

In Celebration of the 120th Anniversary of PeKing University Library

大学图书馆的价值与使命

The Value and Mission of Academic Library

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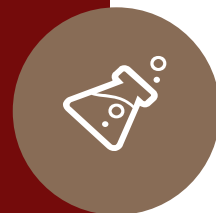
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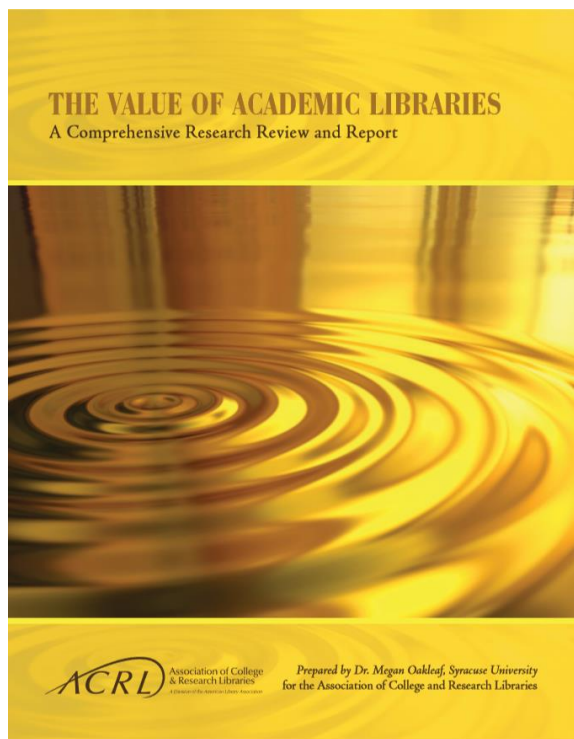
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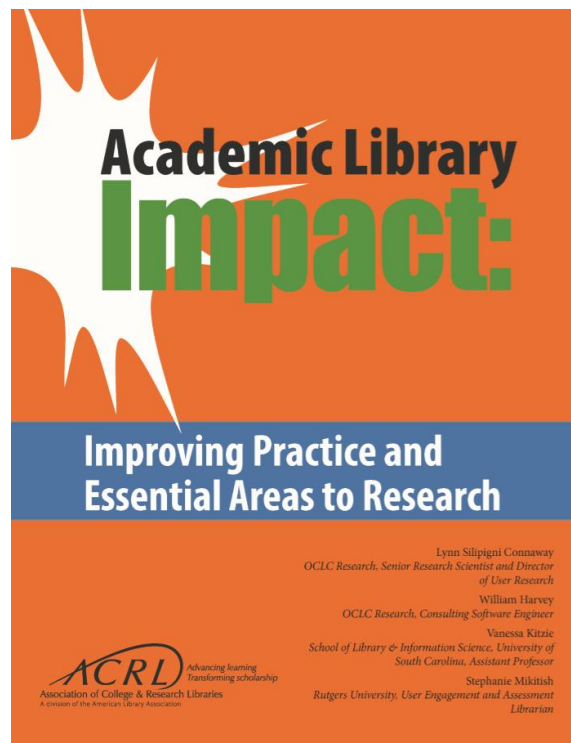
The Priority Areas for Academic Librarians



2010

THE **VALUE** OF ACADEMIC LIBRARIES

A Comprehensive Research Review and Report



2017

ACADEMIC LIBRARIES **IMPACT**

Improving Practice and Essential Areas to Research

From

A C R L

Association of College and Research Libraries

[1] Association of College and Research Libraries. *Value of Academic Libraries: A Comprehensive Research Review and Report*. Researched by Megan Oakleaf. Chicago: Association of College and Research Libraries, 2010.

[2] Association of College and Research Libraries. *Academic Library Impact: Improving Practice and Essential Areas to Research*. Prepared by Lynn Silipigni Connaway, William Harvey, Vanessa Kitzie, and Stephanie Mikitish of OCLC Research. Chicago: Association of College and Research Libraries, 2017.

一、大学图书馆价值的认知变化

The Change of the Cognition of the Value of Academic Library

从价值信念到价值实证

From Advocate Value to **Demonstrate Evidence**



20世纪高等教育的“双重支柱”——大学文化和管理文化

The “twin pillars” of twentieth-century higher education —
collegial culture on the one hand and managerial culture on the other.

(Bergquist and Pawlak, 2008)

这两个理念也引领着了大学图书馆的工作方式。

图书馆员致力于守护精神世界，捍卫人类知识。

与此同时，我们努力创造切实而高效的工作，以响应教师和学生的需要。

Librarians seek to protect the life of the mind and defend knowledge for knowledge's sake.
At the same time, we strive to create effective and efficient operations
that are responsive to the needs of our faculty and students.

