



International Federation of
Library Associations and Institutions

Statistics and Evaluation Section Newsletter February 2013

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See you in Singapore!

The World Library and Information Congress 2013, 79th IFLA General Conference and Assembly, will take place Singapore on 17-13 August 2013.

Congress theme: Future Libraries: Infinite Possibilities

Additional information: <http://conference.ifla.org/ifla79>

Call for Papers: Statistics and Evaluation Section & Education and Training Section

Theme: Bring out the fun of it! New ways of teaching and communicating statistics

Statistics are ubiquitous. Quantitative data is needed and used in research projects, evidence-based management, and as part of any advocacy process in the library and information sector. It is also part of most LIS curricula at all levels. Yet many students graduate with little knowledge and less confidence about their statistical competences; practitioners resent the "number crunching" part of their work, and arguments made to funding bodies on the basis of statistics sometimes prove not to be as convincing as expected.

The Statistics and Evaluation Section and the Education and Training Section of IFLA will hold a joint session during the 79th IFLA World Information Congress, Singapore, 17-23 August 2013, dedicated to new ways of teaching, presenting and communicating quantitative methods and results.

We invite papers on the following aspects:

- Teaching statistics differently: empowering LIS students to use statistical methods with confidence and competence
- Motivating library practitioners and teaching colleagues to collect and use empirical evidence, and to integrate a culture of assessment in their library
- Presenting and communicating library data in convincing and accessible ways, e.g. by combining statistics and "storytelling"
- Innovative ways to use quantitative data for advocacy and showing the impact of libraries

Submission Guidelines

The session has a duration of 2 hrs and will comprise 4 presentations. Presentations should be no longer than 20 minutes with 10 minutes for questions from the audience. Full papers must be between 3000 and 6000 words in length. They must be original and not have been published elsewhere.

Proposals for papers should be in English and include:

- An abstract of no longer than 250 words, including illustrations if appropriate
- Name, institution and full address of the presenter (name, postal address, phone, fax, email) At least one presenter will have to be on site to deliver the presentation
- A short biography of the presenter

All full papers will be published on IFLA.org

Please send your proposal to:

Ulla Wimmer
Chair, Statistics and Evaluation Section
Humboldt-Universität zu Berlin
Berlin School of Library and Information Science
E-Mail: ulla.wimmer@ibi.hu-berlin.de

Important dates

February 6th, 2013: Submission deadline. Please indicate "IFLA Proposal Singapore 2013" on the subject line

March 8th, 2013: notification of successful applicants

May 25th, 2013: submission of full written papers (between 3000 and 6000 words in length)

Submissions

All proposals must be in before 6 February 2013.

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.

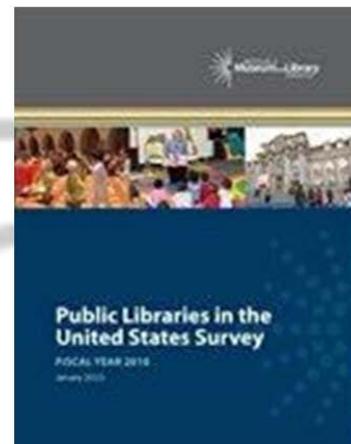
Congress Attendance Grants

The Singapore National Committee and IFLA have worked hard to secure funds for Conference Participation Grants. Up-to-date information will be available on our Conference Participation Grants webpage.

Newsbits

IMLS Update: Public Libraries in the United States Survey Released

The Institute of Museum and Library Services just released the 2010 Public Libraries in the United States Survey. This survey includes information on operating revenue, service hours, staffing, circulation figures, program attendance, and computer usage. There are 8,951 public libraries with 17,078 branches and bookmobiles to serve a population of 297.6 million people. The report also provides information on each state. Some of the highlights from the report are:



- Public libraries offered 3.75 million programs to the public in FY 2010, which amounts to an average of at least one program a day for every library system in the country. The majority of these programs (61.5%) are designed for children. Attendance at programs has continued to rise, indicating an increased demand for these services.

