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Springer Seminar & Library Quality Improvement Workshop 2007

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Dr Kenneth Edwin Marks, Chairman of ACRL@your™ library Task Force,

來台開此講座。

並邀請大同大學通識教育中心張迺貞 老師主持及擔任現場翻譯。

時間: 2007 年 8 月 13 日

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- 1.檢附會議日程表，請參閱。
 - 2.會場地址：台北市和平東路一段 129 號(圖書館校區)。
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Springer Seminar & Library Quality Improvement Workshop 2007

► 13 August 2007, Taipei

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Programme

Time	Programme	Speaker
0930-1000	Registration	
1000-1040	Welcome Address	Leo Lo Chao-chen Chen, Director, National Taiwan Normal University Library
	Springer Seminar	Grace Lau
1040-1055	Workshop – Overview	Kenneth Marks
1055-1120	Workshop – Readiness	Kenneth Marks
1120-1130	Refreshment	
1130-1150	Workshop – Analysis Tools	Kenneth Marks
1150-1200	Workshop – Strategic Planning	Kenneth Marks
1200-1230	Workshop – Quality Improvement Framework	Kenneth Marks
1230-1410	Lunch	
1410-1440	Workshop – Performance Indicators	Kenneth Marks
1440-1530	Workshop – How Your Library Contributes to University Success	Gail Munde
1530-1550	Refreshment	
1550-1630	Workshop – User Satisfaction	Gail Munde
1630-1650	Workshop – Measures of Library Quality	Gail Munde
1650-1710	Workshop – Wrap Up	Kenneth Marks & Gail Munde
	Closing Address	Leo Lo

Workshop Moderator: Chuck Twardy

Venue

National Taiwan Normal University
Meeting Room 1, 3F, College of Education
No. 129, Sec. 1, Heping E. Road, Taipei
Taiwan, R.O.C.

Question/Feedback

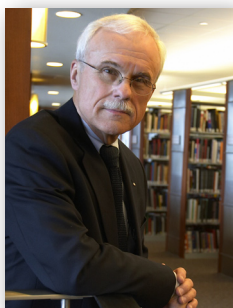
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Kenneth Marks



Library Marketing Training

- Chaired the ACRL@Your Library Marketing Taskforce that developed the complete set of marketing materials (Facilitator Guide, Facilitator Slides, Participants Manual, Train-the-Trainer Slides, @your library Toolkit for Academic and Research Libraries).
 - Was the first chair of the ACRL Marketing Academic and Research Libraries Committee and have continued as a member of the committee.
 - Has conducted all the ACRL marketing preconferences and training programs held at the annual and midwinter ALA meetings as well as the past two ACRL annual conferences.
 - Has conducted marketing training programs for academic librarians at the annual meetings of the Colorado and West Virginia Library Associations, the Network of Alabama Academic Libraries as well as doing training programs for the University of Texas, Arlington library staff, Iowa State University library staff, and Portland State University Library staff.
- www.ala.org/@yourlibrary

Library Service

- ▶ 1997-2004 : Dean of Libraries, University of Nevada, Las Vegas, before retired.
- ▶ 1990-1997 : Director of Academic Library Services, East Carolina University.
- ▶ 1984-1990 : University Librarian and Executive Director, Merrill Library and Learning Resources Program, Utah State University, Logan, Utah.
- ▶ 1978-1984 : Associate Director for Public Services, University Library, University of Tennessee, Knoxville, Tennessee.
- ▶ 1971-1978 : Reference Librarian and Head, Reference Department, Iowa State University.

Education Background

- Ph.D. from Iowa State University in Educational Administration
- M.L.S. from the University of California, Berkeley
- B.S. from Iowa State University in History

Gail Munde



Dr Gail Munde, is currently Assistant Professor of Library Science and Instructional Technology at East Carolina University in Greenville, North Carolina, USA. Prior to teaching, she worked in academic libraries for 25 years as a department chair, Associate Director, and Associate Dean. Her research interests are in library human resources management and professional development issues, such as expanding roles for librarians and information workers, library organization development, and library business administration; and Dr Munde has developed the Library Quality Improvement workshop. She has a Ph.D. in Library Science from the University of North Texas.

Chuck Twardy



Mr Chuck Twardy, a freelance journalist and photographer specializing in art and architecture, is a former newspaper reporter and critic. He writes for newspapers and magazines throughout the United States. He has a M.S. in Journalism from Northwestern University.