



Three-part series on the Measures that Matter initiative, a field-wide discussion of the current state of public library data. Part Two: June 13

Today's Presenters



Linda Hofschire
Director,
Library Research
Service, Colorado
State Library



Vailey Oehlke
Director of Libraries,
Multnomah County
Library (OR)



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State Librarian,
Hawaii State Public
Library System



MEASURES THAT MATTER
A VIEW INTO THE CURRENT PUBLIC
LIBRARY DATA LANDSCAPE

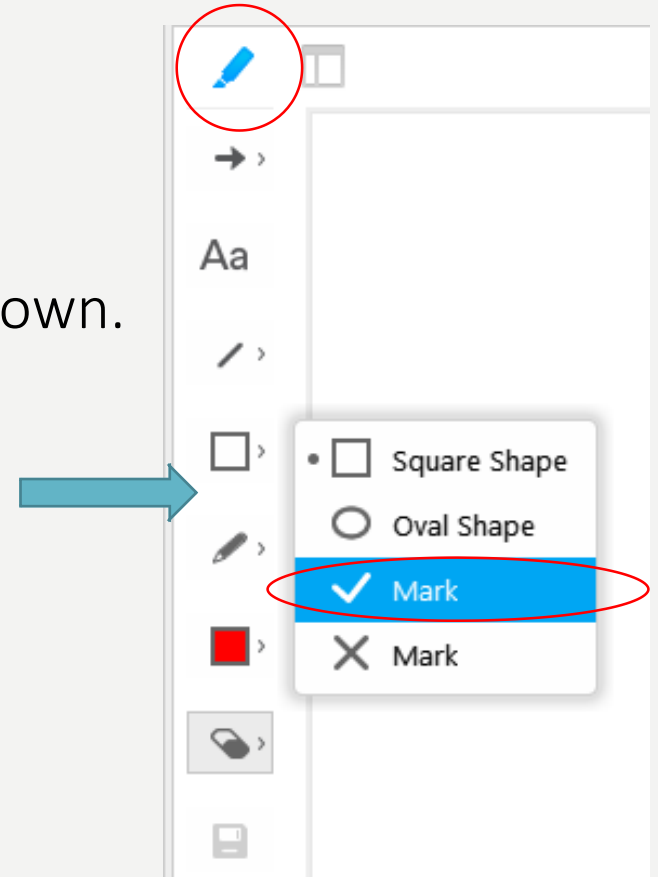
ANNOTATION TOOLS

Find the **grey marker pen** in top left corner of the presentation screen.

Click to open the tool buttons in a column on the left side; the marker pen will turn **blue**.

Check mark

- Click on square shape, half-way down.
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Where do you fall on the data use spectrum?
(click on the arrow)



Haven't used
data in my job

Use data regularly

Data expert –
it's everywhere!

MEASURES THAT MATTER



MEASURES THAT MATTER – WEBINAR SERIES

Webinar I

Measures that
Matter – who, what,
when, where, and
why

MEASURES THAT MATTER – WEBINAR SERIES

Webinar 1

Measures that Matter – who, what, when, where, and why

Webinar 2

Sampling, data types, and data management: how do these concepts impact the public library data landscape?