一、大学图书馆价值的认知变化

The Change of the Cognition of the Value of Academic Library

从价值信念到价值实证

From Advocate Value to **Demonstrate Evidence**



图书馆——“大学的心脏”

Academic libraries have long enjoyed their status as the “heart of the university”. However, in recent decades, higher education environments have changed.

政府将高等教育视为国家资源。

学校认为高等教育是学生学习资源的提供者。

高校教师期望高等教育机构支持和促进科研。

家长和学生期望高等教育能丰富学生经历，同时也促进他们的职业发展和成长潜力。

Government officials see higher education as a national resource.

Employers view higher education institutions as producers of a commodity—student learning.

Top academic faculty expect higher education institutions to support and promote cutting-edge research.

Parents and students expect higher education to enhance students' collegiate experience, as well as propel their career placement and earning potential.

一、大学图书馆价值的认知变化

The Change of the Cognition of the Value of Academic Library



中国——“人才培养”是大学的根本任务



2018年5月2日，中共中央总书记、国家主席、中央军委主席习近平来到北京大学考察。这是习近平同北京大学师生座谈并发表重要讲话。新华社记者 李涛 摄

“大学是立德树人，培养人才的地方，是青年人学习知识、增长才干、放飞梦想的地方。”

“高校只有抓住培养人才这个根本才能办好、才能办出中国特色世界一流大学。”

——习近平

2018年5月2日，北大师生态谈会上的讲话

一、大学图书馆价值的认知变化

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从价值信念到价值实证

From Advocate Value to **Demonstrate Evidence**



“twin pillars”

“heart of the university”.

Why ? Give Evidence

社会各界不仅希望高校能够实现这些目标，他们还要求看到**展现的证据**。大学图书馆也是如此，它们可以向领导提供价值体现的证据。

高校图书馆不能再依赖于领导对其宣传理念的认可，而是应该**提供证明自身价值的证据**。

Not only do stakeholders count on higher education institutions to achieve these goals, they also require them to **demonstrate evidence** that they have achieved them. The same is true for academic libraries; they too can provide evidence of their value. Community college, college, and **university librarians no longer can rely on their stakeholders' belief in their importance. Rather, they must demonstrate their value.**

二、大学图书馆价值的实证范围

The Evidence Scope of Value of Academic library

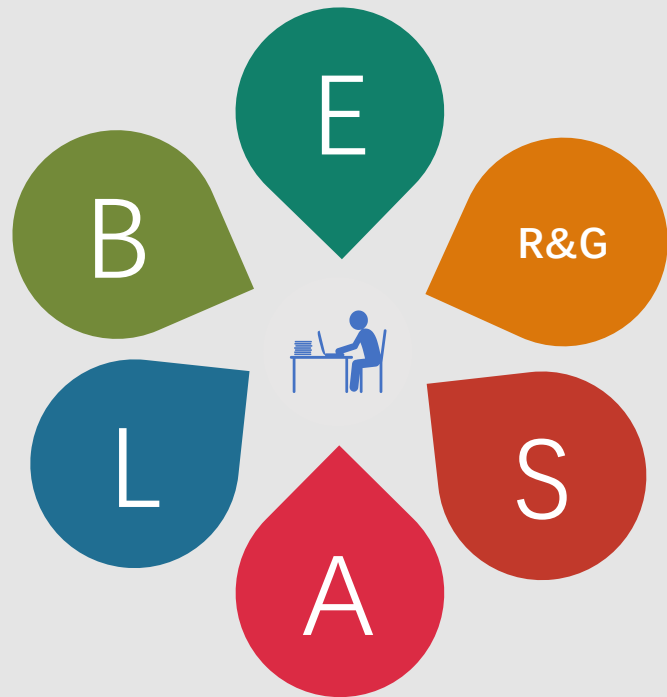
- ✓ 与学生有关的证据 **About Students**
- ✓ 与教师有关的证据 **About Faculty**
- ✓ 与学校有关的证据 **About Institutions**

二、大学图书馆价值的实证范围

The Evidence Scope of Value of Academic library



与学生有关的证据 About Students



招生：Student Enrollment

- 招生生源 Recruitment of prospective students
- 录取分数 Matriculation of admitted students
- 免试推荐 Recommendation of current students

