

Statistics Manifesto



Background

The initiative for this document was taken by then President Claudia Lux at the Section's conference in Montréal (August 2008). The idea is to have a certified document about the importance of library statistics, as they demonstrate the value that libraries provide to their users and to society. Statistical data are indispensable for the internal management of libraries, but they can do more. When presented to policy makers, funding institutions or the general public, they will influence the strategic planning, and they can create and maintain confidence in libraries.

LIBRARY STATISTICS MANIFESTO

"Libraries and information services serve society by preserving memory, feeding development, enabling education & research, and supporting international understanding & community well being."

(Alex Byrne 2005)

Library statistics: data can make a difference

Quantitative and qualitative data about library services, library use and library users are essential for revealing and confirming the outstanding value that libraries provide.

As the informative value of such statistics depends on their comprehensiveness and speed, the participation of all libraries in the country will be necessary.

Library statistics are necessary for the effective management of libraries, but they are still more important for promoting library services to the different types of stakeholders: policy makers and funders, library managers and staff, actual and potential users, the media and the general public. Where statistics are aimed at policy makers, managers and funders, they are essential for decisions on levels of service and future strategic planning.

Library statistics can reveal a wealth of material, of hidden success stories where libraries have opened and ensured access to relevant information for all groups of the population.

What library statistics show

By measuring the input into libraries (resources including buildings and equipment, staff and collections), library statistics show the engagement of politics and authorities for library services.

By counting the output, the usage of traditional and new electronic library collections and services, libraries show that their services are adequate to the respective population. Comparing input and output data demonstrates whether libraries are organising their services in a cost-effective way.

Data about the use and acceptance of library services can also indicate the outcome of libraries on the population. Such outcome (on literacy, information seeking skills, educational success or social inclusion) will be more visible where qualitative data from user surveys are added to statistical results.

Libraries have assumed new responsibilities in a changing information world; they need new statistics for managing and promoting these new tasks.

Quality of library statistics

Correct, reliable and comparable data are crucial for the value and usefulness of library statistics. The quality of national – and finally from them international - library statistics depends on accurate and timely delivery by each library and on careful editing to detect errors and misunderstandings. To make results comparable between regions or countries, the same definitions and methods must be used.

Libraries are not all under the same authority. Most of them serve specified institutions (universities, commercial firms) or communities. Other institutions may be responsible for the mission, functioning, or legal regulation of libraries in their domain. Therefore various institutions and organisations with differing objectives may feel responsible for collecting data





about the libraries within their authority.

The collection of library data will always start in the individual library, but the aim should be a compilation of the data on the regional and national level. For this purpose, libraries should collaborate to form regional/national networks for library statistics in order to ensure that a national library system is running effectively.

The model questionnaire

Given this variety in responsibilities for library statistics, it is all the more crucial that a uniform questionnaire with standardised data and methods be used.

Therefore, a model questionnaire for public and academic libraries has been developed in a joint project of IFLA and UNESCO and ISO, the International Organization for Standardization. Based on the ISO standard for library statistics, a questionnaire with 23 questions has been developed that considers both traditional and electronic library services. Trials in Latin America and the Caribbean have proved the feasibility of utilising the model questionnaire for collecting library statistics on a comparable basis.

The model library statistics reveal input and output of libraries and show the library's role as access point to information, as meeting and communication centre, as place for learning and research. More information can be gained if the results of the questionnaire are set in relation to socio-demographic data collected by UNESCO and other international agencies, e. g. the state of literacy, education and Internet access in a country.

Funding, legislation and networks

Governments and other relevant decision-making bodies are encouraged to establish and adequately fund central units for the compilation of national library statistics on the basis of the model questionnaire and to support local and regional bodies in collecting them.

The international community should support libraries and information services in collecting and comparing uniform reliable statistics of their resources and services and thus promoting and supporting the role of libraries for literacy and information literacy, education and culture.