MEASURES THAT MATTER – WEBINAR SERIES

Webinar 1

Measures that Matter – who, what, when, where, and why

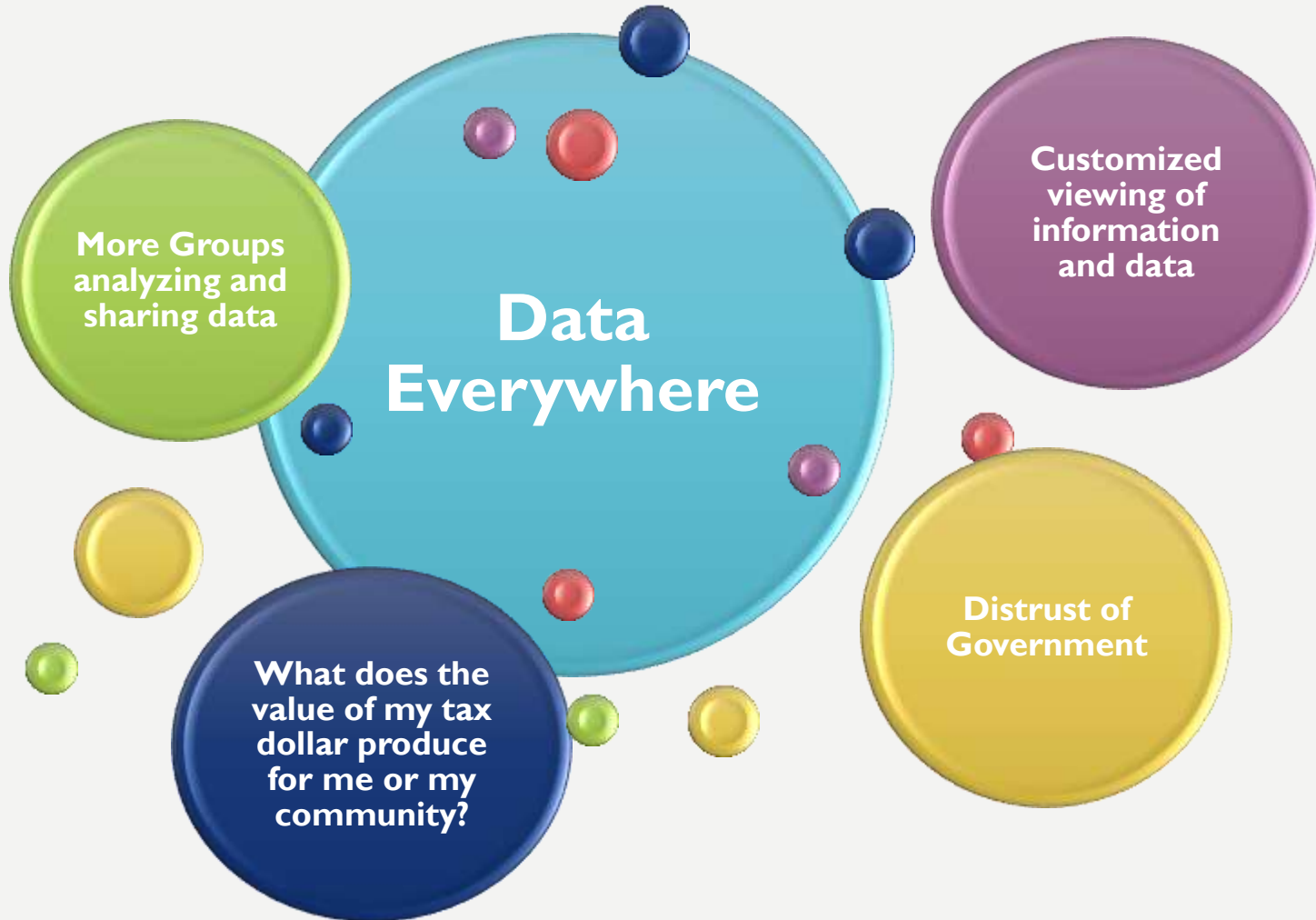
Webinar 2

Sampling, data types, and data management: how do these concepts impact the public library data landscape?

Webinar 3

A conversation about meaningful measures – from perspectives within and outside of the library field

THE ENVIRONMENT



HEAD & THE HEART

(ALSO AN AWESOME BAND)



DATA/FACTS

&



STORIES

TELLING THE STORY

California Library Literacy Services

We could tell you:

- How many learners
- How many volunteers
- How many hours
- How many libraries
- Etc...

TELLING THE STORY

California Library Literacy Services

TELLING THE STORY

California Library Literacy Services

But we could also tell you:

- How many learners set goals and met them
- How many learners improved their reading

TELLING THE STORY

California Library Literacy Services



"I Couldn't Read."

Thanks to his volunteer tutor, Steve Tafoya not only learned to read but is attending college as you read this.

Low adult literacy is **not** inevitable.

More than **20,000** adults just like Steve learned to read and write last year through California Library Literacy Services. Unfortunately, nearly **4,000** of our fellow Californians are on waiting lists statewide—afraid they might never learn to read—due to a shortage of volunteer tutors.

If you can read...**you** can change a life.

MEASURES THAT MATTER | PURPOSE

Develop an action plan to:

MEASURES THAT MATTER | PURPOSE

Develop an action plan to:

- Reduce data collection burden

MEASURES THAT MATTER | PURPOSE

Develop an action plan to:

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- Eliminate duplication of data collection efforts

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- Improve the timeliness of data release

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- Increase response rate

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- Improve data quality

MEASURES THAT MATTER | PURPOSE

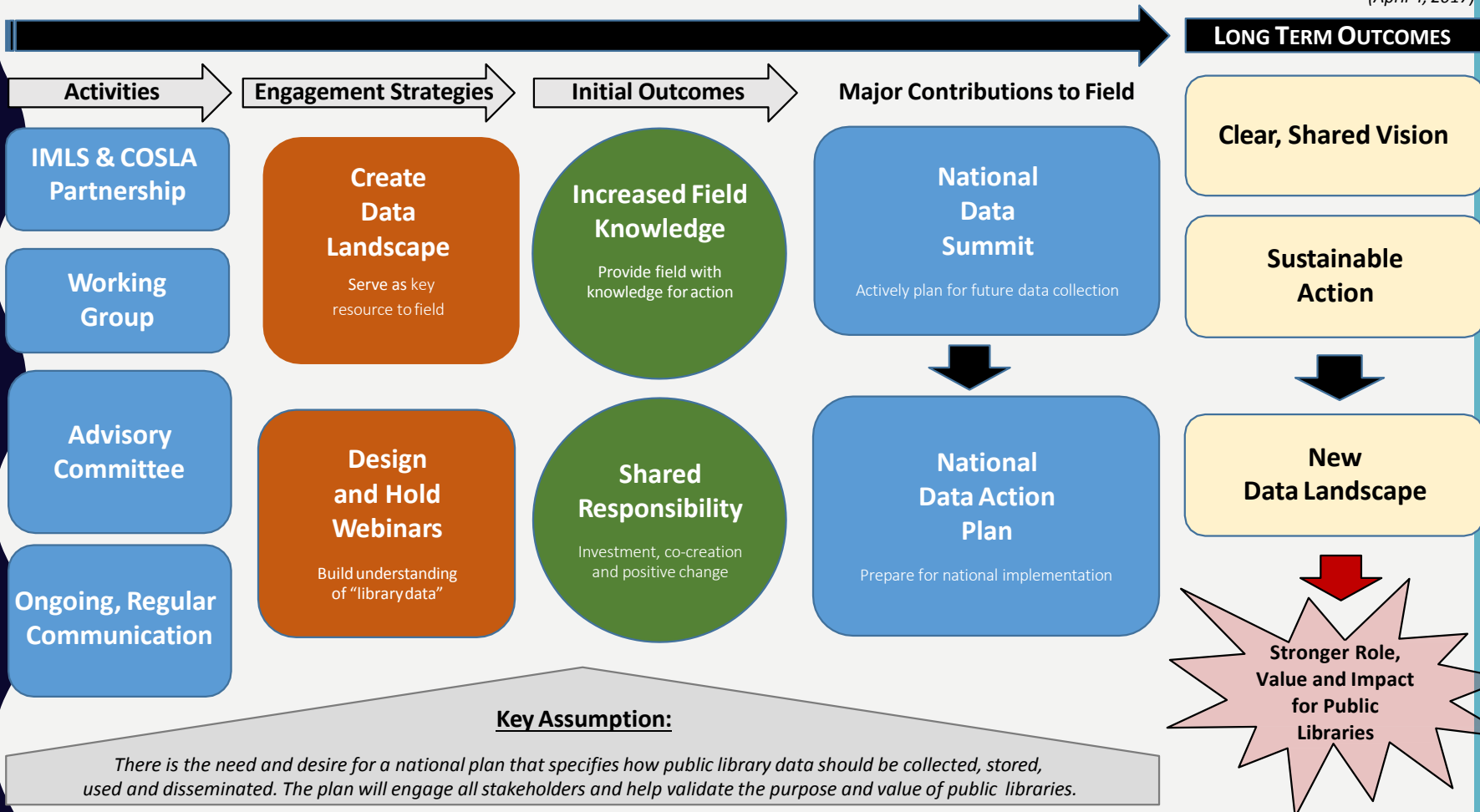
Develop an action plan to:

