

**IFLA Statistics and Evaluation Section (S&E)**  
**Standing Committee Meetings**  
**Gothenburg, August 2010**  
**- Final version, 13<sup>th</sup> Dec., 2010 -**

**Part 1: Tuesday, August 10<sup>th</sup>, 8.30 - 11:20 hrs, Room: F6**

**Attendance:**

Colleen Cook (USA, chair), Wanda Dole (USA), Michelle Farrell (USA), Antonio Feliu (Spain), Tord Hoivik (Norway), Vesna Injac (Serbia), Markku Laitinen (Finland), Elisabeth Lemau (France), Sebastian Mundt (Germany), Cecilia Natvig (Sweden), Ulla Wimmer (Germany, secretary). Observers: Hakon Carlsson (Sweden), Britt Omstedt (Sweden)

**Part 2: Saturday, August 14<sup>th</sup>, 11:30 – 13:00 hrs, Room: G4**

**Attendance:**

Colleen Cook (USA, chair), Wanda Dole (USA), Michelle Farrell (USA), Antonio Feliu (Spain), Tord Hoivik (Norway), Vesna Injac (Serbia), Markku Laitinen (Finland), Elisabeth Lemau (France), Sebastian Mundt (Germany), Ulla Wimmer (Germany, secretary). Observer: Britt Omstedt (Sweden)

**Draft Agenda**

1. Welcome and introductions
2. Adoption of the agenda
3. Adoption of the minutes from Standing Committee Meetings in Milan 2009
4. Report from the meetings of the Professional Committee and Governing Board
5. Treasurer's report
6. Global Library Statistics for Advocacy – Workshop
  - 6.1. Report on the working group
  - 6.2. Implementation: State of things, further activities (here: Gothenburg off-site workshop)
7. Library Statistics Manifesto: State of things, further action
8. Global library statistics Phase II: further action
9. Report on joint project: performance measures for libraries serving print disabled people
10. Report on joint pre-conference with Serials/ Continuing Resources Section: *Measuring usage and understanding users! (Stockholm, August 8<sup>th</sup>)*
11. Housekeeping for Gothenburg Conference
12. Programme Planning for St. Juan 2011
13. Preliminary Planning for Helsinki 2012
14. Review of Gothenburg conference:
  - 14.1. main section session
  - 14.2. GLOSSA-Workshop
  - 14.3. e-metrics SIG session
  - 14.4. joint session with Library Theory and Research (LTR), Management of Library Associations (MLA) and others *Towards national library strategy: opening up access to research*
15. Members activities
16. Miscellaneous

**1. - 3. Welcome and introductions**

- Colleen welcomes all members and observers and thanks them for the work done during the last year, which has been very busy for the section.

- The agenda is adopted. (Items and discussions from various parts of the two meetings are restructured in the minutes to receive a coherent report)
- Minutes from Milan are adopted.

#### **4. Report from the meetings of the Professional Committee and Governing Board** *(see also item No. 9)*

Mike Heaney, who is Chair of Division 4, reports on discussions of the professional board and Governing Board:

1. Conference threads: For the first time this year, all conference activities have been assigned to one of five thematic threads. This should provide an easy-to-access structure and help participants to organize the programme. Another aim is assisting participants in acquiring funds for their participation. If this proves to be helpful, it will be kept on and developed for future conferences
2. Satellite conferences: to ensure a close relation between IFLA conferences and pre-conferences, and to remain in control of financial risks, Governing Board has developed a set of criteria for satellite meetings:
  - Satellite meetings must be geographically close to the main conference, that means within 3 hours travel time by plane or 6 hours on ground.
  - Satellite meetings must end or begin within two days time before or after the main conference
  - They must be organized by the section with local assistance by libraries or other non-profit partners. External partners require prior discussion with Professional Board or other IFLA bodies.

These criteria effect the Northumbria conferences - conferences are possible with sponsorship by the section, but not as satellite meetings unless they meet the criteria.
3. IFLA has developed an overall Strategic Plan for 2010-2015. Strategic Plans of the sections should align with the general plan. Each section is asked to compare the IFLA strategic plan to its own section plan and identify 1-3 goals in the section plan that address overall IFLA goals. The S&E section will contribute the development of the GLOSSA workshops to the Plan. Colleen will report this back to IFLA HQ by the End of October.

