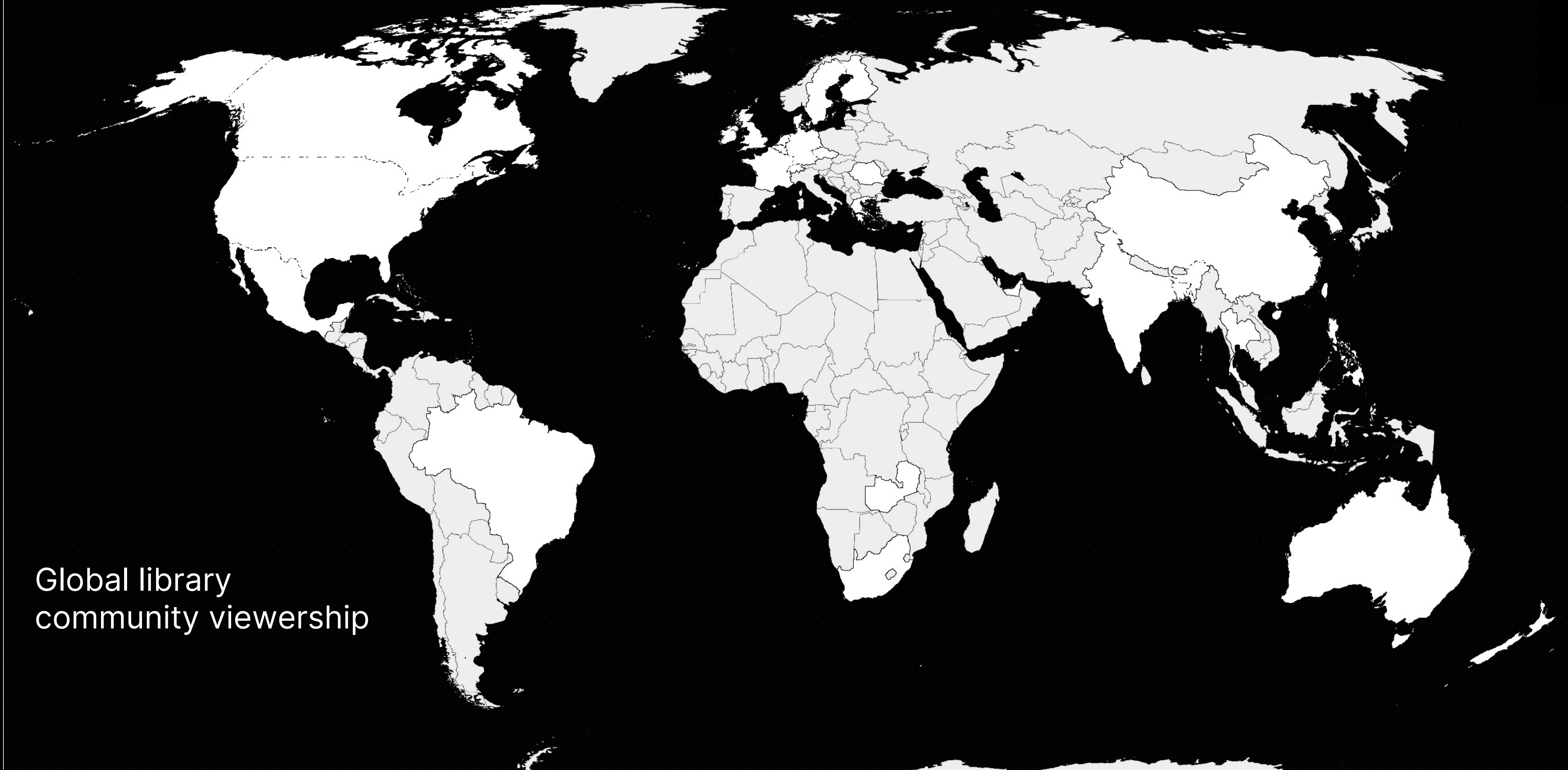


Rethinking how we measure the impact of libraries

24 March 2021

WELCOME





Global library
community viewership



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**Roskilde
BIBLIOTEKERNE**




How we talk about things that matter
How do we talk about the value of libraries?

New Public Management




vs. the bigger
picture



A photograph of a library interior. In the center, a boy with a backpack walks away from the camera. To the left, a man sits on a bench reading. To the right, several people are seated at long wooden tables near large windows. The room is bright and modern.

