



International
Federation of
Library
Associations and Institutions

A taste of ...

**Measurement, evaluation, and
demonstrating impact of library services**

Welcome

Thanks to supporters

Our funders



**International
Federation of
Library
Associations and Institutions**

Thanks to our hosts



Queensland Public
Libraries Association

Introductions

Its all about you!

- Your name
- Where are you from and what is your role in the library




International
Federation of
Library
Associations and Institutions

Jan Richards AM

IFLA Trainer: Measurement Evaluation and Demonstrating Library Impact

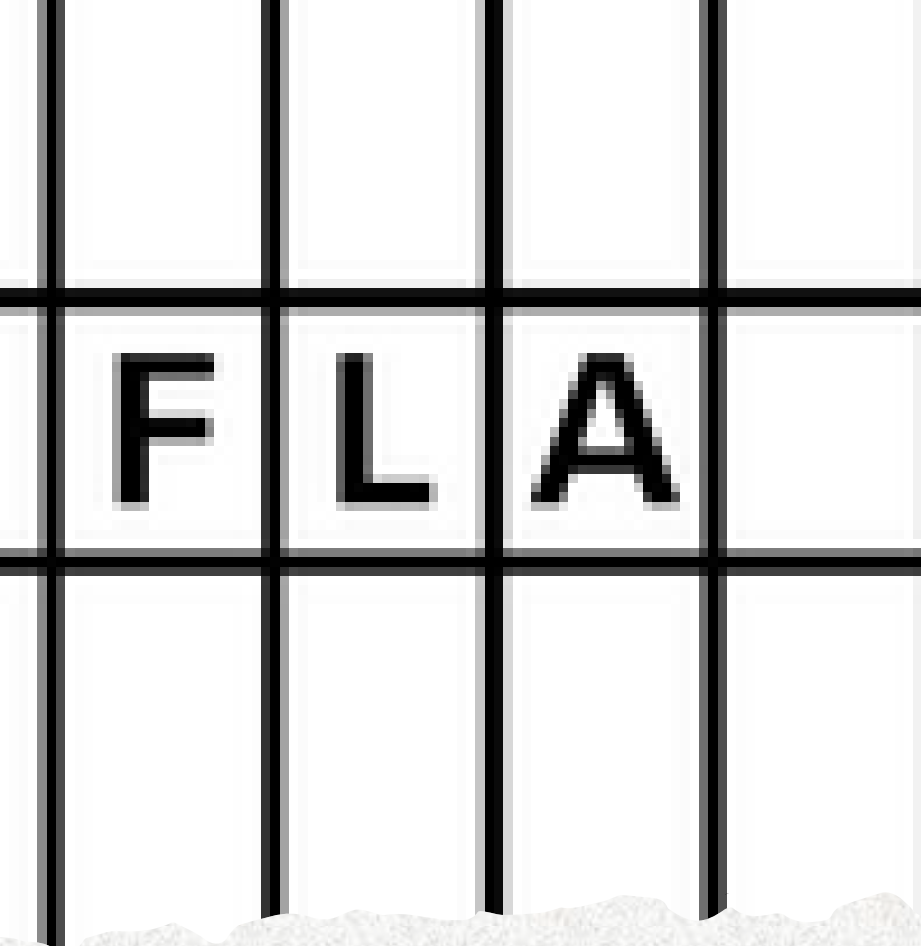
jan@janrichards.com.au





About me:
***I am passionate about
libraries, particularly public
libraries***

- Extensive experience in public libraries/local government
- Committed and active participant in the profession at state/national/international level
- Wide-ranging networks in Australia & overseas
- Live on Bruny Island, Lutruwita/Tasmania



International
Federation of
Library
Associations and
Documentation

IMPACT TRAINING
What's that?



Training Programme

- Getting Started. Evaluating and demonstrating value and impact of library services
- **Community & Needs.** Community assessment and needs identification
- **Outputs & Performance.** Monitoring outputs and measuring performance
- **Outcomes & Impact:** Outcomes evaluation and impact of library services
- **Evidence-based Storytelling:** Using data in storytelling to demonstrate impact

Evaluating and demonstrating impact – challenges and solutions

QUESTION

What are some of the challenges for you when it comes to demonstrating value and impact of your library?



Knowing your target and setting meaningful measures

Photo: bit.ly/2YFFBbp



Understanding stakeholders, their goals, objectives and values

A person with short dark hair, seen from the back, is looking at a wall covered in various design sketches, photos, and diagrams. The person is wearing a green and white striped sweater. The wall is a collage of creative work, including wireframes, user flowcharts, and inspirational images. A semi-transparent dark green banner is overlaid at the bottom of the image, containing white text.