- Public libraries circulated 2.46 billion materials in FY 2010, the highest circulation in 10 years, representing a continued increasing trend. Circulation of children's materials has increased by 28.3 percent in the last 10 years and comprises over one-third of all materials circulated in public libraries.
- The composition of public library collections has changed dramatically in recent years. While books in print continue to dominate the physical portion of the collection, making up 87.1 percent of the total in FY 2010, the share of non-print materials, including audio and video materials and electronic books, has increased. The number of e-books has tripled since FY 2003. In FY 2010, there were 18.50 million e-books available for circulation.
- Public access computer use continued to be one of the fastest growing services in public libraries. In FY 2010, public libraries reported a computer use rate of more than one use for every five visits to the library. Public libraries have responded to demand by increasing access, doubling the number of public computers in the past 10 years.
- Physical visits to libraries decreased 1.1 percent in 2010. (Note: the survey does not collect data on online visits or transactions of public libraries.) Physical visits remain strong with an overall 10-year increase of 32.7 percent from FY 2001-FY 2010. On average, Americans visited a public library 5.3 times per year, a ten-year increase of 21.7 percent.

Public Library Resources

- Public libraries had \$11.3 billion in revenue in FY 2010, a decrease of 3.5 percent from FY 2009, after adjusting for inflation. Although local governments have generally been the largest source of revenue for public libraries, they have had to take on an even larger role as state support declined over 10 years.
- Public libraries reported operating expenditures of \$10.77 billion dollars in FY 2010, the first decrease since FY 2001. Although expenditures across all U.S. public libraries were \$36.18 per capita, per-capita expenditures varied greatly by state, with spending as low as \$15.99 and as high as \$67.78.

Public Library Workforce

- The recession has had an impact on the public library workforce, which has decreased by 6,385 Full Time Equivalent (FTE) staff since FY 2008, a decrease of 3.9 percent. Staff-related expenditures were \$7.21 billion, 67.0 percent of public library expenses in FY 2010.
- Librarians made up one-third of all library staff. Although the majority of these librarians hold a Master's degree in Library Science from a program accredited by the American Library Association (ALA-MLS), only half of all libraries reported having a librarian with an ALA-MLS on staff.

A copy of the FY 2010 Public Library Survey can be accessed online at:

http://www.imls.gov/research/public_libraries_in_the_us_fy_2010_report.aspx .

Researchers may also access the collected data online at:

http://www.imls.gov/research/public_libraries_in_the_united_states_survey.a?spx .

Link to blog post by IMLS Director Susan Hildreth <http://blog.imls.gov/?p=2645>

Second Edition of Russian Federation National Standard Being Developed

The Russian Federation National Standard "Library Statistics" was introduced in 2002 and its second edition is being developed. This document makes part of the Information, Librarianship and Publishing Standard System.

The Standard establishes general rules to gather and represent the statistics of libraries and information institutions. The Standard terminology manages the objects included in the library statistics.

Library statistics gathering is a task for particular libraries and then the gathered statistic could be consolidated at the regional or national level for all libraries as well as for different kind of libraries. The standard includes a wide range of indicators covering all aspects of library activity, i.e. the approach is wider than the state statistics forms provide for. Libraries could apply certain indicators within specific solutions is required.

The most of the indicators applied in this Standard are determined in the following international standards:

1. ISO 2789:2006 "Information and documentation — International Library Statistics";
2. ISO 11620:2007 " Information and documentation — Library Performance Indicators".

