INCREASING THE EFFECTIVENESS OF EVALUATION FOR IMPROVED PUBLIC LIBRARY DECISION MAKING AND ADVOCACY:

DECEMBER 2007 INTERIM REPORT

January 22, 2008
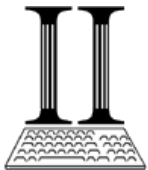
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INCREASING THE EFFECTIVENESS OF EVALUATION FOR
IMPROVED PUBLIC LIBRARY DECISION MAKING AND ADVOCACY

In December 2005, the Information Use Management and Policy Institute (Information Institute) of Florida State University began work on the Institute of Museum and Library Services (IMLS) award entitled *Increasing the Effectiveness of Evaluation for Improved Public Library Decision Making and Advocacy*. This 30 month study began December 01, 2005 and ends July 01, 2008. Phase IV of the project runs from July 1, 2007 – April 1, 2008. This interim report presents an overview of activities completed and in progress from July 1, 2007 - December 31, 2007.

The goal of this project is to develop a web-based instructional learning system, an Evaluation Decision Making System (EDMS) that functions as a management support tool capable of facilitating the selection, use, and management of evaluation approaches given data/advocacy needs and specific situational factors of local public library managers. The current version of the EDMS is available for review at http://www.libevaluation.com/edms/.

Table 1 below, from the initial 2005 grant proposal provides an overview of scheduled activities for Phase IV of the project.

Phase IV: Refinement of the EDMS (July 1, 2007-April 1, 2008)		
1	Revise EDMS based on field test results and results of usability, functionality, and accessibility efforts	Based on the review of the findings from Phase III, and discussions with the project partners, Advisory Committee members, and field test participants, the project team will revise the EDMS. This will produce the Beta version.
2	Second field test and round of usability, functionality, and accessibility testing	Once the beta version of the EDMS is produced, the project team will engage in a second field test effort with the project partners and other field testers. The study team will conduct functionality and accessibility tests internally. The study team will conduct usability tests with project partners and project Advisory Team members.
3	Instructional sessions	The study team will conduct three instructional sessions. Additional training sessions will occur if time permits.
4	Initial dissemination and marketing activities	As the EDMS approaches its final development, the project team will initiate a number of preliminary marketing strategies, including announcements of the availability of the system, the availability of instructional sessions, announcements at select professional meetings, and other activities commensurate with the developmental stage of the EDMS. The ALA Office for Research will play a key role in these efforts.

Table 1: Phase IV planned activities

Table 2 (below) provides an updated overview of activities (compiled from the July 2007 interim report to IMLS) the study team must complete to produce a final beta version to complete phase IV of the project.

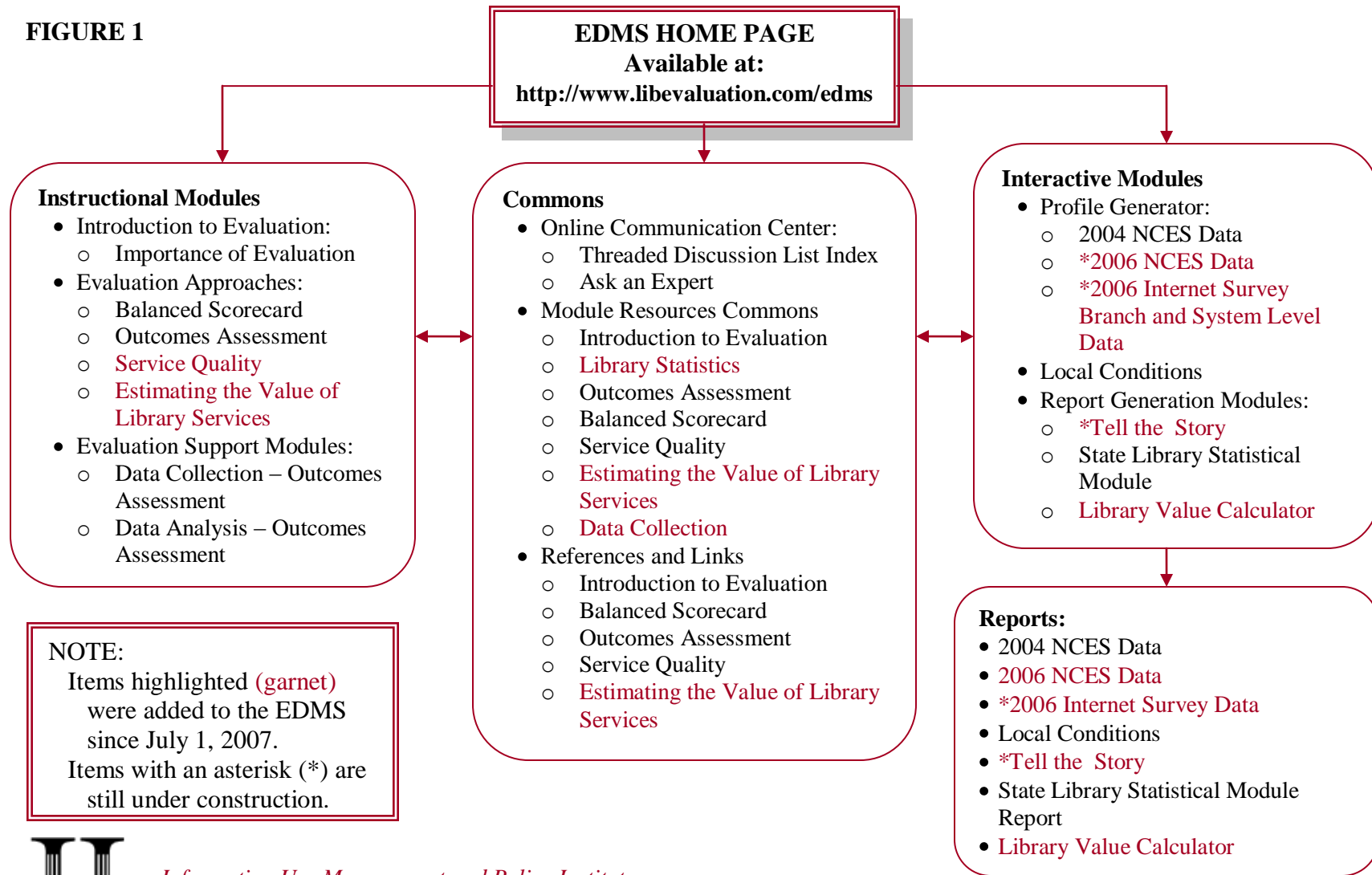| Phase IV Tasks and Activity Descriptions		
	Task	Activity Descriptions
1	Revise EDMS based on field test results and results of usability, functionality, and accessibility efforts. *As presented in the July 8, 2007 interim report to IMLS, the study team identified tasks not yet completed for the beta version of the EDMS. These tasks carried over into the Phase IV timeline for completion prior to refinement of the EDMS beta version.*	Development of modules and other key areas/aspects of the EDMS: • Review existing modules and improve them based on suggestions from the partners/advisory committee; • Complete instructional modules; • Complete interactive templates and reports; • Add content to the *Commons*; • Refine and test each area in the *Commons*; • Develop and refine the *About Us* and *Contact Us* sections of the EDMS; • Conduct initial usability and functionality evaluations; and • Improve usability and functionality of the web site; Revise and refine EDMS based on evaluations conducted by study team members.
2	Second round of usability, functionality, and accessibility testing	Field test EDMS – usability, functionality, and accessibility Field test write-up Plan and Schedule Instructional Sessions (for Spring)
3	Instructional sessions	Instructional sessions begin in selected libraries (4)
4	Initial dissemination and marketing activities	Begin EDMS dissemination and marketing activities

