions)

- **Formulation of the Vision and Mission of Academic Libraries** (Team work on an example - 45 min)

- **Statistics and measurement of library performance** (Introduction lecture - 30 min + questions)
PLAN OF A WORKSHOP

“QUALITY MANAGEMENT” Part 2

- **Statistics** – *Comparison of international standard with statistics in Serbia*  
  (30 min + questions)

- **Most important indicators** for academic library performance measurement (Discussion 45 min)

- **Summary of the workshop and planning of the future activities.**
CONCLUSIVE REMARKS

- inadmissibly neglected importance of planning of and reporting on library work
- motivating librarians for gradual acquiring knowledge about the important concepts of quality management standards
Thank you for your attention!

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