Standing Committee Meetings 2012 in Helsinki, Finland

Minutes / final version: January 27, 2013

Participants

1st meeting: Saturday, 11 August 2012 09:45 - 12:15 | Room: 101c

SC members: Ulla Wimmer, Tord Høivik, Markku Laitinen, Wanda Dole, Michele Farrell , Antoni Feliu Oller, Franck Hurinville , Frank Huysmans, Julie McKenna , Svetlana Menshikova , Sebastian Mundt , Rebecca Vargha

Observers: Gunnar Sahlin (Sweden), Ian Reid (USA), Joyce Gozo (South Africa), Makgabela (Kgabi) Chwere (South Africa), Oscar Hernandez (Spain), Vivian Agyei(South Africa)

2nd meeting: Thursday, 14 August 2012 09:45 - 11:15 | Room: 203

SC members: Ulla Wimmer, Tord Høivik, Markku A. Laitinen??, Wanda Dole, Michele Farrell , Antoni Feliu Oller , Franck Hurinville , Frank Huysmans , Julie McKenna , Svetlana Menshikova, Sebastian Mundt , Britt Omstedt , Rebecca Vargha

Observers: Anna Maria Tammaro, Division Chair (Italy), Britta Biedermann (Switzerland), Ian Reid (USA), Maria Cassella (Italy), Sara Chiessi (Italy)

1. Welcome and adoption of the agenda

The agenda was approved.

2. Introductions

3. Recap on Turku pre-conference

(Markku, Wanda, All)

Statistics and Evaluation Section in cooperation with Management and Marketing Section and Academic and Research Libraries Section and Turku University Library organized the satellite pre-conference “*Library’s Efficiency Impact and Outcomes: Statistical Evaluation and Other Methods as Tools for Management and Decision-making*” on 8-9 August 2012 at the University of Turku, Finland.

The conference gathered eighty-five professionals from 21 countries. There were 15 conference papers were divided in two parallel sessions, one for public and one for academic libraries. Full program and abstracts at <http://kirjasto.utu.fi/ifla2012/>. The full papers will be published and are also available as pdf-documents.

The pre-conference turned out to be very successful, both as a professional and as a social event. After a rather slow start, an active effort at recruitment resulted in a total of 85 participants, which gave the meeting a dynamic as well as a personal character. The fifteen presentations, which had been selected from a total of forty-nine submissions, held a high standard. The conference facilities, library tours after the conference and the practical organization were excellent. The section extended its thanks to the organizing committee and to Markku Laitinen in particular.

Also see Appendix, with synopsis of library tours in Turku during pre-conference.

4. Recap on Mid-Term Meeting in Berlin

(Ulla)

Six members were present in Berlin on March 8/9, at the headquarters of the German Library Association: Ulla Wimmer, Tord Høivik, Markku Laitinen, Frank Huysmans, Britt Omstedt and Rebecca Vargha. Parts of the time Julie McKenna (Canada) and Frankie Wilson (UK) participated through Skype. A summary of the meeting was circulated to all SC members.

5. Strategic plan – what will be our main topics in the next 3 years?

(All)

IFLA Statistics & Evaluation Section
Draft Strategic Plan 2012 – 2013/2014

Our Mission

We promote the use and development of statistics, evaluation and assessment in libraries, because they are essential to demonstrate the value of libraries to their users, parent institutions and funding agencies, and to the successful management of libraries and information institutions.

Our Goals

1. We help librarians understand and make use of statistics

To achieve this goal, we will:

- Demonstrate ways to use statistical data in an accessible and understandable way, e.g. by combining statistical data with visual or intuitive information (“statistics and stories”)

- Demonstrate the use of data for advocacy purposes
- Promote a problem-solving, workplace-related approach to teaching statistics
- Promote, use and develop the *Statistics for Advocacy* course module of BSLA
- Promote open discourse on the development and interpretation of tools and results, including our own.

2. We help librarians find and use the statistics and evaluation tools they need

To achieve this goal, we will

- Provide information on practical evaluation tools for library management and on current themes and topics.

