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Word from the chair

Dear Library Theory and Research Section Members

I am very pleased that we have been able to reinstate our Section's Newsletter. I believe the scheduled communication with members of the Section is an important function of IFLA Section officers and I welcome any suggestions you may have for future content of the Newsletter or for ways to improve the Section's website or communications with the membership.

As you are aware, the Library Theory and Research Section is led by the LTR Standing Committee. The Standing Committee currently consists of fifteen members who have volunteered to stand for election to serve on the committee. We welcomed seven new members to the LTR Standing Committee who were elected for the 2011 – 2015 term. The new members are:

Raphaëlle Bats from Villeurbanne, France, is the Section's Information Coordinator and Newsletter Editor, Bernd Lorenz from Munich, Germany, Krystyna K. Matusiak from Milwaukee, Wisconsin, USA, Heidi Kristin Olsen from Tonsberg, Norway, Anna Maria Tammaro from Parma, Italy, Wei Liu, Shanghai, China, and Steve W. Witt from Champaign, Illinois, USA.

Lynn Silipigni Connaway, from Grand Junction, Colorado USA, Helen Partridge, your Secretary-Treasurer from Brisbane, Australia and your Chair, Terry L. Weech from Urbana, Illinois, USA were elected to their second four year terms to the

Standing Committee.

Yasuyo Inoue from Souka, Saitama, Japan; Chu Jingli, Beijing, China; Peter J. Lor Sedgfield, South Africa; Marydee Ojala, Indianapolis, Indiana, USA; and Ji Hye Song, Seoul, Korea all continue in



their Standing Committee positions for their 2009-2013 term. Eileen Breen from Bingley, United Kingdom, continues as Associate Information Coordinator assisting in maintaining the Section's website.

Welcome to all the new and welcome back to the continuing Standing Committee members.. The full listing of Standing Committee members with contact information can be found linked from our IFLA LTR Website (<http://www.ifla.org/en/library-theory-and-research>)

Much thanks goes to Lynne Silipigni Connaway and Michael Seadle for their work as co-chairs of the Section's Program Planning Committee which resulted in a very successful program in San Juan "Data collection in the service of libraries" jointly coordinated with the IFLA Statistics and Evaluation Section. The papers presented may be found at: <http://conference.ifla.org/past/ifla77/2011-08-15.htm> and going to "Session 95." Photos of the

LTR Standing Committee members and presenters at the San Juan program may be found at: <https://picasaweb.google.com/105826379079904088513/IFLALibraryTheoryAndResearchSection2011#>

Our section is planning a program for Helsinki in 2012 with the Education and Training Section and the LIS Education in the Developing Countries Special Interest Group. The working title is "International and Comparative Librarianship: Valid, Relevant and Authentic Research and Education." Peter Lor and Marydee Ojala are representing our section on the program planning committee. See our LTR website for the call for papers. Abstracts must be submitted by February 1, 2012.

At the meeting of the Standing Committee in San Juan the decision was made to retire the Section's Listserv "LTR-L." After several years of monitoring the listserv, it was decided to discontinue it because of lack of use.

I look forward to working with all the members of the Library Theory and Research Section in 2012. Please feel free to contact me if you have questions or suggestions about any of the activities of the Section. I hope I will see you in Helsinki in August of 2012, if not at other conference or professional venues before then.

Submitted by Terry L. Weech, Chair of TR Section, January 15, 2012

[The minutes draft available on our web site.](#)

WHO DID IT ?

- Terry Weech
- Raphaëlle Bats
- Christopher Bonilla
- Aline Chalchat
- Lisa Chatellier
- Mathilde Riot
- Romain Vany.

Focus on LTR standing committee member



Raphaëlle Bats

Senior librarian
International
Relations at
enssib, France

Beginning with this *Newsletter* we will introduce a standing committee member and provide information on their background and work. This issue will feature Raphaëlle Bats. In future issues other members of the LTR Standing Committee will be featured.