- Reduce data collection burden
- Eliminate duplication of data collection efforts
- Improve the timeliness of data release
- Increase response rate
- Improve data quality
- Increase public libraries' capacity to track and measure outcomes that align with community-based measurement systems

MEASURES THAT MATTER: NATIONAL LOGIC MODEL

GRANT PERIOD ACTIVITIES (ENDING DECEMBER 2017)

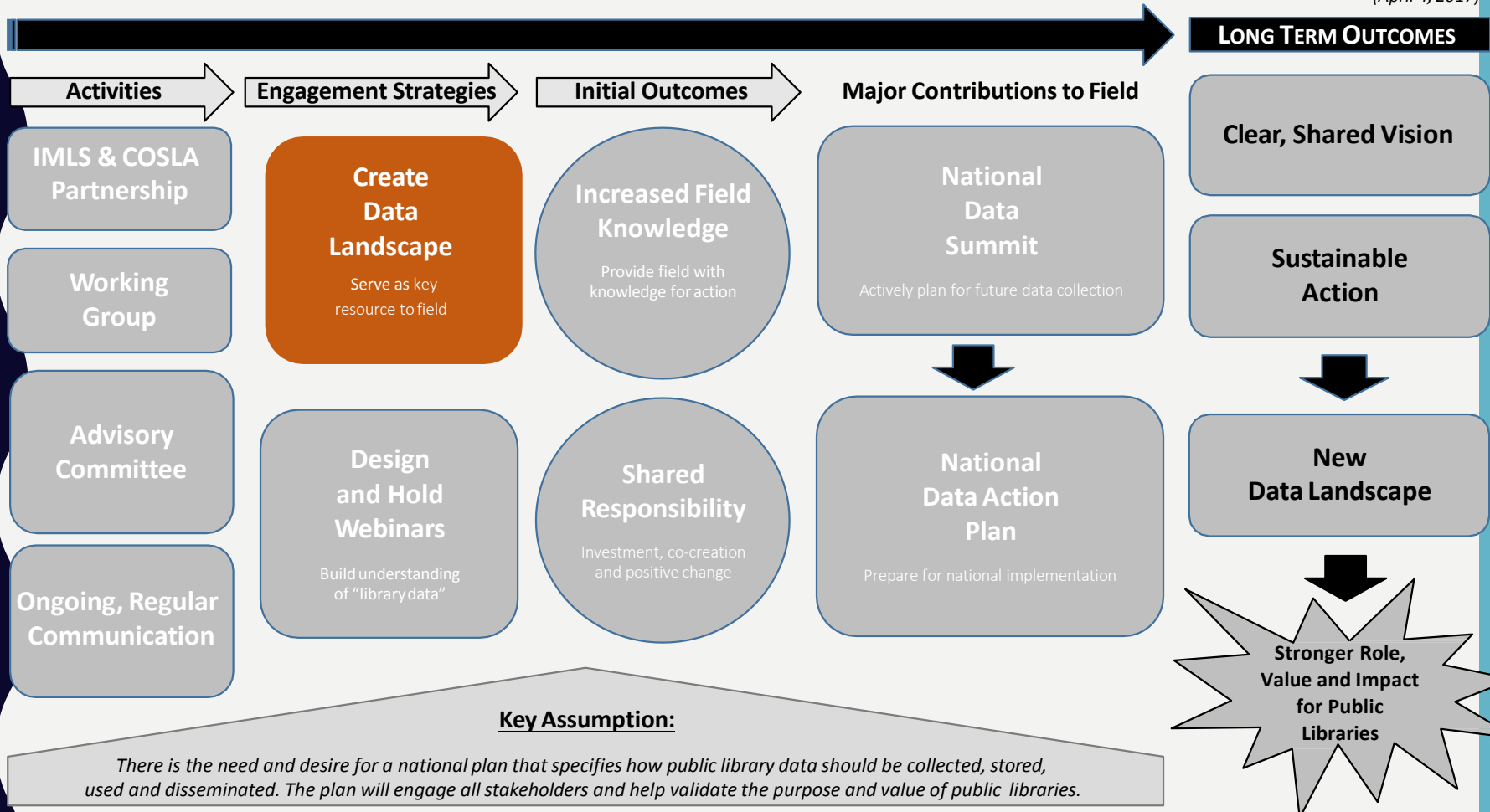
(April 4, 2017)



