

SOURCES

for library practitioners. Hernon and Altman acknowledge that “the most serious problem with traditional statistics is that they do not indicate how well libraries serve customers or how libraries might change or improve their service” (122).

Ideas to aid in library service measurement and responsiveness include embracing patron complaints as a means to improve service by tracking them in a manner similar to the way FedEx tracks shipping; surveying a library’s internal customers (staff); and charting library patron loyalty. Each of these concepts can be implemented readily without disruptive changes in the daily library workflow. The methods reviewed will help librarians become intentional in their approach to improving library services.

Several chapters conclude with a summary outline, as well as copious endnotes. The book is well indexed and provides an extensive bibliography. A complementary resource is *The Quality Library: A Guide to Self-Improvement, Better Efficiency and Happier Customers* by Sara Laughlin and Ray W. Wilson (ALA, 2008).

The central theme of this book is that “libraries must communicate with their broader community in understandable and meaningful terms” (173). The authors succeed in providing a multiplicity of ideas that apply quantifiable and qualitative measures to patron service. New ways to interpret statistics provide libraries with better ways to articulate their worth to the public. For example, “the annual per capita cost of library services is the same as the cost of a movie for two with popcorn and drinks” (172)—a statement that captures the libraries’ value in terms patrons can comprehend readily.

Assessing Service Quality is recommended for both public and academic libraries. However, the heft of the \$65 price tag will place this out of reach for many small and medium-size public libraries.—*Lisa Powell Williams, Adult Services Coordinator, Moline (Ill.) Public Library, Illinois*

Building Bridges: Connecting Faculty, Students, and the College Library. By Monty L. McAdoo. Chicago: ALA, 2010. 159 pages. Paper \$55 (ISBN: 978-0-838-91019-1).

In today’s rapidly changing information environment, librarians are faced with the increasingly difficult task of maintaining the college library’s central role in improving students’ information literacy. *Building Bridges: Connecting Faculty, Students, and the College Library* addresses this problem by considering the ways in which librarians can work with faculty and students to improve the effectiveness of library- and research-related assignments. Comprising a good deal of background information on information literacy, examples of successful and unsuccessful assignments, and copious advice on improving assignments and faculty–student–librarian collaboration, this book serves as a valuable resource for new librarians or librarians seeking new ways to interact with faculty and students.

The book is divided into five parts. Part 1 focuses on a general discussion of information literacy and the role of effective assignments in improving information literacy. It

provides a discussion of the problems encountered when attempting to incorporate information literacy education into the curriculum and presents a brief overview of the history of library instruction models.

Part 2 considers the need to work closely with faculty members to improve the quality of individual assignments and of the curriculum. This section includes a detailed analysis of the assignment lifecycle and the interaction of the major participants in the assignment process. In addition, it focuses on the challenges librarians face when interacting with faculty members accustomed to having complete control over assignment design, implementation, and assessment.

Part 3, the largest section of the book, focuses on developing effective library assignments. It begins with a discussion of some of the common reasons that assignments fail and considers the use of information technologies and the impact of the Internet on student research habits. Next, the author addresses specific assignment types, including essay assignments and research papers, and concludes with a discussion of citations, information ethics, and the specific challenges of assignments conducted in an online environment. Part 3 contains numerous examples and list of do’s and don’ts for librarians to consider as they face the real-world scenarios on a day-to-day basis. This is perhaps the most useful section of the book.

Part 4 considers two types of library assignments that typically fail: tours and scavenger hunts. In addition to a discussion of the pitfalls and limitations of such assignments, this section includes ways in which these types of assignments might be improved. Part 5 presents a discussion of information literacy instruction conducted in the library and in the classroom, addressing the challenges and opportunities inherent in each.

In conclusion, *Building Bridges: Connecting Faculty, Students, and the College Library* provides a thorough overview of the role of assignments in information literacy education. As the author concedes, experienced librarians already may have encountered many of the problems and opportunities covered in the book. However, new librarians should find the book to be an excellent resource. With its emphasis on improving the success of assignments through improved faculty–librarian collaboration, this book will be beneficial not only to librarians but to receptive faculty members who can be persuaded by their librarian colleagues to read it. By improving faculty awareness of the many ways in which librarians can improve the quality of library assignments, this book can serve as a valuable tool in the quest to improve information literacy education.—*Maura Valentino, Coordinator of Digital Initiatives, University of Oklahoma, Norman, Oklahoma*

Customer Care: A Training Manual for Library Staff. Pat Gannon-Leary and Michael D. McCarthy. Chandos Information Professional Series. Oxford: Chandos, 2010. 242 pages. Paper \$115 (ISBN: 978-1-843-34570-1).

Intended for facilitators of workshops on customer care or customer service, this guide offers concrete activities,