

# FROM ORGANIZATIONAL CLIMATE ASSESSMENT TO SERVICE IMPROVEMENT

THURSDAY, OCTOBER 11, 2007

4:00 P.M.–5:00 P.M. • GEORGETOWN II

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## Discussion Leaders:

M. Sue Baughman, Assistant Dean for Organizational Development, University of Maryland

Charles B. Lowry, Dean of Libraries and Professor, University of Maryland

The Organizational Climate and Diversity Assessment (OCDA) has been developed at the University of Maryland Libraries in cooperation with the Industrial/Organizational Psychology Program since 2000. In 2006-07 the Phase I research pilot project was undertaken with five ARL partners—University of Arizona, University of Connecticut, University of Iowa, University of Kansas and Texas A&M University—to test the utility of using the OCDA on the Web. The goals were to validate and generalize earlier research findings and to test for libraries the “Schneider Model”—that the quality of service experienced by customers is directly affected by organizational climate. This most important finding has been strongly supported by the project research results and an emerging new concept of the “healthy organization” has been developed. The research has been normed against the LibQUAL+ results of the participating organizations. Phase II will involve the administration of the OCDA survey with new participants and continued work with Phase I partners on best-practices for libraries to respond to what is learned from the survey.

The project (<http://www.lib.umd.edu/ocda/>) to date will be discussed as well as next steps for Phase II of the work in cooperation with ARL Statistics and Service Quality Programs.