



## Measures that Matter: Creating a Public Library Data and Outcomes Actions Plan

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Robin Dale, Institute of Museum and Library Services  
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Moderator: Timothy Cherubini, Executive Director,  
Chief Officers of State Library Agencies

American Library Association Annual Conference  
Chicago, Illinois  
June 24, 2017

## Agenda

- Introduction
- Warm-up Activity
- Project Purpose
- Progress to Date
- Q & A
- Staying in touch



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Institute of Museum and Library Services

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## ACTIVITY

Please take 5 minutes and using the post-It pads on your tables, tell us:

What measures matter to you?

What would make your data collection efforts easier and more useful to you?

## MEASURES THAT MATTER: PURPOSE

MtM is a one-year Cooperative Agreement between IMLS and COSLA that seeks to engage stakeholders in creating a National Action Plan that when realized will:

- Reduce the burden of data collection
- Eliminate duplication of data collection efforts
- Improve the timeliness of data release
- Increase the uptake on sampling surveys
- Improve the quality of data collected
- Increase the capacity of public libraries to track and measure outcomes that align with community-based measurement systems

5

## MTM “WHO’S WHO”

### **Working Group:**

Ken Wiggin, Chair (CT)  
 Stacey Aldrich (HI)  
 Matt Birnbaum (IMLS)  
 Robin Dale (IMLS)  
 Kurt Kiefer (WI)  
 Jen Nelson (MN)  
 Annie Norman (DE)

### **Advisory Committee:**

John Bertot (U of MD)  
 Larra Clark (PLA)  
 Mike Crandall (TASCHA)  
 Robin Dale (IMLS)  
 Denise Davis (xxx)  
 Vailey Oehlke (Multnomah  
 County Library (OR))  
 Lee Raine (Pew Research)  
 Kathy Rosa (ALA)

### **Project Team:**

**Core Project Team:** Timothy Cherubini, Sue Coliton, John Smith, Bill Vesneski, Jan Lathrop

**Data Consultant:** Joe Matthews

**Writing and editing:** John Smith, Sandy Nyberg

**Webinar series design:** Linda Hofschire

**Webinar series presentation:** Web Junction

**Website & Communications:** Georgia Public Library Service; Laura Woodard; Karen Mellor

**Meeting planning:** Capitol Meeting Planning

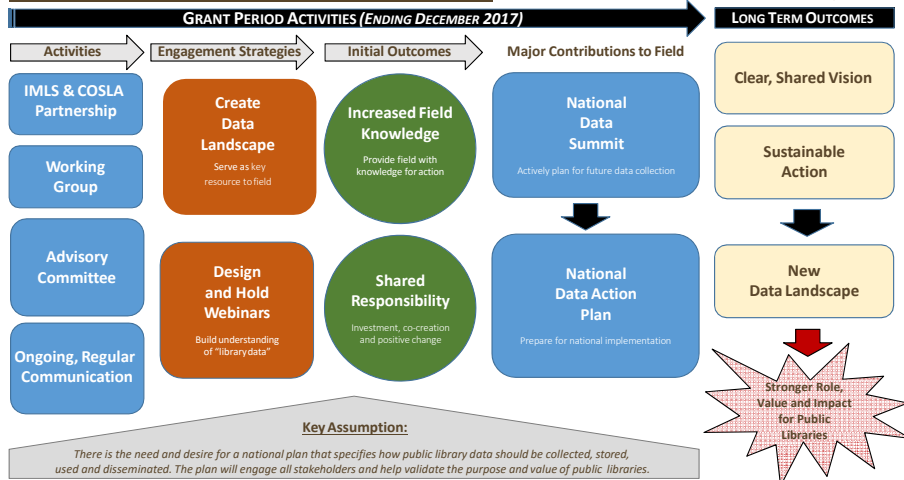
**Speakers and subject matter experts:**  
 Rebecca Teasdale, John Bertot, Chantal Stevens, Rebecca Jones

## MTM CONSTITUENTS:

<p><b><u>MtM Project Team</u></b></p> <ul style="list-style-type: none"> <li>• COSLA</li> <li>• IMLS</li> <li>• Working Group</li> <li>• Advisory Committee</li> <li>• Consultants</li> </ul>	<p><b><u>Library Community</u></b></p> <ul style="list-style-type: none"> <li>• Academic and other librarians</li> <li>• Allied organizations and data experts from other fields (e.g. ICMA; education field, etc.)</li> <li>• Library School Faculty &amp; Students</li> <li>• Library Support Organizations</li> <li>• Practitioners</li> <li>• Researchers</li> <li>• State Library Agency Staff (SDCs, LSTA, etc.)</li> <li>• Vendors</li> </ul>
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7

