

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  
EVALUATION SECTION  
**NEWSLETTER**

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## 1 WSIS, IFLA and statistics



This time last year the IFLA President Kay Raseroka and Vice-President Alex Byrne came to the Section to ask our advice on establishing robust statistics on the impact of libraries that could be used in IFLA's advocacy at the World Summit on the Information Society in Tunis at the end of this year.

Section members worked hard to produce some sound and practical advice and so it was disappointing to learn some months later that IFLA was not able to fund a pilot study as the first step in implementing the proposals. Part of the problem is, perhaps, that statistics are not 'sexy'. Another problem is that reliable and robust figures in the Information Society are notoriously hard to find. The whole of the technology is built around ephemeral and shifting packets of information in which 'what can we count?' is as difficult a question as 'how can we count it', and it is almost impossible to answer the question 'what do the figures mean?'.

The December *Newsletter* contained my report on a meeting of UNESCO's Information For All Programme (IFAP) in Paris. The occasion was an open thematic debate with other interested groups in UNESCO and other relevant agencies to discuss and identify relevant methods for measuring progress towards achieving IFAP's goals as well as progress in bridging the digital divide, specifically in the context of preparations for Phase II of the World Summit on the Information Society in Tunis in December 2005. It's fair to say that the meeting faced the same problems as we do: it is not difficult to find interesting and inspiring

'success stories' but we have no way of turning these stories from around the world into hard figures that allow us to compare the situation in one country with the situation in a different country.

IFLA itself has now launched its own database of 'success stories'. The website is at <http://www.ifla.org/III/wsis/announce02052005-e.html> and I encourage everyone to visit the site and if possible to contribute to it.

The database organisers write:

'We plan to make this database a permanently updated record of our achievements so that both the general public and our funding bodies can see and appreciate the extraordinary contribution libraries all over the world make to society. We hope that in addition it will spark new ideas for cooperative efforts and encourage us all to continue to develop and innovate new services and activities'

Such qualitative evidence is clearly useful and important but the question remains: how do we support the qualitative data with some quantitative underpinning as well?

We, IFLA, and WSIS all need new thinking to solve this problem. Maybe the answers will come from new tools developed outside the library world; maybe the answer is already 'out there'. It may be too late to influence the outcome of WSIS, but similar questions are going to be asked in many different arenas in the next few years, and we must try to find the answers

*Michael Heaney*  
*Chair of the Section Committee*

## 2 ISO Standards



*ISO TC 46/SC 8* 'Quality – Statistics and performance evaluation' had a meeting in December 2004 in Berlin. Three standards are in revision at present; the actual state is as follows:

*ISO 2789*: International library statistics

A CD (committee draft) went out for voting in January 2005. The votes were positive, but with comments. The next step as DIS (draft international standard) is now in preparation.

*ISO 11620*: Performance indicators for libraries

A CD (committee draft) combining the old ISO 11620, its amendment, and the Technical Report ISO TR 20983 "Performance indicators for electronic library services" will go out for voting in June 2005.

*ISO 9230*: Determination of price indexes for books and serials purchased by libraries

A CD (committee draft) was sent out in 2004 and had positive votes with substantial comments. The next step as DIS (draft international standard) is in preparation.

*ISO 9707*: Statistics on the production and distribution of books, newspapers, periodicals and electronic publications  
A CD (committee draft) was sent out for voting in March 2005; voting ends on June 1st 2005.

The four working groups try to adjust their definitions and methods, so that the four revised standards will be an integrated tool for statistics that libraries need.

## 3 Making Library Assessment Work: Practical Approaches for Developing and Sustaining Effective Assessment



A new Association of Research Libraries (ARL) project, "Making Library Assessment Work: Practical Approaches for Developing and Sustaining Effective Assessment," will

establish a process to help libraries develop sustainable assessment efforts to demonstrate their contributions to teaching, learning, and research. The project will achieve this goal in two phases: Phase I, between February and June 2005, will evaluate the assessment needs and efforts of seven ARL member libraries; Phase II, from October 2005 to October 2006, will involve additional institutions. Based on these initial evaluations, the project will be able to provide libraries with the knowledge to make wise selections and applications of measurement techniques and effective use of assessment data. The libraries that will participate in Phase I are the University of Arizona, Arizona State University, University of Connecticut, University of Illinois at Urbana-Champaign, New York University, Notre Dame University, and the University of Oregon.