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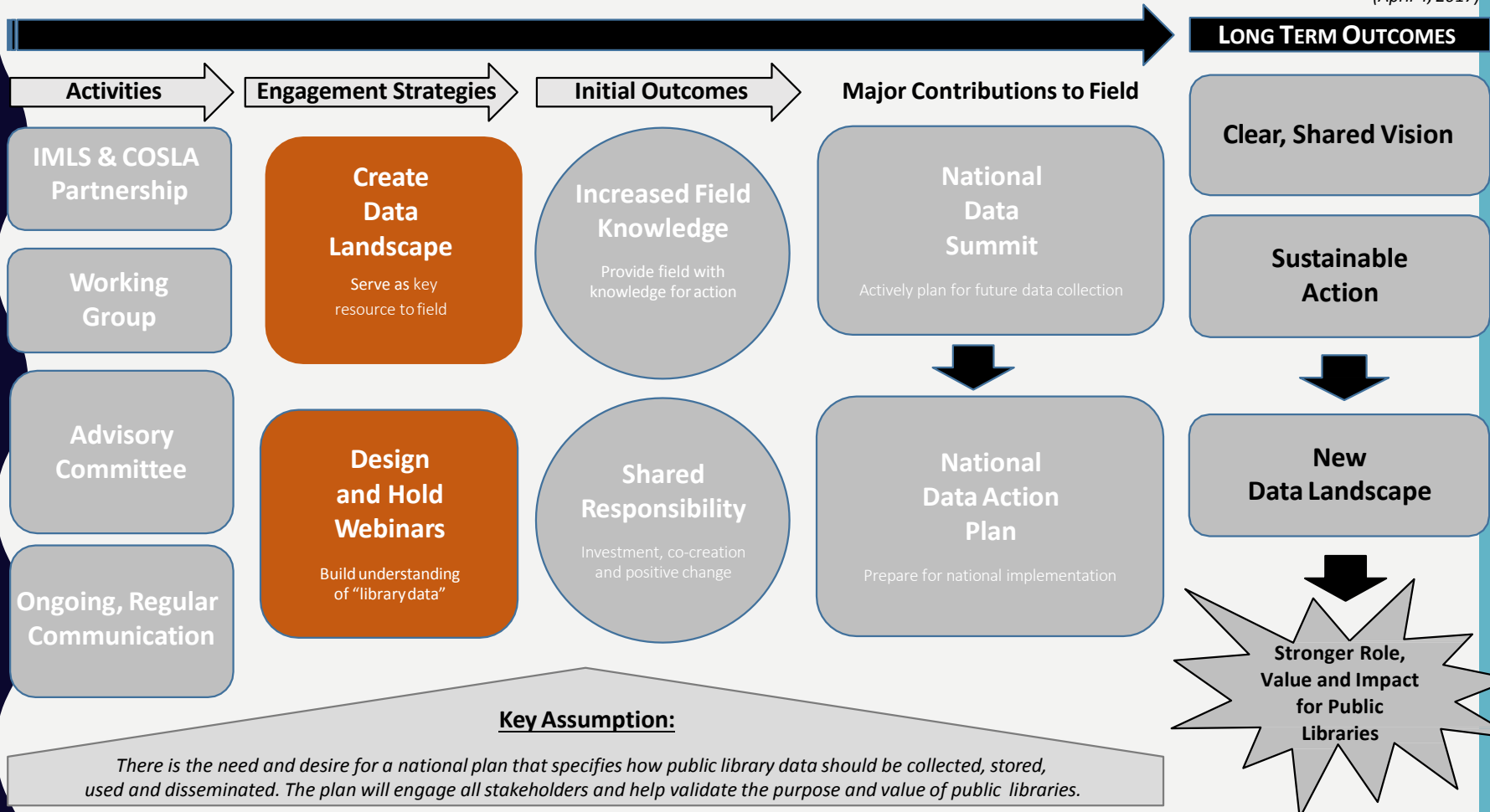
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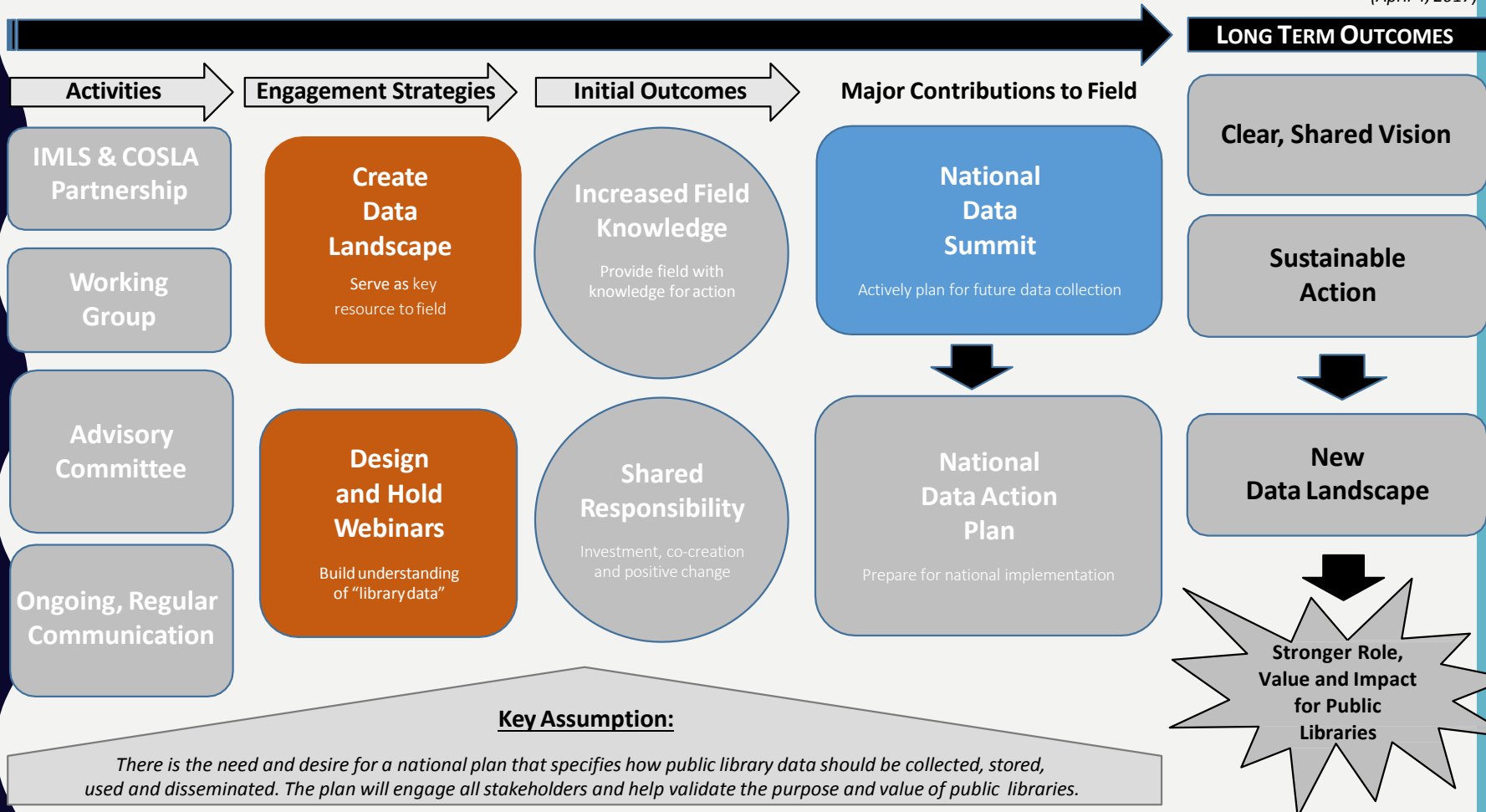
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