

**SPEAKER: PROF. DENNIS A. ALONZO**

*MS in Assessment and Evaluation, University of Melbourne, Australia and Currently, Dean College of Education, Director of Special Projects, and Head, Curriculum Development Center, University of Southeastern Philippines, Davao City and Senior Researcher, REFORM, Inc.*

*Topic:*

Assessing and Evaluating Services in Libraries and Information Centers Towards Sustained Progress and Development

**ABSTRACT:**

This talk will outline and argue the primary role of assessment and evaluation in academe, particularly in library services, in supporting high-quality learning. It is intended to provide librarians and service providers with the knowledge and understanding necessary to select and apply appropriate evaluation techniques, and to use assessment data in decision making and justify increasing expenditure. To accomplish this, a review of the crucial roles of libraries and their contribution to teaching, research, scholarship, and community service will be used as starting point for discussion. Then, once the performance issues for evaluation are identified, various evaluation frameworks and models combining qualitative and quantitative approaches focusing on utilization will be discussed. A more robust adoption of evaluation techniques will be introduced in order to help library managers combine traditional internal measurements (circulation, reference transactions, etc.) with more customer-centric metrics (how well was I served, how satisfied am I with my branch, etc.) to form a truer picture of the value of the library to its stakeholders and patrons. Finally, the presentation will conclude by highlighting current trends in assessing library systems including library leadership, organizational culture, library priorities, sufficiency of resources, data infrastructure with emphasis in electronic library, competence of staff in ensuring sustainability, assessment skills and expertise presentation of results, and the ability to use results to inform decisions to improve library services.