Table 2: Phase IV tasks and activity descriptions

Many of the activities listed under the description for task 1 (above) are currently complete; however, additional work remains for some areas of the EDMS before a completed beta version is available for revision (task 1 above) and the second field test (task 2 above). The study team and technology subcontractor of the project will continue to develop the beta version of the EDMS; and upon completion, the study team will revise and refine the EDMS to complete task 1. Task 2, the second round of usability, functionality, and accessibility testing will occur upon completion of task 1.

EDMS DEVELOPMENT AND STATUS

Figure 1 (below) presents a current overview of key areas of the EDMS web site. Highlighted items (garnet) are modules and reports implemented since July 1, 2007. Items with an asterisk (*) are still under construction and/or revision.

FIGURE 1

EDMS HOME PAGE
Available at:
http://www.libevaluation.com/edms

Instructional Modules
- Introduction to Evaluation:
  - Importance of Evaluation
- Evaluation Approaches:
  - Balanced Scorecard
  - Outcomes Assessment
  - Service Quality
  - Estimating the Value of Library Services
- Evaluation Support Modules:
  - Data Collection – Outcomes Assessment
  - Data Analysis – Outcomes Assessment

NOTE:
Items highlighted (garnet) were added to the EDMS since July 1, 2007.
Items with an asterisk (*) are still under construction.

Information Use Management and Policy Institute
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Commons
- Online Communication Center:
  - Threaded Discussion List Index
  - Ask an Expert
- Module Resources Commons
  - Introduction to Evaluation
  - Library Statistics
  - Outcomes Assessment
  - Balanced Scorecard
  - Service Quality
  - Estimating the Value of Library Services
  - Data Collection
- References and Links
  - Introduction to Evaluation
  - Balanced Scorecard
  - Outcomes Assessment
  - Service Quality
  - Estimating the Value of Library Services

Interactive Modules
- Profile Generator:
  - 2004 NCES Data
  - *2006 NCES Data
  - *2006 Internet Survey Branch and System Level Data
- Local Conditions
- Report Generation Modules:
  - *Tell the Story
  - State Library Statistical Module
  - Library Value Calculator

Reports:
- 2004 NCES Data
- 2006 NCES Data
- *2006 Internet Survey Data
- Local Conditions
- *Tell the Story
- State Library Statistical Module Report
- Library Value Calculator

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EDMS Areas of Development

Activities relative to ongoing development of the EDMS beta version for phase IV of the project by key area include:

1) Instructional modules – implement remaining modules to provide guidance for planning, managing, and conducting evaluations.
2) Interactive modules – implement *Profile Generator* modules to present local library level public access computing statistics based on the 2006 Internet survey[1], create templates for NCES related library statistic generation, and develop *Report Generation* modules useful for library reporting and advocacy purposes.
3) Commons – generate evaluation references and resources; format web pages to create uniform presentation of references and resources; and moderate/format EDMS communication center (i.e. phpBB threaded discussion list) to improve interaction between participants of the EDMS system.
4) About Us – reformat for uniform presentation and add content.
5) Contact Us – reformat for uniform presentation and add content.
6) Web Site – edit and refine the current web site based on results of formative usability and functionality testing conducted by the research team.
7) Support structure – continue development/refinement of the support structure for implementation of modules in the instructional, interactive, and commons areas.
8) Database design – assess current database structure to improve the operationalization of databases for interactive modules.

Activities developed to complete the beta version of the EDMS address the purpose and goals of the project.

The overall purpose of this project is to provide a product (EDMS) that will help public librarians and managers match data collection needs with *best* evaluation approaches to demonstrate public library value to communities served. The following goals guide this process. Public librarians and managers will be able to:

Goal 1: Capture evaluation information regarding library services and programs that best meets user, community, and public librarian/manager information needs.
Goal 2: Select and use appropriate, efficient, and effective evaluation approaches in order to undertake informative evaluation activities.
Goal 3: Understand uses, impacts/benefits, value, and other aspects of library services and programs to public library communities and funders.
Goal 4: Better advocate locally the benefits, impacts, and value of library services and programs to public library communities and funders.

Additionally, meeting these goals will improve library services to better meet patron needs and will provide practical methods and mechanisms for providing evaluation results to local, state, and federal funding agencies. The study team, along with the technology subcontractor designed the EDMS based on the purpose and goals presented above.

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[1] Data collected from national surveys. See *2004 and 2006 Public Libraries and the Internet Surveys* available 6 July 2007 at http://www.ii.fsu.edu/projects/plinternet2004-2006/.

Overview of Modifications to the EDMS Web Site

The overview of modifications section presents EDMS web site activities completed from July 1, 2007 – December 31, 2007. The activities presented include recommended modifications to key areas of the EDMS based on feedback received from the project partners/Advisory Committee to improve the use and usefulness of the EDMS for local libraries. In addition to the modifications, the list of activities contains selected issues related to the ongoing development of specific areas of the EDMS site.

