

INTERNATIONAL FEDERATION OF LIBRARY ASSOCIATIONS AND INSTITUTIONS  
FEDERATION INTERNATIONALE DES ASSOCIATIONS DE BIBLIOTHECAIRES ET DES BIBLIOTHEQUES  
INTERNATIONALER VERBAND DER BIBLIOTHEKARISCHEN VEREINE UND INSTITUTIONEN  
FEDERACIÓN INTERNACIONAL DE ASOCIACIONES DE BIBLIOTECARIOS Y BIBLIOTECAS  
МЕЖДУНАРОДНАЯ ФЕДЕРАЦИЯ БИБЛИОТЕЧНЫХ АССОЦИАЦИЙ И УЧРЕЖДЕНИЙ



STATISTICS AND  
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## 1 Global statistics



It is time to reconsider the basis for our approach to world-wide library statistics and measures. I am pleased to say that the Statistics and Evaluation Section has now been granted project money by IFLA to start this process.

The study undertaken by Teresa Hackett for IFLA prior to the Geneva round of the World Summit on the Information Society, and compiled primarily from Unesco and Libecon data, revealed the incompleteness and weakness – and the diminishing relevance – of the existing figures available to us.

Unesco Institute of Statistics publishes three series of library statistics on a rolling triennial basis: national libraries, other major non-specialized libraries and public libraries. The most recent (as of September 2005) is Libraries of Institutions of Tertiary Education, 1996-2000.

The basis for Unesco's collecting activity is the Recommendation concerning the International Standardization of Library Statistics adopted by the UNESCO General Conference in 1970.

The data which is gathered emphasise collections, buildings and simple usage figures. No recommendations are made about the use of these measures in the compilation of derived statistics and indicators.

The Libecon project, undertaken by UK Institute of Public Finance with funding from the European Union, provided more detailed information for Europe and included figures from a few countries outside Europe. In addition to the Unesco data, it collected data on, among other things, virtual usage, seating, workstations, and sources of funding.

Although the results of the project are maintained on the Libecon website, the project itself is now finished and it is unlikely to be revived.

Outside the mainstream statistical agencies OCLC has recently incorporated representative global statistics in its Environmental Scan.

The work of ISO and other standards bodies is enormously important in their own fields, and facilitates benchmarking of one library or information service against another, but many of the figures and

measures advocated by ISO are not available or are meaningless at the global level. Libraries wrestle with the difficulties of demonstrating impact at the individual level, let alone global.

The pervasiveness of electronic sources of information has reduced the ability of the traditional statistics to reflect the provision of information to the world's citizens.

The traditional statistics are not best suited to demonstrating impact and outcome.

The methodology underlying Unesco's data collection – relying on national government agencies – could be strengthened by increased co-operation with professional library and information bodies such as IFLA, and other related organisations.

What we need now is a collaborative programme with Unesco Institute of Statistics and the relevant ISO committee to:

- Review the 1970 recommendations;
- Advise on the adoption of measures facilitating the demonstration of impact and outcome;
- Advise on appropriate measures to reflect the use of electronic information sources;
- Advise on the use of appropriate non-library demographic and socio-economic measures;
- Advise on the construction of appropriate indicators using the recommended statistics;
- Advise on additional and supplementary avenues to strengthen the collection of data.

I am pleased to report that at its meeting in December 2005 the IFLA Professional Committee agreed to fund travel costs for an initial meeting of Section members with the Unesco Institute of Statistics in Montreal to discuss the establishment of such a programme.

*Michael Heaney*  
*Chair of the Section Committee*

## 2 Statistics in library schools

In 2000 Patricia Layzell Ward (member of Management and Marketing Section) conducted a survey on the teaching of statistics and marketing and quality management in schools of library and information

science. The survey was a joint project of the Sections of Statistics and of Management and Marketing and was completed in 2001. The results regarding the teaching of marketing and quality management were presented at the pre-Glasgow IFLA satellite meeting 'Statistics in Practice - Measuring and Managing' at Loughborough in 2002, and this is available as Statistics is a Necessary Part of a Well-Balanced Education at <http://www.lboro.ac.uk/departments/dils/lisu/downloads/statsinpractice-pdfs/layzellward.pdf>.

The Statistics and Evaluation Section is now undertaking a follow-up review of the situation five years on from the original report, which showed that only limited attention was paid to statistics and evaluation. Interest in these management methods has grown enormously over the past five years and new tools and methodologies are now available. The study will also identify potential targets for promoting and developing of the work of the Section.

