



**Join FLICC, OCLC CAPCON, SLA and ARL for**

## **Planning for Results: Making Data Work for You**

### **Date**

Tuesday & Wednesday  
February 19-20, 2008

### **Time**

9:30 a.m. - 3:30 p.m.

### **Place**

The Cato Institute  
1000 Massachusetts Ave., N.W.  
Washington, D.C.

### **Metro/Directions**

Metro Center /11th Street exit.  
Walk north so the lettered  
streets get higher (H, I, K, L,  
Massachusetts). Due to recent  
construction, you must make a  
right on K Street and walk one  
block; Turn left on 10th and walk  
one block. Cato is on your left at  
the corner of 10th St., N.W., and  
Massachusetts Avenue.

### **Sponsor**

FLICC, OCLC CAPCON, SLA, ARL

### **Information**

Call FLICC (202) 707-4813  
TTY (202) 707-4995  
Request ADA Accommodations five  
business days in advance at  
[ADA@loc.gov](mailto:ADA@loc.gov).

### **Registration**

Cost is \$275 per person. Space  
is limited. Register online at  
[http://www.loc.gov/flicc/  
feveform.html](http://www.loc.gov/flicc/feveform.html).

### **Cancellations**

Please notify FLICC at (202)  
707-4813 if you cannot attend to  
allow those on the waiting list an  
opportunity to register.

**L**ibraries today have to balance the provision of traditional resources (books, periodicals) with non-traditional ones such as an ever-changing technological infrastructure. In order to justify expenditures, there is pressure to continuously produce data to make decisions. Below is the draft agenda and speakers for this event.

This two-day comprehensive session will focus on the creation of “actionable data” and will demonstrate techniques that result in easily-produced, significant information every time. The session will examine effective assessment tools, survey design, staying focused, analyzing data, and packaging results to communicate to stakeholders.

### **Day 1 (February 19)**

9:30 a.m. – 3:30 p.m.

#### **Why assess? What is assessment? What do we mean by actionable data?**

Martha Kyrillidou

Director of the ARL Statistics and Service Quality Program

#### **Survey Design**

Neal Kaske

Chief of Public Services and Regional Libraries, NOAA

### **Day 2 (February 20)**

9:30 a.m. – 3:30 p.m.

#### **Performance Measures**

Rick Garcia

Director of Quality Assurance for the U.S. Government

Printing Office

#### **Analysis and Interpretation**

Ray Lyons

Library Consultant

#### **LibQUAL+®, MINES and Other Tools; Packaging Results to Communicate to Stakeholders; and Assessment as a PR Tool**

Kristina Justh

Customer Relations Coordinator, Statistics and Measurement, ARL

Gary Roebuck

Technical Operations Manager, Statistics and Measurement, ARL