Instructional Module Development

1. Refined content of each module based on the results of internal usability and functionality testing.

2. Imbedded links in existing modules to improve consistency of navigation between instructional modules and other areas of the EDMS.

3. The study team implemented the *Service Quality* instructional module that presents an overview of service quality as an evaluation technique.

4. The study team added an *Estimating the Value of Library Services* module that presents an overview of the usefulness of a library value calculator for planning, budget preparation, and advocacy purposes.

Issues related to Instructional Module Development:

1. The *Data Collection* and *Data Analysis* modules specifically address outcomes assessment. The study team will address the content of these modules to broaden the application for other evaluation methods.

2. The interactive *Library Value Calculator* is intuitive and interactive; however, the study team needs to add content to explain how values are determined and how libraries can customize the calculator based on local situational factors.

Interactive Modules Development

1. Implemented the *2006 NCES Data* template – allows users to enter 2006 data to provide a more current *Profile Generator* report using the same NCES variables as those provided from the 2004 NCES database. The module provides data in a report format.

2. Developed the *2006 Internet Survey Branch Data* and *2006 Internet Survey System Data* templates for the *Profile Generator* area – allows users to generate reports based on the 2006 Internet survey database and to compare local library public access computing data to state and national averages.

3. Added the *Tell the Story* module to the *Report Generation Modules* area – allows libraries to utilize both the NCES and Internet Survey databases to develop a public access computing report for advocacy purposes, budget development, and planning purposes.

4. Added the *Library Value Calculator* to the *Report Generation Modules* area – provides an interactive and customizable library value calculator as a means for libraries to calculate the value of library services and resources to the communities they serve for budget and advocacy purposes.

Issues related to Interactive Module Development:

1. The 2006 NCES template needs adjustment to include entry of data for other years of operation. The study team will modify the report template to include current/future data for budget planning and advocacy purposes, i.e. 2007 and 2008 data.

2. The Internet survey database consists of two distinct databases, one for branch level data and one for system level data. The Profile Generator area presents each database separately.

   a. Use of the 2006 branch and system level Profile Generators is currently limited to libraries that completed the survey. Only branch and system (central) level libraries that participated in the Internet survey can produce profiles based on the survey results for their libraries.
   b. Branch libraries, however, did not report system level data so these libraries cannot produce a profile that contains system level variables.
   c. Libraries that did not participate in the 2006 Internet survey cannot compare local library statistics to available state and national averages using the profile template.

   The study team will address these issues with the development of templates for non-participants of the Internet study. The templates will allow more libraries to enter values/descriptions and produce a profile based on the Internet survey variables for comparison of their local public access computing data to state and national averages.

   Note: the Internet survey database only contains data for libraries that participated in the 2006 survey. As such, sample report forms are included with this interim report for viewing branch library data (See Appendix A) and system library data (See Appendix B) compared to state and national averages for each variable. The study team offers the following as test FSCS IDs to simplify viewing the 2006 Internet study profile generators currently available in the EDMS:

   a. 2006 Internet survey branch data: AK0001 – Anchor Point Public Library; FL0005 – select a library from the list to generate a report.
   b. 2006 Internet survey system data: AL0082 – Fairhope Public Library; DE0020 – Smyrna Public Library.

3. The *Tell the Story* module contains pre-populated data from the NCES and Internet survey databases. Libraries that did not participate in the 2006 Internet survey cannot generate a complete *Tell the Story* report. The study team needs to develop templates for libraries that did not complete the survey. These templates will allow all libraries to enter values/descriptions for Internet survey variables contained in the *Tell the Story* report.

Note: A portion of the *Tell the Story* module is available for viewing in the *Report Generation Modules* area of the EDMS; however, the bulk of the pre-generated graphs are not available at this time. A copy of the complete *Tell the Story* template is included with this interim report for viewing purposes (See Appendix C).

4. The study team needs to develop and implement a support *Tell the Story* instructional module to explain the purpose, use, and usefulness of the *Tell the Story* report generation module.

Report Generation Capacity

Report generation modules of the EDMS directly address the purpose and goals of the EDMS project.

1. The study team increased the report generation capacity of the EDMS from three to seven types of reports. Additional reports include:

    a. 2006 branch and system level Internet survey database Profile Generator reports – addresses goal 1 of the study, capture evaluation information regarding library services and programs that best meets user, community, and public librarian/manager information needs by providing Internet survey public access computing data in a report format.
    b. Tell the Story report – combines data from the NCES database, the 2006 Internet survey database, and local library provided information related to local libraries public access computing services and programs. Addresses goal 3 of the project: understand uses, impacts/benefits, value, and other aspects of library services and programs to library communities and funders. The report includes sections designed for planning increased public access computer use, evaluation of library priorities to increase use, preparation of budgets to support and develop ongoing and future public access computing services and programs, and to present value of the services and programs.
    c. Library Value Calculator – addresses goal 4, better advocate at the local library level the benefits, impacts, and value of library services and programs to the public library community and funders.

2. The study team developed formatting for select reports by making them available in PDF, MS Word, and/or Excel format. The ability to save reports generated by the EDMS in different formats offers libraries alternative use of the reports.

Commons Area

1. The study team added resource sections for *Library Statistics*, *Estimating the Value of Library Services*, and *Data Collection.*

2. The study team added a reference section for *Estimating the Value of Library Services*

Communication Areas

1. Developed four templates to improve interaction and communication between EDMS participants and the Information Institute study team - *Feedback*, *Contact Us*, *Ask an Expert*, and *Suggest a Resource.*

2. Modified how members login to the EDMS and phpBB discussion list. Once a new member creates a username and password for the EDMS, phpBB recognizes the same username and password for login purposes.

3. Recruited six experts to answer EDMS participant questions through the *Ask an Expert* template

About Us and Contact Us Areas

1. The study team added content in each of these areas.

2. The study team modified and added links in each of these areas to other areas of the EDMS.

Support Structure

1. The study team added breadcrumbs to each page.

2. The study team increased the number of links from Instructional modules to EDMS resources and references, external resources, other instructional modules, and related interactive modules.

