

**Evaluating
the
School Library Media Program**

**A Working Bibliography Prepared for the
Building-Level Media Specialist**

Compiled by the Evaluation of School Media Programs
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Altman, Ellen, et. al, A Data Gathering and Instructional Manual For Performance Measures in Public Libraries, Chicago, Celadon Press, 1976, 134p.

This manual describes the procedures for collecting and tabulating information on materials availability, profiles of users, and use of materials, equipment and facilities. It is readily adaptable for school library media centers.

Anderson, Scarvia B. and others, Encyclopedia of Educational Evaluation, San Francisco, Jossey-Bass, 1975, 515p.

Arranged like an encyclopedia, this book provides ready access to the main concepts and techniques of educational evaluation today. Each article provides suggestions for further information on the topic.

Carpenter, Margaret B. and Haggart, Sue A., "Cost-Effectiveness Analysis For Educational Planning," Educational Technology, 10:26-30 (October, 1970).

Components of a cost comparison process are examined as a framework for evaluating various ways of accomplishing an educational program.

The CEDR Quarterly, Center on Evaluation, Development and Research, P.O. Box 789, Bloomington, Ind., Phi Delta Kappa, 1967.

This is a journal "devoted to the discussion of three empirically-based problem-solving strategies: research, development, and evaluation." It includes good useful articles for practitioners.

Cornett, Joe D., "Here's How to Choose Outside Evaluators," American School Board Journal, 165:41+ (November, 1978).

Here are ten suggestions for choosing and getting the most from an outside evaluator.

Cranton, P. A. and Legge, L. H., "Program Evaluation In Higher Education," Journal of Higher Education, 49:464-471 (Sept./Oct., 1978).

A step-by-step evaluation method is presented in this clear, concise and brief article. It is a useful introduction to the evaluation process.

Dagnon, William F., "Liesener Process Was Applied," Wisconsin Library Bulletin, 72:67-68 (March-April, 1976).

The author explains how the Liesener technique was applied in his high school library media center.

Daniel, Evelyn H., "Performance Measures For School Librarians: Complexities and Potential," in: Advances in Librarianship, v.6, New York, Academic Press, 1976, p.1-51.

This discussion provides an in-depth consideration of both theoretical and practical aspects of evaluating the school library media center program.

DeProspero, Ernest and James W. Liesener, "Media Program Evaluation: a Working Framework," School Media Quarterly, 3:289-301 (Summer, 1975).

An introduction to the different perspectives and models of evaluation is provided here, along with some suggestions regarding the complexities inherent in evaluation and some approaches that have some promise of success.

DeProspero, Ernest R., and Altman, Ellen, and Beasley, Kenneth E., Performance Measures for Public Libraries, Chicago, American Library Association, c1973, 71p.

This report of evaluation studies done in public libraries is adaptable for school library media centers. It suggests new ways of describing library services in statistical terms to create better profiles of library operation.

DeProspero, Ernest R., "Potential Limits and Abuses of Evaluation," School Media Quarterly, 3:307-315 (Summer, 1975).

The author surveys some of the purposes of measurement, the abuses of measurement, and the barriers to evaluation. The article concludes with a definition of certain essential characteristics of an evaluation model that are necessary if the model is to be acceptable to library media field.

Evaluating Media Programs: District and School; A Method and an Instrument, Washington, D.C., Association For Educational Communications and Technology, 1980, 77p. (looseleaf, \$8.95 non-members, \$6.95 members).

This instrument has been designed to evaluate budget, services, personnel, physical facilities, and collections at building and/or district level. It is based on the AASL/AECT publication Media Programs: District and School.

Evaluation News, Bloomington, Indiana, Phi Delta Kappa, 1977-

This quarterly newsletter of the interdisciplinary Evaluation Network presents news, reviews, and articles by evaluation experts.

Forster, Fred, "How to Push Through Better Evaluation Programs," Nations Schools, 87:27-28 (July, 1971).

Some practical suggestions are included on what to include and what to expect from evaluation studies.

Fulton, W. R. and others, Evaluative Checklist: An Instrument for Self-Evaluating an Educational Media Program in School Systems, Washington, D.C., Association for Educational Communications and Technology, third revision, Jan. 1979, 20p. (\$5.45 non-members, \$4.45 members).

