公共圖書館的方向及成果

Direction and Outcomes for the Public Library

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摘要:

今日的公共圖書館處於不斷改化及科技日異月新的環境。 社區人口結構改變，資金來源的不確定性不斷升高、商業對手競爭性不斷增加、而數位出版及電子書因地方政府或資金財主的需求性大增而成為驅勢。公共圖書館成為學習及集會的中心。公共圖書館需要異業結盟以達到社會的需求與目標。無論是對內管理或行銷目的，皆需運用成果評量方式，來了解及改進公共圖書館服務。

關鍵詞: 社區、學習、檢索、服務發展、提倡、合作伙伴、策略聯盟、成果評量

Abstract:

The public library today experiences an environment of constant change and the pervasive impact of technology. Changing community demographics, uncertain funding, increasing competition from commercial entities, and a shift to digital publishing and e-books come at a time of greater demand for accountability by local government and funding authorities. The public library is becoming a center for learning and engagement. It is also important for the public library to turn outward and partner with other agencies for a coordinated approach to achieving community goals. A shift to outcome measures will be needed to capture the impact of public library services for both internal management and advocacy purposes.

Key Words: Community,Learning,Access,Service Development,Advocacy, Partnerships, Strategic Planning,Outcome Measurement