



“Creating the Future”

**Data Collection and Analysis
Improving Library Management and Advocacy**

The Facts of Library Management

Presented by Robert McEntyre
State Library of Victoria: Monday 14 April 2008

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“The Facts of Library Management”

1. Context and Alignment

- The Strategic direction and focus of the parent organisation eg Local Government
 - Review the goals and success measures (both financial and non financial) of the parent organisation and particularly those relating to Community Services
 - Articulate the strategic alignment of the Library Service to the parent organisation’s strategic plan and specifically to the direction of Community Services
 - Identify how the Library Service supports State and Australian Government portfolios
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1. Context and Alignment



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2. The Balanced Scorecard Concept and Tool



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2. The Balanced Scorecard Concept and Tool

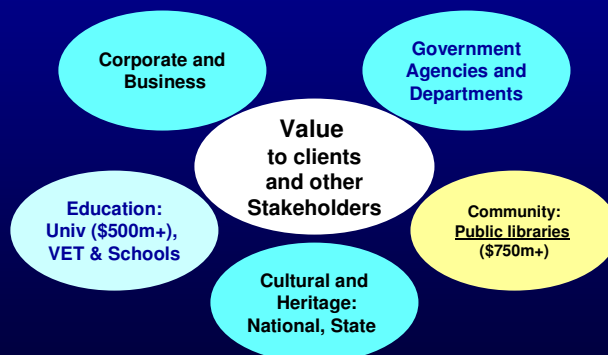
- Some library related references and the application of the Balanced Scorecard
 - <http://www.lib.virginia.edu/bsc/> (Virginia University Library)
 - <http://www.carlsbadca.gov/imls/> (Public Library in California)
 - <http://www.nla.gov.au/policy/bsc.html> (National Library of Australia)
 - http://www.pla.org.au/Conf2007/papers/Creating_our_Future.pdf

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3. What do we know?

The Australian Public Library Sector is primarily funded by Local Government

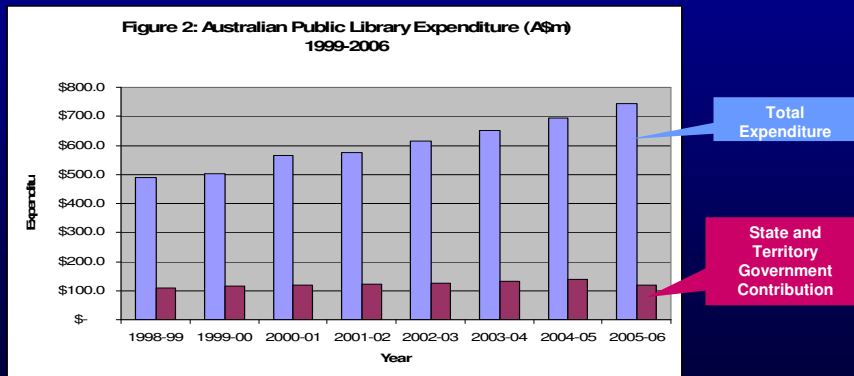


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3. What do we know?

Operational Data:

National and State Libraries Australasia (NSLA) Annual Australian Public Libraries Statistical Reports – collected information from the states and territories

- <http://www.nsla.org.au/publications/statistics/>

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3. What do we know?

National and State Libraries Australasia (NSLA) Annual Australian Public Libraries Statistical Reports eg 2005-06

- Population size

ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Australia
328,800	6,827,700	206,700	4,053,400	1,554,700	488,900	5,091,700	2,050,900	20,602,800

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3. What do we know?

National and State Libraries Australasia (NSLA) Annual Australian Public Libraries Statistical Reports eg 2006

- Users

- Segmentation by demographic and other profiles
- Total and per capita numbers eg visits per month

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3. What do we know?