## 4 Section Meetings in Oslo

### STATISTICS & EVALUATION SECTION STANDING COMMITTEE 1

The First Standing Committee meeting will be held 11:30-14:20 on Saturday, 13 August 2005, Session 36.

## **AGENDA** (draft)

1. *Welcome & introductions*
2. *Adoption of the agenda*
3. *Adoption of the Minutes from the Standing Committee meetings in Buenos Aires (published in the December Newsletter)*
4. *Report from Professional Board and Co-ordinating Board Meetings*
5. *Election of Officers*
  - Chair
  - Secretary/Treasurer
  - Information Co-ordinatorNote: The current Chair and Secretary/Treasurer are each willing to stand for re-election. Henrik Åslund is stepping down as Information Co-ordinator.

### *6. Statistics and Evaluation Section events at the Oslo Conference*

#### A. Quality Issues in Libraries

Discussion Group: Website Quality

#### B. Open Program:

- (a) with University Libraries  
Quality in the institutional environment  
15 August 13:45-18:00
- (b) with Information Technology and with University and Research Libraries  
Measures and standards in the electronic age  
18 August 10:45-12:45

#### C. IFLA Booth

7. *Report of Financial Officer*
8. *Activities of the Standing Committee*
  - A. Projects
    1. Outcome measures
  - B. Publications
    1. Newsletter

### *9. Appraisal of Section*

### *10. WSIS advocacy*

11. *Action on IFLA resolution:*  
'We urge the members of all divisions and sections of IFLA to undertake activities to study information needs of

women in the member countries in order to enhance information services to women and to augment women's use of information'

### *12. Review of Strategic Plan 2004-2005 actions and development of plan for 2006-2007*

### *13. Seoul WLIC 2006*

### *14. Planning for Durban WLIC 2007*

### *15. Member activities*

### *16. Any other business*

## **STATISTICS & EVALUATION SECTION STANDING COMMITTEE 2**

The Second Standing Committee meeting will be held 14:00-16:50 on Friday 19 August 2005, Session 204.

## **AGENDA** (draft)

1. *Welcome & introductions*
2. *Adoption of the agenda*
3. *Statistics and Evaluation Section events at the Oslo Conference*
  - A. Quality Issues in Libraries Discussion Group
  - B. Open Program
  - C. IFLA Booth
4. *Report of other meetings*
5. *Activities of the Standing Committee*
  - A. Projects
  - B. Publications
6. *Development of Strategic Plan for 2006-2007*
7. *Appraisal of Section*
8. *Seoul WLIC 2006*
9. *Durban WLIC 2007*
10. *Any other business*

## 5 Oslo Programme

The Section is participating in a discussion group and in two programme sessions during the conference. These are:



**10:45-12:45 Wednesday 17 August**

### **Quality Issues in Libraries Discussion Group**

#### ***Website Quality***

What is web site quality?  
ROSWITHA POLL (University and Regional Library Muenster, Muenster, Germany)  
Portals and internationalisation. A survey of Norwegian academic and research libraries and specialised libraries  
MARIA-CARME TORRAS (Bergen University Library, Bergen, Norway) and ROBERT VAAGAN (Oslo University College, Oslo, Norway)

**13:45-18:00 Monday 15 August**

### **Statistics and Evaluation with University Libraries – with Simultaneous Interpretation**

#### ***Quality in the institutional environment***

Excellence and quality in Andalusia University library system  
CARMEN BAENA DÍAZ (University of Pablo de Olavide Library), MIGUEL DUARTE BARRIONUEVO and AURORA MÁRQUEZ PÉREZ (University of Cádiz Library), JOSÉ JUAN MORENO MARTÍNEZ (University of Almeria Library) and GREGORIO GARCÍA RECHE (University of Malaga Library, Spain)

Developing an quality service strategy  
BRIAN HARLAN (University of Southern California, Los Angeles, USA)

Managing quality in a national library: the case of the National Central Library of Florence, Italy  
ANTONIA IDA FONTANA and ALESSANDRO SARDELLI (The National Central Library of Florence, Florence, Italy)

Improving the quality of university libraries through citation mining and analysis using two new dissertation bibliometric assessment tools  
JOHANNA TUÑÓN (Nova Southeastern University, Fort Lauderdale, USA) and BRUCE BRYDGES (Nova Southeastern University, North Miami Beach, USA)

