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

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

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

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

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| **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 New Library Data](http://www.webjunction.org/documents/webjunction/Questions_to_Consider_Before_Collecting_New_Library_Data.html):   * 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](http://www.webjunction.org/news/webjunction/Interpret_Data_for_Impact.html)).  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)](https://www.imls.gov/research-evaluation/data-collection/public-libraries-survey/explore-pls-data) * [Public Library Data Service (PLDS)](https://www.plametrics.org/) * [Edge](http://www.libraryedge.org/) * [Project Outcome](https://www.projectoutcome.org/) * [Impact Survey](https://impactsurvey.org/)   If you’re already familiar with the public library data landscape, how have you used the results from these data collections in your library? | |
| **Common Data Needs in Your Region** | |
| Invite colleagues in your region to join a discussion to learn more about their data needs.   * What needs do you have in common? * What data collections or published results have your libraries found helpful in the past? * What data is the most important? * What data is missing? | |
| **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](mailto:info@cosla.org). | |