### MEASURES THAT MATTER: NATIONAL LOGIC MODEL








## MTM PROJECT MILESTONES

(6/19/2017)

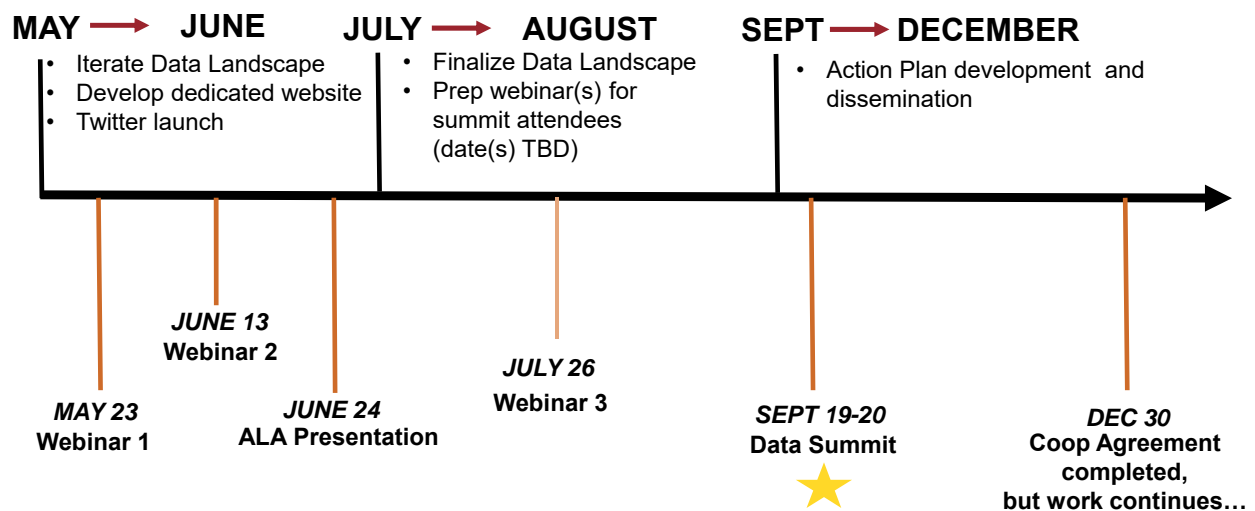
### MILESTONE

### CURRENT STATUS

1. Creation of Data Landscape	 <b>In progress/close to completion.</b> Goal is to iterate document through June, finalize in July, distribute to Summit participants in August, and bring to summit in September
2. Development and Presentation of Webinar Series (public webinars)	 <b>In progress:</b> Webinars #1 and #2 complete; recordings available. Webinar #3 July 26 <sup>th</sup> (registration is open)
3. Launch website <a href="http://measuresthatmatter.net">measuresthatmatter.net</a>	 <b>In progress:</b> Info is currently available at <a href="http://www.cosla.org">www.cosla.org</a> . Dedicated site to launch by July 1
4. Production of Summit	 <b>In progress:</b> September 19-20, 2017, Baltimore, MD.
5. Creation and Dissemination of Action Plan	 <b>In progress.</b> Conversations about the form(s) the action plan could take are underway and continue through the summer. The plan itself will be developed at the September Summit.

9

## MEASURES THAT MATTER: WHAT'S COMING UP (2017):



# MEASURES THAT MATTER

## Q & A

11

### HOW TO STAY IN TOUCH WITH THE PROJECT:

Attend the upcoming webinar **“Moving Toward More Meaningful Measures,”** July 26<sup>th</sup>, 3:00 pm ET. Register at <http://www.webjunction.org/events/webjunction/measures-that-matter-3.html>.

View previous webinars **“A View into the Current Public Library Data Landscape”** and **“Detailing the Data-based Story of Public Libraries”** at <http://www.webjunction.org/>

Sign up for the Google Group: <https://www.surveymonkey.com/r/MtMEmailList>

Follow the project on Twitter: @libmeasuresmtr

Visit the current public website at <http://www.cosla.org/content.cfm/id/mtm> and watch for the July launch of <http://measurethatmatter.net>.

12



Thank you!

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