



# Measure for Success @ Your Library

**Planning new programs or library services?**

- Community inventory
- Community survey
- Focus groups

**What's in your pantry?**

**- Prepwork -**



**- Inputs/Outputs -**



**Use your library data to make informed decisions.**

- Review annual reports
- Comparison statistics

**Mix it & bake it!**

**- Outcomes -**

**Show how your participants benefitted.**

- Project Outcome surveys
- Library Value Calculator

**Don't forget the icing!**



**- Impact -**



**Show how your community wins!**

- Return-On-Investment Calculator
- Impact Survey and Edge Assessment

**“Best Party EVER!!”**

Measure this	What it shows	Examples	Tools for you – Find these at <u>URL</u>
<p><b>Prepwork</b></p> <p>Thinking about new programs or library services? Do these two steps to get started:</p> <ol style="list-style-type: none"> <li>1. Get a handle on your community demographics, trends, services organizations, media resources by doing a community inventory.</li> <li>2. Conduct community surveys and focus groups to get feedback from residents.</li> </ol>	<p>We understand our community and what they need/want.</p> <p>We know organizations we can partner with.</p> <p>We know who we can help us get the word out.</p>	<p>We see a need for: more PA computers, tech training classes, children’s programming, multilingual materials, etc.</p>	<ul style="list-style-type: none"> <li>• Download SDSL’s <a href="#">community inventory worksheet</a>.</li> <li>• Download library <a href="#">community survey templates</a> at LRS.org.</li> <li>• Rotary has a great Community Assessment Toolkit: <a href="https://www.rotary.org/myrotary/en/document/community-assessment-tools">https://www.rotary.org/myrotary/en/document/community-assessment-tools</a></li> <li>• Sample community forum and focus group tools at <a href="#">WebJunction</a>.</li> </ul>
<p><b>Inputs/Outputs</b></p> <p>Decisions about resource allocation, efficiency, and budgets should be supported by library data. A good starting point is your annual report statistics and the Public Libraries Survey data from peer libraries.</p>	<p>Our decisions are informed by hard data.</p> <p>What goes in (time &amp; money) and what comes out (use &amp; participation).</p> <p>Justification for funding requests.</p>	<p>We are meeting our stated goals.</p> <p>People use our services.</p> <p>Our services are being used more now than before.</p> <p>Our program is doing well!</p>	<ul style="list-style-type: none"> <li>• Download past years of <a href="#">your annual report</a>.</li> <li>• Review <a href="#">comparison statistics</a> from all SD public libraries.</li> <li>• Share your input/output stats with an <a href="#">annual report pamphlet</a>.</li> </ul>
<p><b>Outcomes</b></p> <p>Showing how much (inputs/outputs) is good, but showing how your efforts changed lives is <i>icing on the cake</i>.</p>	<p>Our programs and services benefit the people who participate.</p> <p>People learned new skills, changed attitude, behavior, or status.</p>	<p>I can do my assignment on a computer at the library.</p> <p>My child and I enjoy reading together.</p> <p>I learned how to make a resume.</p>	<ul style="list-style-type: none"> <li>• The <a href="#">Library Value Calculator</a> lets your patrons see how they benefit individually from library programs &amp; services.</li> <li>• Short, free, easy <a href="#">outcome surveys</a> for program participants can be obtained at Project Outcome.</li> </ul>
<p><b>Impact</b></p> <p>The impact you have should reflect the goals of the program that you set in the <i>Prepwork</i> stage. This is the collective and long-term effect of your programs and services. This one’s hard, but we have a couple of ideas to get you started.</p>	<p>Our programs and services benefit the entire community.</p>	<p>We improved student performance in school.</p> <p>We reduced unemployment in the community.</p> <p>We increased quality of life for our residents.</p>	<ul style="list-style-type: none"> <li>• Use the <a href="#">Return on Investment calculator tool</a> to show how library services benefit you residents by saving them money.</li> <li>• Use the <a href="#">Impact Survey</a> and <a href="#">Edge</a> to show how your community benefits from library technology services. (Not free.)</li> </ul>

Need assistance? Contact the SD State Library Data Coordinator: [Shawn.Behrends@state.sd.us](mailto:Shawn.Behrends@state.sd.us)



or visit <http://library.sd.gov/LIB/DEV/stats/measure.aspx>.