延期和毕业：Student Retention & Graduation

- 延期毕业 Fall-to-fall retention
- 毕业率 Graduation rates

学生成就：Student Success

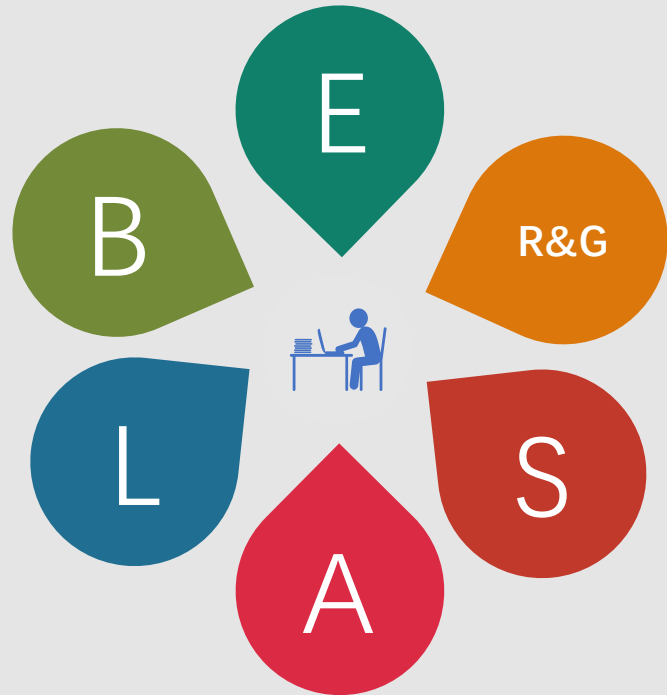
- 实习成就 Internship success
- 工作职位 Job placement
- 工资薪酬 Job salaries
- 就业深造 Professional / graduate school acceptance
- 就业技能 Marketable skills

二、大学图书馆价值的实证范围

The Evidence Scope of Value of Academic library



与学生有关的证据 About Students



学生成绩: Student Achievement

- 绩点 GPA
- 专业/教育考试成绩 Professional / Educational test scores

学生学习: Student Learning

- 学习评价 Learning assessments
- 教师评判 Faculty judgments

学生经历、态度和质量感知: Student Experience, Attitude, & Perception of Quality

- 自我报告参与研究 Self-report engagement studies
- 高年级/校友调查 Senior/alumni studies
- 帮助调查 Help surveys
- 校友捐赠 Alumni donations

二、大学图书馆价值的实证范围

The Evidence Scope of Value of Academic library



与教师有关的证据 About Faculty

Research
Productivity
科研生产力



Grants
补助



Teaching
教学

科研产出: Faculty Research Productivity

- 出版、专利、技术转让数量
Number of publications, number of patents, value of technology transfer
- 聘期 / 晋升考核
Tenure/promotion judgments

教师经费: Faculty Grants

- 经费申报数 Number of grant proposals
- 获得经费数 Value of grants funded

教师教学: Faculty Teaching

- 图书馆资源、服务与教学资源的整合
Integration of library resources and services into course syllabi, websites, lectures, labs, texts, reserve readings, etc.
- 教师与馆员的合作
Faculty / librarian collaborations; cooperative curriculum, assignment, or assessment design

二、大学图书馆价值的实证范围

The Evidence Scope of Value of Academic library

✓ 与学校有关的证据 About Institutions



● Reputation & Prestige

声望

学校声望:

Institutional Reputation & Prestige

- 教师招聘 Faculty recruitment
- 学校排名 Institutional rankings
- 社区参与 Community engagement

三、大学图书馆价值的测度方法

The Measurement of Value of Academic library

定义价值

DEFINING "VALUE"



价值，可以有多种定义和多种视角：

利用、投资回报、产出收益、影响和参照对比。

(Zeithaml 1988)

Value can be defined in a variety of ways and viewed from numerous perspectives , including **use, return-on-investment, commodity production, impact, and alternative comparison.**(Zeithaml 1988).

三、大学图书馆价值的测度方法

The Measurement of Value of Academic library



内部观测点 Internal Focus:

利用、投资回报、产出收益
use, return-on-investment, commodity production



外部观测点 External Focus:

影响、参照对比
impact, and alternative comparison.

三、大学图书馆价值的测度方法

The Measurement of Value of Academic library

✓ 大学图书馆的观测点 Academic Libraries Focus

五种定义价值的方法中，

图书馆决策者倾向于关注：

财政价值和影响价值。

Of the five ways of defining value, library stakeholders tend to focus on two: **financial value and impact value** (see Figure 2). To meet the needs of their stakeholders, academic librarians can pursue value studies in both areas.

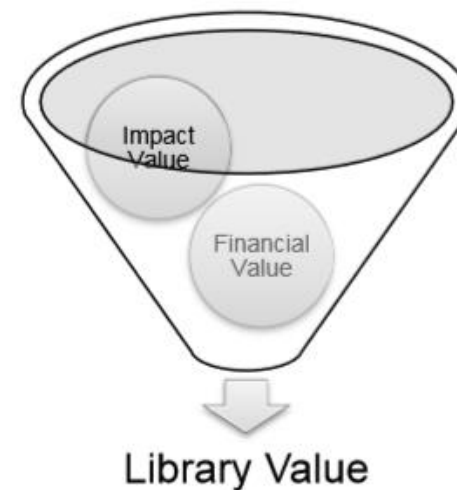


Figure 2. Library Value

Value of Academic Libraries Page 23 Figure 2. Library Value. *Academic Library Impact: Improving Practice and Essential Areas to Research* © 2017 Association of College & Research Libraries, a division of the American Library Association