3. Many of the links to internal and/or external pages now open as new windows.

Database Design

1. The study team developed an FSCS ID locator program for NCES databases.

2. The study team incorporated an additional FSCS ID locator program for the Internet survey database.

3. Developed templates for report generation of 2006 NCES related data and 2006 Internet survey data.

4. The subcontractor created queries to fill forms of templates for local library level data.

5. The study team created relational tables to present aggregated data capable of providing data at state and national average levels.

Issues related to Database Design:

1. Assessment of FSCS ID lookup system developed for NCES database. The FSCS ID system for the NCES database is a three-step process: identify the state, identify the

county, and then select the library from a drop-down list of libraries located in a county. Some library branches do not appear in the drop-down menu. The study team will evaluate the NCES database for a potential solution.

2. A large number of libraries share the same FSCS ID. Differentiation typically occurs with the use of a secondary identifier; however, not all library systems contained in the database have unique secondary identifiers. The study team will evaluate the Internet survey database for a potential solution and/or re-design/develop the FSCS ID lookup system developed for the Internet survey database.

Evaluation Efforts

1. The study team regularly conducts functionality assessments of the EDMS web site that include identification of broken links, redundant links, grammatical errors, structural errors (i.e. overlapping text, hidden text in tables, etc.), labeling issues, etc.

2. The study team regularly conducts usability assessments of the EDMS web site to identify issues such as clarity of text related to: instructions on use of modules; EDMS introductory and background content; content of instructional slides; definitions of each module; etc.

SUMMARY

For the past six months of the project (July 1, 2007 – December 31, 2007), the study team successfully implemented changes to the EDMS by adding additional modules, templates, and reports to the instructional and interactive areas of the EDMS. In addition, the study team improved content and contact points (i.e. user-to-user and user-to-study team) to the Commons area, improved overall functionality and usability of the EDMS web site, improved navigation throughout the site, and added descriptive and directional text as needed for each of the primary areas of the EDMS.

Initial design and implementation of the Website's infrastructure for the beta version is in place and functional; however, issues related to the ongoing technology development of the interactive component (i.e. profile generators and report generation modules) of the EDMS continue to slow development of a completed beta version. In addition, these issues directly affect the timeline for completion of the tasks of the project as initially planned in January 2005 for the original grant proposal.

The study team has met with members of the project Advisory Board and Partners during each phase of the project to evaluate progress in the development of the EDMS. The purpose of these meetings is to promote meeting the goals of the project and provide assistance with the development, testing, and promotion of the EDMS. Results of these meetings have provided positive inputs that have improved the current state of the project and the future development and direction of the project.

In addition, the study team regularly conducts usability and functionality evaluations as part of a formative evaluation process to improve the use and functionality of the EDMS as development continues. Based on advice from the project partners and Advisory Committee, the study team will continue to revise the design criteria for the interactive problem-solving modules

and further refine the remainder of the site to improve the usefulness of the EDMS for libraries and the communities they serve.

As originally reported in the July 2007 interim report, the development of the interactive components of the EDMS continue to be much more challenging than anticipated – requiring significantly more technical expertise and study team time than originally planned. The study team did not anticipate the extent of the technical development and expertise necessary to develop the various EDMS modules and infrastructure when the original proposal was developed. The study team, however, recognizes the importance of access for libraries to data such as that contained in the NCES, Internet surveys, and other library databases for use by libraries for advocacy, planning, and budgetary purposes. In addition, profiles and reports generated from use of library databases will aide local library efforts to determine and promote the value of local library services and resources to the community they serve.

NEXT STEPS

The original proposal for the development of the EDMS has provided a number of technical and conceptual challenges to the study team that have required some study team re-thinking of how best to design and implement the various modules. Especially challenging has been the effort to develop customized reports for individual libraries as part of the interactive modules and to link data from the NCES and Internet survey databases to these reports. Resolving these issues has required more time and technical expertise than originally anticipated – thus, (as discussed above) the study team will resolve and continue to address in 2008 some of the design and implementation issues originally planned for 2007.

The study team anticipates implementation of the remaining interactive components of the beta version by March/April of 2008 followed by further evaluations and refinements of the site (i.e. part 2 of phase IV). The study team has started the planning process for training sessions and conference presentations; however, due to the ongoing development of key areas of the EDMS web site, no final timeline is available at this time. Next steps for the project include:

1. Continue with the development and refinement of interactive modules currently under construction, i.e. the *Tell the Story* module and the *2006 Branch and System Level Internet Survey Profile Generators* to produce a completed beta version of the EDMS.
2. Address database related issues to improve the current and future inclusion of a range of library related databases as integral components of the EDMS. Issues include revising the FSCS ID lookup system to improve efficiency of database use and the development of related Profile Generator templates so more libraries can use the reports to compare local statistics to state and national averages for planning, budget, and advocacy purposes.
3. Conduct additional usability, functionality, and accessibility evaluations for further refinement of the site.
4. Continue with edits and additional modifications as needed to all areas of the EDMS.
5. Plan training sessions, dissemination efforts, and marketing activities for the EDMS.
6. Create 2008 interim and final narrative reports for IMLS on EDMS development and implementation efforts.

Project partners and Advisory Committee members will continue to provide feedback in the completion of the tasks above. The study team scheduled a meeting to discuss the project at ALA

Midwinter meeting in Philadelphia, January 13, 2008. Upon receiving comments back from the members unable to attend the meeting, the study team will create a report of additional suggested changes for inclusion in the July 2008 IMLS interim report.

APPENDICES

Appendix A

FY 2006 Internet Survey Branch Level Library Data

Library Selected: *LEON COUNTY PUBLIC LIBRARY*

FSCS ID: *FL0044*

Metropolitan Status Code: *Urban*

Population of the Legal Service Area: *100,000*

Total Operating Expenditures: *$1,000,000*

Variable Field		*Local Library*	*Florida*	*National*
100	*AVERAGE NUMBER OF HOURS OPEN PER WEEK*	*Total Number*	*State Average*	*National Average*
	Total Hours per Week the Library Is Open to the Public	64.00	*52.3*	*43.6*
110	*THE NUMBER OF PUBLIC ACCESS WORKSTATIONS*	*Total Number*	*State Average*	*National Average*
	The Average Number of Public Access Internet Workstations	92.0	*21.7*	*9.8*
120	*AGE OF PUBLIC ACCESS WORKSTATIONS*	*Total Number*	*State Average*	*National Average*
	Number of workstations less than 1 year old		*22.2*	*4.9*
	Number of workstations 1-2 years old	*26*	*8.7*	*5.4*
	Number of workstations 2-3 years old	*66*	*10.6*	*5.8*
	Number of workstations greater than 3 years old		*5.5*	*5.1*
130	*PUBLIC ACCESS WIRELESS CONNECTIVITY*	*Total Number*	*State Average*	*National Average*
	Currently available	√	*44*	*33*
	Not currently available, but there are plans to make it available within the next year		*34*	*26*
	Not currently available and there are no plans to make it available within the next year		*22*	*39*
140	*MAXIMUM SPEED OF PUBLIC ACCESS INTERNET SERVICES*	*SELECT ONE*	*Total Libraries by State*	*National Average per State*
	Less than 56 Kbps (kilobits/second)		*2*	*2*
	56 Kbps – 128 Kbps		*3*	*9*

