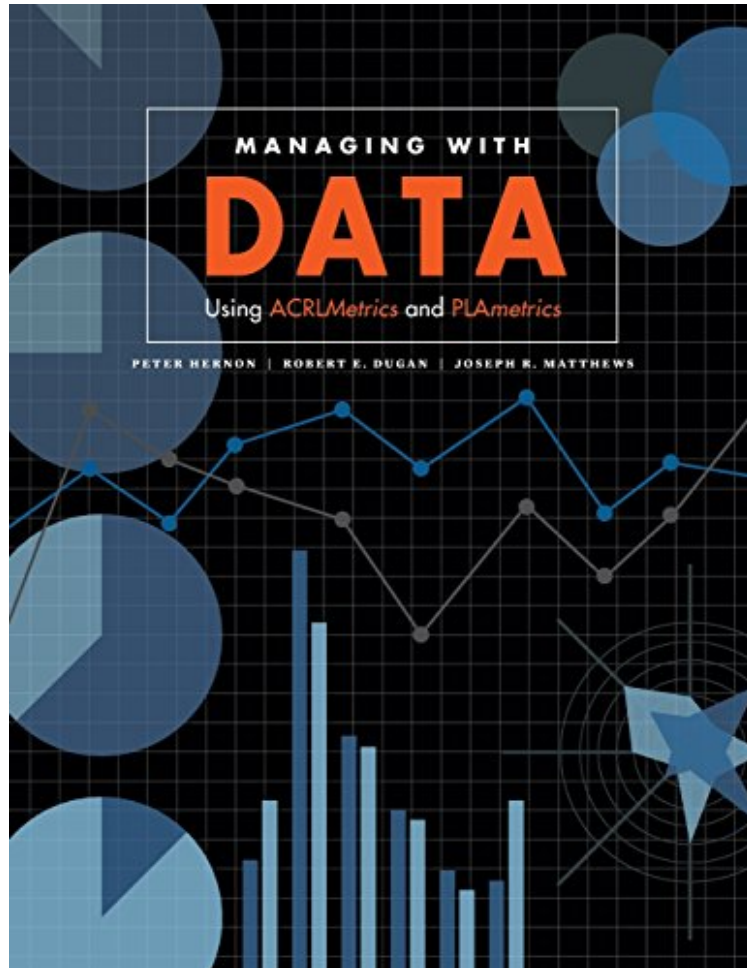


Managing with Data: Using ACRLMetrics and PLAMetrics

Peter Hernon, Robert E. Dugan, Joseph R. Matthews
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Peter Hernon, Robert E. Dugan, Joseph R. Matthews : Managing with Data: Using ACRLMetrics and PLAMetrics before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing with Data: Using ACRLMetrics and PLAMetrics:

Both the Association of College and Research Libraries (ACRL) and the Public Library Association (PLA) provide important data services. For library managers and administrators, the key to the data s usefulness is knowing how to extract and apply the most relevant information to managing a library and improving accountability. A companion volume to the authors earlier book Getting Started with Evaluation, this guide illustrates how to use the data to support value, collection use, benchmarking, and other best practices. This important resourceIdentifies key metrics in ACRLMetrics and PLAMetricsDemonstrates how to perform techniques for developing and using metricsOffers

exercises that illustrate how to produce meaningful metrics and reports, accessible via a free web portalShows how to move towards outcomes assessments while simultaneously embracing valueIncludes numerous examples to guide readers through the data services web interfaces screen-by-screenManagers at academic and public libraries, administrators, and library trustees will find this book a vital tool for accountability and advocacy.

A useful introduction to two of the major data tools that libraries can use to help guide and shape decisions ... more experienced data users will still find much of value in the exercise questions and the overall discussion." -- TechnicalitiesEach chapter provides the opportunity to gain real experience through examples and exercises that utilize complimentary access to a subset of data from the two data services. This approach solidifies the ideas presented and encourages the reader to expand upon these themes to incorporate other sources of data to fashion a management process that addresses the mission and visions of the institution or the community ... This book would serve students in LIS masters programs studying library management as well as current and future department heads and directors in public and academic libraries looking to improve skills in assessment, decision making, and communicating value to stakeholders." --American Reference Books AnnualI like this book. Too much of what is written about program evaluation (and indeed about library management in general) is written as if the problems are abstract. However, as any manager can tell you, that is anything but the case. Those working in the field need what they need now, and this text offers that. While a deep reading of the book might be useful, one can spend a few hours with 'Managing with Data' and get a clear understanding of what is meant by evidence-based decision making, how these databases can support that approach, and how to use the data generated effectively." --Technical Services QuarterlyAbout the AuthorPeter Heron is a professor at Simmons College (Graduate School of Library and Information Science, Boston) and the principal faculty member for the doctoral program, Managerial Leadership in the Information Professions. He was the 2008 recipient of the Association of College and Research Libraries award for Academic/Research Librarian of the Year, is the co-editor of Library Information Science Research, and has taught, conducted workshops, and delivered addresses in ten countries outside the United States. He is the author or coauthor of 55 books, including the award-winning Federal Information Policies in the 1980s, Assessing Service Quality, and Viewing Library Metrics from Different Perspectives.Robert E. Dugan is the dean of libraries at the University of West Florida (Pensacola, FL). Prior to assuming this position, he had been at Suffolk University, Boston; Wesley College, Dover, DE; and Georgetown University, Washington, DC. He has also worked in state and public libraries during his nearly 40-year career. He is the coauthor of eleven books, including Viewing Library Metrics from Different Perspectives.Joseph R. Matthews is a consultant specializing in strategic planning, assessment, evaluation of library services, customer service, use of performance metrics, and the balanced scorecard. He is the author of several books, including The Customer-Focused Library, Strategic Planning and Management for Managers, and Measuring for Results; and the coauthor (with Peter Heron) of Reflecting on the Future of Academic and Public Libraries, Listening to the Customer, and other books.