四、大学图书馆价值的实现途径

The Priority Areas for Academic Librarians

ACRL确定了大学图书馆聚焦于
学生学习和成就，发展学术服务、
馆藏和空间的六个首要领域：

Based on findings from these analyses and feedback from ACRL members, this agenda identifies six priority areas for academic librarians and administrators to use as a guide and facilitator for developing academic services, collections, and spaces **focused on student learning and success:**

1. 宣传图书馆的贡献
Communicate the library's contributions.
2. 使图书馆评估与大学使命一致
Match library assessment to institution's mission.
3. 将图书馆数据纳入大学数据收集之中
Include library data in institutional data collection.
4. 量化图书馆对学生成功的影响
Quantify the library's impact on student success.
5. 增强教与学
Enhance teaching and learning.
6. 与教育利益相关者合作
Collaborate with educational stakeholders.

四、大学图书馆价值的实现途径

The Priority Areas for Academic Librarians

1 宣传图书馆的贡献

Communicate the library's contributions.

Suggested Actions

1. Explore ways to effectively communicate both up (to institutional leaders) and out (to other departments and peers).
2. Experiment with both messages and methods.
3. Confer with provosts, who can offer a bird's-eye view of what the library should be doing and how well it is succeeding.
4. Communicate regularly with other stakeholders in the hope of making them feel invested in the library and become library advocates and supporters.

四、大学图书馆价值的实现途径

The Priority Areas for Academic Librarians

2 使图书馆评估与大学使命一致

Match library assessment to institution's mission.

Suggested Actions

1. Support student success by aligning services, collections, and spaces to support institutional objectives.
2. Include “nontraditional” metrics that show how libraries support goals such as student recruitment and alumni engagement.
3. Go outside of the library to collect data and suggest collaborations with other campus units around common issues.
4. Use terminology similar to that used by others within the academic institution.
5. Work with faculty and staff from teaching and learning support services to build a culture of assessment that effectively demonstrates library alignment with the institutional mission, goals, and priorities.

四、大学图书馆价值的实现途径

The Priority Areas for Academic Librarians

3 将图书馆数据纳入大学数据之中

Include library data in institutional data collection.

Suggested Actions

1. Know how other academic stakeholders are using learning analytics.
2. Research the safeguards needed to ensure student privacy or confidentiality.
3. Strategically collect data that can be integrated into learning analytics software.
4. Advocate for the inclusion of library data in the volumes of information collected from multiple systems within the academic institution.
5. Integrate library data into campus analytics components.
6. Work with stakeholders to statistically analyze and predict student learning and success based on shared analytics.

四、大学图书馆价值的实现途径

The Priority Areas for Academic Librarians

4 量化图书馆对学生成功的影响

Quantify the library's impact on student success.

Suggested Actions

1. Identify quantifiable student success indicators at the individual and aggregate levels. These indicators should include enrollment in postsecondary education, grades, persistence to the sophomore year and beyond, length of time to degree, and the student's career after graduation.
2. Partner with other educational stakeholders, including those from other institutions, to identify factors that affect student success before students begin their education at a college or university.
3. Partner with outside stakeholders, such as businesses, to identify factors that influence student success following their undergraduate education.

四、大学图书馆价值的实现途径

The Priority Areas for Academic Librarians

5 增强教与学

Enhance teaching and learning.

Suggested Actions

1. Work with peers and students to identify effective points at which the library can be involved in teaching and learning.
2. Determine the metrics to measure the impact of those changes.
3. Integrate library resources and instruction into academic workflows.
4. Engage with faculty and students to develop everyday support services (such as research and writing workshops) for students. That might involve extending library hours, having services and collections available in nontraditional areas, providing stress-relief services during final exam periods, and so on.
5. Plan to articulate and communicate the ways in which these new activities support teaching and learning outcomes.

四、大学图书馆价值的实现途径

The Priority Areas for Academic Librarians

6 与教育利益者合作

Collaborate with educational stakeholders.

Suggested Actions

1. Collaborate beyond the academy with other public institutions such as museums, libraries, and archives. A recent study found that public library staff support students in their learning because students will use public libraries if they know the staff or otherwise feel comfortable going there.
2. Study how other librarians have modified services and collections to better support other departments, including joint publications in other fields.
3. Understand that there are different types and levels of collaboration and consider looking at literature from related fields to see what is said about libraries and information-related topics.
4. Work with academic and regional stakeholders, who include administrators, academic services staff, faculty, students, alumni, and other members of local communities, to identify mutual areas of research interest and to initiate collaborative research projects.

谢谢

FOR Attention

THANKS

