What Is Your Library Worth?

Public and Private Value of Maine Libraries[1]

Started 2013; pilot workshops concluded 2014;
the work continues through Website development and Online Learning Circle

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Impact Indicators

Date Submitted: February 18, 2016

2015 Pilot CRED Impact Indicators	*Definition*	*Impact*
Outputs: Participation		
Number of Educational Contacts	Persons who received educational services via face to face or live distance education sessions. Persons participating more than once or in different types of sessions, should be counted for each session.	95
Number of public service sector entities	Public service organizations, in this instance, public libraries, who had paid staff, Trustees, or volunteers who received face to face or live distance educations sessions.	16[3]
Number of racial minority contacts	Contacts (as above) who self-report on event feedback forms as non-white racial status	1
Number of Hispanic contacts	Contacts (as above) who self-report on event feedback forms as Hispanic or Latino	0
Outcomes: Medium Terms = Actions		
Number of business plans developed	Includes formal business plans and informal strategic changes. Use attribution principle and "but for" concept.	Not relevant to project.
Number of business plans not started	Count the number of participants in business start-up educational events who decide it is not feasible for them to start one.	Not relevant to project.

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[1] Based on data reported in "What Is Your Library Worth? Extension Uses Public Value Workshops in Communities." *Journal of Extension.* Accepted (11/2014) Feature Article.
http://www.joe.org/joe/2015april/a1.php

[2] The process that Haskell & Morse used to develop Impact Indicator data involved (1) independently reviewing the same program information, interpretation of the information and organizing it in a way that seemed relevant and could be interpreted in a user-friendly way; (2) data sheets were sent to each other for review; we did not agree prior to compiling our data that we would include sidebar comments or use foot- or endnotes, but we both did which made for ease in understanding each other's numbers; (3) we shared two rounds of electronic comments and clarification; and (4) held a 15-20 minute video conference for final clarification on documentation and agreed on report submission.

[3] 15 local pubic libraries plus representatives (observers) from the Maine State Library

Number of community, organizational, **or public service sector**[4] plans developed	Includes: library stakeholder cohorts who informally plan for distributing or articulating private value statement and public value statements. Use attribution principle and "but for" concept.	16[5]
Number of community, organizational, **or public service sector** policies or plans adopted or implemented	Includes plans (as above) wholly or partially adopted or implemented. Use attribution principle and "but for" concept.	4+[6]
Number of hours of Volunteer Hours	Count the number of hours indirectly generated by the program. While counting volunteer hours was not a direct part of the program, it surfaced as a possible area for future data collection. We, therefore, calculated number of volunteer hours two ways.	
	Scenario A. Time spent by 67 (of the total 98) participants who were non public library staff. Library staff worked with Trustees and other volunteers after the workshops to generate private and public value statements. Volunteer data was not collected after the workshop.	201+[7]

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[4] Since libraries, as **public service sector** entities are not, in our opinion, viewed as 'community' or 'organization,' additional wording (**public service sector**) was inserted in this and the next line

[5] Each library as well as the Maine State Library verbalized plans. When viewing the plans that participants articulated, 57 participants from 16 (15 public plus Maine State Library) public libraries indicated they planned to incorporate articulated public value statements on their library's webpage (and increase of 33% in the current condition), or Facebook page or electronic newsletters, an increase of 7% and 23% respectively of the current status.

[6] Known is that the Maine State Library's plan was to develop and launch a PV presence/ resource for libraries in Maine on their webpage and include private and public value education at Maine Library Association annual conferences and in webinars. Using six-month survey data, some comments allowed the data to identify at least four different libraries, with more likely. Of the 39 respondents representing an unknown number of public libraries, 86% indicated they used (related to their library's informal plan) new methods of conveying public value messages to others. None referred to electronic methods.

[7] At least 67 non-paid library staff devoted more than 201 hours of volunteer time in developing plans for conveying private and public value *in the workshops* in the workshop setting. Volunteer hours in post-session planning and implementation conversations and meetings were not captured, nor included.

	Scenario B. Time spent by 98 participants (95 public library stakeholders, plus two Maine State Library Regional Consultants, Osborne & Zurniski, and Maine State Librarian Linda Lord) plus the 39 respondents who reported plan development and implementation in a long-term assessment.	534+[8]
Dollar Value of Volunteer Hours leveraged to deliver programs	Multiple total hours by the value per hour of volunteer time.[9]	
	• Scenario A.	$4,129
	• Scenario B.	$10,968

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[8] 98 participants each spent 3 workshop hours to develop informal plans for a total of 294 hours. An additional conservative one-time measure found that 39 people reported 1-3 or 4+ times they had implemented one or more parts of their plan for an additional 140 hours. The conservation total is 534 hours, using data from all library stakeholders.

[9] Latest figure from 2014 Bureau of Labor Statistics data, indexed by Independent Sector in March 2015, is $23.07/hr. https://www.independentsector.org/volunteer_time; the Corporation for National and Community Service adjusts the value by state, where the value for Maine is $20.54/hr https://www.volunteeringinamerica.gov/pressroom/value_states.cfm

Impacts: Long-term Changes in Economic, Social or Environmental Conditions		
Number of participants reporting **new** leadership roles and opportunities undertaken	**New leadership** roles[10] may include formal (e.g. board member) or informal (e.g. advocate, group leader). Use attribution principle and "but for" concept.	110[11]
Number of businesses created	New business start ups or businesses that moved into the area. Or expansion in jobs in construction, even though temporary. Use attribution principle and "but for" concept.	Not relevant to project.
Number of jobs created.	New jobs from business start ups or ones that moved into town.	Not relevant to project.
Number of jobs expanded in existing businesses	New jobs from existing businesses who expanded due to the project. This includes jobs in construction, even though temporary.	Not relevant to project.
Number of jobs retained	Existing jobs that were at risk, protected by programs. Use attribution principle and "but for" concept.	Not relevant to project.
Dollar value of efficiencies and savings	Count savings through improved processes and savings. Example, this likely to happen when a new technology also results in fewer workers. Yet, this can be important to the survival of the firm and the rest of the jobs.	Not relevant to projects proposed.
Dollar value of grants and resources leveraged by the community.	Grants received as a result of the Extension program.	Not reported
Dollar value of grants and resources leveraged by businesses.		Not reported

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[10] In this instance, no library staff nor library trustees or volunteers were using narratives to explain the public value or their libraries. For library stakeholders to consider developing and implementing plans to more adequately articulate both the private and public value of their programs and services was an excellent demonstration of new leadership that would not have been considered but for Extension's program.

[11] To date, the total number of new leaders is a 110: 95 original participants, 3 Maine State Library Regional District Consultants, 2 Maine State librarians (Lord retired in 2014), and 10 library stakeholders who are currently engaged in developing plans to implement public value messaging.