12 MONTHS TO BETTER LIBRARY DATA

A Research Institute for Public Libraries (RIPL) Webinar Series

Mellon Foundation

RIPL

THE EVALUATION PROCESS

- IDENTIFICATION
- PLAN
- DATA COLLECTION
- DATA ANALYSIS
- DATA USE

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

12 MONTHS TO BETTER LIBRARY DATA WEBINAR SERIES

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

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Consultant
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Colorado State Library
(she/her)

Andy Zalot
University of Illinois
(he/him)

Webinar slides and resources

What does it mean to begin with a strong foundation when working on a data project?

Poll Question
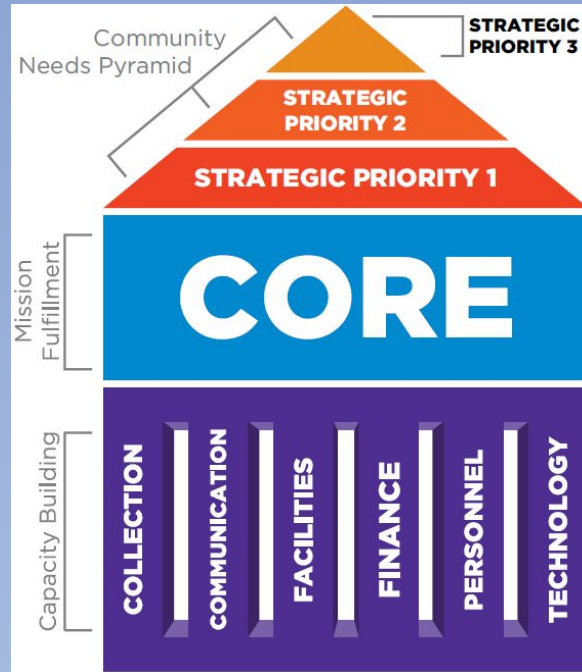
Resist the Lure of Shiny Things

Set priorities from:

➜ Needs assessments

➜ Funding requirements

➜ City or county goals

➜ Library strategic plan

Measure the results:

➜ Inputs

➜ Outputs

➜ Outcomes

Mid-Continent Public Library

Community Needs Pyramid

STRATEGIC PRIORITY 3

STRATEGIC PRIORITY 2

STRATEGIC PRIORITY 1

Mission Fulfillment

CORE

Capacity Building

COLLECTION | COMMUNICATION | FACILITIES | FINANCE | PERSONNEL | TECHNOLOGY

➜ Active Patrons

➜ Satisfaction

➜ Transactions

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?

Focus on Strategy

VALUES IN ACTION:

- Welcoming Everyone
- Fostering Curiosity
- Strengthening Connection
- Challenging Inequity
- Honoring Public Trust