IFLA and UNESCO stand ready to support the development of systems for national library statistics to ensure that libraries are run effectively and that libraries' contributions to the knowledge society are recognised.

In order to achieve reliable data, teaching modules for library statistics should be developed in international cooperation. The ultimate aim must be on the one side to have individual libraries using statistics for effective

management, on the other side to compile and coordinate library data on a national and finally international scale in order to visualise libraries' contribution to learning and literacy and to social, cultural and economic development.

Implementing the Manifesto

Decision makers at all levels and the library community around the world are hereby requested to disseminate this Manifesto and to carry out the principles and actions expressed herein.

Approved 18 May 2010



MEETINGS IN GOTHENBURG

IFLA Statistics & Evaluation Section Standing Committee

1. The first Standing Committee meeting will be held on Tuesday, August 10, 2010 from 8:30-11:20 a.m. in room F6. The second Standing Committee meeting will be held on Saturday, August 14, 2010 from 11:30 a.m. – 1:00 p.m. in room G4.

AGENDA (DRAFT)

This agenda covers both meetings.

1. Welcome and introductions
2. Adoption of the agenda
3. Adoption of the Minutes from the Standing Committee meetings in Milan (published in the December 2009 Section Newsletter)
4. Report from the meetings of the Professional and Governing Boards
5. Treasurer's Report

6. Activities of the Standing Committee
 - a. Projects
 - i. Global Library Statistics for Advocacy – Workshop
 1. Report on the working group
 2. Implementation of workshop (status)
 3. Further activities
 - ii. Library Statistics Manifesto
 1. Status
 2. Further activities
 - iii. Global Statistics Phase II
 - b. Programming for Gothenburg Conference – Housekeeping
 7. Report on joint project: performance measures for libraries serving print disabled people
 8. Report on joint pre-conference with Serials/ Continuing Resources Section: Measureing usage and understanding users! (Stockholm, August 8th)
9. Review of Gothenburg Conference
 - a. Main section session
 - b. GLOSSA workshop
 - c. E-Metrics SIG
 - d. Joint session with Library Theory and Research (LTR), Management of Library Associations (MLA) and others Toward national library strategy: opening up access to research
10. Program planning for San Juan, Puerto Rico WLIC 2011
11. Preliminary Planning for Helsinki, Finland WLIC 2012
12. Program planning for 9th Northumbria Performance Measurement Conference in York 2011
13. Member activities of general interest
14. IFLA and Emerald in special partnership
15. IFLA Strategic Plan
16. Miscellaneous

	Tuesday, 10	Wednesday, 11	Thursday, 12	Friday, 13	Saturday, 14	Sunday, 15
8	8.30 - 11:20					
9	Standing Committee Meeting I Room: F6		GLOSSA-Workshop - Library Statistics for Advocacy School of Economics and Law, Univ. Gothenburg 9-17			
10						
11						
12					11:30 -13:00	
13					SC Meeting II Room G4	
14		S&E Main Session 13:45 - 15:45			E-Metrics SIG 13:45 - 15:45	
15		Room: F1-2			Room: H2	
16						Closing session
17						16:15 - 17:30 Room: Hall B
18						

Other relevant sessions:

Towards national library strategy: opening up access to research — Joint Session of Management of Library Associations, Library Theory and Research, Management and Marketing, Education and Training, Statistics and Evaluation, LIS in Developing Countries SIG

Part 1: 12 August 2010 09:30 - 12:45 | Room: Congressen Hal
 - Part 2: 12 August 2010 13:45 - 17:00 | Room: F4-6



IFLA STRATEGIC PLAN 2010-2015

SCOPE OF THE IFLA STRATEGIC PLAN

The IFLA Strategic Plan covers six years: 2010-2015. The underlying Priority Activities that will be formulated by each IFLA Governing Board will be valid for a two year period, covering respectively 2010-2011; 2012-2013; 2014-2015. Each new Governing Board will review the previous Priority Activities and formulate Priority Activities for its term and that are consistent with the overall plan for 2010-2015. The two-year Priority Activities will form the basis for the IFLA Strategic Actions (valid for 2 years) for all units across IFLA.