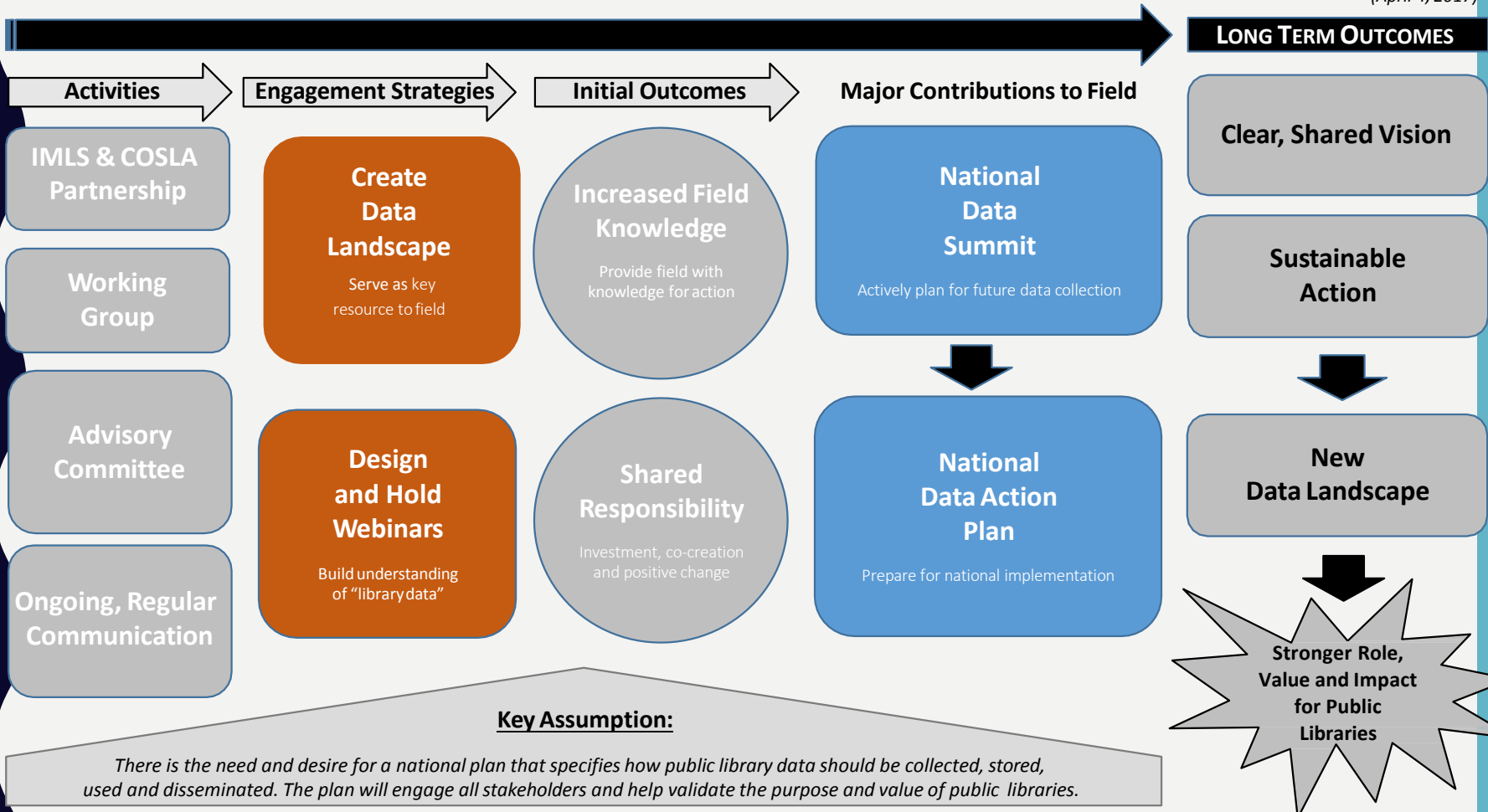
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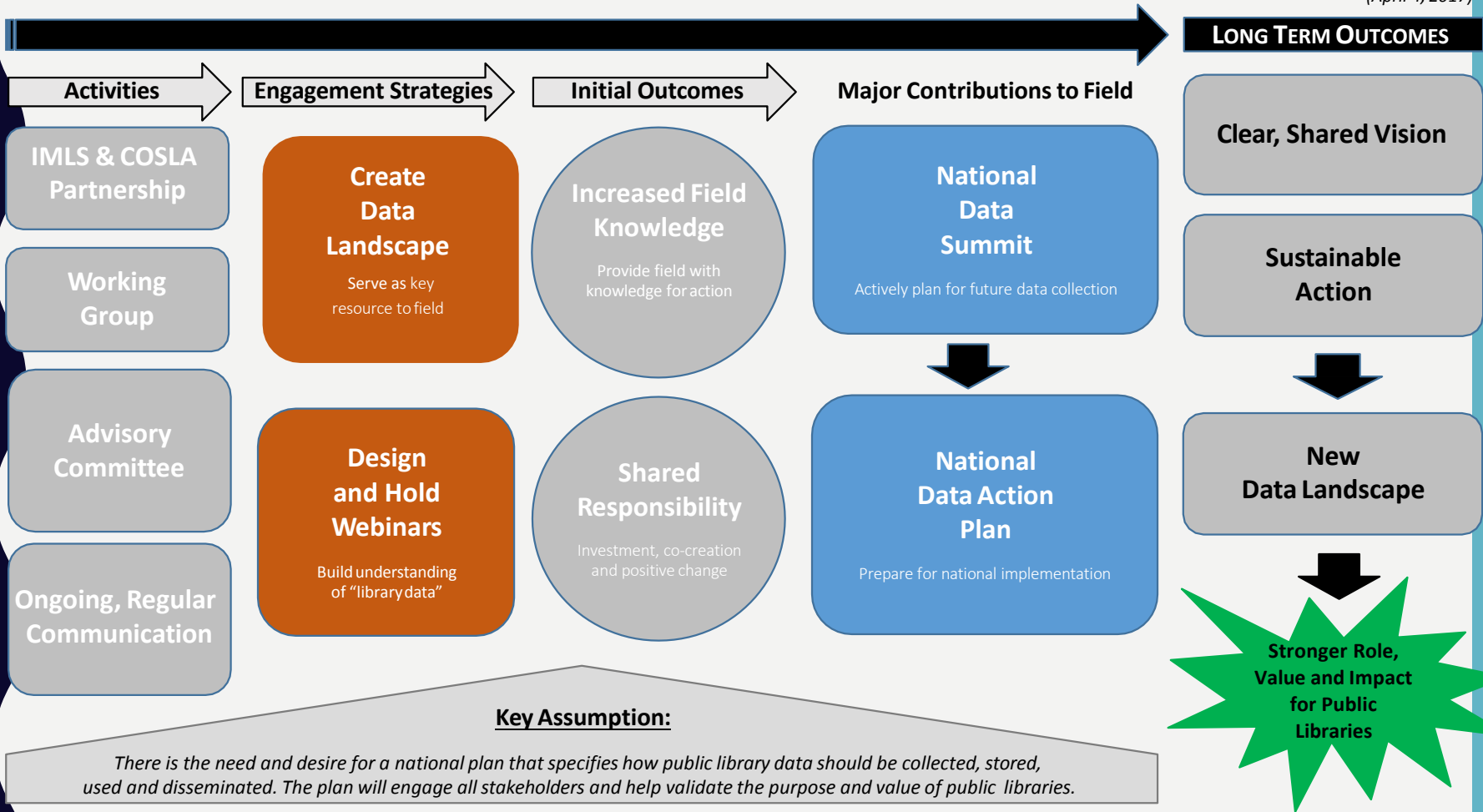
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MEASURES THAT MATTER: NATIONAL LOGIC MODEL

