

# Measures that Matter:

## Developing a National Public Library Data and Outcomes Plan

A COSLA-IMLS Cooperative  
Agreement



# COSLA

Provides leadership on issues of common concern and national interest

Furtheres 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

MtM Project Team  
COSLA  
IMLS  
Working Group  
Advisory Committee  
Consultants

Allied  
Organizations and  
data experts from  
other fields (e.g.  
ICMA, education,  
etc.)

Library  
Support and  
Professional  
Organizations

Vendors

Researchers

Library  
School  
Faculty &  
Students

# MEASURES THAT MATTER: NATIONAL LOGIC MODEL

(April 4, 2017)

**GRANT PERIOD ACTIVITIES (ENDING DECEMBER 2017)**

**LONG TERM OUTCOMES**

Activities

Engagement Strategies

Initial Outcomes

Major Contributions to Field

IMLS & COSLA  
Partnership

Working  
Group

Advisory  
Committee

Ongoing, Regular  
Communication

Create  
Data  
Landscape  
*Serve as key resource to field*

Design  
and Hold  
Webinars  
*Build understanding  
of "library data"*

Increased Field  
Knowledge  
*Provide field with  
knowledge for action*

Shared  
Responsibility  
*Investment, co-creation  
and positive change*

National  
Data  
Summit  
*Actively plan for future data collection*

National  
Data Action  
Plan  
*Prepare for national implementation*

Clear, Shared Vision

Sustainable  
Action

New  
Data Landscape

Stronger Role,  
Value and Impact  
for Public  
Libraries