National and State Libraries Australasia (NSLA) Annual Australian Public Libraries Statistical Reports eg 2006

- Services

- Types eg loans; information enquiries; internet terminals
- Total and per capita data relevant to the services

	2001-02	2002-03	2003-04	2004-05	2005-06
Total loans	173.4m	174.0m	176.3m	176.4m	178.7m
Loans per capita	8.8	8.8	8.8	8.7	8.7
Reported information enquiries	8.8m	8.8m	8.7m	9.2m	10.2m
Information enquiries per 1,000 persons	449	444	478	453	495
Internet terminals per 10,000 persons	2.2	2.5	2.6	2.9	3.1

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- Library Service Points

	2001-02	2002-03	2003-04	2004-05	2005-06
Number of Service Points	1,471	1,466	1,503	1,487	1,522
Population served per service point	13,350	13,560	13,379	13,669	13,537
Service Points per 100,000 persons	7.5	7.4	7.5	7.3	7.4
Libraries open more than 45 hrs per week	29%	30%	30%	30%	31%
Libraries open 30 to 44 hrs per week	37%	38%	39%	39%	38%
Libraries open 10 to 29 hrs per week	25%	23%	23%	23%	23%
Libraries open less than 10 hrs per week	9%	9%	8%	8%	8%
Percentage of service points with Internet terminals	68%	70%	74%	87%	91%

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National and State Libraries Australasia (NSLA) Annual Australian Public Libraries Statistical Reports eg 2006

▪ Library Service Resources – traditional and emerging (eg technologies)

	2001-02	2002-03	2003-04	2004-05	2005-06
Total number of library materials	38.8m	38.5m	39.3m	40.0m	40.5m
Total number of Public Access Internet terminals	4,379	5,015	5,301	5,965	6,456
Number of Public Access Computers for WP	1,381	1,323	978	1,154	1,628
Library materials per capita	2.0	1.9	2.0	2.0	2.0
Total library materials expenditure	\$82.8m	\$89.6m	\$93.3m	\$99m	\$104m
Library materials expenditure per capita	\$4.22	\$4.51	\$4.64	\$4.87	\$5.07
Average % of resources purchased in last 5 years	45.1%	49.3%	47.1%	47.6%	47.4%

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National and State Libraries Australasia (NSLA) Annual Australian Public Libraries Statistical Reports eg 2006

▪ Operating Resources – Staff and Expenditure

<u>Staff</u>	2001-02	2002-03	2003-04	2004-05	2005-06
Total Staff (full time equivalent)	6,930	6,908	7,735	7,922	8,107
Population served per staff member	2,834	2,878	2,600	2,566	2,541
Staff members (FTE) per 10,000 persons	3.53	3.48	3.85	3.90	3.94
Loans per full-time equivalent staff member	25,026	25,186	22,790	22,269	22,047

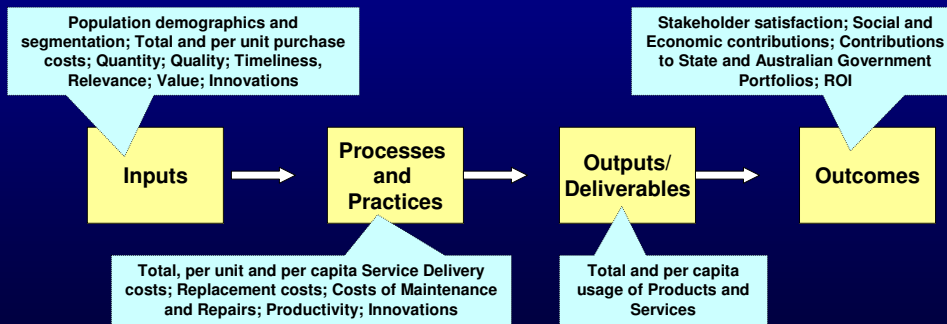
<u>Expenditure</u> (including the purchase of library materials)	2001-02	2002-03	2003-04	2004-05	2005-06
Total Expenditure on Public Library Services	\$574.4m	\$615.4m	\$651.0m	\$694.1m	\$743.2m
Total Public Library expenditure per capita	\$29.25	\$30.97	\$32.37	\$34.15	\$36.07

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4. What should I know if I am a Senior Manager?

FUTURE: take an “information supply chain” focus and overlay the Balanced Scorecard



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