“I come by here to check whether anyone I know is around. I come here every day instead of going home to an empty house”

- Boy, 13 years



Library statistics say something about *the use* of libraries,
but not necessarily something about *the value* of libraries

We need a new language for the value of libraries
and what it means to citizens and society

The scaffolding for a new language

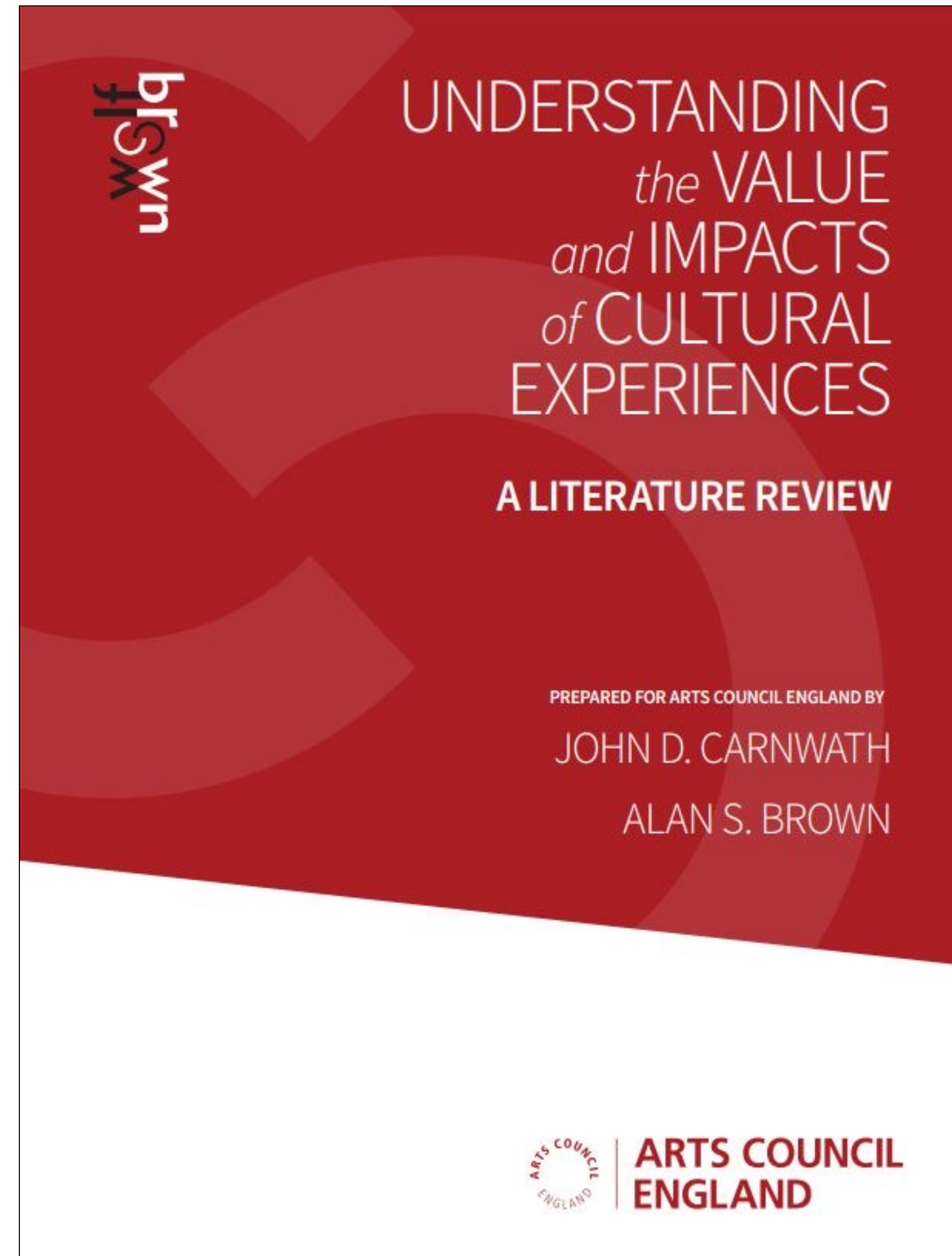
4 dimension of culture:

