HartKnowledge Consulting

Asset or Cost Centre? Where does your library/information centre fit?
Qualitative Evaluation of Library and Information Services Using Narrative Techniques

As an information professional, do you find you are constantly trying to prove your worth to your organisation? Many of us have learned to collect and aggregate statistics about our products and services, but what is the quality of service and value add we offer to our customers and our organisations? By applying narrative techniques, your instructor will guide you through the methodology for collecting qualitative information and making sense of the results, allowing you to better articulate the depth of difference you make to your organisation and effectively demonstrate return on investment.

Why Should You Attend?
- Knowledge management (KM) often remains theoretical to many individuals. This course offers practical applications through narrative techniques and reaches at the heart of meaning and value and ROI for information services.
- Nerida offers regular training and seminars that stretch the imagination and ideas of our profession and has delivered similar training at the last two Special Libraries Association (SLA) conferences in the USA with great success.
- KM is not just a discussion among information professionals. Once the information professionals in an organisation demonstrate the value of this type of evaluation it is expected there will be interest from other parts of their organisations in using alternative evaluation methods.

What will you learn?:
1. Discover what knowledge management has to do with librarians/information professionals.
2. Understand the differences between information management and knowledge management.
3. Learn why collecting data on library usage does not give you the true value of your library/information/knowledge service to your organisation.
4. Apply a series of new techniques which you can put into practice immediately for evaluating your services.
5. Become skilled at communicating to your manager(s) the true ROI of the services you provide.

Who Should Attend?
Managers of special libraries who need to demonstrate to senior management how library services are making a difference and what is the real ROI of the organisation investing in library/information services.

How will you gain this knowledge and expertise.
This Program will introduce participants to Knowledge Management and then take them through a series of processes for evaluating library, information and knowledge services. Outline for the day:
1. Introduction and scene setting - why doesn't data collection demonstrate the true value of the special library within an organisation.
2. Introduction to knowledge management for librarians - this includes use of narrative, complexity theory and collaborative techniques for librarians
3. Starting the process - getting management support for alternative evaluation methods
4. Using data collection and survey with narrative techniques - a step by step process taking participants through setting up questionnaires, developing the key questions for narrative collection, running the narrative process (by taking part in a mini version of this process)
5. Collating results and applying sense-making processes to cluster themes, behaviors and issues.
6. Putting together an action plan for continuous improvement
7. Close down and evaluation of the course.

Special Libraries Association (SLA) competencies from each category related to this topic were identified and selected below:
A. Managing Information Organizations:
A.2 Assesses and communicates the value of the information organisation, including

information services, products and policies to senior management, key stakeholders and client groups.

B. Managing Information Resources: B.2 Builds a dynamic collection of information resources based on a deep understanding of clients' information needs and their learning, work and/or business processes.

C. Managing Information Services: C.2 Conducts market research of the information behaviors and problems of current and potential client groups to identify concepts for new or enhanced information solutions for these groups. Transforms these concepts into customized information products and services.

D. Applying Information Tools & Technologies D.1 Assesses, selects and applies current and emerging information tools and creates information access and delivery solutions.

Personal Competencies: Communicates effectively. Presents ideas clearly; negotiates confidently and persuasively. Plans, prioritizes and focuses on what is critical. Thinks creatively and innovatively; seeks new or "reinventing" opportunities.

Course Facilitator

Nerida is an Information management professional/librarian by training working with all sectors to empower organisations and individuals to manage their information and knowledge effectively so they can find, use, manage and share information. She is passionate about the people side of knowledge sharing for effective organisational outcomes. Her specialisation is in taking knowledge management theory and putting it into practice. She also sees the critical side of empowering people to make a difference and facilitates this process in all her projects.

Nerida has more than 30 years working in the information and knowledge management sectors and 4 years working in the natural resource management (NRM) sector. She is a public speaker and writer on the importance of knowledge sharing for organisational productivity with people being the most valuable asset within an organisation and is a specialist in information and knowledge management for rural and regional natural resource management. She has been a successful program and project manager in large and complex projects with values in excess of $3m.

Scholarships/Awards:

- **actKM Platinum Award – 2008** Knowledge for Regional NRM Program – for both cultural and technological achievements in knowledge management
- **Information Professional of the Year – 2005** Special Libraries Association, Australian and New Zealand Chapter
- **actKM Gold Award for Technical Achievements – 2005** for the digitisation of the Historical Archive of the Guide to Social Security Law
- **actKM Gold Award for Cultural Change in Knowledge management – 2003** FaHCSIA Knowledge and Information Services

Feedback from attendees at this course

'Exceeded expectations'

'We're always looking for ways to increase and define our service value. This course shows you how to facilitate rich discussions with your clients, stakeholders and staff, extract significant insights and take action.'

'You won't suffer 'death by Powerpoint' in this class, you learn by doing, have fun, and leave with techniques for defining and building your service value unlike any others.'

Latest publications

- Hart, Nerida and Schenk, Mark *Evaluating information and knowledge services using narrative techniques – a case study,* in Information Outlook, February 2010.
- Knowledge for Regional NRM Team *Knowledge for Regional NRM Program : Achievements and Options for the Future,* Land & Water Australia, May 2009

Costs: $350.00 SLA and ALIA members
$395.00 non- members

Workshop costs may vary slightly depending on location and numbers:

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