This brief checklist is based on a statement of criteria relating to educational media programs and is designed to identify levels of quantity and quality among certain fundamental elements.

Grobe, Robert P., "Evaluation--What's It All About?," NASSP Bulletin, (National Association of Secondary School Principals), 64:1-14 (December, 1978).

This is a down-to-earth introduction to various evaluation models and ideas which contains helpful check-tests of basic ideas for self-paced learners of evaluation ideas.

Guba, Egon G., "Problems in Utilizing the Results of Evaluation," Journal of Research and Development in Education, 8:42-54 (Spring, 1975).

Criteria for judging the validity and usefulness of evaluation studies are discussed from the

viewpoint of the administrators and decision makers who will be utilizing that evaluation information.

Guidelines for Merit Media Programs, Capitol Tower Plaza, Division of Instructional Services, Kentucky Dept. of Education, Frankfort, 1979. 55p. ERIC (ED. 179, 229).

This state document is used to certificate outstanding library media programs in Kentucky, providing a step beyond accreditation. The self-study instrument which is the major part of the document covers such areas as community background, administrative support, a facilities inventory, resources available, personnel profiles, program activities, and recommended attachments.

Hannigan, Jane Ann, "Evaluation As a Search For Value," School Library Journal, September, 1976, p. 24-25.

School media specialists are urged to put mechanized evaluation structures into a "human" perspective.

How to Evaluate Educational Programs: A Monthly Guide to Methods and Ideas That Work, 2430 Penn Ave., N.W. 20037, Washington, D.C., Capitol Publications, 1977-.

An expensive but down-to-earth newsletter describing simplified techniques of measurement.

House, Ernest R., "Assumptions Underlying Evaluation Models," Educational Researcher, 7:4-12 (March, 1978).

A taxonomy of eight different evaluation models proposed by seventeen different evaluation experts is presented. This is a good structure to help understand the many evaluation theories available.

Lancaster, F. W., The Measurement and Evaluation of Library Services, 2100 "M" St., N.W. 20037, Washington, D.C., Information Resources Press, 1977, 387p.

This is an in-depth study of the methodologies for measuring services, catalog use, reference, literature searching and information retrieval, collection, document delivery, technical services, automation, use of standards, surveys, physical accessibility and cost-performance considerations for libraries. School library media specialists can adapt ideas from the many given for academic and special libraries.

Levitan, Karen M., "Resource Development and Evaluation: A Focus on Research," School Media Quarterly, 3:316-318+ (Summer, 1975).

This article describes the developments in materials evaluation research and the implications for improved evaluation and selection processes.

Ley, Terry C., "How to Set Up and Evaluate a DIR Program," Media and Methods, 15:21-23+ (April, 1979).

A method used to measure the success of a directed independent reading program is described.

Liesener, James W. ed., "Evaluation For Accountability," School Media Quarterly, 3:288-336 (Summer, 1975).

Individual articles in this useful issue are cited separately in this bibliography. Topics include an introduction to current views and models of evaluation, abuses and limits, and an examination of problems in using evaluation results.

Liesener, James W., Instruments For Planning and Evaluating Library Media Programs, Rev. ed., College Park, MD, University of Maryland Student Supply Store,

c1980. (\$3.75 including postage).

Instruments to be used with A Systematic Process For Planning Media Programs are presented here in their revised edition.

Liesener, James W., A Systematic Process For Planning Media Programs, Chicago, American Library Association, 1976, 166p.

Evaluation is presented as one aspect of the program planning and accountability process. Techniques of PPBS (planning, programming, budgeting systems) have been adapted into a comprehensive evaluation system for school media programs. Instruments to be used in the planning process are included in appendix.

Locatis, Craig N., "Reception and Use of Evaluation," School Media Quarterly, 3:328-336 (Summer, 1975).

This examination of the obstacles and problems of acceptance and use of evaluation results concludes with some suggested interventions for increasing acceptance.

Loertscher, David V., and Stroud, Janet G., PSES: Purdue Self-Evaluation System For School Media Centers: Elementary Catalog, Fayetteville, AR, Hi Willow Research and Publishing, Box 1801, 1976, 24p. (\$2.50).

In this Master catalog is a list of evaluative questions to ask of users in the study of service delivery to elementary students.

