



## Library Statistics for Advocacy – A Capacity Building Workshop for Librarians and Library Associations

Whenever we communicate with politicians, funding bodies or library stakeholders: if we want to put our libraries on the agenda, we need numbers, statistics and evidence to prove our point and underline our arguments. Advocacy and lobbying are not possible without relevant data to assist us. This is the reason why statistics are a vital issue for library associations and libraries who want to influence political processes in their country or on an international level.

If you work with (or are about to build) a library association, if you are responsible for library statistics in your district or country, if you work in a library agency or administration - or if you just want to learn something about the power of numbers for your own library - this one-day workshop will help you to improve your skills and build up your competences.

This workshop was designed by a working group of IFLA's Statistics and Evaluation Section <http://www.ifla.org/en/statistics-and-evaluation> as a module of IFLA's [Building Strong Library Associations \(BSLA\) programme](#). The programme offers a strategic and coordinated approach to capacity building and sustainability of library associations for the benefit of the library community. Training content in the programme includes, among others, strategic planning and financial management, organisational sustainability, developing strategic relationships and fundraising, and advocating on behalf of the profession and library users.

### The workshop will cover the following questions:

- Why should we study statistics?
- Which aspects of library work should we focus on?
- How can we collect reliable data?
- How can we interpret the data we have?
- How can we present the data to make our point?

### Working methods include short presentations, discussions, case studies and practical exercises in small groups and in 4 different languages.

There will be five parallel workshops in groups of ca. 15 people. Languages available will be English, Spanish, Russian and Chinese. Please indicate your preferred languages during registration.

**Date:** Thursday, August 12th, 2010, 9:00 - 17:00 hrs

**Location:** School of Business, Economics and Law  
University of Gothenburg  
Vasagatan 1  
SE 405 30 Gothenburg  
<http://www.hgu.gu.se/item.aspx?id=987>

**Registration:** registration for the workshop is required by **July 15<sup>th</sup>, 2010** via <http://www.surveymonkey.com/s/D5LVTXS>  
For a workshop in Chinese language you can also register by email to Hongxia Zhang: [rbgzhx@126.com](mailto:rbgzhx@126.com)

The workshop is free of charge for registered participants of the 76<sup>th</sup> IFLA World Library Congress in Gothenburg. One-day registration for the congress is available: <http://www.ifla.org/en/ifla76>

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