The emotional: Awakens feelings and thoughts

The intellectual: Creates conversations and reflections

The creative: Inspire and motivates us to create

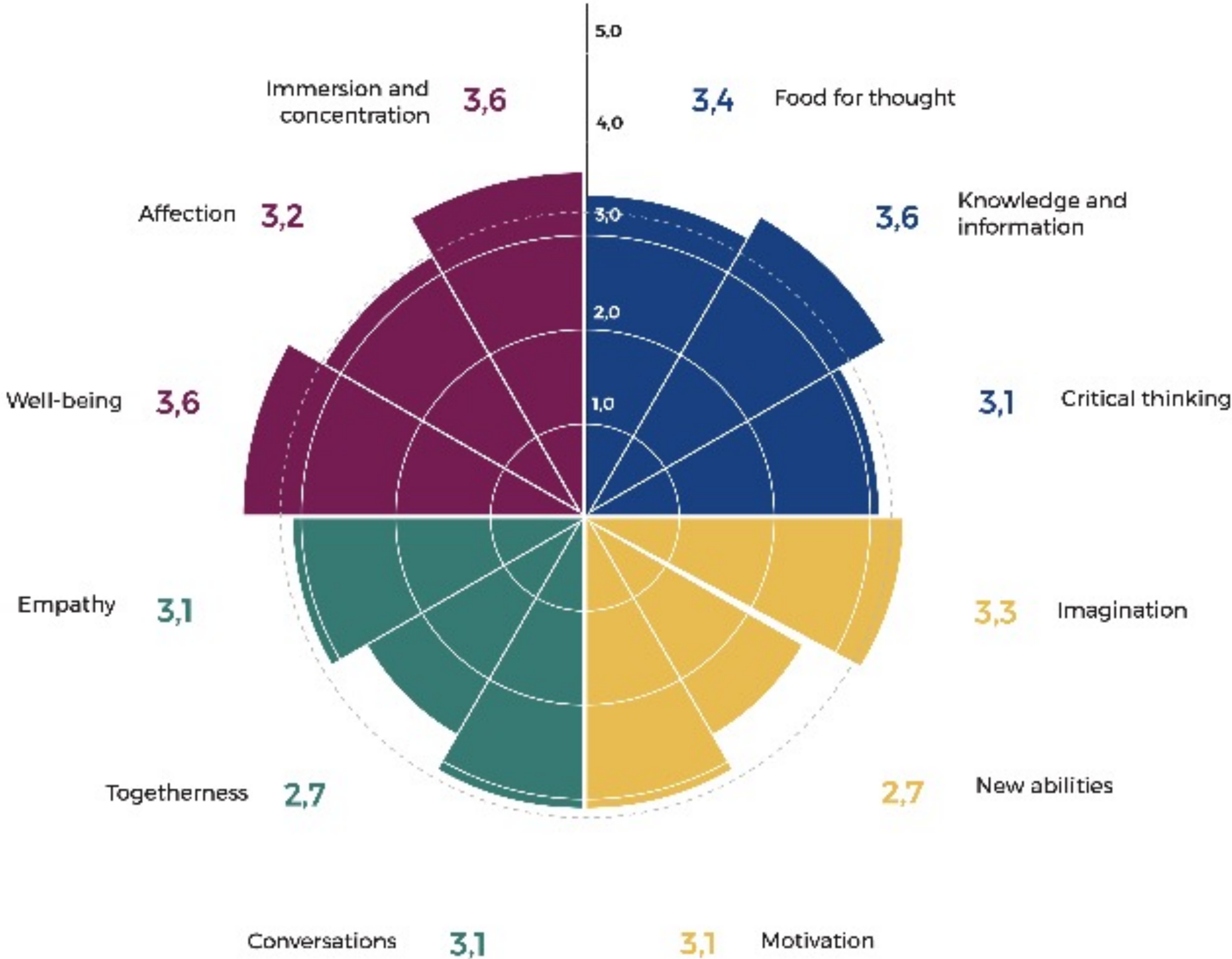
The social: Self-cultivation/building, belonging and community



