



## Value of Library and Information Service A Bibliography/Webliography

- <http://conferences.alia.org.au/online2003/papers/kassell.ppt>  
**Kassel, Amelia. Demonstrating Value of Libraries and Information Professionals**  
Power-point presentation that indicates methods for demonstrating value and return on investment (ROI).
- <http://conferences.alia.org.au/shllc2001/papers/woldring.html>  
**Woldring, E. Strategies to measure the value of special libraries. 9<sup>th</sup> Special, Health and Law Libraries Conference, Australian Library and Information Association, Melbourne, Australia, August 26-29, 2001.**  
The author presents a brief survey of the literature on the topic of demonstrating the worth and value of the library and discusses "attempts to measure the value of information in monetary terms, the difficulty of making these assessments and the alternative of measuring perceived value in non-monetary terms using the Priority and Performance methodology".
- [www.ulb.uni-muenster.de/bibliothek/projekte/outcome.html](http://www.ulb.uni-muenster.de/bibliothek/projekte/outcome.html)  
**Impact and Outcome of Libraries**  
This website from the University of Muenster, Germany, includes power-point presentations from meetings of the International Federation of Library Associations, an extensive bibliography with links to full text of many of the articles, and links to related sites.
- [http://nml.gov/evaluation/hospital\\_eval/index.html](http://nml.gov/evaluation/hospital_eval/index.html)  
**Measuring Your Impact: Using Evaluation to Demonstrate Value: A hospital Library Evaluation Workshop.**  
The workshop materials, most of which are in pdf format, include a slide presentation, logic model, evaluation plan, resource list, SWOT analysis chart, sample mission statements, and data collection methods chart.
- [www.ala.org/online/news/10reasons.html](http://www.ala.org/online/news/10reasons.html)  
**Herring, Mark Y. 10 Reasons Why the Internet Is No Substitute for a Library.**  
List compiled by the Dean of Library Services, Winthrop University, Rock Hill, SC, describes deficiencies in using the Internet as the source of all information. Information was originally published in *American Libraries*, April 2001, p. 76–78. The ten reasons are: not everything is on the Internet; the needle (your search) in the haystack (the Web); quality control doesn't exist; what you don't know really does hurt you; states can now buy one book and distribute to every library on the Web – not!; hey, Bud, you forgot about e-book readers; aren't there library-less universities now?; but a virtual state library would do it, right?; the Internet: a mile wide, an inch (or less) deep; and the Internet is ubiquitous but books are portable.
- <http://www.sla.org/content/SLA/professional/meaning/what/isldten.cfm>  
**Adding Value to Information: Top Ten Reasons To Use An Information Center**  
This web page from SLA was last modified in 2001. The ten reasons are supported by statistical data and studies from the following sources: Jose-Marie Giffiths and Donald W. King, *Increasing the Information Edge*, SLA, Joanne G. Marshall, *The Impact of the Special Library on Corporate Decision-making*, SLA. Briefly the ten reasons are: you will get valuable information to help you make

decisions; you will get more accurate information; you will make better decisions; you will save time; you will be more productive; you will get your work done; you will do better work; you might even become a “fast-tracker; you will contribute to knowledge sharing within your organization; and you will save money.”

- <http://www.sla.org/content/learn/onlinepres/LAB2002/index.cfm>  
This web site offers the power-point presentations from SLA's September 2002 Library Assessment and Benchmarking Institute. This program was designed to provide information professionals in government, academic and/or corporate settings with practical, assessment strategies, benchmarking techniques and e-metrics. Topics covered include strategic assessment, evaluating web statistics, e-metrics, linking libraries to institutional initiatives, improving customer service and achieving assessment, problems of assessment in research libraries, as well as valuing ourselves and our work in the information age.
- <http://www.infoday.com/MLS/may02/kassel.htm>  
**Kassel, Amelia. Practical Tips to Help You Prove Your Value**  
Text of an article which originally appeared in the May/June 2002 issue of Marketing Library Services. Topics covered include return on investment, understanding your corporate culture, saving money, being more proactive, and new competencies, skills and services. The article provides links to several others on the subject.
- <http://www.insitepro.com/donald2.htm>  
**Donald, Rosalyn. Valuing Library Services**  
This article emphasizes the importance of translating library successes into terms that corporate management will understand and value. The author describes business methods for evaluating library service to put a dollar value on the tangible and intangible benefits of services, though the article does not detail how to perform these evaluations. Instead, readers are referred to other articles referenced by the author in the bibliography. The article also includes a strategy for finding more information about the topic in InSite Pro, a database provided by Information Access Company. Ms. Donald is an employee of this company. The article is dated 2002.
- <http://www.infoday.com/mls/dec99/story.htm>  
**Keyes, Alison M. Marketing the Services In a Government Library**  
This article by Ms. Keyes, the supervisory librarian, U.S. EPA Region 10 Library-Seattle, was published in the November/December 2002 e-newsletter MLS: Marketing Library Services. The article discusses marketing the services of a government library; however, the concepts and strategies presented are applicable to all libraries.
- <http://www.llrx.com/features/lorna.htm>  
**Casey-Cohen, Lorna. Significance of Law Library Value-Added Services in the 1990's Law Firm**  
Lorna Casey-Cohen, a librarian at the law firm of Fort & Schlefer, posted this web page article in 1997. This article addresses the significance of value-added services in a law firm library and whether outsourcing the firm's professional library staff can adequately provide these services. She elaborates on the double meaning of value-added service: the ephemeral, intangible meaning an individual brings to an institution and the practical value of expertise and knowledge of the information industry a competent professional possess.
- <http://www.sla.org/content/SLA/professional/businesscase/lettis.cfm>  
**Lettis, Lucy. Be Proactive: Communicate Your Worth to Management**  
This article by Lucy Lettis from Information Outlook, January 1999, discusses ways that the information professional can gain the respect of management. It includes long lists of intellectual competencies that she expects from someone with a recently completed MLS and technical competencies she would expect that same person to have gained within a year of completing the degree.
- <http://www.sla.org/content/SLA/professional/businesscase/octeng/index.cfm>  
Provides full text of three articles from the October 1997 issue of Information Outlook on the value of the information professional and the information center to an organization. Articles include: *Managing*