Raphaëlle Bats (Elected to the LTR Standing Committee in 2011)

I was studying philosophy until I passed the French competition to become librarian. Then I went to Enssib, national school of library and information science, to be trained for my future profession. In July 2007, I finished the school and took my first position at the university library of Lyon 1, the University of Science and Health. First I was in charge of the medical collection. After a year and a half, I became responsible for the communication, valorisation and cultural events at the library. In 2011, I left Lyon 1 to come to Enssib and became responsible for the International Relations function. I'm also in charge of teaching courses on communication, cultural events and librarianship from an international perspective. My position left me time for research which is very rare in France for librarians.

I focus on two areas of research: first is the study of 16th century publishing and specifically the work of Sebastien Gryphe (or Gryphius), a Lyonnese publisher and printer. I'm interested in the prefaces he wrote to the books he published. The second focus of my research is communication in library and not only the external communication but more specifically the internal communication. I began new research at the end of 2011 focusing on the use of Media 2.0 in the informal communication in university libraries of France. I would be very happy to collaborate on this research with colleagues from other countries to compare management and leadership in different models of library communication.

Recent publications :

« internal communication and libraries : are we 2.0 organisations ? » in *Information in E-motion, Bobcatsss 2012* : forthcoming publication in the conference proceedings

Mener un projet international : bibliothèques françaises et coopération internationale, dir. Raphaëlle Bats, Lyon, Enssib, 2011

« Développement durable et communication des bibliothèques universitaires », in *Bibliothèques et développement durable, AIFBD 2011*, forthcoming publication in the conference proceedings

« Les usages de la documentation imprimée en bibliothèque universitaire : enseignants-chercheurs et bibliothécaires », in *L'imprimé scientifique du 16è au 18ème siècle*, dir Dominique Varry, Lausanne, forthcoming publication in the conference proceedings.

« Gryphe, éditeur, imprimeur, auteur », in *De peu Assez*, dir Marie-Josette Perrat, Bibliothèque Interuniversitaire Lsh, Lyon, 2011

« Etude de deux années dans la production de Sébastien Gryphe (1538 et 1550) », in *Sébastien Gryphe, quid novi ?*, dir Raphaëlle Mouren, Lyon, Enssib, 2008.

Link to my personal pages on Enssib website :

<http://www.enssib.fr/annuaire/ficheEnsCher-1864-presentation>

Contact : rbats.pro@gmail.com

*Multilingualism is
one of the five
initiative keys of
new President of
IFLA, Ingrid Parent*



Flyers and multilingualism

LTR Flyer : English, Spanish, Chinese and French

You can now find the flyer of the section Library Theory and Research in four languages :

[Leaflet Chinese](#) : translated by Chu Jingli (Beijing University, member of LTR section)

[Leaflet English](#) : written by the LTR section

[Leaflet Spanish](#): translated by Rachel Sher (San Jose State University) Rachel Sher is a recent MLIS graduate from San Jose State University where she studied a wide range of disciplines including International and Comparative Librarianship, Government Information, and Academic Research. She recently attended the 2011 IFLA conference in Puerto Rico as a participant and a volunteer. If you would like more infor-

mation or would like to access her professional portfolio, please email her atrachelsher@netzero.net.

[Leaflet French](#) : translated by Raphaëlle Bats (Enssib, member of LTR section) and Sonja Graimpey (Enssib). Sonja Graimpey is a student at Enssib to become "Conservateur de bibliothèques". She is studying Politics of Libraries and Documentation, Management, Digital collections, Old and rare books, International Librarianship...She knows french, english and serbian languages. If you would like more information or would like to access her professional portfolio, please email her at sonja.graimprey@enssib.fr

If you want to translate the flyer in your language, please, feel free to do it and to send us the translated document.