Defining targeted outcomes and impact into the design

Photo: bit.ly/3mLaLGR

Confusing performance and satisfaction measures with outcome and impact measures

Photo: bit.ly/3v4BJwK





International
Federation of
Library
Associations and Institutions

Community-Centred Logic Model as a framework for measurement, evaluation, and demonstrating impact of libraries

Community-centred Logic Model

Aligning library
services to meet
community needs

Impact

Outcomes

Outputs

Activities

Inputs

Conditions/Needs

Community-centred Logic Model

Impact (What changes in community do you expect to occur?)

Outcomes (What changes in conditions do you expect to see?)

Outputs (What direct results of your actions do you expect?)

Activities (What activities will you implement to address the needs?)

Inputs (What resources will you use to address the needs?)

Conditions/Needs (What community challenge you will contribute to?
What are the target group needs?)

Think about

Write down

- What are some of the challenges that your community face?
- How could your library contribute to solving these community challenges?

- **One challenge** in your community that could be addressed by your library
- **One solution** (e.g., service, activity, programme) that your library could contribute to solving this challenge

Communities



International
Federation of
Library
Associations and Institutions

Development of community-led library services

Community-centred Logic Model

Impact (What changes in community do you expect to occur?)

Outcomes (What changes in conditions do you expect to see?)

Outputs (What direct results of your actions do you expect?)

Activities (What activities will you implement to address the needs?)

Inputs (What resources will you use to address the needs?)

Conditions/Needs (What community challenge you will contribute to? What are the target group needs?)

What we mean by:

- **Community** – any group sharing something in common (e.g., people in a given geographic location in the library service area)
- **Need/Challenge/Problem/Issue** – the gap between what is and what should be

Your community is outside the library



Photo: Cork City Libraries @corkcitylibrary

<https://twitter.com/corkcitylibrary/status/1576165036006875137>

What do we know about them?



*Photo: Friends Of The Elderly Ireland @FriendofElderly
<https://twitter.com/FriendofElderly/status/1106158129216139264>*

What are their needs to be happy?



*Photo: Community Libraries (DRCD) @Community_Hubs
https://twitter.com/Community_Hubs/status/1173949574253371397*

What is community needs assessment?

A combination of **information gathering, community engagement** and **focused action** with the goal of community improvement.



Why community needs assessment?

The goal of community needs assessment is **to make sure that the service** you are developing **fits the needs** of the community you serve.



Focus of CNA – library services

- What library services could address community challenges?
- What library services are already in place or in progress? How could we improve them?
- What else could we do to solve community challenge?



Step 1: Community Assessment

- Learning about community
- Spending time in community developing relationships with community members
- Hearing from community about what's important to them



Step 2: Needs Identification

- Identifying service gaps or under-served communities
- Discussing with community members and hearing from the community what their priorities are



Community Data Gathering

Existing data

Librarians do a lot to measure the needs of their community whether they know it or not!

- Library use statistics
- Suggestion box / Comment cards
- Information about community from reports of other organisations and media
- Casual conversations with library users, observing them
- Surveys and questionnaires



New data

Observe

Ask

Door-to-door neighbourhood walkabout

- **Meeting people in their neighbourhoods**, listening to them and introducing yourself and your services
- Why? Getting opinions of non-users
- To consider – may be uncomfortable for people and/or staff

Community Events & Meetings

- Attending **events organised by others** and for purposes that are not directly related to the library
- Why? It can be the first step in the process of connecting, consulting, building relationships, and then working collaboratively with the community
- To consider – the focus should be on learning about the community rather than promoting existing library services

Key Informants

- Qualitative in-depth **interviews with people who know** what is going on in the community
- Why? These community experts, with their particular knowledge and understanding, can provide insight on the nature of problems and give recommendations for solutions
- To consider – ability to do the interview / what you get will be personal perceptions and opinions

Community Events & Meetings

- Attending **events organised by others** and for purposes that are not directly related to the library
- Why? It can be the first step in the process of connecting, consulting, building relationships, and then working collaboratively with the community
- To consider – the focus should be on learning about the community rather than promoting existing library services

Key Informants

- Qualitative in-depth **interviews with people who know** what is going on in the community
- Why? These community experts, with their particular knowledge and understanding, can provide insight on the nature of problems and give recommendations for solutions
- To consider – ability to do the interview / what you get will be personal perceptions and opinions

Focus Group Discussions

- Structured and directed **small-group discussion** guided by a facilitator
- Why? To learn in great depth about people's opinions on a designated topic. Group members can often stimulate new thoughts for each other, which might not have otherwise occurred
- To consider – whom to invite / your facilitation skills / recording

Surveys

- **A way of collecting information** that you hope represents the views of the whole community or group in which you are interested
- Why? To collect statistically valid information about behaviours, needs, opinions, attitudes of a large number of people
- To consider – question wording / sample size / distribution / analysis

Public Forums

- A public **problem-identification and problem-solving session** where citizens discuss important issues
- Why? Offer people a chance to express their views about key issues of concern to you and what can be done about them
- To consider – meeting place, community members, facilitator, recorder, willingness to listen carefully, giving feedback

CNA – step by step

1. Planning group (you + stakeholders)

2. Creating a plan

- Why CNA (community challenge)?
- What (we already know + we want to learn)?
- How (data collection: sources, methods, instruments)?
- Who (will collect, analyse, report)?
- When (timeline)?