Evaluation of public libraries in Gyeonggi Province, Korea  
CHUL-WAN KWAK (Kangnam University, Yongin, Korea)

Quality of academic libraries - funding bodies, librarians and users perspective: a common project of Polish research libraries on comparable measures  
LIDIA DERFERT-WOLF (University of Technology and Agriculture in Bydgoszcz, Bydgoszcz, Poland), MAREK M. GÓRSKI and MARZENA MARCINEK (Cracow University of Technology, Cracow, Poland)

Human resource development: impacting on all four perspectives of the Balance Scorecard  
GULCIN CRIBB (Bond University, Gold Coast, Australia)

**10:45-12:45 Thursday 18 August**

### **Statistics and Evaluation with Information Technology and with University and Research Libraries Measures and standards in the electronic age**

Measuring the impact of new library services  
ROSWITHA POLL (University and Regional Library, Muenster, Germany)

Successful web survey methodologies for Measuring the Impact of Networked

Electronic Services (MINES) for libraries  
BRINLEY FRANKLIN (University of Connecticut, Connecticut, USA) and  
TERRY PLUM (Simmons Graduate School of Library and Information Science, Boston, USA)

COUNTER and the development of meaningful measures  
RICHARD J. GEDYE and PETER T. SHEPHERD (COUNTER Online Metrics, Edinburgh, UK)

Quality in digital libraries: a study of usability with the support of information science and human-computer interaction areas  
SUELI MARA S. P. FERREIRA and DENISE NUNES PITHAN (University of Sao Paulo, Sao Paulo, Brazil)

## 6 People

We welcome the following as new members of the Section committee:

Denis Cordazzo  
En charge des statistiques des bibliothèques publiques, Ministère de la culture et de la communication, Paris;

Ms Michele Farrell  
Senior Program Officer  
Institute of Museum and Library Services, Washington, DC ;

Ms Christina Jonsson-Adrial  
Senior Executive Officer, BIBSAM,  
The Royal Library's Dept. of National Coordination and Development, Stockholm.

Our good wishes and thanks go to the retiring members: Valerie Alonzo, , Henrik Åslund, Boris Lensky, Pierre-Yves Renard, Pauline Rothstein, Yakov Shraiberg.

## 7 Performance Measurement Conferences



The 6<sup>th</sup> International Conference on Performance Measures, 'The Impact and Outcomes of Library Services: Performance measurement for a changing information environment', organised by the Information Society Research Community of Northumbria University, to be held in Durham, England, on 22-25 August 2005, will be an IFLA Satellite Conference.

Plans are already in hand to hold the 7<sup>th</sup> International Conference on Performance Measures in South Africa in 2007, and we hope that this too will be an IFLA Satellite Conference

## 8 Plans for Seoul

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



The Section is planning a joint session with the Knowledge Management Section, with the theme 'Evidence-based Knowledge Management'.

## 9 Plans for Durban 2007



The Section is interested to have your suggestions for the conference in Durban, when the theme will be 'Libraries for the Future: Progress, Development and Partnerships'

## 10 Section website

Don't forget to look at the Section's website at <http://www.ifla.org/VII/s22/>. As well as the official documents of the Section, it contains three very useful sets of links:

### (a) Sites and resources relating to Statistics and evaluation

This is a compilation of links to information resources on:

- general statistics and free software;
- library statistics and performance measures;
- projects, tools and standards relating to library statistics and measures;
- international statistics;
- national statistics (by country)

### (b) Sites and resources relating to library evaluation

This section is arranged into the following categories:

- Institutions
- Projects
- Conferences
- Journals/Mailing lists
- Bibliographies/Link collections

### (c) Impact and Outcome of Libraries

This site is hosted for the section by the University of Muenster. It deals with the new, perhaps more important and definitely more difficult challenge of measuring impact and outcome, value and benefit of libraries for users.

This section is arranged into the following categories:

- Presentations
- Bibliography
- Links

We are looking for more information to put on the web site. Please let our

Information co-ordinator know of any interesting and relevant web sites

## 11 Acknowledgements

This issue has been produced with the kind assistance of Henrik Åslund and Lund University Libraries.

**'Minoriteten har  
altid retten'  
– Henrik Ibsen, *En  
Folkefiende*, IV**

*('The minority is  
always in the right' –  
Henrik Ibsen, *An  
Enemy of the  
People*, IV)*