International Federation of Library Associations and Institutions

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), Primoz 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

e. 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.

f.   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/17U1m82hiuF9khzVkHco5iaoRDNt2nFWMcTOKODsUDRg/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.

g.   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 form 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.

10. 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.

11. 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. ressources 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

12. Publications and Documents

c. 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.

d. Annual Report 2010/2011

Colleen will write the annual report for 2010 /2011

e. Annual Report 2011/2012

A volunteer is required for the next annual report.

13. 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

Library's Efficiency, Impact and Outcomes
Statistical Evaluation and Other Methods as Tools for Management and Decision-making
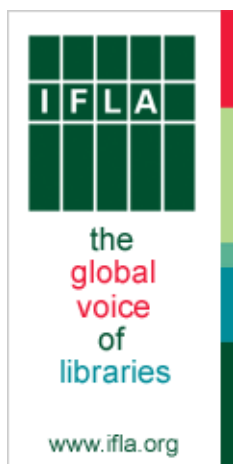
IFLA 2012 pre-conference satellite meeting in Turku, Finland

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

Preliminary programme:
8 Aug: 2012 Excursions + Get-together party
9 Aug 2012 The seminar

Sponsor: IFLA Statistics and Evaluation Section
In cooperation with
- Management and Marketing Section
- Academic and Research Libraries Section

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The radical change in the operational environment of libraries has set new challenges for the library management. The traditional method for the libraries has been collecting a lot of statistical data. This is not enough in the modern management: thus the need for new ways for analysing efficiency, impact and outcomes measurement in order to get better data and information for the marketing and managing as well as showing the impact of the libraries is needed. In addition to the quantitative data one also needs qualitative data and methods especially when finding out the users' needs. Finally the combining of these different types of results and data gives new possibilities in battling about 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