

Library's Efficiency, Impact and Outcomes

Statistical Evaluation and Other Methods as Tools for Management and Decision-making



IFLA 2012 pre-conference satellite meeting in Turku, Finland

Dates 8-9 August 2012

Location University of Turku, Turku, Finland

Sponsor: IFLA Statistics and Evaluation Section

In cooperation with

- Management and Marketing Section

- Academic and Research Libraries Section

The radical change in the operational environment of libraries has set new challenges for library leadership and management. The traditional method for libraries has been collecting a substantial amount of statistical data. This is no longer enough for modern management. New ways of analysing efficiency, impact and outcomes measurement are needed to obtain better data and information for marketing and managing as well as demonstrating the impact of libraries. In addition to the quantitative data, one also needs qualitative data and methods of identifying users' needs. Finally, combining different types of results and data will provide new possibilities in fighting for the library's resources and meeting the users' service needs.

Main themes:

- 1 Statistical analysis, qualitative methods as tools for the advocacy of libraries
- 2 Evidence based management
- 3 Case studies about efficiency, impact and outcomes measurement

Programme

8 Aug 2012

13.00 - 16.30 Guided tour to the libraries in Turku

18.00 - 22.00 Delegate Reception and Evening Party in Moomin World

9 Aug 2012

8.30 - 9.30 Registration

9.30 - 10.00 Welcome, opening the conference

10.00 - 12.00 Session1, Joint-session

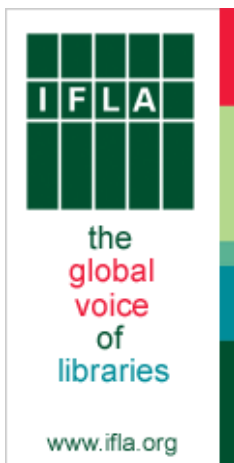
Tord Høivik: Indicators without customers. A study of the Norwegian library community.

Asiye Kakirman Yildiz: Evidence-based library management as a new concept for decision makers: a case study in Turkey.

Kate Zoellner: Connecting the Data Dots: Discover and Create a Picture of Your Library.

Jasmin Hügi & René Schneider: Usefulness evaluation of digital libraries

12.00 -13.00 Lunch



13.00 - 15.00 Parallel sessions

Session 2A Science libraries

Sabine Graumann: 3 Case studies about efficiency, impact and outcome measurement.

Landøy, Ane: A system of national indicators for academic libraries in Norway - tools for evaluation?

Danesh, Farshid et al.: Analyzing the marketing status of the superior central libraries' websites in Iranian University of Medical Sciences.

Pouneh Mehrtash et al.: Quantitative Efficiency and Effectiveness Factors for Electronic Resource Evaluation in Academic Libraries.

Session 2B Public libraries

Jennifer Weil Arns: Worth Their While. A Stronger Case for Public Library Investment Based on the Results of Recent Research and Meta-analysis.

Kim, Giyeong et al.: Advocacy, not as an activity but as a state: An attempt to assess the degree of advocacy.

Jaani Lahtinen: Loan statistics as a tool for developing library network.

Jorge Tiago Martins et al.: Portuguese School Libraries Self-Evaluation Model: an analysis of results for the 'Reading and Literacy' Domain.

15.00 - 15.30 Coffee break

15.30 - 17.30 Session 3, Joint-session + Sum Up

Miriam Lorenz: An idea of justice: a settlement model based on usage statistics.

Martha Kyrillidou: The use of qualitative methods for advocating and demonstrating the value of libraries: Lessons learned from the ARL Profiles.

Judith Broady-Preston: Evaluating the social impact of libraries: methodologies, tools and techniques.

Angela Repanovici: Empowering your institution through creating a culture of assessment.

The conference fee of 100 EUR includes the scientific programme, conference materials and lunches as well as coffee at the conference venue as marked in the programme.

The deadline for registration and payments is 30th June 2012.

*More info and online registration at:
<http://kirjasto.utu.fi/ifla2012/>*

Welcome to Turku!