The general impact of the public library

Emotional
Intellectual
Creative
Social

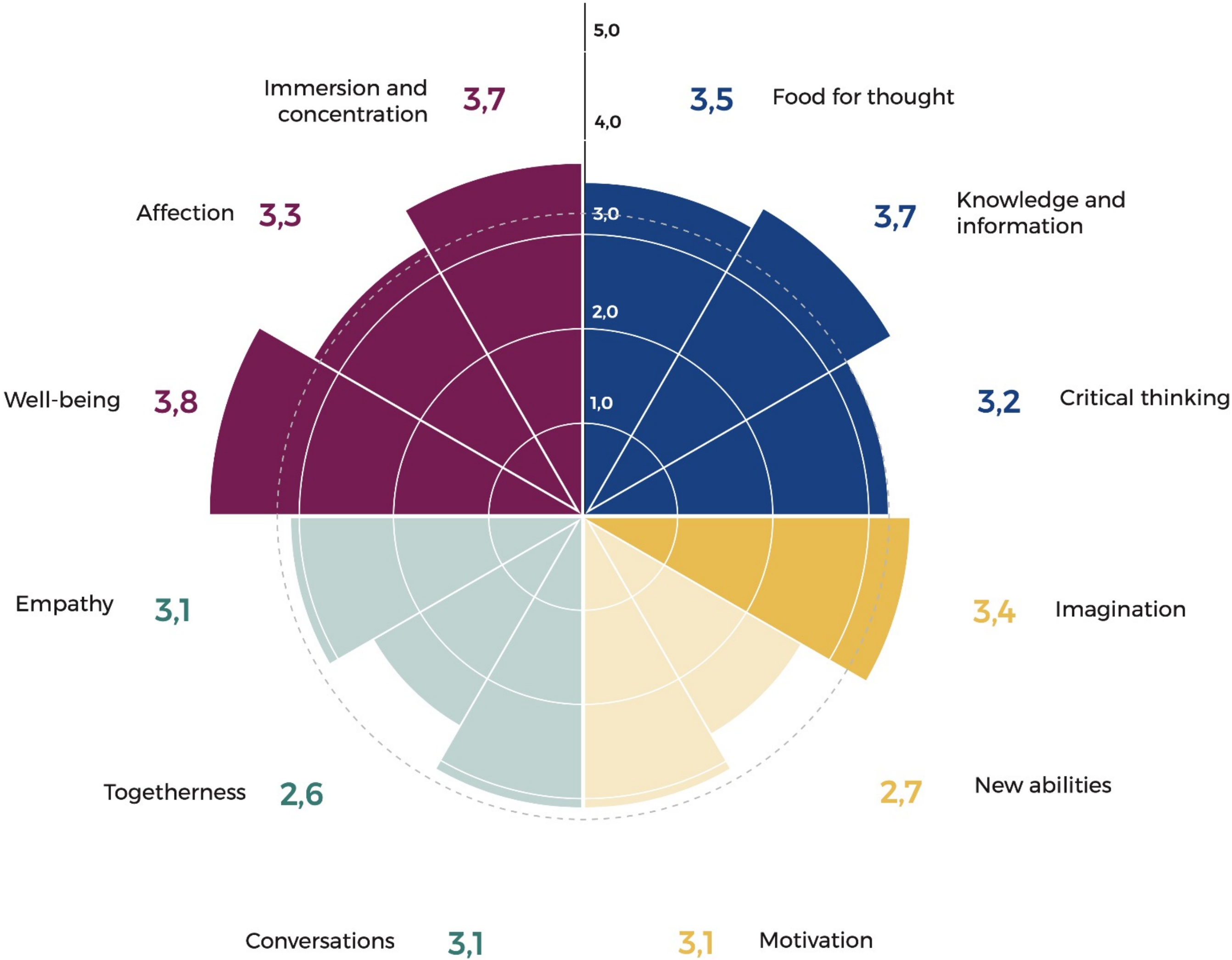
3,2 avarage impact of
the public library



The impact of the library collection

Emotional
Intellectual
Creative
Social

3,2 avarage impact of the public library





What impact does the library provide?

The public library is a haven that allows for a much-needed break; where one takes time for oneself and experiences well-being, contemplation and being moved

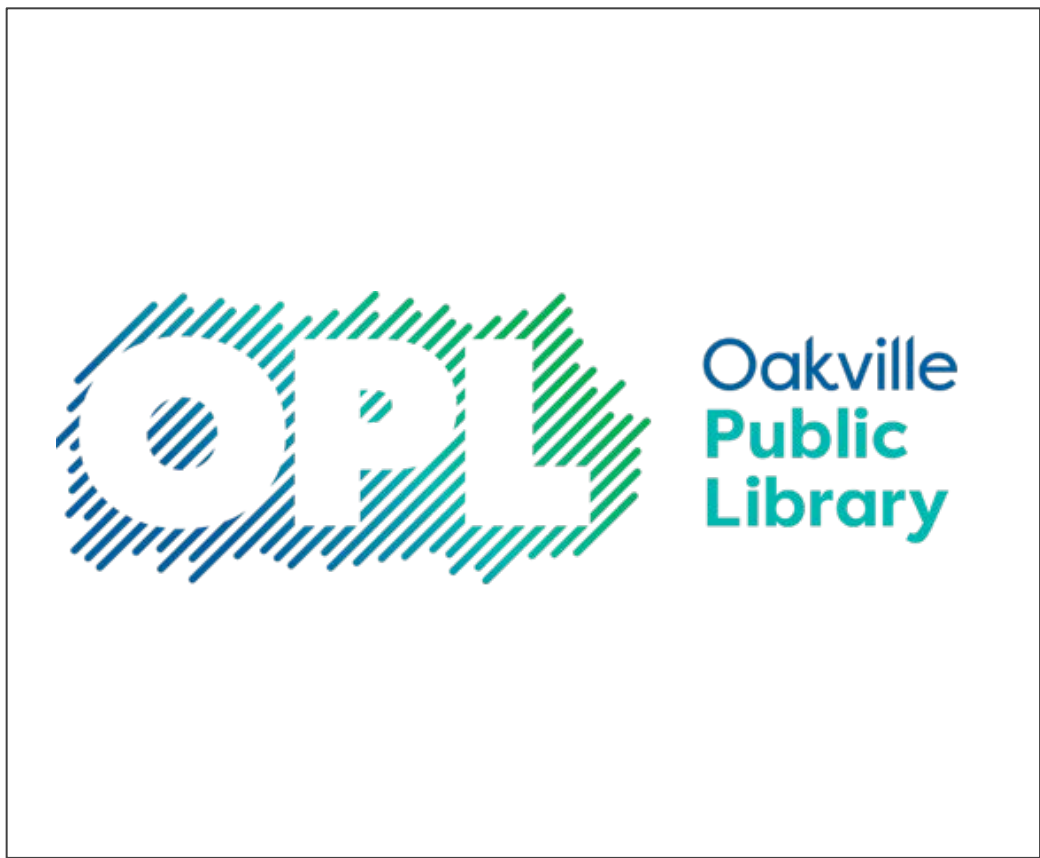
The public library stimulates perspective and reflection, learning, acquisition of knowledge and critical thinking

