



International Federation of
Library Associations and Institutions

Statistics and Evaluation Section Newsletter December 2011

Contents

See you in Finland!	1
Call for Papers: Statistics and Evaluation Section	1
Call for Papers: Statistics and Evaluation Section	2
Statistical Evaluation and Other Methods as Tools for Management and Decision-making	4
Newsbits	5
Standing Committee Meetings 2011 in San Juan, Puerto Rico	7

See you in Finland!

The World Library and Information Congress 2012, 78th IFLA General Conference and Assembly, will take place at the Helsinki Exhibition & Convention Centre in Helsinki, Finland on 11-17 August 2012.

Congress theme: Libraries Now! - Inspiring, Surprising, Empowering

Additional information: <http://conference.ifla.org/ifla78>

IFLA
2012 Helsinki

LIBRARIES NOW!
INSPIRING SURPRISING
EMPOWERING

Call for Papers: Statistics and Evaluation Section

Theme: The use of statistics and assessment for libraries at a turning point

Many libraries find themselves at a turning point in recent times. They are in a situation that imposes on them the need for change, and often quite urgently. This change can be for better - as when new opportunities must be seized, for worse - as is the case in a financial crisis, when the value of the library is put in question, or for a different reason - as when new user needs arise and old ways of doing things are not feasible any more. As change occurs libraries must make decisions and take action to meet new demands.

The session will focus on how the use of statistics, qualitative and quantitative measures, management information or empirical studies, quality assessment, outcome studies etc. can help libraries deal with such a turning point and enable them to go ahead in a critical situation.

Some ideas to consider:

- how empirical evidence is used to reach out to new audiences and rethink library services (this could range from user- and non-user-studies to quality management and evaluation)
- how data and statistics are successfully used for advocacy when the library is in need of support (be it outcome measurement, national or international benchmarks or a single-library timeline)
- how data is used to reshape efficient library services (e.g. detailed management information, usage analyses, or cost analyses)
- also what problems are encountered, and what missing pieces of data would be vital in a situation of change, but are not available.

This theme suggests that case studies are appropriate, but it also includes theoretical papers on a new method and tool, under the condition that they focus clearly on how the tool can be used to support a library in a critical situation.

Submission guidelines

Papers may be presented at the conference in any IFLA working language (Arabic, Chinese, English, French, German, Russian, and Spanish). Presentations should be no more than 20 minutes in duration with 10 minutes for questions from the audience. Proposals for papers should be in English and include an abstract of no longer than 250 words. Proposed papers must be original and not have been published elsewhere. A short biography of the presenter and contact information (name, full address, phone, fax, email, etc) should be included with each submission. Full papers must be between 3000 and 6000 words in length. The abstract should be submitted as an MS Word file by e-mail.

Important dates

February 15, 2012: Abstract proposals should be submitted to:

Michele Farrell

E-mail: mfarrell@imls.gov.

March 15, 2012: All proposals will be reviewed by the [Statistics and Evaluation Section](#) Review Committee and successful applicants will be notified.

May 10, 2012: The selected presenters for the program will be asked to submit the full paper via e-mail.

Submissions

All proposals must be in before 15 February 2012.

Please note

All expenses, including registration for the conference, travel, accommodation etc., are the responsibility of the authors/presenters. No financial support can be provided by IFLA, but a special invitation can be issued to authors.

Congress Attendance Grants

The Finnish National Committee and IFLA are working hard to secure funds for Conference Participation Grants. Up-to-date information will be made available on our **Conference Participation Grants** webpage (forthcoming).