#### **2011 committee members and officers election**

- There will be an officers election and new committee members in 2011. A call for applications for section members will be sent out by HQ in October 2010. <http://www.ifla.org/en/news/call-for-nominations-for-section-standing-committees>
- Ulla will circulate a list on current members and their terms and ask who will stay on if possible.
- New officers for the section will be elected at the first committee meeting in San Juan. Colleen's term as chair will end in 2011.
- Wanda will check with HQ for the procedures and rules of election (outgoing and incoming members etc.).
- Colleen leaving the committee opens the question as to who will continue editing the section newsletter. Volunteers should contact Colleen or Ulla.
- 2011 will also be the election of a new Division chair (currently Mike Heaney).

## 5. Treasurer's report

The section received 610 Euros as administrative funds for 210. None of this has been spent so far. Sections administrative funds can be used for any purpose, e.g. for an external speaker at a conference.

It received 6.100 Euros project money for the Development of performance indicators for libraries serving customers with print disabilities Project. 5.245 Euros have been spent on a workshop in Manchester, 836 Euros remain. [Check details of this balance.]

## 6. Global Library Statistics for Advocacy – Workshop

### 6.1.: Report on the working group

Tord reports that IFLA HQ assigned the task to develop a workshop on how to acquire statistics and use them for advocacy as part of the Building Strong Library Associations Programme, a project funded by the Bill and Melinda Gates Foundation that consists of seven training modules for library associations around the world to build up advocacy competence - the challenge is therefore to develop a course for all purposes and settings.

Tord and the working group developed the course materials in spring, did a first pilot test in Chania / Greece in May (50 participants of various backgrounds and experience, good feedback) and will be announced as part of the BSLA-Programme during the Gothenburg conference. The course should meet the need for training according to local requirements. It is directed mainly at public libraries (case studies and examples). An adoption for academic libraries will be useful at a later stage.

GLOSSA-BLOG: <http://iflastat.wordpress.com/>, containing links to all GLOSSA-related materials on the web.

Stewart Hamilton joins the committee to thank the working group and especially Tord Hoivik for the work done to accomplish the workshop.

## 7. Library Statistics Manifesto: State of things, further action

The Library Statistics Manifesto was approved by Governing Board and is now available on the website and in the latest section newsletter Stewart Hamilton will approach UNESCO to make it an UNESCO manifesto. This is a lengthy process that might take several years. Colleen will coordinate the process with Stewart.

The manifesto should be translated into as many languages as possible. The following responsibilities are agreed upon:

- French: Elisabeth Lemau will look for a translation
- Spanish: Toni already did a preliminary translation and will finalize it
- Chinese: Jenny already did a preliminary translation. Ulla will ask her to finalize it.
- Russian: Ulla will approach the Russian members of the committee for translation
- German: Ulla will ask Roswitha Poll for a German version.

Timeline for the translations: End of 2010.

Later this year IFLAs World Library Database will be officially launched. Statistical data can be integrated into this database. Ways of cooperation between the World library database, the UNESCO Statistics Institute and results from the Global Statistics Phase I project will be explored.

Tord adds that most countries do not have statistical data on the government level, that can be reported up to a statistical database. In this cases it might be useful to use “inofficial” data gathered by library associations or the like.

#### **8. Global library statistics Phase II: further action**

This issue is linked with advocacy for the Library Statistics Manifesto. Colleen will contact Stewart about this. Pierre Meunier has offered to act as liaison person to the UNESCO Statistics Institute.

#### **9. Joint project: performance measures for libraries serving people with print disabilities**

Sebastian Mundt reports that there has been a workshop in Manchester in February with ca. 50 participants in which a inventory of ca. 50 indicators have been developed. This is transformed into a preliminary draft that will be discussed at the sections Gothenburg meeting and redisseminated to workshop participants.

As this is a very special area of librarianship, indicators are rather unusual. The final draft will be circulated to S&E committee members for comments. 50 participants

#### **10. Report on joint pre-conference with Serials/ Continuing Ressources Section:**

##### ***Measuring usage and understanding users! (Stockholm, August 8<sup>th</sup>)***

Michelle Farrell and Sebastian Mundt attended the conference in Stockholm which was co-sponsored by the S&E section and co-moderated by Sebastian Mundt. Ca. 45-50 people attended the conference. It offered a range of good papers on very diverse topics and issues. Programme and papers are available at: <http://www.sub.su.se/iflastatistics/start.htm>

#### **11. Housekeeping - omitted**

#### **12. Programme Planning for St. Juan 2011**

The *section's main programme slot* will be contributed to the ongoing joint programme with Library Research and Theory Section et.al. The general subject of the sessions will be “Applied research & Strategy Development in Practice” - e.g case studies on research results put into action. Ulla will contact Marian Koren to prepare this session (topics, call for papers etc.). Topics suggested for the session are:

- non-user-surveys
- libraries in context: statistics on non-users, sociodemographic data, reading and education, correlations of library use with social and cultural activities/behaviour in general.
- how to convince government agencies to use and rely on library statistics and to invest in the management (gathering/maintaining) library statistics.