*Upward: Working Effectively with Supervisors and Others in the Hierarchy; Avoiding the Ax: How to Keep from Being Downsized or Outsourced; and The Information Experience.*

- <http://www.sla.org/content/learn/ipvalue/additionalvalue.cfm>  
**Additional Value Resources: SLA Resources on Creating and Demonstrating Value**  
This brief annotated bibliography from the Special Libraries Association includes some materials that are accessible only to SLA members.
- <http://mlanet.org/press/hotquot2.html>  
**Medical Library Association: Hot Quotes: Pro-Library and Pro-Librarian Citations**  
This bibliography identifies quotes related to the value of libraries or librarians. The articles range in date from 1981 to 1992. The references include citations from library literature, newspapers, medical/allied health literature, and a quote from Sir William Osler is included.
- <http://mlanet.org/resources/survive/>  
This is a link to pages on MLA's web site describing MLA's Librarian Survival Kit. The primary focus is PR for selling the Survival Kit. However, the links under the heading *This Kit Provides...* give access to some very valuable information that could be used by a librarian facing the downsizing or closure of the library. Material could also be used to develop some PR for the value of the library. This resource helps librarians promote their value as members of the health care team and the value of the services they provide to their institutions. It includes *Value of the Hospital Library* Fact Sheet which discusses the impact of the library on patient care, and the importance of immediate access to up-to-date patient care information to the hospital.
- [http://www.hls.mlanet.org/Management/hls\\_rochester.htm](http://www.hls.mlanet.org/Management/hls_rochester.htm)  
**Studies of the Value of Hospital Libraries**  
This link provides bibliographic citations and abstracts of three seminal studies on the value of hospital libraries. Studies abstracted include the Rochester Study by Joanne Marshall, the King Study and the Klein Study.
- <http://www.sla.org/content/learn/ipvalue/index.cfm>  
**Value of the Information Professional**  
This brief article describes the need for information in the business world and the impact that an information professional can make on differentiating one organization from another and maintaining the organization's sustainability
- <http://www.mlanet.org/members/advocacy/index.html>  
**Medical Library Association Advocacy Toolbox: a Practical Guide to Communicating Your Value**  
This toolbox describes common problems, lists tools to use to address the problem, and gives reality based examples of how health sciences librarians solved the problem. It is available to MLA members only.
- [http://www.ils.unc.edu/~marshall/presentations/Oct\\_2001\\_present\\_files/frame.htm](http://www.ils.unc.edu/~marshall/presentations/Oct_2001_present_files/frame.htm)  
**Marshall, Joanne. Valuing Ourselves and Our Work in the Information Age**  
PowerPoint presentation that indicates which elements should be measured and possible ways to measure them. Dr. Marshall gives sample reference output measures and examples of measuring library impact based on various library studies.

## IN THE LITERATURE

- <http://nmlm.gov/mcr/resources/quotes.doc>  
**Compiled by Weaver, Deb and the Colorado Council of Medical Librarians Advocacy Team**  
These quotations from various articles and studies relate to the importance of having a medical librarian on staff.

- <http://www.ala.org/ala/ors/reports/roi.htm>  
**American Library Association. Articles and Studies Related to Library Value (Return on Investment)**  
A bibliography of materials primarily focused on public libraries. Some references are annotated and/or linked to full text.

## JCAHO

- On the VALNET Web Page: "JCAHO INFORMATION"  
<http://vaww.vhaco.va.gov/VALNET/JCAHO.asp>
- ALA: "Guidelines for Library Services for People with Mental Illnesses"  
[www.ala.org/ala/ascla/asclaprotocols/asclastandards/GuidelinesMental\\_Illnesses\\_draftJune2005.pdf](http://www.ala.org/ala/ascla/asclaprotocols/asclastandards/GuidelinesMental_Illnesses_draftJune2005.pdf)

## CRITERIA, STANDARDS & BENCHMARKING

- Hospital Libraries Section/MLA website: "Other Resources" page  
<http://www.hls.mlanet.org/otherresources/>  
Includes the standards
- VALNET Comparison Chart  
[http://vaww.vhaco.va.gov/VALNET/Surveys/Comparison\\_Chart/Reports.asp](http://vaww.vhaco.va.gov/VALNET/Surveys/Comparison_Chart/Reports.asp)
- MLA BENCHMARKING NETWORK  
<http://www.mlanet.org/members/benchmark/index.html>