The public library is a source of inspiration that helps to stimulate the Danes' imagination and creativity

The public library promotes community - both in the direct sense, by being a place where citizens meet and experience togetherness and belonging with others, and indirectly by the citizens experiencing the public library as a common property

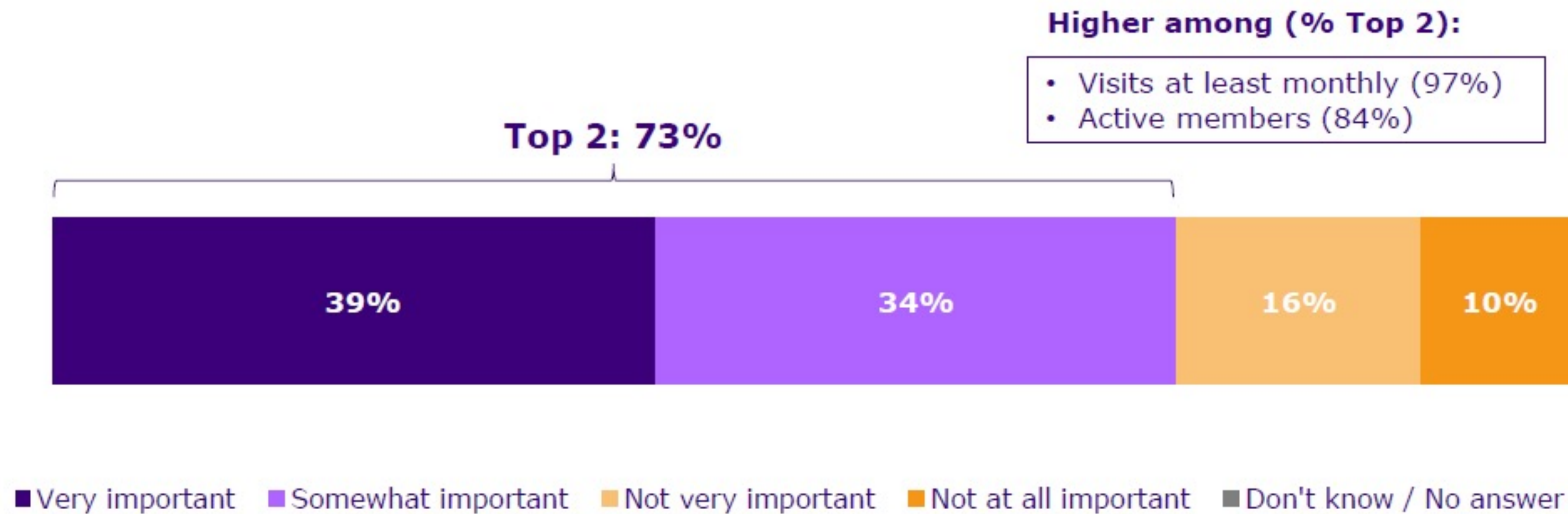


Releasing the design



IMPORTANCE OF THE LIBRARY

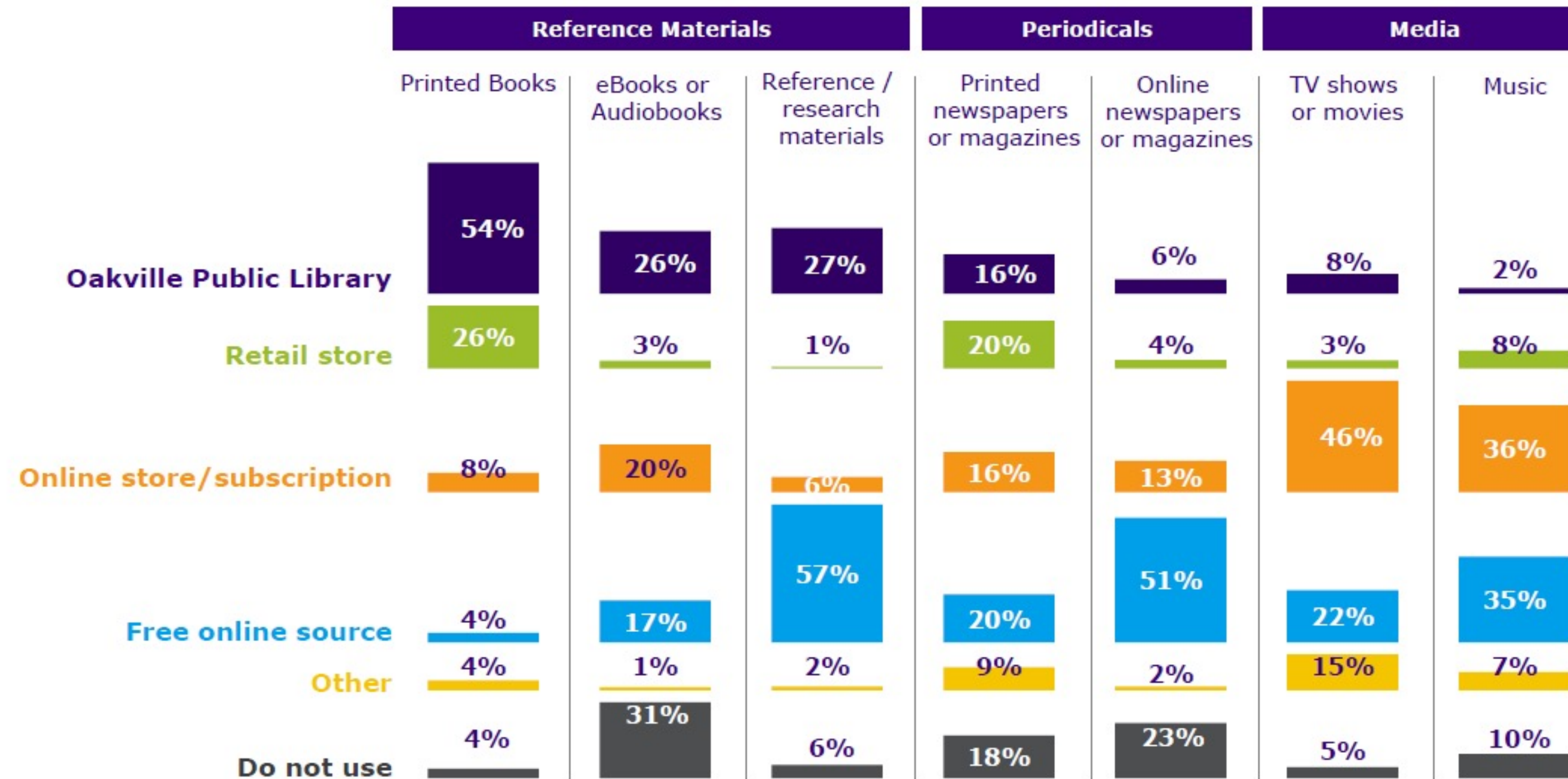
Overall, three-quarters of Oakville residents say that the public library is important to their quality of life.



Q4. Thinking about Oakville today, how important is the public library to your quality of life?

MOST COMMON SOURCES FOR MEDIA

Respondents say they are most likely to use the Oakville Public Library for printed books and eBooks, as well as reference materials. Fewer residents go to the library to access other types of media.



Q5. Currently, where are you most likely to go for the following, either in-person or online?

