

Performance Evaluation of Iran's Province of Golestan Public Libraries, by Balanced Score Card

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Abstract

Purpose: This study aimed to evaluate the performance of public libraries in Golestan province (Iran) by using Balanced Scorecard (BSC) -a relatively new and multidimensional model to evaluate the holistic performance of organizations- in 2013.

Methodology: This applied study was a descriptive survey. Its statistic population from customer's perspective was included all 28,700 members of the public libraries in the province. 375 members were selected by using a random sampling. From learning and growth perspective, the statistic population as census method was included all 98 public librarians of Golestan province. From internal processes perspective, Gorgan Mir-Findiriski Public Library was selected as a purposeful sample and its status was compared with IFLA standards for public libraries. From financial perspective, a checklist was used to gather financial data of Golestan Province Department of Public Libraries in the two fiscal years of 2011 and 2012. Two researcher-made questionnaires were provided to collect data from the customer perspective (users), and learning and growth one (employees). Validity of the questionnaires was obtained using expert views and the reliability of users and staff questionnaire were $\alpha = .967$ and $\alpha = .968$, respectively.

Findings: The performance evaluation from the customer perspective of the balanced scorecard showed that users' satisfaction of the library services was satisfying, and from learning and growth perspective, the employees' satisfaction was average. From internal processes perspective, in comparison with the IFLA standards, Mir Findiriski Public Library was in low level, and from the financial perspective, the percentages of achieving the indicators of revenues and expenses of Golestan Province Department of Public Library were respectively less than expected level, and equal to expected level.

Originality/values: We tried to show the weakness of Golestan Public Libraries (Iran) in the effective attraction of users. It seems that imperfect absorption of revenues affected the performance of public libraries.

Keywords: Performance Evaluation, Balanced Scorecard, Public Libraries, Golestan Province (Iran).