3. Conducting CNA + using the data



Understanding your community

Community Profile

Evidence based **summary of baseline conditions** and trends in your community and library service area

- **Community demographics and social & economic context**
- **Key issues, challenges, opportunities and priorities**
- Geography, infrastructure, assets and resources
- Community life – what else is happening in your community

Exercise – Community

1. Write a description of COMMUNITY that your library serves
2. Write brief description of the LIBRARY, including most important services and achievements
3. Be brief – limit of approximately 200 words
4. Mention only the most important characteristics of your community
5. Mention only the most important achievements of your library

Example

Ho Municipality in Ghana has land area of 2660sq.km with 772 communities. Its total population is 271,881 (male: 47.51%, female: 52.49%). 65.8% of the population live in rural areas and 34.2% live in the urban areas. It has a dependency ratio of 80% (68% children and 12.0% old age). Children are facing the challenge of low ICT literacy levels. Because schools are lacking ICT infrastructure students don't have the opportunity to relate to computers. This leads to failure in ICT exams, loss of further development opportunities and ultimately increased rural poverty.

Volta regional library is the only public library in the Ho Municipality (one of 61 public libraries in Ghana). It has started a mobile library service in 2009 and the Mobile Library Connectivity programme in July 2010. To solve the challenge of lack of resources that could serve all communities in Ho Municipality, in 2012, it begun the EIFL/PLIP project aimed at enhancing the ICT skills of rural school children.