## 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 21<sup>st</sup> century public libraries

# Balancing Act

Inputs, outputs, outcomes

Census, sampling

Value over time, short term interests/needs

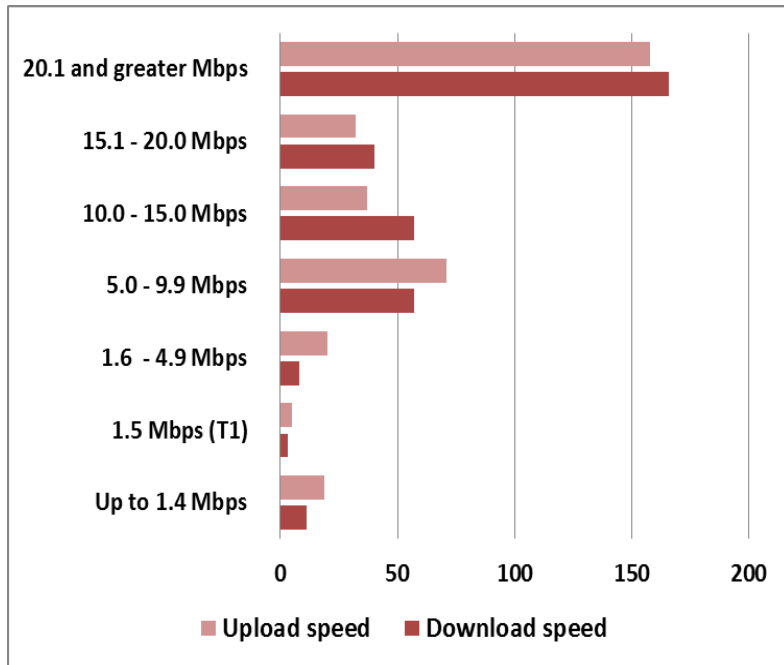
Storage, access, interoperability

Responsibility, funding

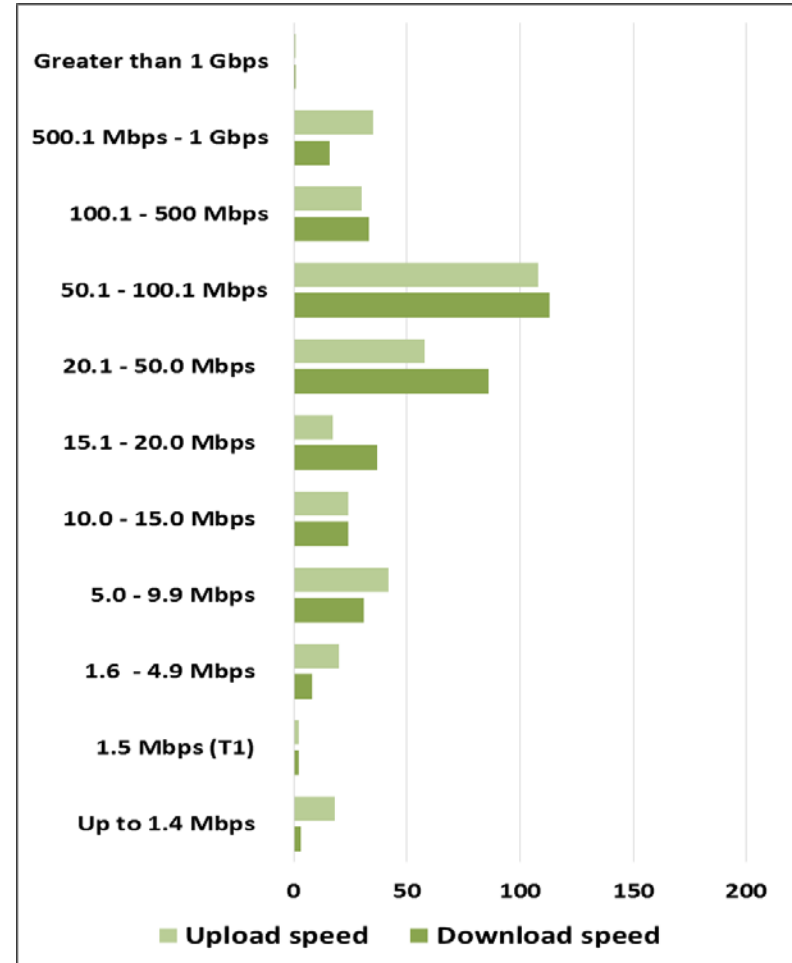
Speed of release, cleanliness of data

# Internet Speeds

2015



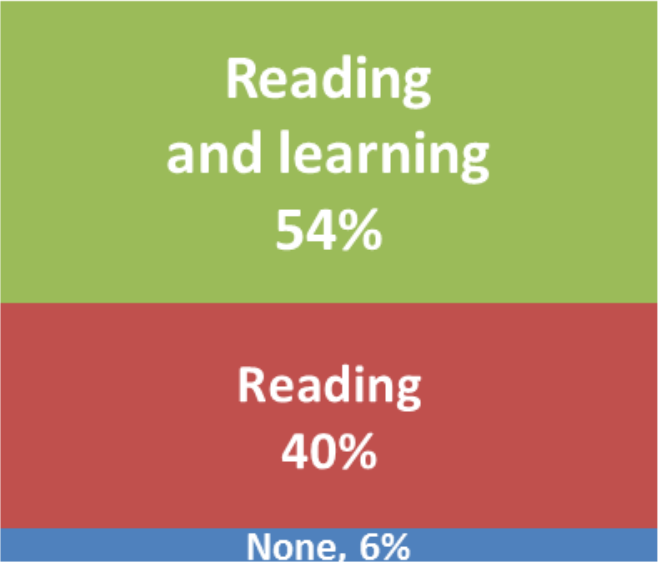
2016



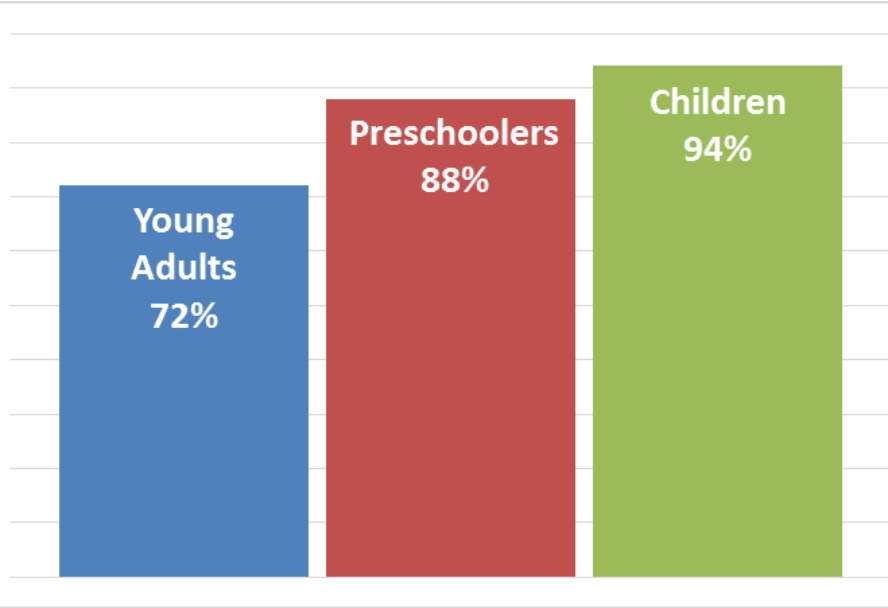
Speeds from 50 Mbps to 1 Gbps were not a data element option prior to 2016.

# Summer learning programs

## Library offers



## For age groups



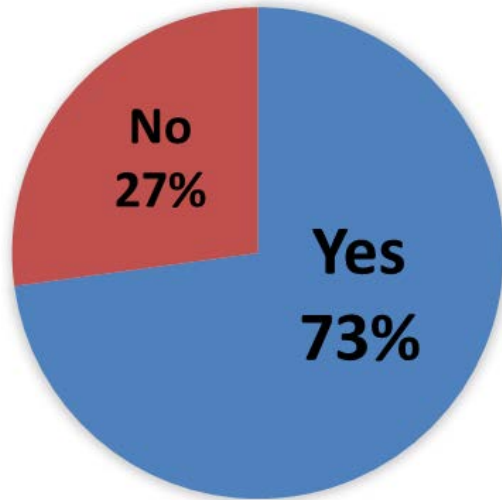
Source: Minnesota Public Library Report, preliminary 2016



