



# QQML 2009

## International Conference on Qualitative and Quantitative Methods in Libraries

26 - 29 of May 2009 Chania Crete Greece

[www.isast.org](http://www.isast.org)

*Quantitative and Qualitative Methods (QQM)* are proved more and more popular tools for Librarians, because of their usefulness to the everyday professional life. QQM aim to the assessment and improvement of the services, to the measurement of the functional effectiveness and efficiency.

QQM are the mean to make decisions on fund allocation and financial alternatives. Librarians use also QQM in order to determine why and when their users appreciate their services. This is the start point of the innovation involvement and the ongoing procedure of the excellent performance.

Systematic development of quality management in libraries requires a detailed framework, including the quality management standards, the measurement indicators, the self-appraisal schedules and the operational rules.

These standards are practice-oriented tools and a benchmarking result. Their basic function is to express responsibly the customer (library user) -supplier (library services) relationship and provide a systematic approach to the continuous change onto excellence.

The indoor and outdoor relationships of libraries are dependent of their communication and marketing capabilities, challenges, opportunities and implementation programmes.

### Sub themes of the Conference:

#### 1. Management

- Excellence and innovation
- Quality and benchmarking
- Measures and metrics

#### 2. Financial strength and sustainability

- Fund raising
- Cost benefit analysis
- Cost assessment
- Value analysis

#### 3. Marketing

- Marketing research
- Public relations
- Publicity
- Communication

#### 4. Communication strategies

- Working with faculty, students, and staff
- Users - Non users
- Alumni, Partners, Stakeholders
- Groups / teams
- Archives, historical societies, museums and art galleries
- Consortia

#### 5. Data Analysis and Data Mining

- Content analysis
- Ontologies
- Knowledge discovery
- Machine learning
- Databases
- Data visualization

#### 6. Digital Libraries

- Digitization
- Museum and art digital objects
- Archival digital objects
- Public libraries digital projects
- Digital content for teaching
- Digital images
- Metadata

### Important dates:

Abstract submission: 30.11.2008

Acceptance: 15.1.2009

Paper and Presentation Submission: 30th of April 2009

Early bird Registration: up to 20th of March 2009

Conference presentations would be Theoretical and Technical papers, Case studies, Applications, Collaborative projects targeted at a wide range of audiences: Librarians, archivists, library technologists, library administrators, and library and information science students.

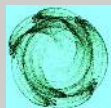
Also we encourage session proposals. If you are coordinator of a special session of 3-5 speeches you earn the conference fees.

Submitting a Proposal or a session to [secretariat@isast.org](mailto:secretariat@isast.org)

Proposals must include the following information:

- Proposed session title
  - One- to two-paragraph abstract
  - Name(s) and contact information for all presenters
- Type of session being proposed (presentation or poster)

The papers of the conference will be published in book by World Scientific and in Scientific Journals on Library and Information Science.



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