IFLA
2012 Helsinki

LIBRARIES NOW!
INSPIRING SURPRISING
EMPOWERING



Library's Efficiency, Impact and Outcomes

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

Dates 8-9 August 2012
Location University of Turku, Turku, Finland

Sponsor: IFLA Statistics and Evaluation Section in cooperation with Management and Marketing Section and 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

Preliminary programme:

8 Aug 2012: Library tours + Delegate Reception
9 Aug 2012: The seminar

Congress information contacts:

Markku Laitinen
Email: markku.laitinen@helsinki.fi
Tel. +358 9 191 44 033

Päivi Kytömäki
Email: Paivi.Kytomaki@oulu.fi
Tel. +358 8 553 3500

Corey Sue
Email : corey.sue@ubc.ca
Tel. +1.604.822.5903

Congress accommodations and fee information contact:

Kaisu Kesonen
Email: kaisu.kesonen@utu.fi
Tel. +358 2 333 6183

Newsbits

The China's national standard on library statistics, with the code: GB/T13191-2009, was issued in July, 2009, and it adopted the ISO2789:2006 equivalently.

Currently, the China's national standard on library performance indicators is under drafting.

Hongxia Zhang
Hainan University Library

2012: Facelift for BIX - the German Library Index

BIX, the Library Index, is one of the longest-running library benchmarking systems. It was initiated 2000 by the Bertelsmann Foundation and the German Library Association. As a nationwide ranking of ca. 260 public and academic libraries, it has provided libraries with data for management and advocacy for the last 12 years. Starting from 2012, BIX will have a new methodology and appearance. The most fundamental change is that the ranking system will be changed into a system of performance groups that comprise libraries on similar data levels. Secondly, BIX will in the future not only use data from BIX participants, but from all libraries participating in the German Library Statistics. This will broaden the scope of comparison to the whole German library system. Participation in BIX is voluntary, and only results by BIX-participants will be published in the annual "BIX-Magazine" and on the BIX website.

For more information (some of it in English) at: www.bix-bibliotheksindex.de

Major study on library non-users in Germany is on the way

Libraries reach more people than other cultural and educational institutions. They are an important tool for educators to get in touch with all areas of the population and to provide low-level support in learning and literacy. The more people come to the libraries, the more effective they can support the reading, learning and media literacy skills of their communities. However: library non-users are still the majority. This is why the German Library Association and the Foundation for Reading are currently conducting a major study on library non-users, funded by the minister of culture and media. The aim of the study is to identify the needs and wishes of non-users, as well as their perceptions (or misperceptions) of libraries, and find out how they could be attracted to become library users. The study consists of 1.300 structured interviews of a random sample of the population aged 14+. Results will be published by mid-2012.

More information:
Barbara Schleihagen schleihagen@bibliotheksverband.de
German Library Association

"Revised Library Statistics for Advocacy training module now available" by Statistics and Evaluation Section

A revised and expanded version of the training module, Library Statistics for Advocacy, is now available from the IFLA Online Learning Platform [4]. This module was designed by a working group of IFLA's Statistics and Evaluation Section [5].

[4] <http://www.ifla.org/bsla/learning-platform>

[5] <http://www.ifla.org/statistics-and-evaluation>

Read more: <http://www.ifla.org/en/node/6051>

In October 2011, new statistics were released about the demand for ebooks in libraries located in the United States. The ebook survey was sponsored by *Library Journal* & *School Library Journal* and reported that 82% of public libraries offer ebooks to their patrons. That statistic represents a 10% increase since the previous survey in 2010. The data also indicated that circulation rates for ebooks in public libraries are likely to double in the next twelve months. The statistics for American academic libraries participating in the survey showed that the vast majority (95%) have ebooks in their respective collections. With students and faculty

expecting more access to ebooks, the survey projections suggest that 19% of academic library acquisition budgets will be expended on ebooks in the next five years.

For more detailed information, here is the link to the full article:

<http://www.thedigitalshift.com/2011/10/12/dramatic-growth-ljs-second-annual-ebook-survey/>

The statistics skills of library professionals will be developed - a comprehensive training program of statistics for Finnish libraries

The National Library of Finland in cooperation with the Centre for Economic Development, Transport and the Environment of Finland (ELY-Centre) has compiled a training program of library statistics directed to Finnish library professionals. Altogether 13 training meetings with both official languages of Finland (Finnish and Swedish) will be arranged in different parts of the country during the winter 2012. The training session of one day contains lectures and guided teamwork exercises. The lectures and trainings are tailored separately for scientific and public libraries.