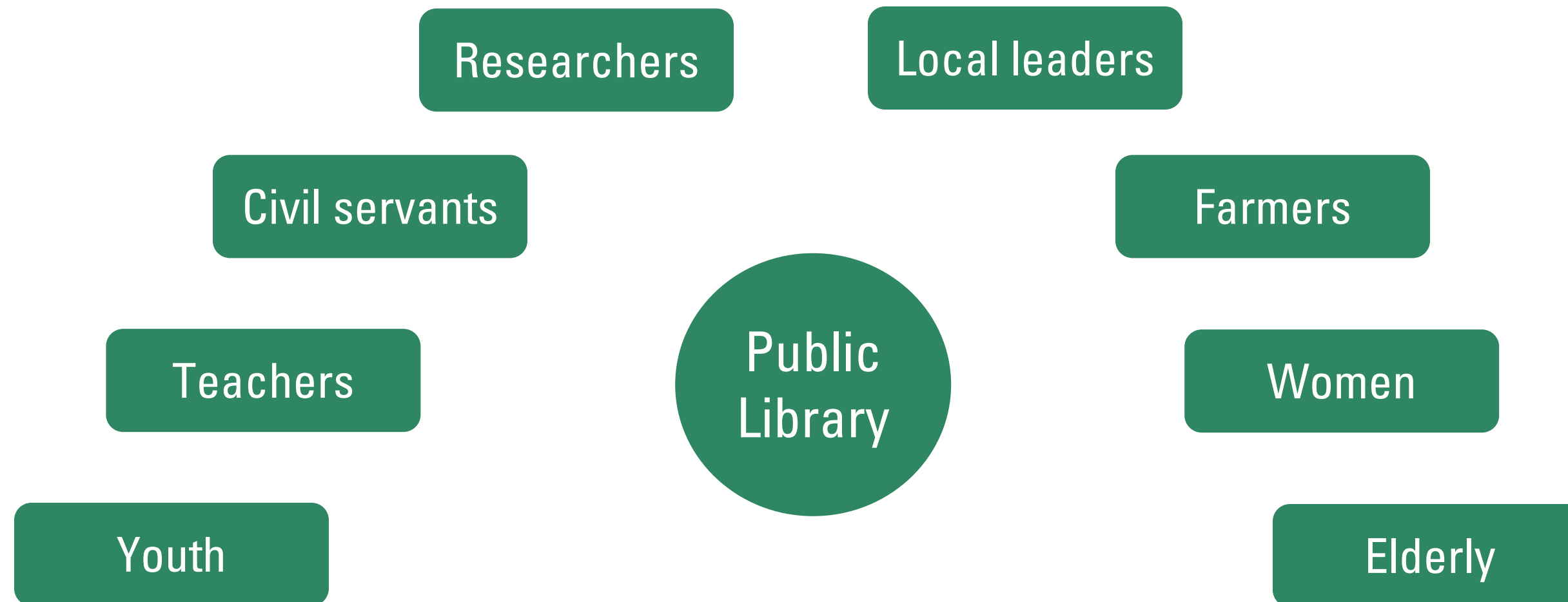
Library Target Groups and their Needs

Current and Potential Library Users

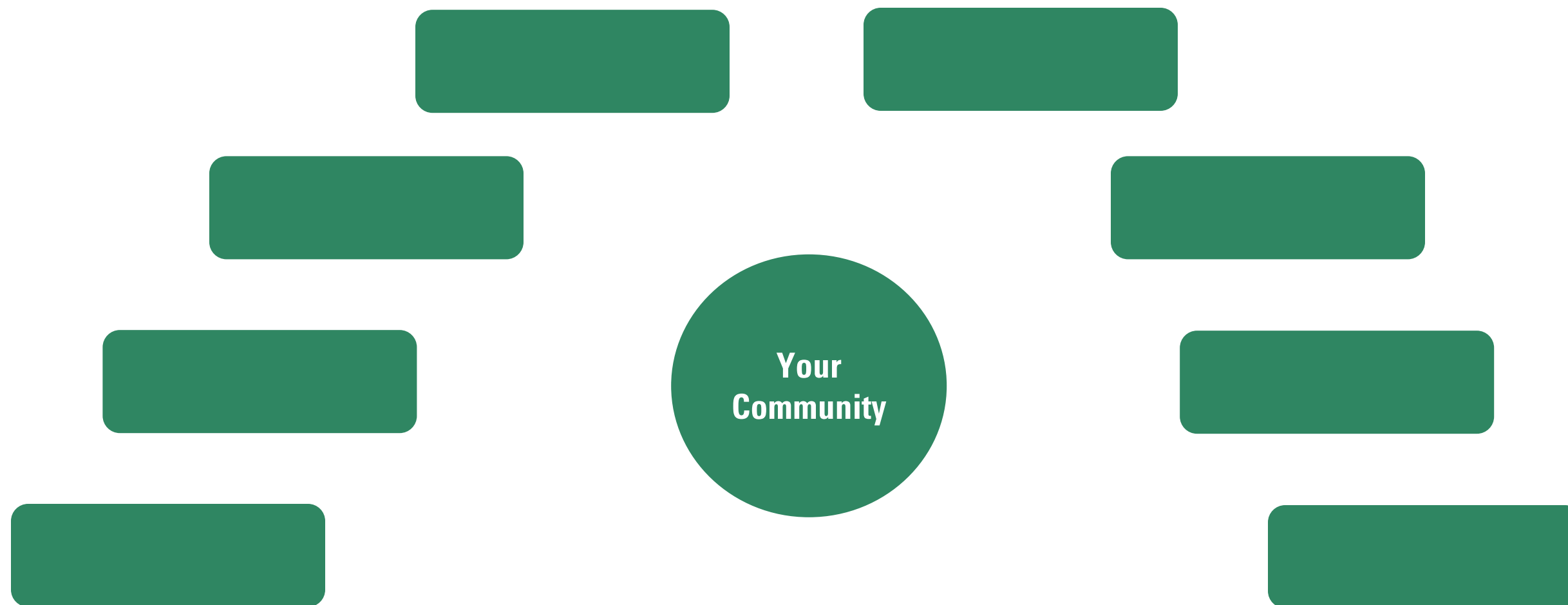
- Public libraries serve general public/audience
- However, library services are not generic – people use the library for different reasons



Typical library “Personas”



“Personas” in your community



Description of a Persona

- Gender
- Name
- Age
- Where he/she lives?
- Social, family status, children
- Education/Profession
- Employment/Source of income
- Personal features/Hobbies



Persona example

- Women
- Martha
- 32
- Small town
- Married, has 3 children
- Primary school teacher
- Employed in local school
- She likes to read and uses library to prepare classes and she also brings her children to the library



Exercise – Persona

1. Decide on a Persona in your community. Does your persona use the library, or not? Why do you think this is the case?
2. If the persona **does** use the library:
 - What services does he/she uses?
 - Why does he/she use these services?
3. If the persona **does not** use the library:
 - What barriers prevent him/her from using it?
 - What would need to change before he/she would come to the library?

Handout – Description of Persona

Exercise – Target group needs & offer

1. What new library service, activity could you offer to your persona?
2. What is the challenge / problem that this new or improved library service or activity would address?
3. How this new or improved service or activity would respond to the needs of your target group?

Discussion

Jan Richards AM

jan@janrichards.com.au

Janrichardsconsulting.com.au

0418234827