		SELECT ONE	State Average	National Average
	129 Kbps – 256 Kbps		*0*	*8*
	257 Kbps – 768 Kbps		*4*	*14*
	769 Kbps – 1.5 Mbps (megabits/second)		*44*	*32*
	Greater than 1.5 Mbps	√	*40*	*27*
150	*PUBLIC ACCESS INTERNET WORKSTATIONS AVAILABILITY*	*SELECT ONE*	*State Average*	*National Average*
	There are fewer public access Internet workstations than patrons who wish to use them at any given time		*9*	*15*
	Only at certain times during a typical day are there fewer public access Internet workstations than patrons who wish to use them	√	*81*	*69*
	There are always sufficient public access Internet workstations available for patrons who wish to use them		*9*	*14*
160	*PUBLIC ACCESS INTERNET WORKSTATIONS UPGRADE SCHEDULE*	*SELECT ONE*	*State Average*	*National Average*
	The library plans to add workstations within the next two years		*18*	*19*
	The library is considering adding more workstations within the next two years, but does not know how many at this time	√	*57*	*27*
	The library has no plans to add workstations within the next two years		*26*	*44*
170	**NUMBER OF PUBLIC ACCESS INTERNET WORKSTATIONS TO BE ADDED**	Number	*Average Number*	*Average Number*
	Number of workstations to be added in the next two years		*14.8*	*5.3*

Appendix B

FY 2006 Internet Survey System Level Library Data

Variable Field		Local Library	Florida	National
200	**PUBLIC ACCESS INTERNET-BASED SERVICES AVAILABLE**	√ if available	*Total State Libraries*	*Average per state*
	Digital reference/Virtual reference	√	*60*	*51*
	Licensed databases	√	*87*	*71*
	E-books	√	*59*	*35*
	Video conferencing	√	*16*	*7*
	Online instructional courses/tutorials	√	*35*	*37*
	Homework Resources	√	*59*	*57*
	Audio content	√	*51*	*32*
	Video content	√	*30*	*22*
	Digitized special collections (e.g., letters, postcards, documents, other)	√		
210	**PUBLIC ACCESS INTERNET SERVICES COMMUNITY IMPACT**	√ if available	*Total State Libraries*	*Average per state*
	Provide information for local economic development		*0*	*3*
	Provide information about state and local business opportunities		7	5
	Provide computer and Internet skills training		77	35
	Provide real estate-related information		*0*	*1*
	Provide community information		23	19
	Provide information for local business marketing		*0*	*1*
	Provide services for job seekers		13	42
	Provide investment information or databases		11	3
	Provide education resources and databases for K-12 students		56	60
	Provide education resources and databases for students in higher education		10	16
	Provide education resources and databases for home schooling		3	13

	√ if available	Total State Libraries	Average per state
Provide education resources and databases for adult/continuing education students		7	20
Provide information for college applicants		12	5
Provide access to local public and local government documents		15	5
Provide access to federal government documents		9	6
Provide access to and assistance with local, state, or federal government electronic services (e.g., driver's license applications, tax filing, other)		16	20
220 PUBLIC LIBRARY INFORMATION TECHNOLOGY TRAINING AVAILABLE	√ if available	*Total State Libraries*	*Average per state*
The library does not offer patron information technology training services		7	20
Facilitates local economic development		0	2
Offers technology training opportunities to those who would otherwise not have any		73	38
Helps students with their school assignments and school work		31	38
Helps business owners understand and use technology and/or information resources		0	2
Provides general technology skills		66	41
Provides information literacy skills (i.e., how to access and use Internet-based resources)		65	49
Helps users access and use electronic government services and resources (e.g., license applications, tax filing, other)		18	23

Appendix C

INTRODUCTION TO THE TELL THE STORY INTERACTIVE MODULE

The information presented in this report originates from several sources: annual data collected by the National Center for Educational Statistics (NCES), data collected from Public Library Internet Surveys (Plinternet), and updated/additional information provided through interaction with the EDMS *Tell the Story* module.

This report provides basic information regarding the provision of *Public Access Computing and Internet access* by our library. Public access computing and Internet access refers to free access for the public of our library's electronic services and resources and free access to the Internet as provided by public workstations located in the library. The provision of *Public Access Computing and Internet* access adds value to a library's services and resources and can directly influence access to the Internet for our library community. Provision of public access computing, however, also raises the question of how much value and how much impact.

The purpose of this report is to demonstrate the value and/or impact of public access computing and Internet access for the library community. This report provides a description and discussion of basic public access factors, such as the number of public workstations, cost of the provision and upkeep of these workstations, etc. to demonstrate the value and impact of free public access computing and Internet access. Discussion of the value and impact of these public access factors provides insights for use in the development of planning and advocacy strategies.

This report describes basic use and cost statistics associated with the current provision of public access computers for Internet access and the current context of the library in the provision of this access. This report also presents goals developed specifically for planning the future direction of public access computing through the library and measures to help assess progress towards meeting these goals. In addition, this report identifies budget items and budget plans related to future public access computing needs. Public access computing and Internet access use and cost statistics will help plan future budgets, and provide strategies for budget presentations related to public access computing.

To help with planning for the provision of public access computing and preparation of a budget to support this provision, this report provides examples of the types of information that might be included in the budget and its presentation, and presents selected graphics that might be useful in describing the proposed budget. Information from this report can be integrated into an actual report or presentation that library administrators may make to their funding agency or board.

