



Evaluating Reference Services: A Practical Guide

Jo Bell Whitlatch

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Whether at the desk, on the phone, or online, good reference services are often the keys to winning the hearts and minds of library customers. With this handy new guidebook, reference luminary Jo Bell Whitlatch outlines practical methods for evaluating and delivering excellent reference service to the technology-savvy library user of today. Through proven techniques and case studies, Whitlatch details how to:

- * Plan an evaluation approach.
- * Use research tools like surveys, interviews, and focus groups to evaluate services and identify needs.
- * Select and put into service the best resources for specific needs.
- * Maintain funding by presenting your results in a formalized way.

Increase and communicate the value of your reference services with this authoritative and must-have new resource!

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