# Community partnerships

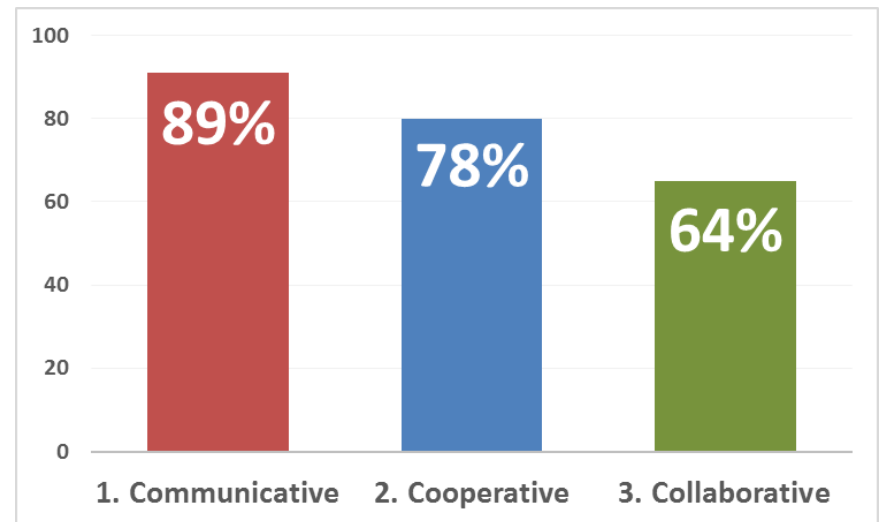
## Engagement

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

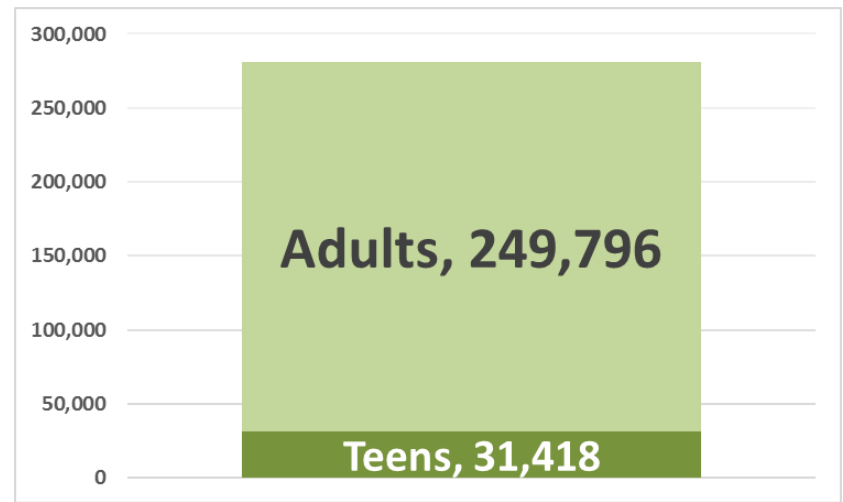
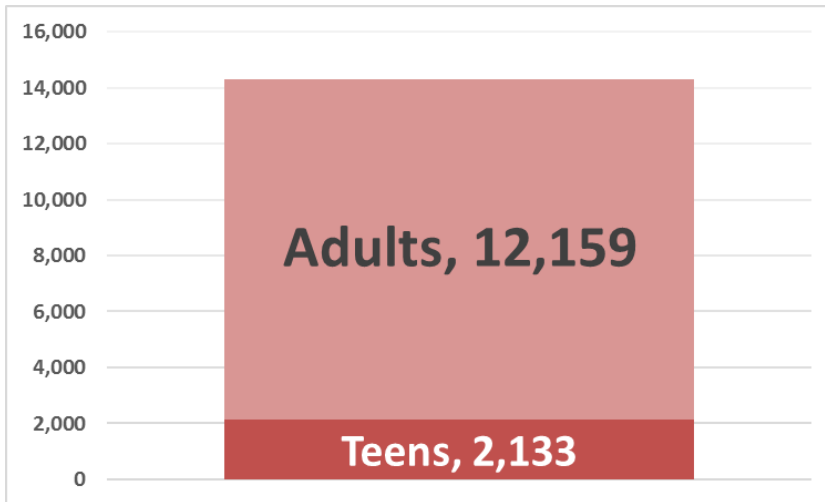
# Volunteers

**NUMBER**

**14,292**

**HOURS**

**281,214**







Source: Minnesota Public Library Report, preliminary 2016

# Project Milestones

## MILESTONE

## CURRENT STATUS

- |  |  |
|--|--|
| 1. Create Data Landscape                     |  <b>In progress/close to completion.</b> Goal is to revise document through June and bring to summit in September   |
| 2. Develop and Present Webinar Series        |  <b>In progress:</b> Three webinars will be held, one each in late May, June, and July; these will be open to the public  |
| 3. Produce Summit                            |  <b>In progress:</b> 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. |
| 4. Creation and Dissemination of Action Plan |  <b>Not yet started.</b> Conversations about the form(s) the action plan continue through the summer. The plan itself will be developed at the September Summit.                  |

# 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)

Follow on Twitter @libmeasuresmtr

# Stay In Touch

Visit the website:

<http://www.cosla.org/>

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<https://www.surveymonkey.com/r/MtMEmailList>



Thank You