The methodology will differ somewhat from the original survey, where library schools were identified and their web sites and literature examined. In this follow-up a web-questionnaire will be used for collecting data. It is hoped to include information from sources other than in English, which were neglected in the original survey. The survey will be carried out by Statistics and Evaluation Committee member Erlend Ra, with student help sought from a Norwegian library school.

### 3 Seoul programme

#### Libraries: Dynamic Engines for the Knowledge and Information Society



*Call for papers: Statistical evaluation as a tool for Knowledge Management*

Evidence-based Knowledge Management, Open Program sponsored jointly by the IFLA sections for Knowledge Management and for Statistics and Evaluation at the World Library and Information Congress / 72nd IFLA Conference, Seoul, 20-24 August 2006.

Knowledge Management is an exciting new area for library and information professionals. But how much is the practice of Knowledge Management based on good statistical and factual evidence? What methods of evaluation and benchmarking have shown to be

effective in justifying return on investment in Knowledge Management initiatives?

This is the call for papers on the use of statistical and factual evidence in the evaluation of Knowledge Management in all types of libraries. Papers may be in English, French, German, Russian or Spanish. They should be no more than 30 minutes in duration.

Proposals for papers should be in English and include an abstract of no longer than 200 words. Papers must be original; and if not written in English, have an English translation attached; and between 3000 and 6000 words in length. Please submit proposals to Michele Farrell (IFLA Statistics and Evaluation Section), email [mf Farrell@imls.gov](mailto:mf Farrell@imls.gov), or to Margaret Haines ([margaret.haines@kcl.ac.uk](mailto:margaret.haines@kcl.ac.uk)) by 14 January 2006. Authors of successful proposals will be notified by 31 January and must supply the full text of papers by 1 April.

#### *Quality measures on a national scale:*

Extra session jointly with Division I, to investigate how to identify measures of quality which will have broad applicability.

### 4 Plans for Durban 2007



The theme in Durban will be 'Libraries for the Future: Progress, Development and Partnerships'. We shall be concentrating on an area for which there is a distinct demand, under the title, 'Special libraries need special measures'. We hope also to conduct an introductory

workshop on "How to collect and use statistics", and hope that the 7<sup>th</sup> Northumbria Conference on Performance Measurement, to be held near Capetown just before the WLIC meeting, will be designated an IFLA satellite conference.

### 5 Electronic news

We are pleased to announce the creation of an IFLA discussion list for Statistics and Evaluation, *IFLASTAT*. To subscribe, please go to <http://infoserv.inist.fr/wwsympa.fcgi/> and follow the instructions. Although this is a closed list (so that only subscribers can post), anyone may apply to become a member.

The section's web pages at <http://www.ifla.org/VII/s22/index.htm> continue to

develop -- the latest addition being the sections brochures in all the official IFLA languages and – in anticipation of the 2006 congress – in Korean.

## 6 Minutes from the Meetings in Oslo

*Standing Committee I, 13 August 2005, Oslo*



1. Michael Heaney welcomed the members and guests. The section has three new members (Cordazzo, Farrell, Jönsson-Adrial). Attendees introduced themselves.
2. Agenda  
The agenda was approved as distributed.
3. Minutes  
The minutes of the Buenos Aires meetings were approved.
4. Report from Professional Board and Coordinating Board meetings: Michael Heaney reported about the president elect's session, the fund-raising efforts of IFLA and the change in the financial arrangements for the sections.
5. Election of officers 2005 – 2007  
Michael Heaney was re-elected as chair. Roswitha Poll was re-elected as secretary and treasurer. Christina Jönsson-Adrial was nominated information coordinator.
6. Section events in Oslo:
  - A. Quality Issues in Libraries Discussion Group:  
Website quality. The discussion group is sponsored by University Libraries and co-sponsored by Statistics & Evaluation. After three years of the discussion group, there must be an application for another two years if attendants are interested. Sue McKnight, the chair of the discussion group, will discuss this topic at the meeting.
  - B. Open Program:
    1. "Quality in the institutional environment", 4-hour slot together with University Libraries. There were over fifty answers to the call for papers.
    2. "Measures and standards in the electronic age", extra 2-hour slot together with Information Technology and University Libraries.

- C. IFLA booth  
Michael Heaney and Erland Ra will attend the booth.
- D. Post-conference: 6th Northumbria International Conference on Performance Measurement in Libraries and Information Services. The conference will be held in Durham/UK, August 22 to 25.