This report is presented in three sections:

1. Current Public Access Computing for Internet Access;
2. Local Context of Public Access Computing and Internet Access; and
3. Budget Planning for Future Public Access Computing for Internet Access

As independent sections in this document, results contained in each area provide the foundation for reports specific to the area. Together, these three areas provide a broader, more comprehensive approach to *Telling the Story* of how your library's provision of public access computers and Internet access provides *value* to and *affects* the community this library serves. In addition, these five areas provide the foundations for future planning and advocacy efforts to improve public access computing, increase the value of this service, and better identify impacts on the library community.

You must login to use this feature:

TELL THE STORY TEMPLATE

Value and Impacts of the Provision of Public Access Computing (PAC) for Internet Access Report

[Name of Library Here]

Version [date here]

ABOUT US

Introduction

Enter introduction text here.

Mission Statement

Insert Mission Statement here

Vision Statement

Insert Vision Statement here

Table 1 presents basic demographics of the library.

2004 Local Library Demographics	
FSCS ID	*FL0044*
Library System Name	*Leroy Collins Leon County Public Library*
Physical Address	*200 W. Park Ave.*
	Tallahassee, FL 32301-7720
Mailing Address	*200 W. Park Ave.*
	Tallahassee, FL 32301-7720
Phone	*(850) 606-2665*
Library Director	
Legal Basis	*County/Parish*
County	*Leon*
Census Geography	*County (exactly)*
Interlibrary Relationship	*Member of a system, federation, or cooperative service, but not the headquarters*
Region	*Southeast*
FIPS ID	*12*
Central Library	*1*
Branches	*5*
Bookmobiles	*1*
Total Outlets	*7*
Public Internet Terminals	*158*
Population of the Legal Service Area	*271,111*
Total Operating Expenditures	*$6,354,966*
Total Staff Expenditures	*$4,525,290*

Table 1: 2004 Library Demographics

[Note: the table auto-fills from the 2004 NCES Database.]

SECTION 1: MEASURES OF PAC FOR INTERNET ACCESS

1.1General Allocated Resources From 2004 NCES Database

1.1.1 FY 2004 Comparison of selected local, state, and federal demographics

FY 2004 Local, State, and National Demographics [NCES Database]				
Variable Field	*VARIABLE NAME*	*Local Library*	*State Averages*	*National Averages*
	Total Outlets	7	X	X
	Public Internet Terminals	158	X	X
	Average Number Public Internet Terminals Per Stationary Outlet	26	X	X
	Population of the Legal Service Area	271,111	X	X
	Total Operating Expenditures	$6,354,966	X	X
	Total Staff Expenditures	$4,525,290	X	X

Table 2: FY 2004 comparison of local, state, and national demographics

[Note: the table auto-fills from the 2004 NCES Database.]

Insert your text in text box above.

1.1.2 FY 2004 Paid Staff by Local Library, State Average, and National Average

FY 2004 PAID STAFF (FULL-TIME EQUIVALENT) [NCES}				
Variable Field	*VARIABLE NAME*	*Local Library*	*State Averages*	*National Averages*
	Population of the Legal Service Area	271,111	X	X
	The Number of Paid ALA-MLS Librarians	33	X	X
	The Number of Paid Non ALA-MLS Librarians	1	X	X
	The Total Number of Paid Librarians	34	X	X
	The Number of All Other Paid Staff	82	X	X

Table 3: FY 2004 comparison of local library, state, and national paid staff

[Note: the table auto-fills from the 2004 NCES Database.]

Insert your text in text box above.

1.1.3 FY 2004 Library Services by Local Library, State Average, and National Average

	FY 2004 Library Services (Per Year) (NCES)			
Variable Field	*VARIABLE NAME*	*Local Library*	*State Averages*	*National Averages*
	Total Program Attendance	31,067	X	X
	Total Circulation	2,036,550	X	X
	Total Circulation per Capita	7.59	X	X
	Circulation of Children's Materials	672,061	X	X
	Circulation of Children's Materials As Percent of Total Circulation	33.00%	X	X
	Library Visits	1,153,712	X	X
	Library Visits per Capita	4.3	X	X
	Total Library Programs	1,059	X	X
	Children's Program Attendance	29,721	X	X
	Reference Transactions	160,888	X	X
	InterLibrary Loans Received	5,028	X	X
	InterLibrary Loans Provided	2,943	X	X
	Net Loan Rate	0.59	X	X
	Users of Electronic Resources	N/A	X	X
	Average Number of Weekly Public Service Hours Per Outlet	46	X	X

Table 4: FY 2004 comparison of local library, state, and national library services per year

[Note: the table auto-fills from the 2004 NCES Database.]

Insert your text in text box above.

1.1.4 FY 2004 Library Operating Revenue by Local Library, State, and National Average

	FY 2004 Operating Revenue (NCES)			
Variable Field	*VARIABLE NAME*	*Local Library*	*State Averages*	*National Averages*
	Local Revenue	$5,695,619	X	X
	Local Revenue per Capita	$21.22	X	X
	State Revenue	$361,116	X	X
	State Revenue per Capita	$1.35	X	X
	Federal Revenue	$53,829	X	X
	Federal Revenue per Capita	$0.20	X	X
	Other Revenue	$100,000	X	X
	Other Revenue per Capita	$0.37	X	X
	Total Revenue	$6,210,564	X	X
	Total Revenue per Capita	$23.14	X	X

Table 5: FY 2004 comparison of local library, state, and national operating revenue

[Note: the table auto-fills from the 2004 NCES Database.]

Insert your text in text box above.

1.1.5 FY 2004 Library Operating Revenue and Capital Expenditures by Local Library, State Average, and National Average

Variable Field	VARIABLE NAME	Local Library	State Averages	National Averages
	FY 2004 Operating and Capital Expenditures (NCES)			
	Operating Expenditures			
	Print Materials Expenditures	$435,341	X	X
	Print Materials Expenditures per Capita	$1.62	X	X
	Electronic Materials Expenditures	$49,091	X	X
	Other Materials Expenditures	$122,343	X	X
	Total Collection Expenditures	$606,775	X	X
	Total Collection Expenditures per Capita	$2.26	X	X
	Salaries & Wages Expenditures	$3,321,234	X	X
	Employee Benefits Expenditures	$1,204,056	X	X
	Total Staff Expenditures	$4,525,290	X	X
	Other Operating Expenditures	$1,222,901	X	X
	Total Operating Expenditures	$6,354,966	X	X
	Total Operating Expenditures per Capita	$23.67	X	X
	Capital Expenditures			
	Capital Expenditures	$48,000	X	X

Table 6: FY 2004 comparison of local library, state, and national operating and capital expenditures

[Note: the table auto-fills from the 2004 NCES Database.]