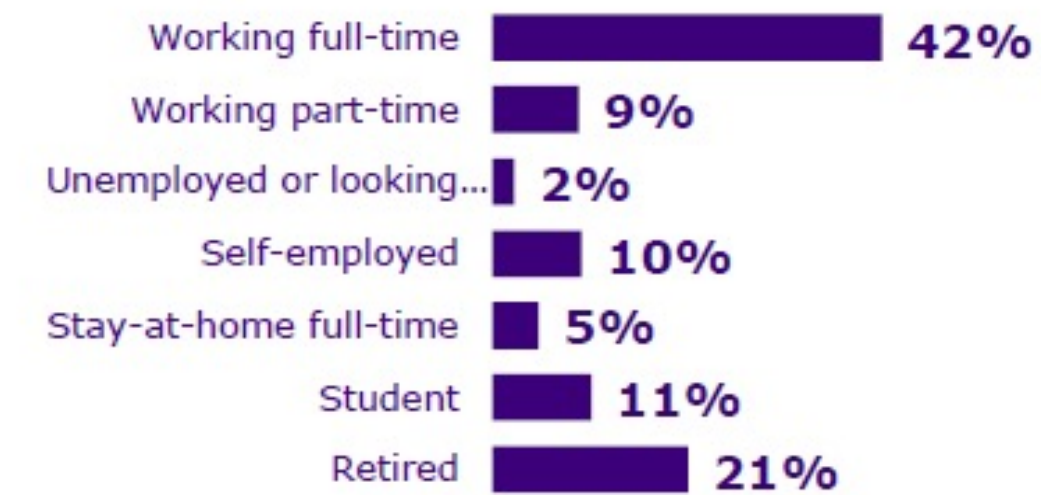
RESPONDENT CHARACTERISTICS



Household income



Employment status



Education



Misconceptions

How do existing measurements let libraries down?

Dialogue

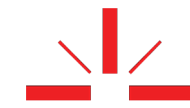
How should libraries rethink the framework within which they survey communities?

Balancing

How are you using both qualitative
and quantitative data?

What's next?

After surveying communities, how will you action findings?



ATTENDEE Q&A

One last thing

If you could give just one tip, action step or piece of advice for all the librarians out there, what would it be?