The most important topics in the next 2-3 years will be

- Projects and tools that measure the impact of libraries
- Projects and tools that help libraries assess their digital services

3. We help to create meaningful library statistics on an international level

To achieve this goal, we will

- Follow developments in ISO and UNESCO, assist IFLA in statistics-related cooperation
- Promote the Library Statistics Manifesto to foster support of statistics
- Provide the section's statistics data model as a first guideline to standardized library statistics
- Monitor and promote the Globalstats module of the IFLA world report database

4. We help other bodies – inside or outside IFLA – deal with statistical questions

To achieve this goal, we will

- Work with other IFLA groups, library associations and relevant bodies that approach us with questions, according to the resources available
- Establish cooperation with other IFLA groups to achieve our goals

We support IFLA's Key Initiatives:

We support the Digital Content programme by

- helping librarians assess their digital collections via the E-metrics SIG programmes and other information

We support the International Librarianship Leadership Development Programme by

- implementing a new information line on current statistics tools
- further development and implementation of the statistics module of the BSLA Programme

We support the Outreach Programme for Advocacy and Advancement of the Profession by

- monitoring and promoting the Global Library Statistics Module of IFLA's world report

6. Work plan 2012 – 2013

(All)

Smaller projects, publications, Wiki, project proposals...

Frank Huysmans will establish a blog for the section ...

Mid-term meeting in New York

We decided to hold a mid-term-meeting in early 2013. As the main congress took place in Europe, the mid-term meeting will be in America: March 14-15th 2013, Columbia University, New York City

Main session Singapore 2013

There will be nominations for new members of the standing committee for the term 2013 - 2017 in March 2013. People whose first term of office ends in 2013 will have to decide if they want to go on for another term.

E-metrics SIG session Singapore 2013

The working title for the E-metrics SIG session is "New services - new measures: beyond the impact factor – towards web 2.0 measures."

7. Report from Governing Board, Professional Board etc.

– Ulla, Tord

IFLADIAL - working group

During the Helsinki congress, a working group of IFLA activists was formed to discuss, and suggest improvements, in communication and decision processes within IFLA. The chair and the secretary of the SES took an active part in the initiative. The IFLADIAL work is documented here:

<http://npsig.wordpress.com/2012/08/28/ifla-dialogue-opening-statement-from-the-ifladi-al-working-group/>

8. Technical information on Helsinki Conference

– Ulla, Tord, Markku

More than two hundred persons attended the main session, which included the following papers:

- 2do. Censo Nacional de Bibliotecas Dominicanas: estadísticas vitales en un momento decisivo
- Supporting strategic change through statistics of virtual library usage
- Measuring the public library's societal value: a methodological research program
- User-centered decision making: a new model for developing academic library services and systems
- Challenges of data driven advocacy in East and Southern Africa

9. Financial status of the section

Tord Høivik (secretary/treasurer) presented the brief facts. In 2011, the section received a project grant of

(not more than) 3000 euros to support three training courses under the SFA project. It turned out that only one course (in need of funds) was initiated. The Olsztyn County Library translated the materials into Polish in the autumn, and received a grant of 500 euros for the work. The remaining amount, 2500 euros, was reallocated by IFLA for 2012.

In 2012 Makerere University Library received a grant of 1000 euros for its SFA training course in July, co-directed by Maria Musoke (University Librarian) and Tord Høivik. Olsztyn will receive an additional 500 euros for its course, to be held in September. The remaining funds (1000 euros) were later released to IFLA HQ.

10. State of current projects of the Section

a. Global Library Statistics Database

The database has been finished and is now available at <http://www.db.ifla-world-report.org/home/index>

Data on ca. 30 states is currently available. All SC members are asked to encourage participation by additional countries.