Insert your text in text box above.

1.2 FY 2006 Public Access Internet Services and Community Impact

1.2.1. Please identify the Internet-based services the library currently makes available to users either in the library or remotely (e.g., website). Include services that the library may not provide directly, but users have access to as registered borrowers (i.e., statewide databases, digital reference). Briefly describe each service and include at least one community impact of the service.

Insert text into table below.

CURRENT: Internet-based services the library makes available to users in either the library or remotely (e.g., website).	
PAC Service	Description of PAC Service
1. Video content	
2. Audio content	
3. Homework Resources	
4. Online instructional courses/tutorials	
5. Video conferencing	
6. E-books	
7. Licensed databases	
8. Digital reference/Virtual reference	
9. Other	
10. Other	

Table 7: FY 2006 description of Internet services

1.2.2. FY 2006 Comparison of Local Public Library Internet-based Services to State Averages

*Internet-based services the library makes available to users in either the library or remotely (e.g., website).
Video content
Audio content
Homework Resources
Online instructional courses/tutorials
Video conferencing
E-books
Licensed databases
Digital reference/Virtual reference
[NOTE: This table auto-fills from the first column of Table 7 above]

Florida

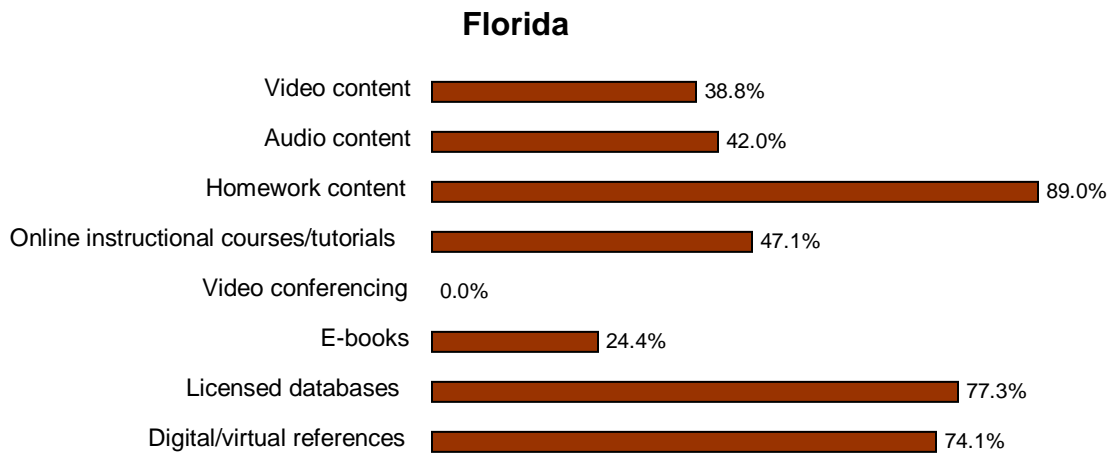| Service	Percentage
Video content	38.8%
Audio content	42.0%
Homework content	89.0%
Online instructional courses/tutorials	47.1%
Video conferencing	0.0%
E-books	24.4%
Licensed databases	77.3%
Digital/virtual references	74.1%

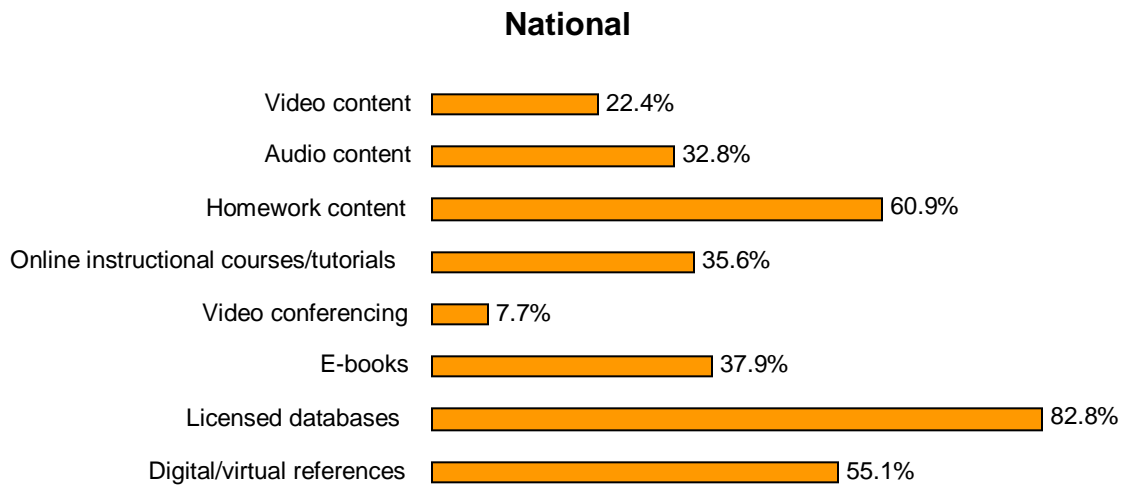Figure 1: FY 2006 Comparison of Internet-based services offered by local library to state average

[NOTE: Graphic above from 2006 Plinternet Database.]

Insert your text in text box above.

1.2.3. FY 2006 Comparison of Local Public Library Internet-based Services to National Averages

*Internet-based services the library makes available to users in either the library or remotely (e.g., website).
Video content
Audio content
Homework Resources
Online instructional courses/tutorials
Video conferencing
E-books
Licensed databases
Digital reference/Virtual reference
[NOTE: This table auto-fills from the first column of Table 7 above]

National

Service	Percentage
Video content	22.4%
Audio content	32.8%
Homework content	60.9%
Online instructional courses/tutorials	35.6%
Video conferencing	7.7%
E-books	37.9%
Licensed databases	82.8%
Digital/virtual references	55.1%

Figure 2: FY 2006 Comparison of Internet-based services offered by local library to national average
[NOTE: Graphic above from 2006 Plinternet Database.]

