

**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)

■ Indicators*

Avg.

■ Newbooks/user	0, 51
■ Employees	455
■ Library professionals	298
■ Librarian/1000 users	1, 94
■ Univers. & depart. libraries	134
■ E-catalog	79
■ Internet access	67

Inappropriate working conditions: librarian was often unprepared because in a lot of institutions libraries were the last units to be equip-ped 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,
- a Consortium for coordinated acquisition is founded
- 14,000 electronic journals and 40 e-services

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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