There was a special session at the Helsinki congress to promote the statistics database module and the library associations module. The presentation can be found on the section's website.

b. Statistics for Advocacy

- Tord

In 2012 a total of eight SFA courses had been completed or planned

- three training courses for public libraries in Norway in the spring
- one for academic libraries in Uganda in July, arranged by Makerere University Library, with economic support from IFLA/SES
- one for the library of Oslo and Akershus University College in September
- one for public libraries in Olsztyn, Poland, in September, arranged by Olsztyn County Library, with economic support from IFLA/SES
- two courses for public libraries in Norway in the autumn

Materials for the courses in Norway and Poland have been adapted and translated into Norwegian and Polish, respectively. Plans for 2013 include

- a strong commitment from Romania to do a course for academic libraries (in Romanian)
- additional courses in Norway, including add-on modules

We evaluate at the end of each course and publish the results on the web. In Norway we also do continual promotion through a dedicated statistics blog in Norwegian. Internationally we do the same through a dedicated statistics blog in English. In Norway, the course is part of an extensive networked effort to influence official library statistics and to empower the library community.

c. Key Performance Indicators for Libraries Serving Print Disabled People

– Sebastian

11. Cooperation with other IFLA Sections

– reports and maybe further action

Library buildings and equipment - Julie

Julie was consulted by the section for their evaluation project and took part in their presentation session.

Metropolitan libraries - Ulla

An analysis of the metropolitan libraries statistics was carried out. Contact has been established to the new statistics convenor of the section (based in Helsinki) to ensure cooperation in the future.

Dominican Republic Library Census - Toni, Tord

In 2011 a team of researchers from the Dominican Republic National Library carried out a comprehensive and well designed census of the country's libraries. At the IFLA congress in Puerto Rico members of the team approached our section and asked for feedback on their project. Tord Høivik and Toni Oller wrote a detailed evaluation of the project plan and got a very positive response from Dominican researchers. As a result the section invited the team to present the census project at our main session in Helsinki. Fortunately they were able to participate.

At the meeting it was suggested that the Dominican Library Census, given its high quality, could be developed into a Model Census for other countries that lacked basic information about their library situation. The idea was supported both by the section and by the local research team. We will continue work on this early next year. We are planning for a workshop including one of the local researchers at the mid-term meeting in New York in March 2013.

12. Update on section publications - mailing lists, website, newsletter

(Markku)

The section's public mailing list iflastat has about 500 subscribers.

The latest issue of the S&E Newsletter will be published after the conference. For the winter edition, contributions from members of the group is desired to guarantee diversity of contents. Brief pieces of topical news, even just a couple of sentences, are welcome..

13. Recap on Helsinki Sessions

APPENDIX

Synopsis of library tours in Turku during pre-conference:

Turku University Library:

- Collection is second largest behind National Library of Finland
- Impressive underground storage
- By law they were required to keep every town newspaper until 2008 when the law was changed - and they ran out of space
- Due to a construction project, their library has 4 kilometers of materials to move by the end of 2012.
- Acquisitions budget is 2-3 million Euros including subscriptions to 200 databases

Åbo Akademi University Library:

- There are 8,000 students and 800 international students in the Swedish University
- The library was a radio factory built in 1929, then refurbished in 1974 and again in 2009
- Library web site is published in Swedish, Finnish and English
- Voyager is OPAC
- Co-located with a Learning center which is not part of the library. Its function is to help with Moodle course development

Arts & Humanities Library

- Library moved to current location in 2004
- Original building was an iron factory. The first tractor in Finland was made there
- The collection has 200,000 volumes with three library staff
- Self-checkout system
- They lend blankets to patrons. Signs around reading room say: "Are you cold, borrow a blanket"

Turku City Library (public library)

- Opened in 1903 - was inspired by a building in Stockholm seen by the architect
- Old building was constructed by Frederic von Retting
- Expanded into new building in 2008 with music, art and literature collections remaining in the first building
- 1% of library budget for new building must be used for art
- Automatic returning machines carry books and can be viewed in operation by visitors at selected areas with plexiglass in the flooring
- Self-checkout for kids which includes elements of a game with a cartoon mouse character
- New building has 500 seats. Receives 4000 to 5000 visitors each weekday

IFLA WLIC 2013
SINGAPORE