GRANT PERIOD ACTIVITIES (ENDING DECEMBER 2017)

(April 4, 2017)



A BIG TENT

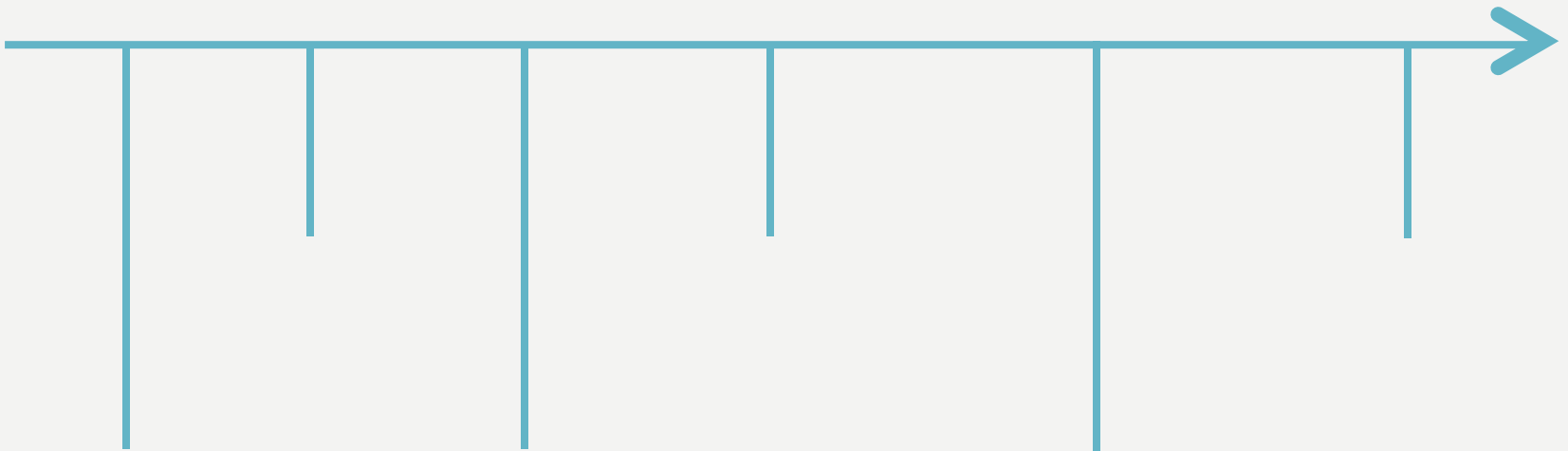
MtM Project Team

- **COSLA**
- **IMLS**
- **Working Group**
- **Advisory Committee**
- **Consultants**

Library Community

- Academic and other librarians
- Allied organizations and data experts from other fields
- Library School Faculty & Students
- Library Support Organizations
- Public Librarians
- Researchers
- State Library Agency Staff
- Vendors