More information:

Markku Laitinen, Planning Officer, National Library of Finland
markku.laitinen@helsinki.fi

New site for Finnish library buildings

The Libraries.fi Internet service for library professionals has carried out a new site about the library architecture in Finland. The purpose of the Buildings site is to show significant and interesting Finnish library architecture from all library sectors. The focus is in new library buildings.

The site is a part of the Libraries.fi professional service and it was carried out from the assignment of the Ministry of Education and Culture of Finland.

The site will be used for information and marketing of Finnish libraries in connection with the Libraries.fi site. The work is still going on, but the site is already freely available in <http://buildings.libraries.fi/>

More information: Päivi Litmanen-Peitsala, email: plp@libraries.fi

Library Statistics Manifesto already in 14 languages

The members of S&E Section have been active to promote spreading the information about the Library Statistics Manifesto that was endorsed by the IFLA Governing Board in 2010.

At the section home page in <http://www.ifla.org/en/publications/ifla-library-statistics-manifesto> the manifesto is now available as PDF document in following languages: Bulgarian, Catalan, Chinese, Croatian, English, Finnish, French, German, Greek, Italian, Latvian, Russian, Serbian and Spanish.

The Netherlands Institute for Public Libraries (www.siob.nl) has started a research program to develop a standardised instrument for the measurement of the outcome of Dutch public libraries.

Previous attempts in addressing the importance of public libraries for Dutch society have tended to focus on public library outputs (# of materials, loans, visits, etc.) while their outcomes - their real 'social worth' - can only be guessed at. To help fill this gap, first a theoretical framework of library outcome will be developed, based on the findings of a literature study, a qualitative study and a population survey. Built on this framework a measurement instrument will be developed, tested and redesigned geared at validly and reliably demonstrating the social value of public libraries.

For more information and suggestions please contact Ms. Marjolein Oomes, oomes@siob.nl or Mr. Frank Huysmans (huysmans@uva.nl).

Standing Committee Meetings 2011 in San Juan, Puerto Rico

IFLA Section Statistics and Evaluation - Standing Committee Meetings 2011

San Juan, Puerto Rico

Minutes / final version: Oct.8th, 2011

1st meeting: Saturday, 13th August, 9:15 - 11:45, Room 209c

2nd meeting: Thursday, 18th August, 9:45 - 11:15, Room 102c

Participants:

1st meeting: SC members: Colleen Cook, Wanda Dole, Michele Farrell, Tord Hoivik, Franck Hurinville, Frank Huysmans, Markku Laitinen, Elisabeth Lemau, Ugne Lipeikaite, Julie McKenna, Rebecca Vargha, , Ulla Wimmer. - **Guests:** Mike Heaney (for item 4), Theo Bothma, Stuart Hamilton (for item 6a) - **Observers:** Nicolai Robinson (Spain), Quiang ZHU, (China), Primož Juznic (Slovenia), Alison Kinengyere (Uganda)

2nd meeting: SC members: Colleen Cook, Wanda Dole, Michele Farrell, Tord Hoivik, Franck Hurinville, Frank Huysmans, Markku Laitinen, Elisabeth Lemau, Ugne Lipeikaite, Julie McKenna, Rebecca Vargha, , Ulla Wimmer

Agenda and Minutes

1. Welcome and introductions

2. Adoption of the agenda

Colleen welcomes all participants, observers and guests. The minutes of the Gothenburg meetings have been adopted by silence procedure in December 2010. The agenda is adopted.

3. Election of Officers

a. Chair

Michele Farrell nominates Ulla Wimmer as chair. Ulla is elected by acclamation.

b. Secretary

Julie McKenna nominates Tord Hoivik as secretary. Tord is elected by acclamation.

c. Appointment of treasurer (Chair or Secretary)

As is usual in the section, Tord as the secretary is appointed as treasurer.

d. Appointment of Information officer

Markku Laitinen volunteers and is appointed as information officer (2nd term).

