12 MONTHS TO BETTER LIBRARY DATA

A Research Institute for Public Libraries (RIPL) Webinar Series

This webinar series is made possible by funding from the Mellon Foundation
Monthly between March 2024 and February 2025
1 Identify the purpose of your evaluation
2 Plan your evaluation
3 Collect data
4 Analyze data
5 Use data for management, strategic planning, and communicating library impact
1st Quarter - Identify and Plan:

- Outcomes and Beyond: A 3-Step Approach to Evaluating Program Success (April 16)
- Introduction to Data Equity (May 13)

Learn more and register at bit.ly/ripl12
Begin With a Strong Foundation

Developing a data plan
Webinar slides and resources
What does it mean to begin with a strong foundation when working on a data project?
Poll Question
Resist the Lure of Shiny Things

Set priorities from:
➔ Needs assessments
➔ Funding requirements
➔ City or county goals
➔ Library strategic plan

Measure the results:
➔ Inputs
➔ Outputs
➔ Outcomes
But the pandemic!

Wi-Fi extended to parking lot
👍 Increased usage
👎 School & work in cars

CARES Act $$ to purchase hotspots
👍 Address digital divide
👎 Deliver quickly and equitably

Don’t abandon the strategic plan!
➔ Input alignment
➔ Outputs & patron satisfaction
➔ Meeting original goals?
Show Me The Money

- **Mar**: Current level of service
- **Apr/May**: Budget action proposals & executive recommendations
- **Jun**: Commission approval & city process submittal
- **Jul/Aug**: CFO, Mayor & Council presentations
- **Sep/Oct**: Mayor’s recommended budget & council process
- **Nov/Dec**: Budget management planning
Show Me The Money

- **Mar**: Current Level of Service
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- **Sep/Oct**: Mayor’s Recommended Budget & Council Process
- **Nov/Dec**: Budget Management Planning
Align & Work with your Partners

https://storymaps.arcgis.com/stories/70f7705ebfe4a4c68d613df00863b262
Borrow a Buddy

Sam  Tuna  Maggie  Pooh
Borrow a Buddy

Pet checkout

3-week loan period, supplies and food are provided

Intended outcomes:
- Improve wellbeing and connectedness
- Increase confidence
Borrow a Buddy

Animals available for checkout:

- Cat
- Dog
- Guinea Pig
- Hedgehog
- Rabbit
- Iguana

Beau & Remy
BEGIN WITH A STRONG FOUNDATION: DEVELOPING A DATA PLAN

Pebble Pond Public Library

Pebble Pond Public Library is a municipal library that serves a population of 13,811. It has three locations. The percentage of registered borrowers is 67%. The library recently shifted more emphasis on outreach services to reach underserved communities. Pebble Pond’s strategic plan includes the following priorities:

Community Hub: The library engages the community by providing a place and services that connect people and help bridge divides. The library is responsive to the community and provides programs and services that address the community’s needs and interests.

Wellbeing: The library promotes wellbeing by supporting residents in improving their physical and mental health.

Children & Teens: The library fosters the love of reading and encourages the development of creative and critical thinking skills among children and teens by offering programs and services that spark curiosity and nurture learning.

Workforce & Economic Development: The library positively impacts economic development by preparing residents of all ages with the skills they need to succeed in the 21st century workforce.

STAKEHOLDERS

Mayor: In a recent city-wide survey, residents reported high levels of isolation and loneliness. In addition, compared with other cities, the city has a higher level of binge drinking and depression, and lower levels of physical activity. In response, the mayor plans to implement a well-being initiative and is calling on city agencies to create innovative services that will improve community wellbeing.

Circulation Staff: Circulation staff members are concerned about the logistics of providing ongoing care for pets and think that the cost per circulation will be disproportionately high, compared with the cost per circulation of other materials.

Trustees: One of the trustees is concerned that community members bring the areas of the city that are heavily reliant on public transportation will not be able to participate in Borrow a Buddy because of the challenges of transporting the pets between the library and their homes.

BORROW A BUDDY

Pebble Pond Public Library is piloting a novel program to let patrons check out pets from the library. Borrow a Buddy gives people the opportunity to “try out” different kinds of pets, while reaping the mental health and social benefits of interacting with companion animals. The three-month pilot will allow the library to see if the program helps improve well-being in the community.

PROGRAM CHARACTERISTICS:

- 3-week loan period
- All supplies and food are provided
- Animals available for checkout include:
  - Cat
  - Dog
  - Guinea Pig
  - Hedgehog
  - Rabbit
  - Iguana

Intended outcomes:
- Improve wellbeing and connectedness
- Increase confidence
1. Review the case study library overview and stakeholder viewpoints.

2. How might Borrow a Buddy align with the library’s strategic priorities?

3. How might Borrow a Buddy address stakeholder viewpoints?
Defining Success
How do you determine whether a library program/service is successful?

bit.ly/riplsuccess
Dimensions of Success

Created by Rebecca Teasdale

Izzy
Design and Implementation

Munchkin

Ruby and Roy

Bowie Labowski
Experience

Hero

Lucy

Brom

Hazel
Outcomes

Dewey  Willow and Angel  Husky
Reach/Access

Magpie

Millie
Relevance

Marshall  Pancho  Snake
Resource Allocation/Resource Use

Winston

Nilla

Maggie Ramona
Sustainability

Rosie (age 20!)

Captain Josey

Ollie
Your turn - breakout rooms

1. Introductions - share your name, location, and your one sentence response to the question “why are you interested in this webinar series”?

2. Choose one group member to respond to a poll and share a summary of your group discussion in chat when we return to the main room.

3. As a group, identify 2–3 dimensions of success for Borrow a Buddy based on what you know about the library and its stakeholders.
## Dimensions of Success

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Description</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Design/Implementation</td>
<td>The program/service is well-conceived and well-executed. It reflects best practices and is delivered as intended. The program/service fits the context.</td>
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<tr>
<td>Equity</td>
<td>The opportunities, experiences, benefits, and results of the program/service are equitable. Disparities are reduced or eliminated. The program/service attends to structural factors that contribute to inequitable opportunities, experiences, or outcomes.</td>
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<tr>
<td>Experience</td>
<td>The activities and environment of the program/service are welcoming, respectful, and enjoyable. Participants are satisfied with the program/service or have a positive attitude about it.</td>
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<tr>
<td>Outcomes</td>
<td>Participation in the program/service contributes to desired changes in skill, knowledge, attitude, behavior, condition, or life status. The program/service delivers desired benefits.</td>
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Questions?

Joy & Peace

Biscuit & Gravy
Now that you’ve identified your dimensions of success, what comes next?

- Develop a logic model that incorporates your dimensions of success
- Identify the types of data you will collect
- Select your data collection methods

Learn more and register at bit.ly/riploutcome
THANK YOU!

Recording, slides, and resources: bit.ly/riplbegin

Questions? Email info@ripleffect.org