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ABOUT IFLA

IFLA, the International Federation of Library Associations and Institutions, is the leading international body representing the interests of library and information services and their users. IFLA acts as the global voice of the library and information profession, by:

- Promoting high standards of provision and delivery of library and information services;
- Encouraging widespread understanding of the value of good library and information services;
- Representing the interest of its members throughout the world.

To achieve its goals IFLA works in close cooperation with its strategic partners in the cultural heritage sector, in the scientific world and beyond. IFLA is an independent, international, non-governmental, not-for-profit member-based organisation, registered in the Netherlands as a Federation with full legal capacity, as required by Dutch law.

IFLA's membership of around 1600 includes associations, organisations, and individuals from over 150 countries worldwide. Based in The Hague (Netherlands) since 1971, IFLA's offices have been hosted since 1982 by the National Library of the Netherlands (Koninklijke Bibliotheek). IFLA was founded in 1927.

INTRODUCTION

The IFLA Governing Board (GB) has prepared a Strategic Plan for 2010-2015. This Strategic Plan, which includes newly formulated Vision and Mission Statements; Scope; Strategic Directions and Goals, was endorsed at the GB Meeting of 18 May 2010. The Plan is attached.

For 2010-2015 the GB has set out four Strategic Directions: Empowering libraries to enable their user communities to have equitable access to information; Building the strategic capacity of IFLA and that of its members; Transforming the profile and standing of the profession; Representing the interests of IFLA's members and their users throughout the world.

To fulfill its Strategic Directions IFLA will work with its members, partners and other relevant strategic organisations and governments.

Based on the overall Strategic Plan, the Governing Board has formulated IFLA's Priority Activities. The Priority Activities will be valid for a two year period, covering respectively 2010-2011; 2012-2013; 2014-2015. Each new Governing Board will review the previous Priority Activities and formulate Priority Activities that are consistent with the overall plan for 2010-2015.

The Strategic Direction 'Transforming the profile and the standing of the profession' includes the Priority Activity for 2010-2011 3.2. IFLA will take a whole-of-organisation approach to IFLA's activities in our professional units by proactively engaging them in the implementation strategies. The GB is committed to achieving this whole-of-organisation approach so that IFLA is truly representative in its strategic work during 2010-2011 and in the future years.

The IFLA professional units (Sections and Core Activities) will remain responsible for their own unit level planning, within the framework of the IFLA 2010-2015 Strategic Plan. This Plan should be used as the guiding document by all units for developing and reviewing their action plans for the 2010-2011 period.

To connect the action plans of the professional units with the Strategic Plan, all units should include in their plan at least one action that can be measured against the Strategic Plan Priority Activities 2010-2011. The unit's actions and measurable outcomes will be attached to the overall Strategic Plan as an Appendix. The Appendix will be updated in pace with the updating of the Priority Activities.

IMPLEMENTATION IN THE ORGANISATION

To implement the new Strategic Plan for 2010-2015 and the Priority Activities 2010-2011 throughout the entire organisation both documents are to be introduced and promoted to the IFLA professional structure at IFLA's Annual Congress in Gothenburg in August 2010.

During the Business Meetings at the IFLA Congress 2010 the professional units are asked to identify up to 3 measurable actions to be undertaken by their unit based on the Priority Activities and to be included in the Priority Activities 2010-2011.

In 2011 the professional units will be asked to identify up to 3 measurable actions based on the Strategic Direction Goals in the Strategic Plan 2010-2015 to form the basis for the new GB to formulate their Priority Activities for 2012-2013.

This process was discussed at the Professional Committee Meeting on 19 May 2010 and the Professional Committee proposes the agenda below for implementation (August 2011 for 2012-2013; August 2013 for 2014-2015).

What is asked from the professional units now?

