Measures that Matter:
Developing a National Public Library Data and Outcomes Plan

A COSLA-IMLS Cooperative Agreement
Provides leadership on issues of common concern and national interest

Furthers state library agency relationships with the federal government and national organizations

Initiates, maintains, and supports cooperative action for the improvement of library services
Measures that Matter (MtM) Constituents

- State Library Agency Staff (SDCs, LSTA, etc.)
- Public Library Practitioners
- Academic and other librarians
- Vendors
- Library Support and Professional Organizations
- Researchers
- Library School Faculty & Students
- Allied Organizations and data experts from other fields (e.g. ICMA, education, etc.)
- MtM Project Team
  - COSLA
  - IMLS
  - Working Group
  - Advisory Committee
  - Consultants
MEASURES THAT MATTER: NATIONAL LOGIC MODEL

Grant Period Activities (Ending December 2017)

Activities
- IMLS & COSLA Partnership
- Working Group
- Advisory Committee
- Ongoing, Regular Communication

Engagement Strategies
- Create Data Landscape
  Serve as key resource to field
- Design and Hold Webinars
  Build understanding of “library data”

Initial Outcomes
- Increased Field Knowledge
  Provide field with knowledge for action
- Shared Responsibility
  Investment, co-creation and positive change

Major Contributions to Field
- National Data Summit
  Actively plan for future data collection
- National Data Action Plan
  Prepare for national implementation

Long Term Outcomes
- Clear, Shared Vision
- Sustainable Action
- New Data Landscape

Key Assumption:
There is the need and desire for a national plan that specifies how public library data should be collected, stored, used and disseminated. The plan will engage all stakeholders and help validate the purpose and value of public libraries.
The Back Story

Overarching Need
Timely, reliable, comparable and meaningful data documenting:
- Infrastructure (buildings, staff and broadband),
- Resources (collections, funding and services)
- Impact (outcomes, indicators and outputs).

Real Concerns
Burden of data collection is beyond the capacity of many libraries
Data collection efforts are not coordinated & duplicative
Data collected does not reflect the needs nor tell the story of 21st century public libraries
Balancing Act

Inputs, outputs, outcomes
Census, sampling
Value over time, short term interests/needs
Storage, access, interoperability
Responsibility, funding
Speed of release, cleanliness of data
Internet Speeds

2015

Speeds from 50 Mbps to 1 Gbps were not a data element option prior to 2016.
Summer learning programs

Library offers

- Reading and learning: 54%
- Reading: 40%
- None: 6%

For age groups

- Preschoolers: 88%
- Children: 94%
- Young Adults: 72%

Source: Minnesota Public Library Report, preliminary 2016
Community partnerships

Engagement
Library partners with one or more organizations to address community needs

Level
1. Raise awareness of community issues and needs
2. Mutual assistance in working toward a common goal
3. Jointly develop and deliver programs

Source: Minnesota Public Library Report, preliminary 2016
## Volunteers

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>HOURS</th>
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<tr>
<td>14,292</td>
<td>281,214</td>
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### Hours Worked

- **Adults:** 249,796
- **Teens:** 31,418

Source: Minnesota Public Library Report, preliminary 2016
## Project Milestones

<table>
<thead>
<tr>
<th>MILESTONE</th>
<th>CURRENT STATUS</th>
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<tbody>
<tr>
<td>1. Create Data Landscape</td>
<td><strong>In progress/close to completion.</strong> Goal is to revise document through June and bring to summit in September</td>
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<tr>
<td>2. Develop and Present Webinar Series</td>
<td><strong>In progress:</strong> Three webinars will be held, one each in late May, June, and July; these will be open to the public</td>
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<tr>
<td>3. Produce Summit</td>
<td><strong>In progress:</strong> September 19-20, 2017, Baltimore, MD. Invitations will go out in April 2017. Selected portions of the meeting will be webcast and results disseminated widely.</td>
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<tr>
<td>4. Creation and Dissemination of Action Plan</td>
<td><strong>Not yet started.</strong> Conversations about the form(s) the action plan continue through the summer. The plan itself will be developed at the September Summit.</td>
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Opportunities

Linking patron provided information (outcomes/impact) to library inputs (investments) and outputs (activities)

Data sharing

Develop surrogate measures for impact (workforce, early childhood literacy, digital inclusion, etc)
Join the Conversation

Educational webinars hosted by WebJunction

May 23 3p- 4p EST “A view into the public library data landscape” with Stacy Aldrich, Linda Hofschire and Vailey Oehlke (register at WebJunction)

June and July dates TBD

Presentation

Saturday June 24 at ALA Annual (time and place, TBD)

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Thank You