Annual Report

You can find the annual report 2010-2011 of the LTR Section on our web site : <http://www.ifla.org/en/news/the-ltr-2010-2011-final-report>

Follow us

You can follow the latest news from the LTR Section in using this rss feed : <http://www.ifla.org/en/rss/group/5794>

65+: Engaging underserved patrons - a success story!

By Jasmina Ninkov and Vesna Vuksan



Jasmina Ninkov

Library adviser,
Director of the
Municipal public
library "Milutin
Bojic", Belgrade

Abstract:

Today, Belgrade City Library represents the largest public library system in Southeastern Europe with 275 employees, covering over 70 locations throughout the City of Belgrade. The idea to conduct research was initially born as a result of BCL's desire to identify groups that are not using the library and determine the reasons. On the other hand, the inspiration came from the City of Belgrade public sector's best practices. At the end of 2009, BCL conducted market research with the following objectives:

- Identify non-user groups.
- Engage the largest underserved group.
- Develop services to meet their needs.

Conducting applied research in library environment is a lot of work. Starting with clear goals and a good plan vastly increases the probability that the assessment will go smoothly and yield genuinely useful information. As we have had a chance to see, the accurate information obtained through research leads to enormous benefits. We believe that active communication with our patrons and potential members through different channels including applied research and effective data collection will help build a library network that can, in turn, build a better community.

BELGRADE CITY LIBRARY

Founded in 1929, the Belgrade City Library has gone through many changes throughout history. During World War II, even though the old building and a valuable part of the collection were damaged, the library was open to the public throughout this time. After the War, the library developed by creating new organizational plans, opening new divisions, founding a professional center for libraries in Belgrade and striving to form a unique network of all public libraries in the city.

Today, Belgrade City Library represents the largest public library system in Southeastern Europe with 275 employees, covering over 70 locations throughout the City of Belgrade. Being a parent library for a network of 13 municipal libraries and their branches, BCL has a special responsibility to reach out and change widespread public opinion that defines a library more traditionally - as a collection of books. In the past several years, the BCL has been proactively involved in redefining the role and perception of the libraries and striving to reach out to more and more patrons each year.

Tireless in its efforts, the Belgrade City Library has reached the best results in its history in 2010 by attracting 11.2% of the population to the library. In the same year BCL had over 3.500 cultural programs, 2.5 million circulated materials, almost 150,000 patrons, 200,000 reference services, and has introduced numerous new services and communi-

cation tools according to patrons' rapidly changing needs (Digital library, QuestionPoint, Web 2.0 tools, internet centers, audio/video collection, etc). While these numbers may be the norm in other countries, they represent a very important step forward for Serbian libraries.

Our mission today is to focus on the ways in which the values of librarianship and the trust the community places in our library could reinforce a positive image.

LIBRARY ENVIRONMENT

There are 2,300 libraries in Serbia, out of which 160 are public. Despite new services and opportunities that the new millennium brought to the libraries, it has been hard to attract new audiences and change the statistics. The average percentage of public library card holders in Serbia is 5 – 7%, which is below minimum standards recommended by IFLA. It is even below local standards recommended by the National Library of Serbia and Serbian Library Association. The reasons for such statistics differ from one library to another, but mostly relate to:

- lack of good governance (directors are often appointed through political parties and not based on their managerial skills)
- unmotivated staff (human resource departments deal more with paperwork than with creating a motivating environment for staff)
- low percentage of new professionals (bad retirement policies and political connections are preventing young librarians to enter the profession)
- fear of change (the "safe old school" is recognizable in majority of public libraries).

Over the last few years, BCL has made real progress in enhancing existing users' experiences as well as opening up the library's resources to new audiences. The success we achieved in 2010 was partially based on applied research and effective data collection.

THE IDEA

The idea to conduct research was initially born as a result of BCL's desire to identify groups that are not using the library and determine the reasons. On the other hand, the inspiration came from the City of Belgrade public sector's best practices.