STRATEGIC THEMES

Space & Place
All Denver Public Library locations and services are welcoming, reflect and honor the unique needs of neighborhoods and are placed in geographically diverse locations to ensure all have access.
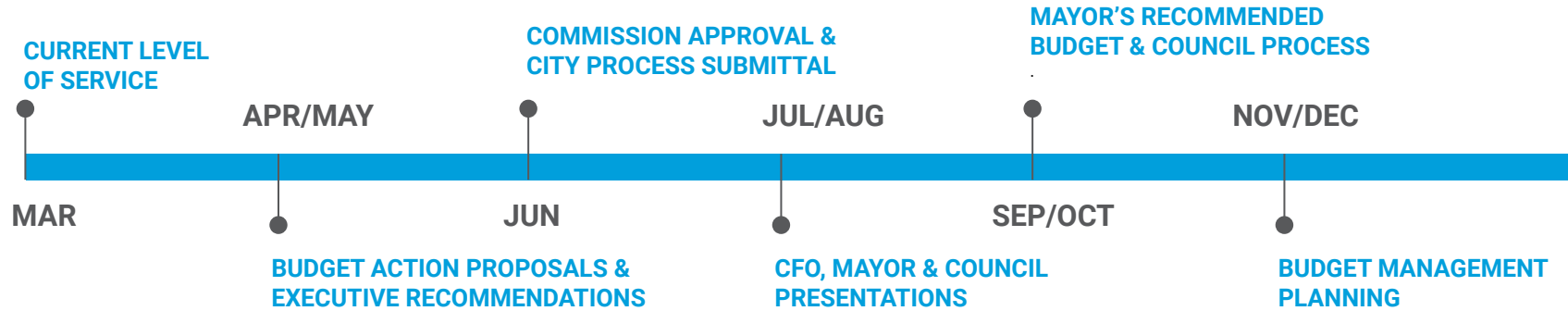
Access & Enrichment
The Denver Public Library is responsive to the diverse needs of its community and reaches beyond its walls to offer library services to all.
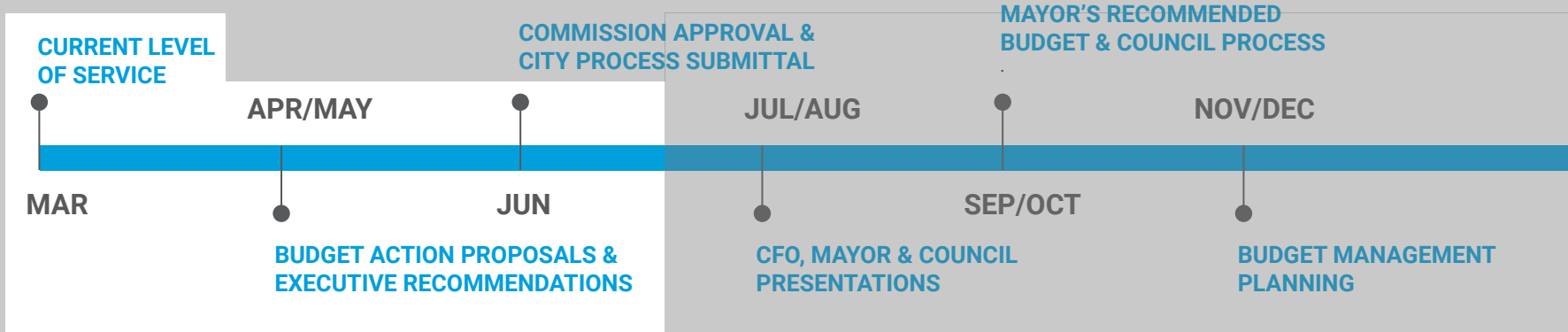
Culture & Organizational Health
The Denver Public Library offers a strong internal culture for employees focused on equity. The library is a trusted community organization and responsible steward of taxpayer dollars.
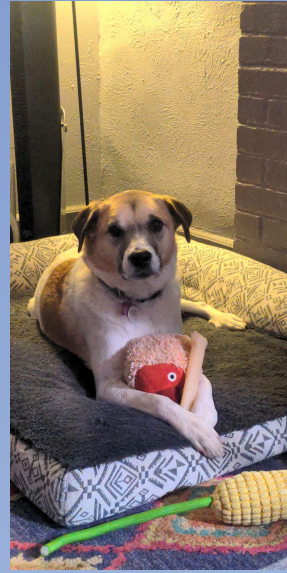
Show Me The Money

CURRENT LEVEL OF SERVICE

COMMISSION APPROVAL & CITY PROCESS SUBMITTAL

MAYOR'S RECOMMENDED BUDGET & COUNCIL PROCESS

APR/MAY

JUL/AUG

NOV/DEC

MAR

JUN

SEP/OCT

BUDGET ACTION PROPOSALS & EXECUTIVE RECOMMENDATIONS

CFO, MAYOR & COUNCIL PRESENTATIONS

BUDGET MANAGEMENT PLANNING

SHOW

MOVIECLIPS.com

DENVER
PUBLIC
LIBRARY

Show Me The Money

CURRENT LEVEL OF SERVICE

APR/MAY

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MAYOR'S RECOMMENDED BUDGET & COUNCIL PROCESS

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DENVER
PUBLIC
LIBRARY

Align & Work with your Partners

Denver Neighborhood Equity Index

Pebble Pond Public Library

Sam   Tuna   Maggie   Pooh

Borrow a Buddy

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

Pebble Pond Public Library

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 113,181. It has three locations. The percentage of registered borrowers is 67%. The library recently started putting 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 programming and services that address the community's needs and interests.

Wellbeing: The library cultivates 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 state averages, the city has higher levels of binge drinking and depression, and lower levels of physical activity. In response, the mayor plans to implement a wellbeing 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 disproportionally high, compared with the cost per circulation of other materials.

Trustee: One of the trustees is concerned that community members living in 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.