4. Report from the meetings of the Professional and Governing Board

Mike Heaney reports from the Professional and Governing Board:

Mike's term of office as chair of division IV (support of the profession) terminates in San Juan. Anna Maria Tamaro (Italy) will be the new division chair. Mike advises the section to develop projects and actions always in close cooperation and contact with the division chair. Mike thanks all outgoing members of the committee for their work and support.

Mike thanks all outgoing members, and especially Colleen for her work as secretary, editor of the newsletter and chair during two terms of office.

Professional framework:

In Gothenburg, IFLA's Governing Board drafted a Strategic Plan for 2010-2015 (<http://www.ifla.org/en/strategic-plan>). This plan sets out IFLA's Strategic Directions and Priority Activities for the long term. All IFLA sections have named actions by which they contribute to the aims of the Strategic Plan (For the S&E Section it was the development of the "Statistics for Advocacy" training course). Based on the Strategic Plan, IFLA's Governing Board has formulated in San Juan five Key Initiatives on which IFLA will focus in 2011-2012:

(excerpt from Ingeborg Verheuls text on IFLA-express: <http://express.ifla.org/node/5024>)

- Digital Content Programme: Driving access to content and digital resources for library users (esp. digital legal deposit, digital lending, mass digitization and digital preservation).
- IFLA International Librarianship Leadership Development Programme: Capacity building to raise the voice of the professional nationally, regionally and internationally. (esp. via the Building Strong Library Associations Programme, by building advocacy capacities for open access policies and support of equitable copyright frameworks etc.)
- Outreach Programme for Advocacy and Advancement of the Profession: Connecting, collaborating, representing strategically. (enhance and visualize IFLA's advocacy and outreach participation in events, meetings and conferences, and via the regional offices)
- Cultural Heritage Disaster Reconstruction Programme: develop principles for engagement in times of post-conflict or natural disaster recovery (based on IFLA's Haiti reconstruction activities and international treaties and agreements with IFLA-involvement)
- Multilingualism Programme: develop a multilingual structure for the IFLA website to allow for all of the non-English IFLA working languages, find opportunities for increased translations of key IFLA documents and SI at conferences.

All sections, including S&E, are asked to name 1 to 3 initiatives and actions that will contribute to these key initiatives in 2011/2012. (Ulla will report actions after the strategic plan of the section has been agreed.)

The incoming IFLA-president Ingrid Parent has chosen as her presidential theme "Libraries – a force for change". <http://www.ifla.org/en/president-elect> This includes four concepts: inclusion, transformation, innovation and convergence: "To realize their full potential, libraries must provide inclusive and transformative services, innovate and forge new collaborative alliances."

5. Treasurer's report

A written report was distributed in advance. The section has spent 426 Euros of its 700 Euros admin funds, 274 Euros remaining. The two projects (see item 6) were allocated 3.000 Euros each, none of this has been spent yet.

6. Projects of the Standing Committee

a. Global Statistics for IFLA World Report

(See written report circulated before the meeting). There is a lively discussion in both meetings, and input by Stuart Hamilton and Theo Bothma (of IFLA World Report Team), on whether or not it makes sense to continue this project under the new framework of the IFLA World Report (no centralized data gathering will be carried out by IFLA HQ/WR team). Stuart points out that it is up to the section to decide if the project should be carried on. There is no need to push it forward because of requirements by IFLA HQ. The database will be a part of a new database of library associations, which is an initiative by the MLAS section.

All section members agree that it is not feasible for the section to conduct a survey in countries worldwide without the support of paid staff or infrastructure. Many countries will not be able to submit data, even some committee members are not able to provide the data for their countries. Several committee members argue that – even though detailed definitions are provided - the data gathered might not be comparable between countries, as methods and structures differ very widely and no data verification will be possible. This might reduce the value of the data and in the worst case result in misleading interpretations.

Stuart points out that it is sufficient from IFLAs point of view to regard this as a pilot project that will include in the end just as many countries as the section can get hold of conveniently within its reach. The result would be a showcase of few best-practice examples and an infrastructure which might motivate other countries to input their own existing data out of their own motivation. To have this showcase would make the project worth while from IFLAs point of view.

