

# Introduction to Library Metrics

Statistics, Evaluation and Assessment

## Workshop Leader SUE HENCZEL

This practical workshop explores the use of statistics to measure, assess and evaluate the performance of libraries and their contributions to teaching, learning, research and their communities.

This workshop will cover:

- > terminology and standards
- > statistics as evidence
- > the relationship between statistics, evaluation and assessment
- > quantitative and qualitative data for library assessment
- > using performance indicators
- > strategic measurement
- > presenting statistical data

**WITH SPECIAL DISCOUNTS  
FOR ALIA MEMBERS.**

## Strictly Limited Numbers

Workshop numbers are limited to 20 to permit meaningful interaction between the group and to allow the presenter to give personal attention to individual needs.

### WORKSHOP DATES

#### MELBOURNE

5 September 2011

#### BRISBANE

7 September 2011

#### SYDNEY

9 September 2011

#### ADELAIDE

16 September 2011

All participants  
will receive a  
certificate of  
accomplishment.

### Gathering and Applying Meaningful Data

Most libraries keep statistics and many libraries keep similar statistics to those they kept five, or even ten years ago.

These are primarily based on inputs and outputs and include the size of collections, staff numbers and space. Most count the number of books, subscriptions, databases, clients and users, square metres of floor space and linear metres of shelving- these things are counted because they always have been counted and because they can be counted.

- > What do you measure and why do you measure it?
- > What benefits do you get in return for the time and effort spent measuring, analysing and reporting on data?
- > Are your management decisions based on accurate and appropriate data?

The statistics that are gathered today must respond to the need for accurate and timely management data on which to base decisions and judgements regarding services, resources and spaces now and for the future.

Having gathered meaningful data, it is important to understand how to present it for maximum impact, choose the most appropriate chart type and understand the pitfalls of orientation, labels and colours to ensure that the data tells the right story.

This workshop will clarify what should be counted to demonstrate value to the user communities and to ensure that your measurements are meaningful, strategic and successful.

#### SESSION 1

### Overview and expectations

#### SESSION 2

### Terminology and standards

- > Definitions of commonly used terms
- > Standards - ISO 2789 (2006) and ISO 11620 (2008)

#### SESSION 3

### Statistics as evidence

- > Physical things and collections
- > Usage and user populations
- > Income and expenditure
- > Client satisfaction
- > Impacts and effectiveness

#### SESSION 4

### The relationship between statistics, evaluation and assessment

- > Understanding how measuring enables us to evaluate and assess
- > Trend analysis
- > Benchmarking

#### SESSION 5

### Quantitative and qualitative data

- > Defining the terms and describing the concepts
- > Understanding the processes from data gathering to analysis and reporting

#### SESSION 6

## Strategic measurement

- > Aligning with strategic objectives
- > Performance Indicators - Measuring for economy, efficiency and effectiveness (and knowing the difference)

#### SESSION 7

## Presenting statistical data

- > Types of charts and graphs
- > Choosing the best presentation method
- > What NOT to do

#### SESSION 8

## Evaluation and close

### Methodology

This interactive program will provide practical opportunities for participants to apply what is learned to their own work practices and to consider ways of improving their current processes and outcomes. Group discussion, exercises and case studies are incorporated, and comprehensive workbooks are provided.

### Program Timetable

<b>Registration &amp; Coffee</b>	8.30am - 9.00am
<b>Workshop Commences</b>	9.00am
<b>Morning Tea</b>	10.30am - 10.45am
<b>Lunch</b>	12.30pm - 1.00pm
<b>Afternoon Tea</b>	2.45pm - 3.00pm
<b>Close</b>	4.00pm

Breaks and lunch fully provided.

## Workshop Leader

**Sue Henczel** has held management and operational positions in libraries in government, corporate, public and academic libraries. She is highly regarded for her expertise in information and knowledge auditing and has written extensively on knowledge management, information auditing, competencies, benchmarking, project management and performance measurement.