RESEARCH METHODOLOGY AND FINDINGS

At the end of 2009, BCL conducted market research with the following objectives:

1. Identify non-user groups.
2. Engage the largest underserved group.



Vesna Vuksan

**Senior Librarian
Arts Department
at Belgrade City
Library**

3. Develop services to meet their needs.

- a. primary school
- b. high school
- c. college

To meet the objectives of the research, two combined surveys were conducted using:

- 1. Random sampling
- 2. Focus group methodology

1. Identifying non-user groups

BCL management board nominated a team of six librarians to work on the research and report back to the board. They created a survey using random sampling methodology with a task of identifying non-user groups that have not been using the library at all in the past five years. The survey lasted two weeks, included 420 citizens, and was conducted in several locations in the city including the main pedestrian zone, market, shopping malls, bus stops and two recreation areas in the city. It contained six questions as follows:

1. Have you been a public library member in the past five years?

- a. yes
- b. no

2. If yes, how old are you?

- a. 18-25
- b. 26-40
- c. 41-55
- d. 56-64
- e. over 65

3. If no, why?

- a. high membership fee
- b. poor book collections / services
- c. poor conditions (space, accessibility, ...)
- d. I am not interested
- e. other _____

4. How old are you?

- a. 18-25
- b. 26-40
- c. 41-55
- d. 56-64
- e. over 65

5. Highest degree you have earned:

6. Do you know if there is a public library located in your neighborhood?

- a. yes
- b. no

Out of 420 participants, 21% (89) have been members in the past 5 years, largest group being students between the age of 18 and 25 (28%) and smallest citizens over 65 (11%).

The remaining 79% (331) have not been members due to high membership fee (29%), poor collections / services (23%), poor conditions (space, accessibility, etc.) (22%), not interested (15%), and other reasons (11%). Among non-members the citizens over 65 represented the largest group.

When we cross-referenced the results to see which group specified certain reasons, one group was particularly singled out (37%), and that was the retired citizens over 65 with college degrees. The reasons for not having a library card were primarily financial. Membership in public libraries in Serbia is not free for most patrons. BCL charges for annual membership from \$5 - \$14, depending on the category, which is 1-3% of average monthly income in Serbia, or 2-6% of average pension.

61% of non-members had no idea where the nearest public library was. Our next step was to determine ways to engage the largest underserved group.

2. Engaging the largest underserved group

Due to the above findings, in April 2010, BCL introduced a new membership category "65+", which allowed this target group to acquire their library cards at no cost and without a need to renew each year. This particular idea was derived from similar concept that the City of Belgrade introduced to the same target group but in a different field. Public transport system in Belgrade has been successfully offering free lifetime tickets to citizens over 65 since 2007.

From April to December 2010, over 2,300 new "65+" members joined Belgrade City Library. After this initial step, we needed to discover our new patrons' needs in order to develop new services.

3. Developing services for new patrons

The second survey used focus group methodology and dealt with our new 65+ members. The task was to identify missing services for the 65+ group. This

survey was simpler than the first one and contained two questions as follows:

1. Which library services do you mostly use?

- a. I borrow books
- b. I attend cultural events
- c. I use the internet

2. What would you like to see more of in a library?

This survey showed that out of 138 respondents, 82 mostly borrow books, 53 attend cultural events and only 3 use the internet. As a follow up, 62% of focus group participants stated that they wanted free computer literacy courses. The rest of the answers referred to collection acquisition, suggestions about the cultural programs and language courses.

As a result, BCL initiated series of computer literacy courses in June 2010 in one central branch within the BCL network. The first course was held by the U.S. Embassy Information Resource Center director who volunteered to run it for one group. Inspired by initial success, librarian-held courses were launched later on, achieving great success. Instead of having the courses once a week, we had to increase the frequency to five times a week.