BEGIN WITH A STRONG FOUNDATION: DEVELOPING A DATA PLAN

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

Your turn

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?
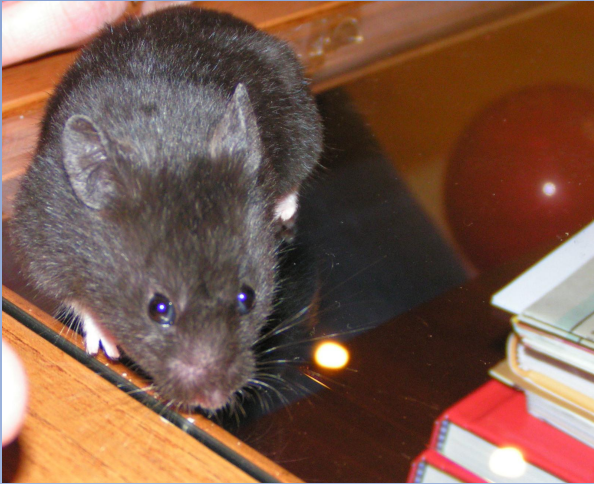
bit.ly/riplsuccess

Frodo

Izzy

Dimensions of Success

Created by Rebecca Teasdale

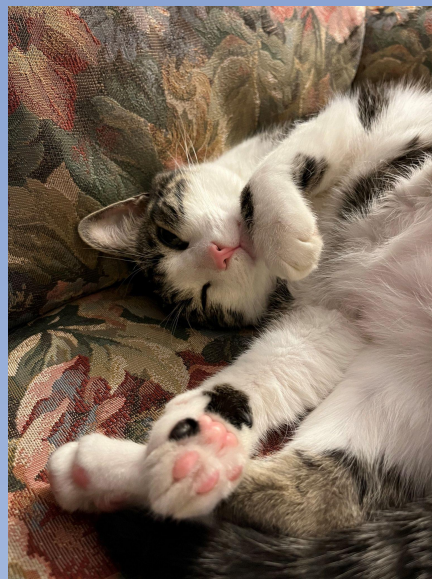# Design and Implementation

Munchkin

Ruby and Roy

Bowie Labowski

Equity

Piper

Raven

Jet

Tacoma

Experience

Hero

Lucy

Brom

Hazel

Outcomes

Dewey

Willow and Angel

Husky

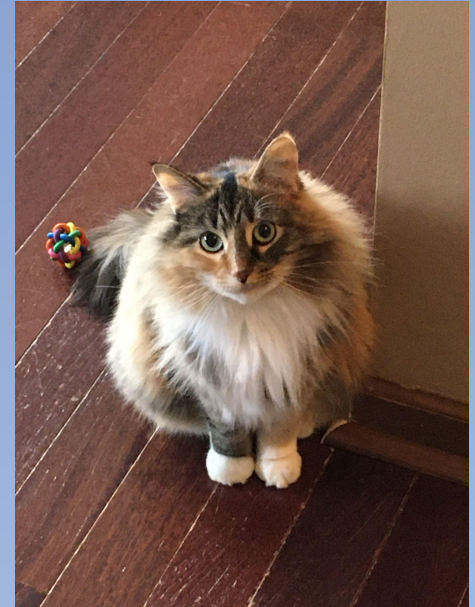# Reach/Access

Magpie

Millie

Relevance

Marshall

Pancho

Snake

Resource Allocation/Resource Use
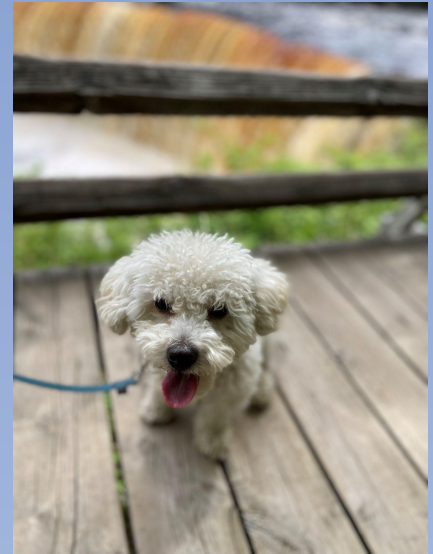

Winston

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

Dimension	Description	Notes
Design/Implementation	The program/service is well-conceived and well-executed. It reflects best practices and is delivered as intended. The program/service fits the context.	
Equity Note: This dimension is a lens or cross-cutting theme applied to the other dimensions of success.	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.	
Experience	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.	
Outcomes	Participation in the program/service contributes to desired changes in skill, knowledge, attitude, behavior, condition, or life status. The program/service delivers desired benefits.	

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

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FOR PUBLIC LIBRARIES