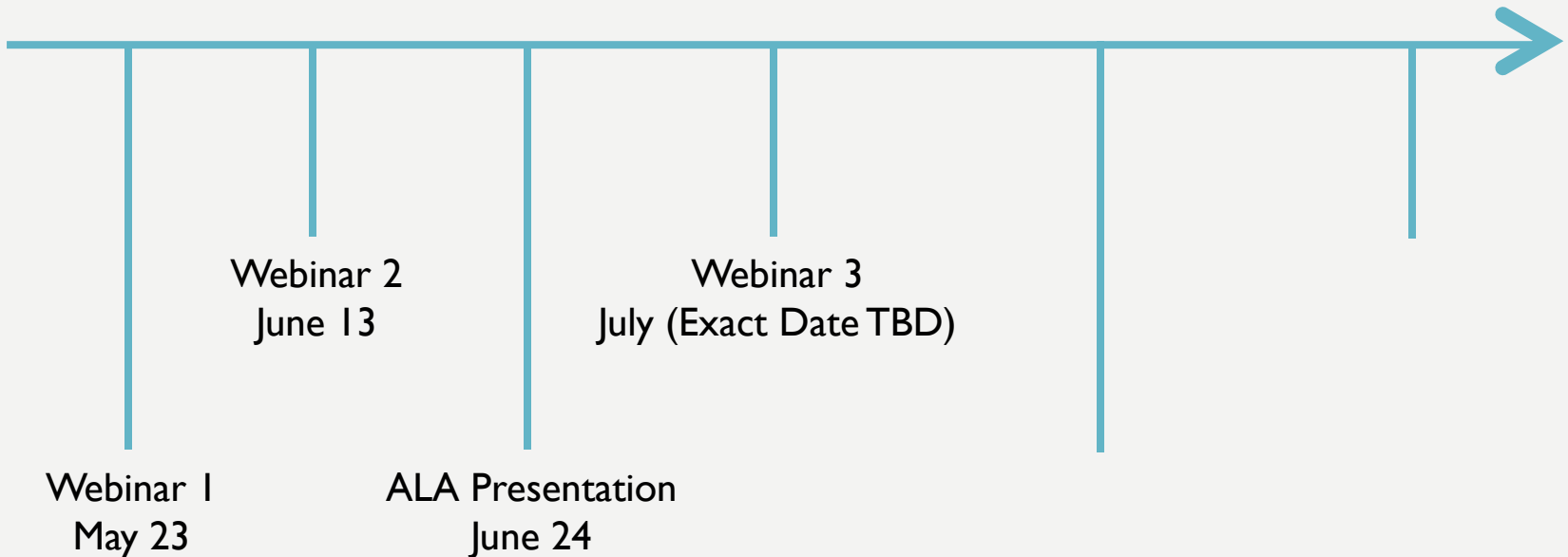
PROJECT ACTIVITIES



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May – July

Raise awareness and get feedback about project, complete Data Landscape

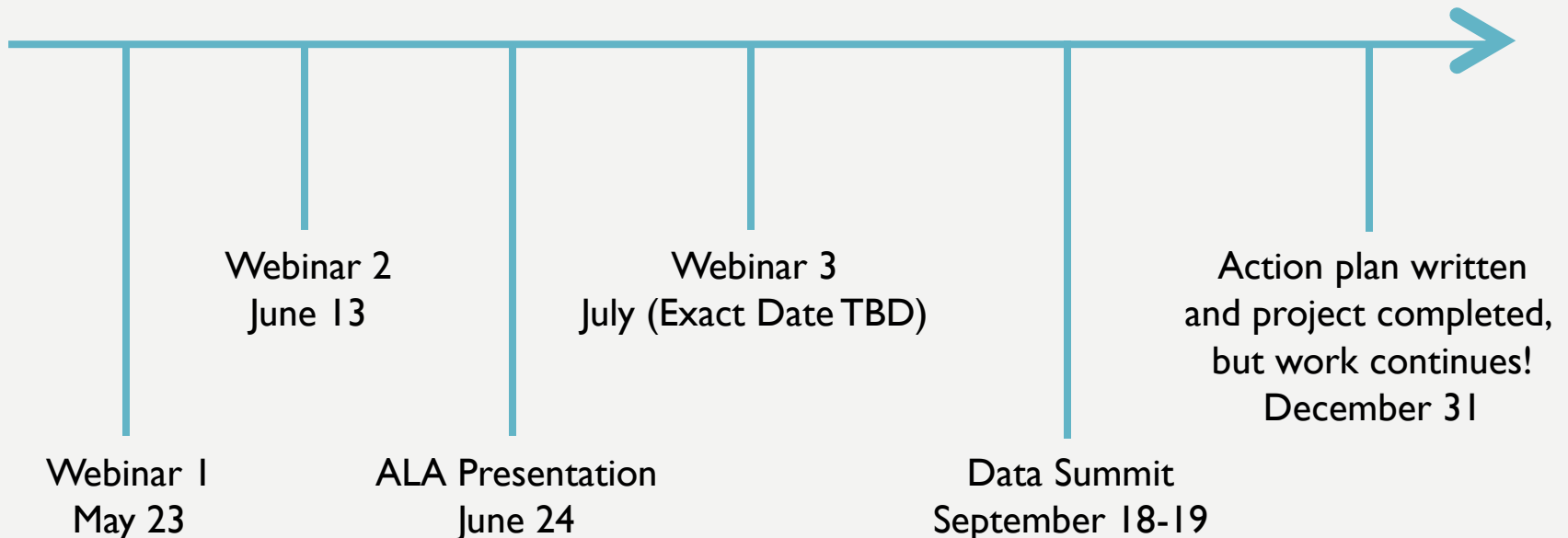


PROJECT ACTIVITIES

May – July

Raise awareness and get feedback about project, complete Data Landscape

September – December
Action plan development



PUBLIC LIBRARY DATA LANDSCAPE

Current national efforts:

Public Libraries Survey (PLS) Institute of Museum and Library Services	Public Library Data Service (PLDS) Public Library Association
Edge Urban Libraries Council	Impact Survey University of Washington
Project Outcome Public Library Association	

Discontinued efforts:

Public Library Funding & Technology Access Survey (PLFTAS) University of Maryland	Digital Inclusion Survey University of Maryland
Library Topology Survey Pew	

**WHICH NATIONAL DATA
COLLECTION INITIATIVES HAVE YOU
PARTICIPATED IN?**

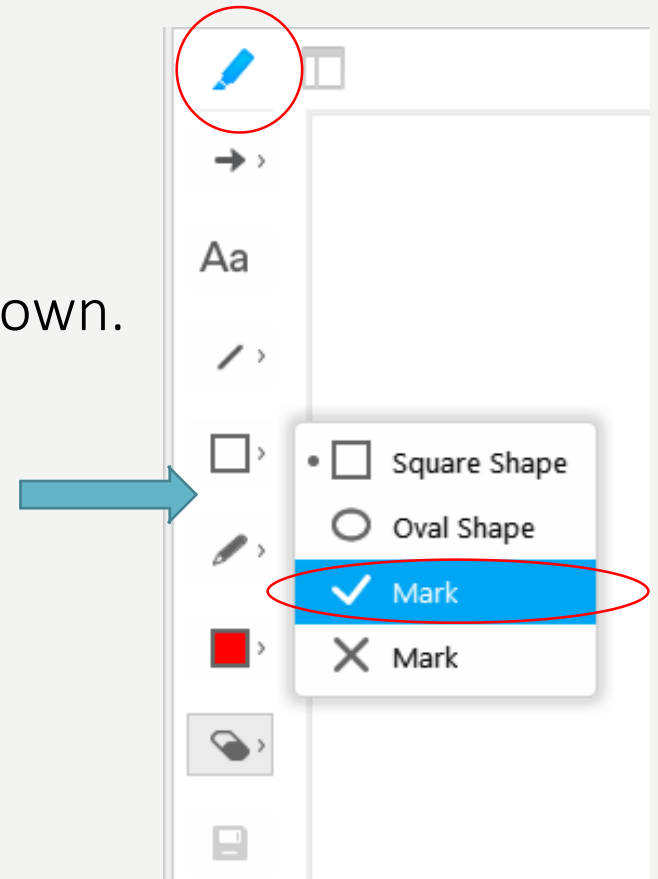
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Which of these national data collection initiatives have you participated in?