Loertscher, David V., and Stroud, Janet G., PSES: Purdue Self-Evaluation System For School Media Centers: Jr.-Sr. High Catalog, Fayetteville, Ar, Hi Willow Research and Publishing, Box 1801, 1976, 24p. (\$2.50).

Evaluative questions to ask of users in the study of service delivery to junior and senior high school students are included in this master catalog.

Loertscher, David V., and Woolis, Blanche, and Blumeyer, Russell, and Spurlock, Paul, and Buckingham, Betty Jo, M.E.D.I.A.: Media Center Program Evaluation Document for Iowa Area Education Agencies, Grimes State Office Bldg. 50319, Des Moines, IA, Iowa Department of Public Instruction, 1979. ERIC (ED. 171-318).

This evaluation document of regional library media centers is designed for use by internal and external evaluators. It is based on philosophy of substantiating "best professional judgment" with collected evidence.

Lowrey, Anna Mary, and Case, Robert N., "Measuring Program Effectiveness," Drexel Library Quarterly, 14:12-23 (July, 1978).

The evaluation process for school media programs is discussed from the point of view of these questions: 1) What is evaluation, 2) Why evaluate, and 3) How to evaluate. Barriers to effective evaluation and the supervisor's role are also considered.

Mahar, Mary Helen, "Evaluation of Media Services to Children and Young People in Schools," Library Trends, 22:377-387 (January, 1974).

After a short summary of the state of evaluation, a description is given of how the U. S. Office approached the evaluation of Title II.

Martin, Betty and Carson, Ben, The Principal's Handbook on the School Library Media Center, New York, Gaylord, 1978, 212p.

A chapter on evaluating the media program is included, along with practical instruments for use by teachers, principals, and students.

Matthews, Elizabeth W., "Describing the Descriptive Survey or Communications By Questionnaire," Illinois Libraries, 60:255-259 (March, 1978).

This is a guide for formulating, administering, and analyzing the most popular of all evaluation techniques - the questionnaire.

Media Program Guide, 942 Lancaster Drive NE, 97310 Salem, Oregon, State of Oregon Department of Education, 1979, 105p.

These state guidelines for school media programs include assessment of the media center as an instructional program and as a support service.

Mendiville, Miguel and W. Bernard Lukenbill, "Staff Development and Evaluation: the OD Point of View," School Media Quarterly, 3:307-315 (Summer, 1975).

Looking at evaluation from the staff point of view, this article considers the potential contributions from the field of organization development (OD) to the improvement of organizations such as school media centers.

Michael, William B., "Criteria For Evaluation of a Research Report, Article, or Thesis," in Isaac, Stephen, and Michael, William B., Handbook in Research and Evaluation, San Diego, California, Robert R. Knapp, Publishers, 1971, p. 159-161.

An outline for rating the written evaluation summary is included here, and serves as a good checklist for the writer of an evaluation report.

Minor, Barbara B., "ERIC (column)," Audiovisual Instruction, 23:54-56 (November, 1978).

Various documents available from the Eric system on the topic of evaluation are reviewed in this column.

Morris, Lynn Lyons. Program Evaluation Kit. Beverly Hills, CA, Sage Publication, 1978.

This series of eight short paperback monographs provides clear examples and explanations of evaluation techniques. Each book can be used and purchased separately and each is very well written with the novice in mind. Titles include: Evaluator's Handbook, How to Deal With Goals and Objectives, How to Design a Program Evaluation, How to Measure Program Implementation, How to Measure Attitudes, How to Measure Achievement, How to Calculate Statistics, How to Present an Evaluation Report.

National Study of School Evaluation, Elementary Evaluative Criteria, Arlington, Virginia, 1973, p. 101-112. and National Study of School Evaluation, Junior High School/Middle School Evaluative Criteria: A Guide for School Improvement, Arlington, Virginia, 1970, p. 89-96.

These two instruments are used by accrediting teams and include sections on the media center and media services. They are frequently used by non-media professionals for program evaluation.

National Study of Secondary School Evaluation, Evaluative Criteria for the Evaluation of Secondary Schools, 5th edition, Washington, D.C., 1978, p. 277-292.

This instrument is used by accrediting teams and includes a section on the media center and media services. It is often used by non-media professionals in evaluating media programs.

