



Application of the CIPP Model to Evaluate Knowledge Management Projects in Mahidol University Libraries*

Apaphorn Atchariyasuja** and Assist. Prof. Somsak Sriborisutsakul, PhD

Department of Library Science, Faculty of Arts, Chulalongkorn University Bangkok Thailand; e-mail: somsak.sr@chula.ac.th

BACKGROUND

Knowledge management (KM) initiatives have been widely welcomed by several university libraries in Thailand to:

- Establish internal environment for team learning;
- Create repositories of knowledge about library practices and information work; and
- Provide access to practical knowledge.

Most pioneering libraries make their KM efforts by running annual projects that need to be evaluated. However, there are few empirical studies on KM project evaluations in the academic library sector. This current research focuses on the selection of evaluation approaches suitable for judging the success of KM projects done in the Thai university libraries. This issue is still one of relatively unexplored study areas in a KM context of non-profit organizations in Thailand.

PURPOSE

As a well-known approach to programme evaluation, Daniel Stufflebeam (2007) 's CIPP Model has the potential to enable library managers to gain holistic views about contexts, inputs, processes, and products of each KM project and help to address some useful management information for improving the implementation of other relevant projects in the future.

METHOD

The research proposes to apply the CIPP Model to KM project evaluations within the site chosen for study – Mahidol University (MU) libraries. Its objective is to assess four kinds of ongoing projects jointly undertaken by the MU libraries' staff. The projects to be studied include:

1. Routine to Research;
2. Knowledge Sharing Forum;
3. Knowledge Base Construction; and
4. Knowledge Contribution.

The study is planned to be carried out by means of a questionnaire survey of the views of the university library managers and staff who take part in the KM initiatives. A group of respondents consists of 28 KM committee members and 55 KM practitioners in the 15 MU libraries. The survey will examine their attitudes towards levels of existence and perceptions of the contexts, inputs, processes, and products of all the four projects.

HYPOTHESES

The survey data allow for testing two hypotheses posed at the outset of the study:

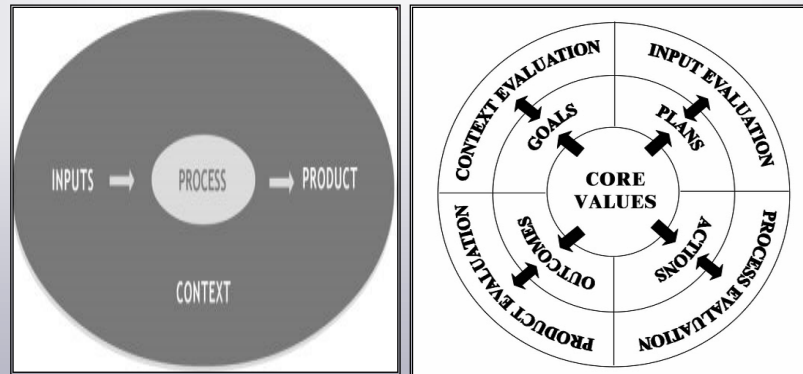
1. The respondents have the high level of agreement that performing the projects' tasks (context) is critical to the success of KM efforts and there are few knowledge repositories (product) created by the project participants; and
2. The respondents perceive that every successful KM project of the MU libraries heavily relies on the senior executive support (input) and full participation by staff members (process).

EXPECTED OUTCOMES

It is expected that the findings of this research will benefit the MU library managers requiring feedback to improve their KM project implementation. Also, they will provide practical implications for other evaluators who are interested in applying the CIPP model to assess KM initiatives or programmes in the Thai library sector.

REFERENCE

Stufflebeam, D.L. & Shinkfield, A.J. (2007). **Evaluation Theory, Models, and Applications**. San Francisco: Jossey-Bass.



Key Components of the CIPP Evaluation Model and Associated Relationships with Programs.

* This research proposal was approved by the Arts Faculty's Quality Assurance Committee on Thesis in March 2011.

**A Master student at Department of Library Science, Faculty of Arts, Chulalongkorn University.