In addition to these efforts, we assembled a course evaluation form for 65+ trainees with a few standard fields (content, presentation/instructor and additional comments) and learned that they needed a practical handbook. This led us to publishing a handbook "IT for Beginners: Practicum for 65+" that was free of charge for each trainee. It covers issues and topics that our patrons learn about at the courses, including "How to use the mouse?", "Googling", "E-mail services", and "New to Skype".

THE AFTERMATH

We achieved great success as the only public library system in the country to have this type of membership and course offerings. By the end of 2010, the program spread to five more central branches, 2,300 new 65+ members joined, and 340 IT course certificates were awarded.

Our new members now come to the library more often and use online resources for information and correspondence with their friends and family worldwide. Belgrade City Library will build on its success in reaching underserved patrons and will continue the project in future years.

Conducting applied research in library environment is a lot of work. Starting with clear goals and a good plan vastly increases the probability that the as-

essment will go smoothly and yield genuinely useful information. As we have had a chance to see, the accurate information obtained through research leads to enormous benefits. We believe that active communication with our patrons and potential members through different channels including applied research and effective data collection will help build a library network that can, in turn, build a better community.

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Mrs. Jasmina Ninkov, Belgrade City Library, Director direktor@bgb.rs

Ms. Vesna Vuksan, Belgrade City Library, Assistant director vesnavuksan@bgb.rs

The other papers are available at : <http://www.ifla.org/en/news/ltr-session-in-puerto-rico-2011>

Helsinki 2012 Call for papers

Theme:

International and Comparative Librarianship: valid, Relevant and Authentic Research and Education

Colleagues from around the world are invited to submit an abstract for consideration for a paper to be presented at the LTR-SET Open Session, in collaboration with the LIS Education in Developing Countries SIG.

The IFLA Section on Library Theory and Research (LTR) and Section for Education and Training (SET) seek papers for an Open Session on the topic "International and Comparative Librarianship: valid, Relevant and Authentic Research and Education". This topic has been chosen in accordance with the main theme of the conference, "Libraries Now! - Inspiring, Surprising, Empowering."

We are particularly interested in papers and perspectives from LIS educators, scholars, practitioners, students and community partners that will contribute to raising the standard of research and education in international librarianship and cross-national comparisons. Research and practice-based papers must be original, covering research and education on international and comparative librarianship, especially those addressing issues related to validity, relevance and authenticity such as:

- Methodological issues in international and comparative research
- Comparative studies (e.g., policy, practices, etc.)

- Comparative studies of library, archival, museum and/or information education
- Critical approaches to international development aid in LIS
- Theory, evaluation and approaches to international LIS education
- International cooperation in LIS education and research
- Applications of international library, archival or museum standards

Preference will be given to papers that reflect critically on theory and methods.

Language of the session

The paper should be in one of the IFLA official languages. It is suggested that if the presentation is delivered in one of the other official languages, then the slides should be in English.

NOTE: Proposals should be in English.

Important dates and information

Proposals for papers must be submitted by: 1st February 2012 to Clara M. Chu and Marydee Ojala cmchu@uncg.edu / marydee@xmission.com. The proposal should clearly indicate the session it is for and include a title, an abstract (maximum 750 words), plus a brief biography (150 words) for each author and contact details. All proposals should be submitted in English even if the paper will be in another official IFLA language. Do indicate the language of the final paper if it is not English.

All proposals will be reviewed by a committee representing the IFLA Sections on Library Theory and Research, and Education and Training, and the LIS Education in Developing Countries SIG. Please address general queries to the Open Session Co-Chairs

Peter Lor (LTR):

peterlor@gmail.com

and Clara M. Chu (SET) :

cmchu@uncg.edu.

Successful candidates will be notified by end of February 2012 and must supply the full paper by 11 May 2012 to allow time for the review of papers and preparation of translations. Details on the format and length of the final paper will be emailed to those candidates whose abstracts are accepted. At least one of the paper's authors must present the paper at the IFLA 2012 joint LTR-SET Open Session in Helsinki.

Submissions

All proposals must be in before 1 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).