**Measures that Matter Part Three: Moving Toward
More Meaningful Measures**

<http://www.webjunction.org/events/webjunction/measures-that-matter-3.html>

**Event Description**: Circulation, visits, program attendance, patron satisfaction…these are some of the many measures commonly collected by public librarians. But how well do we understand what measures tell the most meaningful stories of today’s libraries? During the first two webinars in this series, we discussed the current state of the public library data landscape – what data collection efforts exist at the national level and how they impact what we know about libraries and their patrons. In this third webinar, we will look toward the future, considering what data public librarians should collect to demonstrate their impact. To do this, we will hear from speakers both within and outside of the library field who will provide multiple perspectives on meaningful measures.

This webinar is the third in a three-part series about the Institute of Museum and Library Services’ and the Chief Officers of State Library Agencies’ Measures that Matter initiative, a field-wide discussion of the current state of public library data.

**Presented by:** Chantal Stevens, Rebecca Jones and Linda Hofschire

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Community Indicators**  |
| Two examples of Community Indicators projects that were mentioned during the webinar are [ACT Rochester](http://www.actrochester.org/) and [SA2020](https://www.sa2020.org/). Check out the various indicators for these projects – for example, children and youth, education, financial self-sufficiency, and arts and culture. Do these give you any new ideas for measures you could track in your library? If so, list them below.  |
| **Indicator Projects** |
| Check to see if there any indicator projects in your area by searching the Community Indicators Consortium [projects database](http://www.communityindicators.net/projects) (enter state or county in search box). If you find a project in your area, consider/discuss how your library contributes to the various indicators.  |
| **Focus on User Outcomes** |
| During the webinar, some examples were provided for shifting language from a process focus to a user outcome focus (for example, using the phrase “advise and interact” instead of “reference”). Think about three terms used in your library and how you could rephrase them to focus on user outcomes. Term 1:Rephrasing option: Term 2:Rephrasing option:Term 3:Rephrasing option: |
| **Stakeholder Priorities** |
| List three of your library’s stakeholders and identify some of their top priorities. Based on these priorities, what measures do you think would be most meaningful to them? Stakeholder 1:Priority:Measures that Matter:Stakeholder 2:Priority:Measures that Matter:Stakeholder 3:Priority:Measures that Matter: |
| **Action Plan: (include next steps, who, when, etc.)** |
| **We want to hear from you!** Please send any comments or questions about Measures that Matter to info@cosla.org.  |