7. Report of Financial Officer  
Roswitha Poll distributed a short report on income and expenditure 2004 and 2005. At the moment, 547 € are left, as the last 2 newsletters and the brochure were produced without cost for the section, thanks to Henrik Aslund and Colleen Cook. 100 € will have to be paid to IFLA for the post-conference.

The group discussed to spend the money on Chinese and Korean translations of the brochure and possibly of papers.

8. Activities of the Standing Committee
  - A. Projects  
Outcome measures: The working group consists of Colleen Cook, Eric Davies, Ellen Hoffman, and Roswitha Poll (chair). The bibliography on impact and outcome has been considerably revised and enlarged.  
  
<http://www.ulb.uni-muenster.de/outcome>  
  
Webography of statistics website: Henrik Aslund, the outgoing information coordinator, will revise the website before leaving.
  - B. Publications  
Newsletter: As yet, two newsletters were published in 2005, a 3rd will be published in late autumn.  
  
Brochure: The brochure was printed again. A Russian version is now available.

9. Appraisal of Section  
The section's main issue is advocacy for collecting, using and understanding statistics and measures and for combining hard data with anecdotal evidence. It does "background work" by serving all other sections, whether types of libraries or special activities and resources of libraries, with a framework of data and methods. The high attendance of the section's sessions and the manifold cooperation activities show the general interest. New topics might be measures

for special libraries and taking up again the topic of performance measures for national libraries.

The section keeps up continuous contacts to ISO and LISU. A new contact was made to UNESCO by a member contacting the UNESCO Institute of Statistics, Montreal. A coordinating group was installed for contact issues, consisting of Michael Heaney, Michele Farrell, Elisabeth Lemau, Pierre Meunier, and Sherrie Schmidt.

In order to increase contacts to existing and potential members, it was decided to contact the national institutions that edit the national library statistics. It was also discussed to have a mail discussion list and a very short membership review, showing the section's topics since 2000 and asking for input as to possible new topics.

As to help from IFLA HQ, it was suggested that it would be useful to be informed about new section members. It would also be helpful to get an "imprimatur" from IFLA for talking with UNESCO.

10. WSIS advocacy  
Though IFLA did not second the section's project for "robust measures" in 2004, the section will keep this question in mind and try for other ways that might lead to such measures.
11. Action on IFLA resolution about women's issues  
It was decided trying to find relevant measures as to for IFLA's advocacy of women's issues, e.g. women in staff and staff groups and in users and user groups. The working group consists of Michele Farrell and Sherrie Schmidt.
12. Review of Strategic Plan  
Referred to 2nd meeting
13. Seoul WLIC 2006  
It is planned to have an open session with Knowledge Management on "Evidence-based knowledge management". A possible extra slot with University Libraries could concentrate on "Performance measures on a national scale".
14. Durban WLIC 2007  
The idea was to speak with Special Libraries about a common session.
15. Member activities  
Referred to 2nd meeting
16. Any other business  
A section dinner was planned for Sunday, Erlend Ra choosing the restaurant.

*Standing Committee II, 19 August 2005, Oslo*

1. Michael Heaney welcomed the members and guests. Attendees introduced themselves.
2. Agenda: The agenda was approved with an addition at TOP 5A: Information literacy and at TOP 9B: Quebec 2007.
3. Section events at the Oslo Conference
  - A. Quality Issues in Libraries Discussion Group:  
There were ca. 150 persons attending. Evaluation surveys showed good notes. It was decided that the section University Libraries will ask for another 2 years for the discussion group. Christina Jönsson-Adrial from Statistics and Evaluation and Klaus Ceynowa from University Libraries will jointly chair the discussion group. One topic that found great interest could be quality of reference services.
  - B. Open Program:  
"Quality in the institutional environment": The session was conducted together with University libraries and had an attendance of ca. 210 persons.  
  
"Measures and standards in the electronic age": This was a cooperative session of Information Technology, University Libraries and Statistics and Evaluation. There were ca. 225 attendants.  
  