This year (August 2010 – August 2011) is to be considered as a transition year.

Governing Board asks the Standing Committees of the professional units to: go through the Strategic Plan 2010-2015 and the Priority Activities (2010-2011); identify at least one and maximum three actions that your unit can undertake in 2010 – 2011 that link to the Priority Activities. These actions may be from those already in your unit's current plan, or can be new actions. The actions should include a measurable outcome. Please include the Priority Activity that it links to, for example: Action 1/measurable outcome/Priority Activity, and so on; if your unit does not have a current plan please still identify up to three actions as outlined above; these could then form your action plan up to August 2011; forward the actions identified to IFLA's Professional Programmes Director by 15 October 2010.

An action that connects to the Priority Activities could be for example advocacy action, a workshop, a publication or a set of guidelines that supports a Priority Activity;

A more detailed outline of implementation throughout the 2010 – 2015 period of the Strategic Plan follows.



AGENDA IMPLEMENTATION PROCESS

July 2010: PC Chair to distribute the full Strategic Plan, which includes the Priority Activities for 2010-2011, to the Division Chairs. Division Chairs to distribute the full Strategic Plan to the Section Officers; Core Activity Chairs and Secretaries and SIG Convenors.

Introduction of Strategic Plan and Implementation Plan and request to read it before the Division Leadership Forum plenary session, in order to discuss it on that occasion and to discuss and review it at the SC meetings that follow. The SIG Convenors will only receive a copy for information, and should work with their sponsoring unit if they wish to submit actions.

August 2010:

Monday 9 August 2010:

PC Chair to discuss Strategic Plan and implementation plan at Division Leadership Forum plenary session.

Tuesday 10 August 2010:

Section/Core Activity Chairs to introduce and discuss the Strategic Plan and the implementation plan at the Standing Committee meetings/Board meetings.

Message:

- 1) How do the current activities of the professional unit fit into the goals/priority activities that the GB has set?
- 2) Identify at least one (maximum 3) measurable action to include in the professional unit's own action plan, matching the Priority Activities as set in the new Strategic Plan for 2010-2015; or settle a mechanism to have it done and reported by 15 October 2010.

Wednesday 11 August 2010 At the Divisional Leadership Forums:

Division Chairs to receive feedback from Chairs/Convenors of the Professional Units on how they plan to match existing/new action plans of their units with the Priority Activities. If possible, note a Priority Activity action (with a maximum of 3) per Professional Unit for the coming year 2010-2011.

October 2010:

At least one Priority Activity and maximum 3 per Professional Unit to be collated by the Professional Programmes Director. Draft to be distributed through the PC Chair to the Division Chairs for discussion and monitoring.

December 2010:

Governing Board consolidates the professional unit actions into the Priority Activities 2010-2011.

January 2011:

Distribute the consolidated Strategic Plan 2010 – 2015 and the Priority Activities 2010 - 2011 through the PC Chair, Division Chairs to units. Possibility for further discussion – if necessary – at mid-term meetings. If discussed: report back to PC for PC meeting in April 2011.

August 2011:

Discuss progress on Priority Activities 2010 – 2011 of the Professional Units at Division Leadership Fora.

Progress discussions and reporting preparation at Business Meetings of the professional units.

Start discussion on Priority Activities 2012-2013 both at Division Leadership Fora and at Business Meetings of the professional units.

Professional units to identify up to three actions based on the Strategic Directions Goals.

August - November 2011:

Professional units to report to the Professional Committee on the outcomes of their actions 2010-2011.

Professional Units to send to the (new) PC Chair their up to three actions for 2012-2013, based on the Strategic Directions Goals 2010-2015.

(New) PC Chair to report to December Governing Board meeting (new Governing Board).

December 2011

(New) Governing Board to review Strategic Directions 2010-2015 and Priority Activities 2010-2011 and the reporting/implementation cycle; Governing Board to formulate new Priority Activities for 2012-2013.

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