Local and regional presenters should be preferred.

An evaluation sheet should be prepared for the future session of the section.

Tord and Toni would like to offer the **GLOSSA workshop in Spanish** in St. Juan. The San Juan Library School might be a partner for this. Wanda will name a contact person to Toni. This could be done as part of a whole BSLA programme. Colleen will follow up.

**E-metrics SIG:** Sebastian suggests two main topics for the San Juan session:

- - e-metrics for social software
- - e-metrics for non-textual materials

Cooperation with “Libraries and Web 2.0 SIG” is useful.

The next Northumbria Conference will take place in June 2011 in York.

### **13. Preliminary Planning for Helsinki 2012**

Management and Marketing Section are suggesting a joint pre-conference in Turku in 2012. Theme: “Library’s efficiency, impact and outcomes: statistical analyzes and other methods as tools for management and decision making”. The section is willing to take part in this plan.

Markku and Wanda will be the sections contact persons for the preparation of the conference.

### **14. Review of Gothenburg conference**

#### **14.1.: Main section session**

The session was received well, the papers were of very good quality. 133 persons attended. It is agreed that Colleen should suggest the paper of the Taiwanese colleagues for publication in conference proceedings.

#### **14.2: GLOSSA-Workshop**

The GLOSSA workshop was run as an off-site event at the Gothenburg School of Economics. Organization and sponsoring by the library and the School were outstanding. The committee would like to thank the librarian of the Handelshögskolen, Britt Omstedt, for her invaluable support.

45 people pre-registered for the workshop online, 30 took part. It might be considered to introduce some means of making the registrations more binding, even if the event is free of charge. Almost all participants chose English as their preferred language. Backgrounds varied widely, but none of the participants had no experience at all with statistics. This means that the application to this kind of audience still has to be tested.

Markku/Colleen, Tord/Toni, Wanda/Ulla each took over a group. All groups were taught in English. Tord set up an evaluation sheet on the GLOSSA-blog. Feedback from the closing session were good and included the following suggestions:

- it is valuable to do the course with colleagues from many different countries.
- the teaching materials should be structured like a handbook (text and exercises together)
- more methodology exercises are required including other concepts than the median.
- one case study should be available for use during the whole course. Ulla will send

- two case studies from BIX (1 public, 1 academic library)
- more examples should be available for timelines / time series.
- One basic example for a user survey should be available.

The main BSLA modules will be put online behind a log-in exclusively for IFLA members. The section would prefer to the statistics workshop to remain openly accessible but will leave the decision to Governing Board.

#### **14.3. e-metrics SIG session**

- [The session was scheduled after the second section meeting. It attracted 64 participants and had a very lively discussion.]
- It is agreed that Ngian Lek Choh's paper will be suggested for publication in the conference proceedings.

#### **14.4. Joint session with Library Theory and Research (LTR), Management of Library Associations (MLA) and others *Towards national library strategy: opening up access to research***

This was a 6 hrs double-session with many interesting papers. Ulla took part in the round-up discussion panel for the S&E section on the question of data gaps and research gaps that must be filled to enable libraries to do better advocacy. She recommends the paper by Sharon Markless and David Streatfield on ethical issues in library evaluation.

<http://www.ifla.org/files/hq/papers/ifla76/97-markless-en.pdf>

The thematical framework will continue with another joint session at the 2011 conference in San Juan. (see item no 12)

#### ***15. Members activities - omitted due to lack of time***

#### **16. Miscellaneous**

Markku reports that the section has currently two mailing lists:

- IFLA-Stat with 272 subscribers
- e-metrics with 200 subscribers

It is assumed that duplication of subscribers between the two lists will be rather high.

Markku will check duplication and merge the two lists into one.

Ulla Wimmer  
secretary, Statistics and Evaluation Section