Public Libraries Survey (PLS)

Public Library Data Service (PLDS)

Edge

Impact Survey

Project Outcome

Other – tell us about it in chat

OVERLAP ACROSS DATA COLLECTIONS

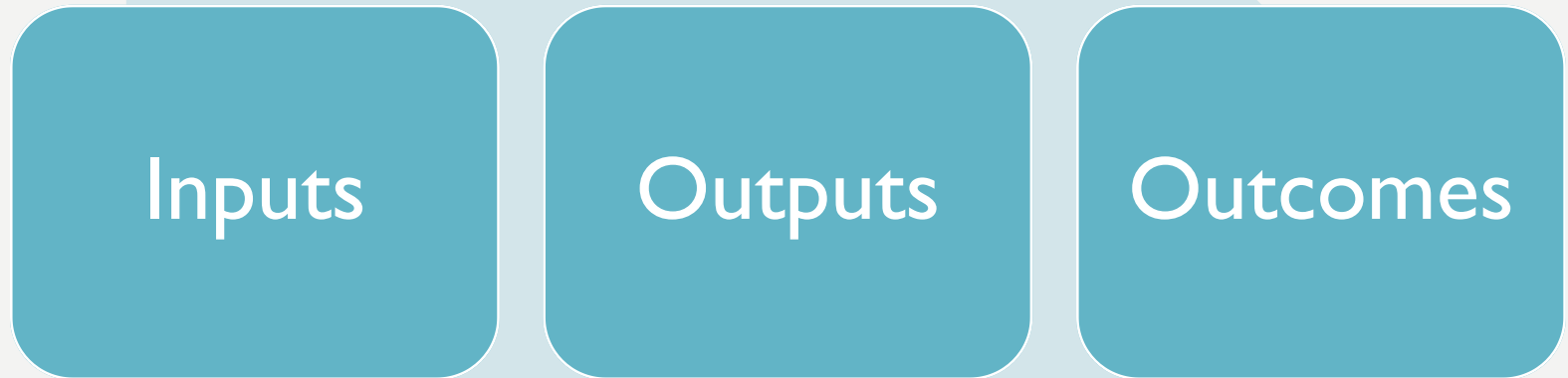
- Organizational characteristics – expenditures, staff, hours, etc.
- Infrastructure – facilities, staffing, space, etc.
- Resources – size and use of collections
- Technology – availability and use
- Community – importance of public Internet to community
- Education – how library resources/technology assist in the education of library patrons



OPPORTUNITIES FOR AN ACTION PLAN



Share data across collection efforts to reduce data burden



Explore opportunities to link data across datasets



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What's missing? Examine current national efforts for gaps and discontinued efforts for topics/questions.



I. What story do you want to tell about your library?



1. What story do you want to tell about your library?

2. What data do you need to support your library story?





QUESTIONS?

WHAT'S COMING UP?

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- Webinar: Measures that Matter Part 2: Detailing the Data-Based Story of Public Libraries, June 13, 3:00-4:00 pm Eastern/12:00-1:00 pm Pacific

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- ALA Annual Presentation: Measures that Matter: Building Bridges Between Data Collection Activities in Public Libraries, June 24, 10:30-11:30 am Central

WebJunction Learner Guide

Measures that Matter: A View into the Current Public Library Data Landscape

<http://www.webjunction.org/events/webjunction/measures-that-matter-1.h>

Event Description: Data gathering and responding to surveys are part of every day. Yet we rarely pause to reflect on these efforts and consider what data matter most to best demonstrate the role, value, and impact of public libraries in the 21st century. What surveys and tools commonly used by public libraries be leveraged with each other to best demonstrate that impact? The Institute of Museum and Library Services with the Chief Officers of State Library Agencies is launching the "Measures that Matter" field-wide discussion of the current state of public library data. The initiative will explore the current landscape and then re-envision how data could be collected, stored, and used more productively in the future. In this webinar, the first in a 3-part series, we will emerge from looking at a number of major library surveys and data collection efforts to opportunities to pursue a national action plan to move the field toward ever-better measures.

Presented by: Stacey Aldrich, ~~Vailey Oehlke~~ and Linda Hofschire

What are your goals for viewing this webinar?

Personal Goals

Team Goals

Considerations Before the Data

Review the article/book excerpt with these [Questions to Consider Before Collecting Data](#)

- Do you need the figures to support planning?
- Do you need statistics to support role-setting?
- What is the nature of your community?
- Is your community stable or in transition?
- What are the areas of interest of your library board?
- What are the political trends in your community?
- What are your patrons saying?
- What is your staff saying?

What's your Story?

Pick one core audience (examples include city officials, funders, your patrons, etc.) and consider what story you want to tell about your library?

Think of past situations where your library successfully leveraged locally or nationally compiled data to make the case for funding. (For an example of nationally collected library data, see this [article on presenting Pew Research Center data](#)).

What data could support your library story the most? What data has been missing in the past?

Current National Library Data Efforts

If you aren't familiar with the public library data landscape, check out the five current national data collection efforts:

- [Public Libraries Survey \(PLS\)](#)
- [Public Library Data Service \(PLDS\)](#)
- [Edge](#)
- [Project Outcome](#)
- [Impact Survey](#)

If you're already familiar with the public library data landscape, how have you used the results from these data collections in your library?

... a discussion to learn more about their data needs.

... nmon?

... hed results have your libraries found helpful in the past?

... nt?

... when, etc.)

We want to hear from you! Please send any comments or questions about Measures that Matter to info@cosla.org.

THANK YOU!

- Questions? Feedback? Please contact info@cosla.org or Tim Cherubini, COSLA Executive Director, at tcherubini@cosla.org
- Follow Measures that Matter on Twitter: [@libmeasuresmtr](https://twitter.com/libmeasuresmtr)
- Sign up for the email distribution list at <https://www.surveymonkey.com/r/MtMEmailList>