The committee agrees to continue with the project (7 to 5 votes), but with different aims: The aims are: to create the "showcase" database with data available to committee members, to find out, how many of the countries in the committee will be able to deliver data, to see if this data can be compared and compiled, to provide a structure for other countries to submit available data, which will subsequently enable IFLA to find out if data gathering by way of "crowdsourcing" is a feasible method. The strategy to achieve comparability and to prevent misleading data in the project will be that each country should add comments and footnotes if it submits data that do not fully comply with the definitions.

The project will comprise the following steps:

- Construction of the database, based on the Global Library Statistics Model Questionnaire (Theo, assisted by the committee)
- S&E Committee members will input the data that is available in their countries without additional data gathering.
- Data available from the 2008 test run in Latin America will be input manually (Ulla)
- By inputting the data, committee members will test the functionality of the database and report back to Theo for improvement / finalization.

- The project will terminate with a presentation of the database in Helsinki (? By whom? World Report Team plus S&E section?)
- After the end of the project, the section will help to promote the database and monitor its development and assist IFLA with upcoming decisions and questions. It can not take responsibility for updating, verifying or acquiring data and database on an ongoing basis.

b. Statistics for Advocacy

Tord reports about the work that has been done since Gothenburg (see project report). A separate meeting with Fiona was arranged during the San Juan conference to work on further steps to promote and market the module. See the results of the meeting here:

<https://docs.google.com/document/d/17U1m82hiuF9khzVkJHco5iaoRDNt2nFWMcTOKODsUDRg/edit>

A current bid has come up for a SfA workshop in Poland, with some preparatory work in 2011 and the workshop in 2012. Further action for Poland:

- finance preparatory work (e.g. translation of the module into Polish) (ca. 500 Euros)
- re-apply in October for funds for the workshop proper in 2012 (Tord)
- inform Governing Board about unused funds in 2011 (Tord)
- talk to Anna Maria about a more flexible way of funding for courses (Ulla), as the courses cannot be planned in advance by the SC, they have to be organized in response to suggestions from partners.

c. Key Performance Indicators for Libraries Serving Print Disabled People

A joint project with the LSPD-section has been going on since 2010. Report from Sebastian Mundt

“As a result from a workshop held in Manchester 2010, a draft set of 38 performance indicators was produced and circulated among experts from libraries for print disabled people. The document received a number of very fruitful comments which will be compiled by members of the LPD section until early August 2011; the project team will then jointly process and incorporate them into the Document. Once that step is finished, the document will be circulated to both sections for final comments, leaving time to finalize the document by the end of this year.”

7. E-metrics SIG

Rebecca Vargha is appointed as new convenor of the E-metrics SIG. For Helsinki session planning, see item 11.

8. + 9: Strategic Planning 2012-2013

Two main subjects arise during the discussion:

Outcome measurement: after the subject has somewhat disappeared from our agenda in the last 2-3 years, several initiatives are currently attempting to put outcome measurement into practice: Frank Huysmans reports that a project is on the way in the Netherlands, Ugne Lipteikaite refers to the outcome-evaluations of the Global Libraries project. Michele reports on preliminary projects in the US.

Organisation of statistics: the previous work of the committee has mostly been done on methodological questions (both for Statistics for Advocacy and for Global Library Statistics). The organizational and structural tasks related to statistics have rarely been addressed. They are of relevance when data comparisons and interpretations are made between countries and can be a major task when a country is trying to start a new statistic or a database. The appropriate format to address this subject has yet to be found; a conference session seems not suitable.

Mid-term meeting: Ulla suggests having a mid-term meeting (which many other sections do) to have more time for professional discussion. These are usually 1-day meetings (mid-day to mid-day). Location could be in Europe this year (IFLA being in America) and next year (IFLA being in Helsinki) in North-America. As many North-American colleagues probably won't be able to attend a meeting overseas (and vice versa next year), ways of a "blended" meeting should be explored (video- or skype-in). Ulla will look for possibilities in Berlin.

9. Planning for Satellite Conference Turku 2012

SEE SUMMARY PAPER ATTACHED!

