Core Competencies for Librarians with Assessment Responsibilities

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What is LLAMA MAES?

- LLAMA=Library Leadership, Administration and Management Association, a division of ALA
- MAES=Measurement, Assessment, and Evaluation Section of LLAMA
- LLAMA is for all types of libraries
LLAMA MAES

• Education Committee formed in 2011 – part of charge: develop core competencies for assessment librarians
• 6 library job websites and listservs were reviewed over 18 months
• Search terms used: assessment, evaluation, metrics and strategic
• 231 job descriptions found with above terms were analyzed
Methodology

• Content analysis using Atlas.ti
• More than 50 codes were developed to identify competencies
• Codes were analyzed for co-occurrence
• Code families, super codes and subsequently networks were developed
Assessment Librarian positions

• 44 jobs; all were in academic libraries; most were ARL
• Top skill areas included:
  • Assessment Tools
  • Analysis/Analyze Data
  • Collaboration
  • Presentation
  • Assessment Methods
  • Innovative/Dynamic/Creative
  • Assessment Program (long term development of a program of assessment)
Non-Assessment Jobs with “Assessment” or “Evaluation” in the Job Posting

• 187 job postings in this category; 87% from college/university libraries
• 30% were instruction-oriented
• 20% were administrative positions (deans, directors, department heads)
• 16% public services/reference
• Instructional and administrative positions had more detailed assessment responsibilities
Confirmation of “Culture of Assessment”

- Inclusion of assessment in newer job areas, such as “Emerging Technologies” and “Digital Collections”
- Inclusion of assessment in more traditional job areas, such as archives, access services, cataloging
- Core competencies identified in this research can assist library administrators in developing new positions and reshaping existing ones
Where are we learning how to “do assessment”? 

• Not in LIS programs: Askew and Theodore-Shusta found only 1 formal course on assessment & few programs requiring research methods 

• On the job training 

• Short courses (ex. ARL Service Quality Academy) 

• Conferences, such as LAC 

• Self-directed learning
Recommendations for library assessment community

• Librarians can use core competencies to identify gaps in their own skills
• Assessment librarians can use our research to advocate for support for their own professional development
• Professional associations could identify gaps in professional development training
• Associations or LIS programs could develop a certificate program in library assessment
Recommendations for MAES

• Reach out to PLA to more effectively research “assessment” in public libraries
• Add existing professional development opportunities to its Assessment Toolbox
• Reach out to LIS educators through the Association of Library and Information Science Educators (ALISE)
Want more information?

• Upcoming LLAMA webinar on findings (more than 8 minutes!)
• Manuscript is under review – watch for a future publication
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