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)

**Stacey Aldrich**
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.

- Use the drop-down menu and choose the check mark.

- Click on slide to indicate choice.
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 1
Measures that Matter – who, what, when, where, and why
MEASURES THAT MATTER – WEBINAR SERIES

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Webinar 3
A conversation about meaningful measures – from perspectives within and outside of the library field
Data Everywhere

More Groups analyzing and sharing data

Customized viewing of information and data

What does the value of my tax dollar produce for me or my community?

Distrust of Government
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

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.
Develop an action plan to:
Develop an action plan to:

- Reduce data collection burden
Develop an action plan to:

- Reduce data collection burden
- Eliminate duplication of data collection efforts
Develop an action plan to:

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- Improve the timeliness of data release
MEASURES THAT MATTER | PURPOSE

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- 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)

Key Assumption:
There is the need and desire for a national plan that specifies how public library data should be collected, stored, used and disseminated. The plan will engage all stakeholders and help validate the purpose and value of public libraries.
**MEASURES THAT MATTER: NATIONAL LOGIC MODEL**

**GRANT PERIOD ACTIVITIES (ENDING DECEMBER 2017)**

(April 4, 2017)

**Activities**
- IMLS & COSLA Partnership
- Working Group
- Advisory Committee
- Ongoing, Regular Communication

**Engagement Strategies**
- Create Data Landscape
  - Serve as key resource to field
- Design and Hold Webinars
  - Build understanding of “library data”

**Initial Outcomes**
- Increased Field Knowledge
  - Provide field with knowledge for action
- Shared Responsibility
  - Investment, co-creation and positive change

**Major Contributions to Field**
- National Data Summit
  - Actively plan for future data collection
- National Data Action Plan
  - Prepare for national implementation

**LONG TERM OUTCOMES**
- Clear, Shared Vision
- Sustainable Action
- New Data Landscape

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**Stronger Role, Value and Impact for Public Libraries**
Key Assumption:

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# A BIG TENT

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<thead>
<tr>
<th>MtM Project Team</th>
<th>Library Community</th>
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<tbody>
<tr>
<td>• COSLA</td>
<td>• Academic and other librarians</td>
</tr>
<tr>
<td>• IMLS</td>
<td>• Allied organizations and data experts from other fields</td>
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<td>• Public Librarians</td>
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<td>• Researchers</td>
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<td>• State Library Agency Staff</td>
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PROJECT ACTIVITIES

May – July
Raise awareness and get feedback about project, complete Data Landscape

Webinar 1
May 23

Webinar 2
June 13

ALA Presentation
June 24

Webinar 3
July (Exact Date TBD)
**PROJECT ACTIVITIES**

**May – July**  
Raise awareness and get feedback about project, complete Data Landscape

**September – December**  
Action plan development

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**Webinar 1**  
May 23

**Webinar 2**  
June 13

**Webinar 3**  
July (Exact Date TBD)

**ALA Presentation**  
June 24

**Data Summit**  
September 18-19

**Action plan written and project completed, but work continues! December 31**
## Public Library Data Landscape

### Current national efforts:

<table>
<thead>
<tr>
<th>Public Libraries Survey (PLS) Institute of Museum and Library Services</th>
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### Discontinued efforts:

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<th>Public Library Funding &amp; Technology Access Survey (PLFTAS) University of Maryland</th>
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WHICH NATIONAL DATA COLLECTION INITIATIVES HAVE YOU PARTICIPATED IN?
ANNOTATION TOOLS

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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
Current national efforts:

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What’s missing? Examine current national efforts for gaps and discontinued efforts for topics/questions.
1. What story do you want to tell about your library?
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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
Measures that Matter: A View into the Current Public Library Data Landscape
http://www.webjunction.org/events/webjunction/measures-that-matter-1

Event Description: Data gathering and responding to surveys are part of every library's day-to-day activities. Yet we rarely pause to reflect on these efforts and consider what data matter most. This webinar will provide an overview of the current state of public library data. We'll discusses sources 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 field-test the concept and then re-envision how data could be collected, stored, and more productively in the future. In this webinar, the first in a 3-part series, we'll look at the number of major library surveys and data collection opportunities to pursue a national action plan to move the field toward ever-enlarging data sets.

Presented by: Stacey Alton, Valley Oak and Linda Holshue

What's your Story?

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)
- Edie
- Project Cuccaro
- Impact Survey

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

➢ Sign up for the email distribution list at https://www.surveymonkey.com/r/MtMEMailList