The S&E section is main sponsor of a one-day satellite conference:

Library's Efficiency, Impact and Outcomes

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

Markku Laitinen and Wanda Dole report on the state of things concerning the satellite conference. It will take place on August 8/9, 2012 in Turku, Finland (a 2hr train journey from Helsinki). All organizational questions have mostly been settled, thanks to generous and helpful support of the University of Turku. There will be a moderate conference fee of ca. 100-120 Euros. The organizing committee consists of 8 persons. A call for papers will be issued and papers reviewed by the organizing group. Members of the S&E section will be required to facilitate discussion groups during the conference (Frank Huysmans, Julie, Rebecca, Ulla, Tord and several others volunteer.). Thanks to Markku and Wanda and the organizing group for their great work.

10. Planning for IFLA 2012 Helsinki Conference

- a. Main session: theme, call for papers, review committee etc. will be discusses online, based on the strategic discussions during the meeting (see item 8)
- b. E-metrics SIG: suggestions raised during the discussion-style session this year will be taken up for next year's planning (e.g.: invite a vendor and a COUNTER representative). A cooperation with serials and cont. resources section might be possible. The section suggested a combined session (combined = 4 hrs?) on statistics for e-journals and related matters. Rebecca will get in touch and find out if this combines with the results of this year's session and our plans for next year. Contact person: Helen Adey: helen.adey@ntu.ac.uk

11. Publications and Documents

a. Section Newsletter

Markku volunteers as editor of the section's newsletter. He will rely on contributions from committee members and will ask for contributions twice a year. The contributions can be short and "news-style", they are not meant to be formal papers. The newsletter will be issued in electronic form only.

b. Annual Report 2010/2011

Colleen will write the annual report for 2010 /2011

c. Annual Report 2011/2012

A volunteer is required for the next annual report.

12. Review of San Juan Conference

Main session: Data gathering in the service of libraries (Joint session with Library Theory and Research LTR Section. S&E representatives on the reviewing board were Sebastian Mundt and Wanda Dole). The session attracted 139 persons (very good in comparison). Four high quality papers on empirical projects were presented. They covered a broad spectrum of subjects (from 55+ programmes in Belgrad public library to feedback on LIS jobtraing in a rural part of the US.) and a wide variety of methodologies, summed up by LTR-chair Michael Seadle. Friendly and interested feedback by the audience.

E-metrics-SIG-session: The session was laid out as a non-formal discussion forum, facilitated by Colleen. Although no papers were advertised, it attracted 40 persons. Discussions were very lively and yielded valuable hints for the planning of the next e-metrics-SIG-session in Helsinki.

Cooperation with other sections: Four sections approached the S&E section during the conference with cooperation proposals:

- **Library buildings and equipment:** the section is planning for an evaluation procedure for post-use library buildings (libraries in buildings designed for a different purpose). They are looking for methodological support for the evaluation. Julie will take this on. (contact person for B&E section: Dorothea Sommer (chair), Halle University Library: dorothea.sommer@bibliothek.uni-halle.de)
- **Metropolitan Libraries:** the section has been gathering statistical data from ca. 50 metropolitan libraries (libraries in cities with more than 400.000 inhabitants) for almost 10 years. There is a request to review the questionnaire, the data and some interpretation of the data, possibly until their midterm-meeting in Barcelona, May 2012. Ulla will circulate further information and invites volunteers for this task. (contact person: Barbara Lison, Bremen Public Library: barbara.lison@bremen.de)
- **Serials and Other Continuing Resources Section:** (see. item 11): cooperation with e-metrics SIG in next year's conference.
- **Dominican Republic National Library:** The National Library is currently conducting a major project to establish a directory and census of all libraries in the country from scrap. The project team is looking for expertise and advice on a dataset that they will use for a basic census in September 2011. The request will be passed on to Toni Feliu, who is the only native speaking Spanish person on the committee. Tord is ready to assist, Markku will look at the available material in English. Contact person: Yumarys Polanco: ypolanco@bnphu.gob.do