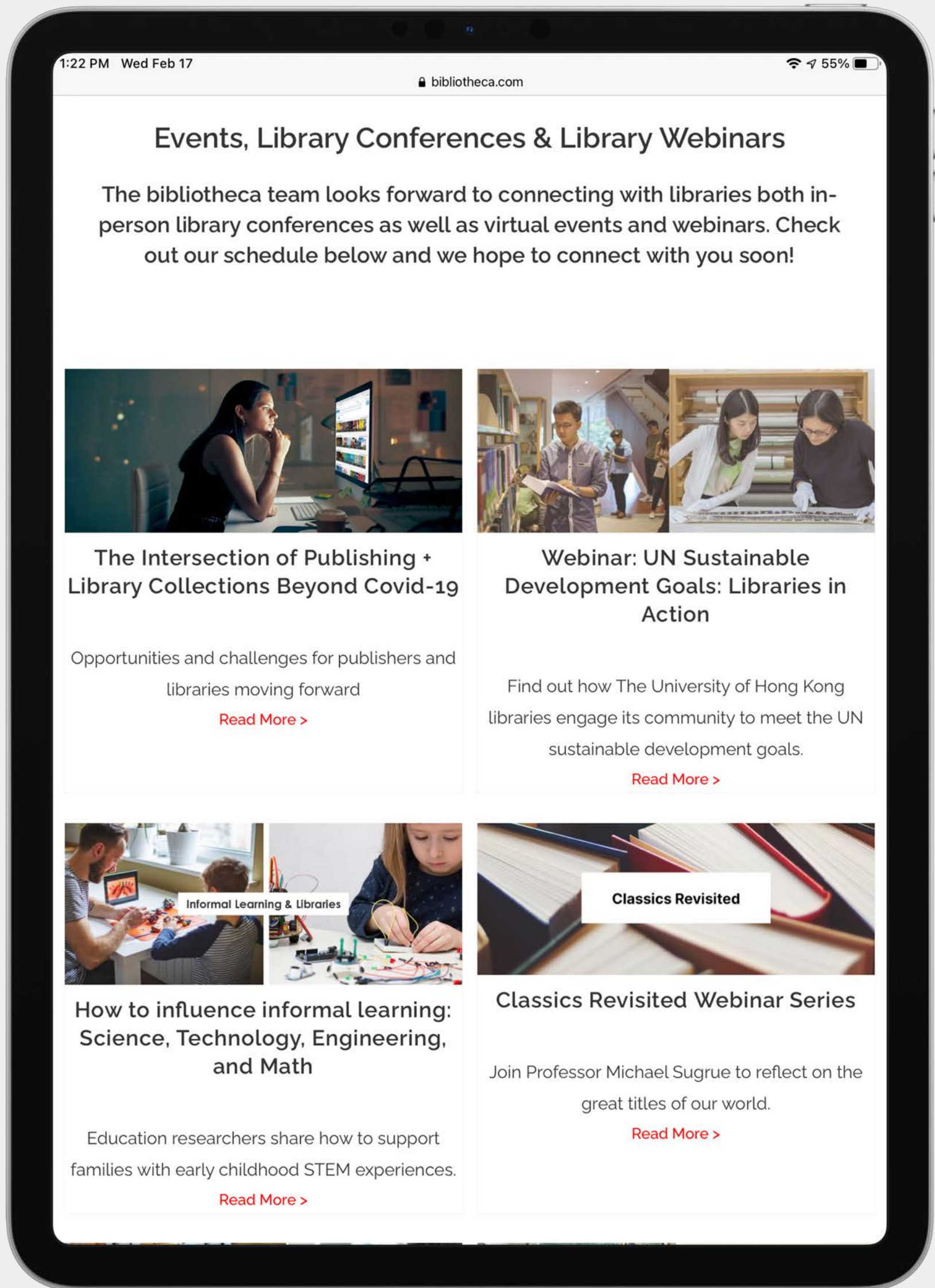
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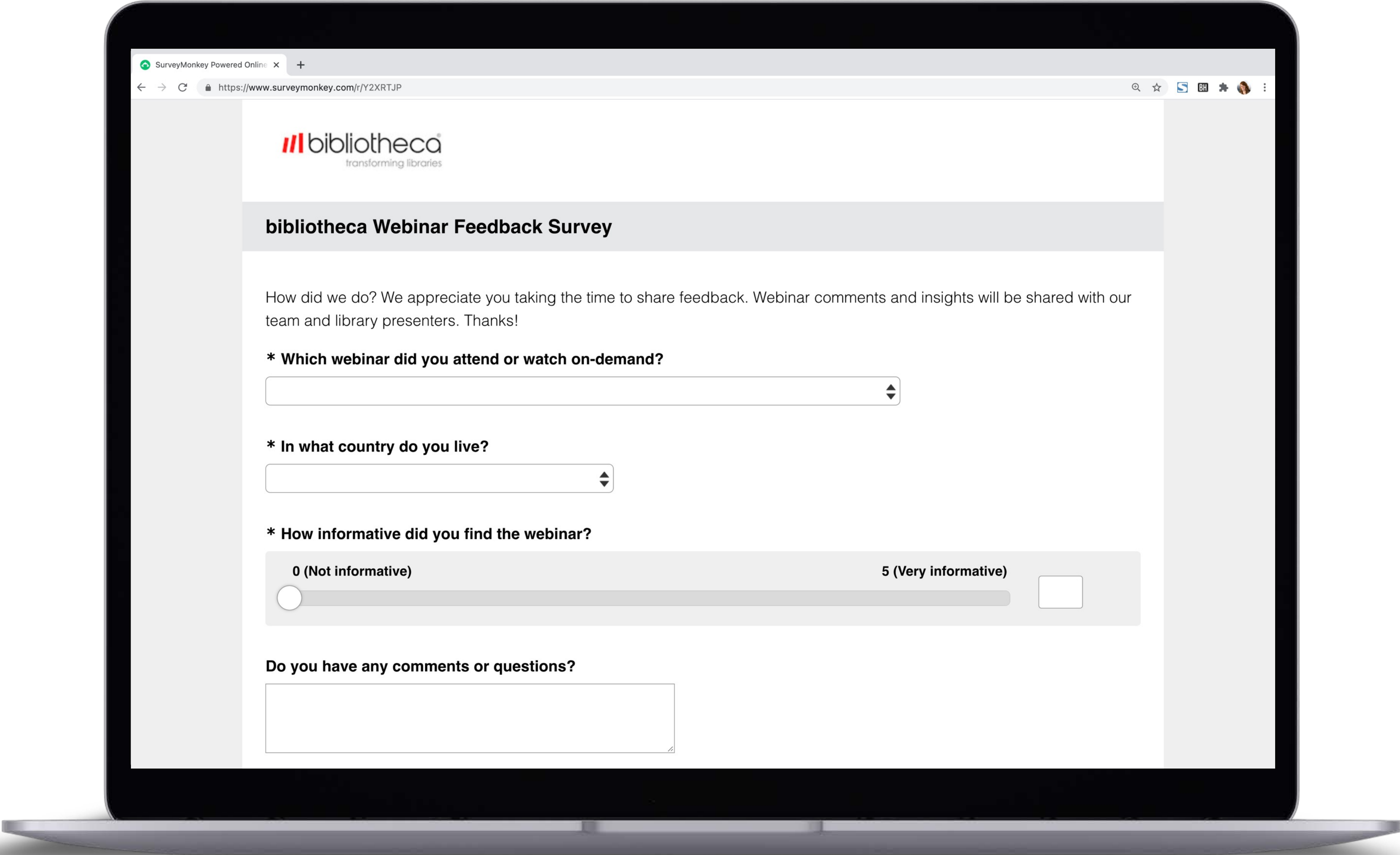


“This is my second webinar from your site and I really look forward to them. You include interesting speakers and topics and I wish the presentation didn’t have to end. Thank you!

Webinar attendee, 2020




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 transforming libraries

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*** Which webinar did you attend or watch on-demand?**

*** In what country do you live?**

*** How informative did you find the webinar?**

0 (Not informative) 5 (Very informative)

Do you have any comments or questions?



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