The Nebraska Guide For Establishing, Developing, Evaluating School Media Programs, 233 S. 10th St. 68508, Lincoln, Nebraska, Nebraska State Department of Education, 1975, 52p.

This is a well-known instrument designed to evaluate the services, staffing, physical facility, and collection of a school library media center.

"Needs Assessment and Program Evaluation," Issues in Media Management, 1979, Baltimore, MD, Maryland State Department of Education, (Division of Library Services, School Media Office) 53p.

Articles from the 1979 institute cover topics on humanistic and other approaches to evaluation, establishing criteria, personnel evaluation, using statistics for validating programs, and importance of good evaluation systems in the future.

New Jersey Blueprint for School Media Programs. New Jersey State Library Development Bureau, Trenton. Second Edition, 1979. 21p. ERIC (ED. 175-457).

Designed to be used for self evaluation at the local level, as a guide for supervisors, and to provide direction for short and long range planning of library media programs, this document proposes some guiding principles, defines selected terms, and outlines quantitative standards. The checklist of standards which makes up the greater part of the pamphlet is intended for use by individual libraries to examine their operations in terms of staff, facilities, collection, and equipment.

Owens, Thomas R., and Evans, Warren D., Program Evaluation Skills for Busy Administrators, Portland, OR, Northwest Regional Educational Laboratory. 1977. 63p.

While this handbook does not focus specifically on media program concerns, it does contain step-by-step guidelines for practitioners in planning and carrying out their own evaluations of educational programs.

Patton, Michael Quinn, Utilization Based Evaluation, Beverly Hills, CA, Sage Publications, 1978, 303p.

A practical and theoretical approach which promotes the viewpoint that evaluation research and program development should be useful. Suggests some different strategies for accomplishing useful evaluations.

Planning for Instructional Media Programs, 1977-1982, 126 Langdon St., Madison, WI, 53702, Wisconsin Department of Public Instruction, 1977, 12p.

A four level qualitative-based instrument and profile accompanies this state standards implementation document.

Popham, W. James, "Contemporary Conceptions of Educational Evaluation," in Educational Evaluation, Prentice Hall, 1975. p. 20-44.

The author provides a clear and understandable introduction to the various types of evaluation models developed by the most well known evaluation experts in the field of education. These models are grouped into four general classes to help practitioners determine the most useful approach for their needs.

Roth, Marjorie S. "Design Your Own Evaluation Tools," Audiovisual Instruction, 23:21-23 (November, 1978).

Suggestions are given on the construction of two main types of evaluation instruments - paper and pencil and performance. A matrix compares uses, advantages and disadvantages of each type.

Stroud, Janet, "Current Research," School Media Quarterly, 7:277-78 (Summer, 1979).

This is a brief overview of the status of research-based evaluation of school media services and some suggestions for conducting usable research in the future.

Stroud, Janet G., "Evaluation Tools for Practitioners," Audiovisual Instruction, 23:17-18 (November, 1978).

This is a good review of the various techniques and instruments currently available for evaluating the school library media program.

Stroud, Janet G., Evaluative Case Studies of School Library Media Center Services: The PSES Approach, Fayetteville, AR, Hi Willow Research and Publishing, Box 1801, 1979, 225p.

Descriptions and evaluative data from five schools who have used PSES are presented with questions and worksheets for analysis.

Woolis, Blanche, "District-Level Program Evaluation," Drexel Library Quarterly, 14:24-36 (July, 1978).

The author examines the role of district evaluation in revealing the good points of the media program and in setting the direction for its improvement. The value of reflecting the total program in planning for media services in the future is also considered.

Worthen, Blaine R., "Characteristics of Good Evaluation Studies," Journal of Research and Development in Education, 10:4-20 (Spring, 1977).

In this entertaining exploration in evaluating an evaluation, eleven characteristics of good evaluations are presented that can be used as a checklist to determine quality of an evaluation study.

ADDENDUM

Daniel, Evelyn H., "Evaluation of School Library Media Centers," New York State Library, The Bookmark, Winter, 1980, p. 287-291.

The article helps clarify and briefly summarize current thinking on school library media program evaluation and provides practical suggestions. Also included is an annotated list of suggested readings.

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