Sue is involved in a range of activities locally and internationally for the information profession and is a member of the Library Management (Emerald) Editorial Board and Book Review Editor. She is a member of the IFLA Standing Section Committee on Statistics and Evaluation and Convenor of the Committee's e-metrics special interest group. Her interests are in the development of strategic measurement models, workforce planning and the development of collaborative alliances.

## Who Should Attend

This workshop is designed for library and information professionals who wish to know about the basics of measurement, assessment and evaluation of library services.

- > Library staff who are responsible for gathering, analyzing and reporting on statistics and other measures
- > For library managers who wish to optimize their usage of measurement processes and data

## VENUES

### MELBOURNE

5 September 2011  
THE METROPOLE  
44 Brunswick Street  
Fitzroy VIC 3065  
Tel: (03) 9411 8100

### BRISBANE

7 September 2011  
MERCURE BRISBANE  
85-87 North Quay  
Brisbane QLD 4000  
Tel: (07) 3236 3300

### SYDNEY

9 September 2011  
QUAY WEST SYDNEY  
98 Gloucester Street  
The Rocks, Sydney 2000  
Tel: (02) 9240 6000

### ADELAIDE

16 September 2011  
HILTON ADELAIDE  
233 Victoria Square  
Adelaide SA 5000  
Tel: (08) 8217 2000

## IN-HOUSE

Enquiries conducting  
Introduction to Library Metrics  
in-house to Jill Moor at PICS  
on (03) 9835 8900 or  
jillmoor@pics.com.au

## Registration and enquiries, please contact:

**Jill Moor - P.I.C.S.**  
**PO Box 1040**  
**Hawthorn, Vic 3122**  
**T: 03 9835 8900**  
**F: 03 9835 8999**  
**E: registrations@pics.com.au**

**Register Online:**  
**www.pics.com.au**

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**I**MPROVEMENT  
**C**ONFERENCES &  
**S**EMINARS

**P i C S**  
www.pics.com.au

**Fee:** The registration fee, including GST, is \$770 per attendee including lunches, refreshments and workshop papers.

**ALIA Discount:** A special discount is offered to current members of ALIA, (individual and institutional). The registration fee, including lunches, refreshments and workshop papers is \$693

**Registration:** Register online at [www.pics.com.au](http://www.pics.com.au) or forward the completed registration form by fax, post or email to secure your place. Payment must be made prior to the workshop

**GST:** Fees quoted include 10% GST. Registered entities will be able to claim an input tax credit for GST charges on taxable supplies made by PICS. It is the responsibility of those entities to assess their eligibility for any such tax credit.

**Payment:** On receipt of your registration a GST invoice will be issued by PICS. Payment may be made by cheque payable to PICS, credit card, or electronic transfer.

**Cancellations:** Should you be unable to attend, a substitute attendee is always welcome at no extra charge. Alternatively, we will make full and prompt refund for cancellations received fourteen days prior to commencement of the workshop less a 20% administration fee.

**Accommodation:** If accommodation is required it may be booked privately at the conference hotel. Ask for the conference discount rate.

MELBOURNE	The Metropole	(03) 9411 8100
BRISBANE	Mercure Brisbane	(07) 3236 3300
SYDNEY	Quay West Sydney	(02) 9240 6000
ADELAIDE	Hilton Adelaide	(08) 8217 2000

## REGISTRATION FORM

**PICS ABN: 15 062 943 766**

One form per person.  
Photocopy if necessary.

## Introduction to Library Metrics

Please complete and return with your payment to PICS as soon as possible. Registration Fees are payable in advance.

Surname \_\_\_\_\_

First Name (for badge) \_\_\_\_\_

Position \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postcode \_\_\_\_\_

Tel ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

I wish to attend:  MELBOURNE  BRISBANE  SYDNEY  ADELAIDE

Discount:  ALIA DISCOUNT MEMBERSHIP NO. \_\_\_\_\_

CHEQUES PAYABLE TO P.I.C.S. OR CHARGE TO:

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Account Number \_\_\_\_\_

Name (Please Print) \_\_\_\_\_ Expiry Date \_\_\_\_\_

Authorised Signature \_\_\_\_\_ Authorised Amount \_\_\_\_\_

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