IFLA Booth: Erlend Ra and Michael Heaney attended the booth. The decision of last year to take brochures also to every event of the section proved efficient.
  - C. Proposed paper for IFLA journal  
The cooperating sections had divided the task. Statistics had to choose one paper out of "Quality in the institutional environment" and named Tunon/ Brydges: Improving the quality of university libraries through citation mining
4. Reports of other meetings:  
Members reported about interesting topics and methods, especially about experiences with group work within sessions.
5. Activities of the Standing Committee
  - A. Projects:
    - Working group "women's issues" (see first meeting)

- Study on library schools: several years ago, the section conducted a study on library schools teaching statistics and evaluation topics. This ought to be repeated in order to see whether there is a wider perception of these topics and how the section could further teaching on them. Erland Ra takes responsibility. The section will apply to IFLA for 500 €.
- Establishing a cooperation with the UNESCO Institute of Statistics in Montreal: The goal is to have better and robust international statistics. The section will apply for 1.200 € funding, mostly for contact journeys.
- A possible task for the library might come out of IFLA's activities as to information literacy. Michael Heaney reported briefly about a talk with Cristobal Pasadas.

*B. Publications:*

The results of the working group on women's issues might be a separate website publication.

6. Development of Strategic Plan for 2006-2007

The Strategic Plan 2004-2005 was discussed as to changes and new topics. It was decided to adjust the plan to IFLA's three pillars.

7. Appraisal of section

Most topics had been discussed during the first meeting. To promote membership and keep a closer contact with existing members, the section will

- address the organizations that produce national statistics,
- circulate the list of section members to the SC,
- send a "welcome package" to new members.
- take section leaflets to other conferences. Christina Jonsson-Adrial will take care of the leaflets and send them to section members on request. Colleen Cook will try to produce leaflets again.

8. Seoul WLIC 2006

The section decided to have if possible the following activities:

- Quality issues discussion group
- Evidence-based knowledge management: 4-hour-slot together with Knowledge

Management. Responsible: Sue Henczel (Statistics and Evaluation) and Margaret Haynes (Knowledge Management)

- Quality measures on a national scale: extra 2-hour slot together with University Libraries, perhaps National Libraries or Division I.

Durban WLIC 2007

The following possible activities were discussed:

- Quality issues discussion group
- Special libraries need special measures: Contacts to be taken to Special Libraries and the South African Library Association.
- Workshop on "How to collect and use statistics"
- Satellite conference Northumbria 7 (pre-conference near or in Capetown)

Quebec WLIC 2008

It was discussed to take up the issue of "robust measures" again in contact with UNESCO.

9. Member activities

(referred to 2nd meeting from TOP 15 of the 1st meeting)

It was decided to have the reports with more details in the section's next newsletter. (see below).

10. Any other business

No other business.

7. Member activities

*Australia/New Zealand:* CAVAL collects and publishes the annual library statistical collection for a number of groups of libraries. These include the

Australian and New Zealand Academic Library (CAUL) Statistics and the Victorian TAFE Library (VATL) Statistics. CAVAL also provides statistical consultancy services for libraries. CAVAL has recently developed an online statistical website for CAUL - see <<http://statistics.caul.edu.au>> This site is based on the well-known ARL online statistics site, and the development by CAVAL was facilitated through the partnership between ARL and CAVAL. CAVAL is now actively marketing the Online Statistics service to other groups of libraries. Another aspect of CAVAL's partnership with the ARL is as a

local contact for libraries using LibQUAL

*Canada:* Performance measures are being developed for public libraries in Quebec.

*France:* Public libraries: A new questionnaire has been sent out to 2000 libraries.

University libraries: In the evaluation unit for universities there are only two library indicators. There is an evaluation of staff with 33 indicators, and a survey for continuous training of staff.

*Germany:* The national library statistics are the responsibility of the HBZ (Hochschulbibliothekszenrum, Köln). HBZ is also administrating the national benchmarking project BIX, that is now in the responsibility of the German Library Association (DBV).

*Norway:* Statistics for public and university libraries are now on a web-based system.

*Sweden:* The Quality Handbook has been tested and libraries are encouraged to use it. It is no joint project at the moment.

*United Kingdom:* LISU reported on a study on economics of electronic journals and another about accessibility issues

*United States:*

- ALA: LIBQUAL is now used by 6-700 libraries. DIGIQUAL is a new project for assessment of digital libraries (conducted by ACRL).
- IMLS: Projects on outcome
- ARL: There is a task force on new ways of measuring. The national centre for educational statistics (survey every 2 years) has for the first time E- metrics for libraries.

**...Only dull science  
expects**

**An accurate audit. The  
economy of heaven**

**Looks for fiestas and  
fireworks every day,**

**Every day.**

**Be realistic, says  
heaven:**

**Expect a miracle.**

*From U.A. Fanthorpe, 'Not the  
Millennium', in  
Christmas Poems (2002)*