Insert your text in text box above.

1.2.4 Please identify the three most important ways in which your library uses public access Internet services as a means to try to contribute to the local community and explain why they are important.

<p style="color:red; text-align:center;">Insert text into table below</p>

Contributions of Public Access Computers to Local Community
1.
2.
3.

Table 8: Three most important contributions of public access computers to local community

1.2.5. Please identify the three most significant impacts of the library's patron information training offerings on the community that the library serves and explain why they are important.

<p style="color:red; text-align:center;">Insert text into table below</p>

Significant Impacts of Patron Training on Public Access Computing
1.
2.
3.

Table 9: Three most significant impacts of patron training on public access computing

1.3 FY 2006 Measures of Internet Access (Connectivity from Plinternet survey results)

1.3.1. How many total hours per week is this library open to the public?

Hours Open

Number of hours open per week	
Local Library	82
Florida Average	44.8
National Average	44.1

Table 10: FY 2006 Hours open
[NOTE: Table 10 above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.2. Is wireless Internet access available for public use (e.g., with patron laptops, PDAs, or other wireless devices) within the library?

Wireless Connectivity

Wireless Internet Access Available for Public Use [SELECT ONE]
Local Library   [NOTE: Insert choices from below with selection buttons]

Florida

☐ 29.5%
■ 55.8%
■ 14.7%

National

■ 39.0%   ☐ 37.4%
■ 23.6%

☐ Wireless connectivity currently available
■ Not currently available, but there are plans to make it available within the next year.
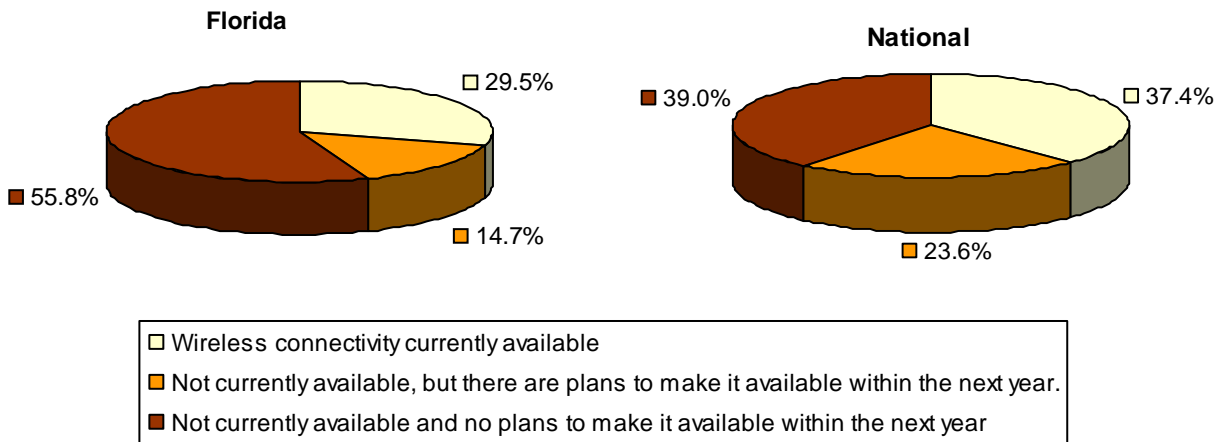■ Not currently available and no plans to make it available within the next year

Figure 3: FY 2006 comparison of local, state, and national wireless connectivity
[NOTE: Graphic above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.3. Please indicate the number of public access Internet workstations provided by this library branch (include in the count circulating laptops and multi-purpose workstations that allow access to the internet and circulating laptops. Exclude workstations that only access the library's Web-based Online Public Access Catalogs).

The Number of Workstations

Number of public access Internet workstations	
Local Library	[library number here]
Florida Average	10.7
National Average	9.0

Table 11: FY 2006 Numbers of workstations

[NOTE: Table 11 above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.4. Please indicate the age of public access Internet workstations provided by this library branch (include in the count circulating laptops and multi-purpose workstations that allow access to the internet and circulating laptops. Exclude workstations that only access the library's Web-based Online Public Access Catalogs).

Workstation Age

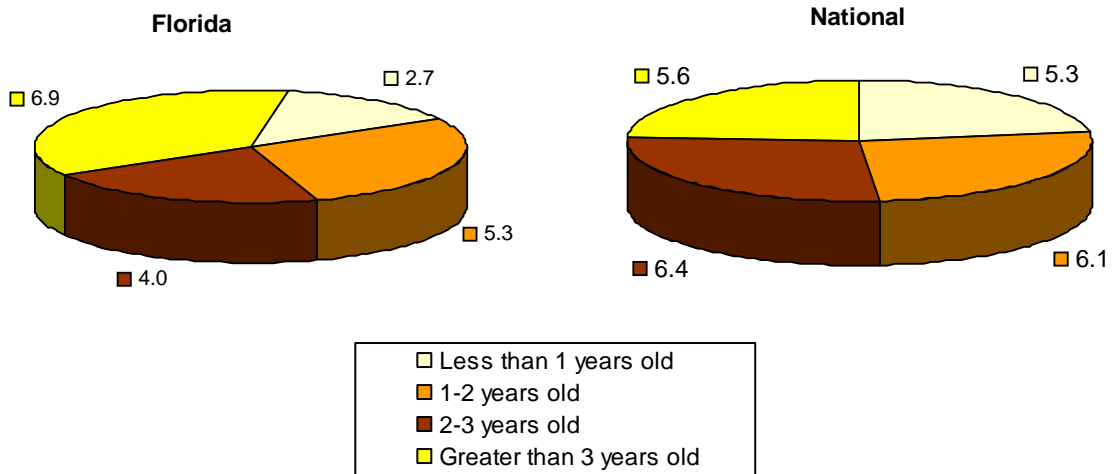| workstations less than 1 year old |
|---|
| **workstations 1-2 years old** |
| **workstations 2-3 years old** |
| **workstations greater than 3 years old** |
| |
| **[NOTE: data for above from 2006 Plinternet Database.]** |

Figure 4: FY 2006 comparison of local, state, and national workstation age
[NOTE: Graphic above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.5. Are there plans to add additional public access workstations at the library branch during the next two years? Include in the workstation count the number of circulating laptops that the library may be adding.

Plans to Add Workstations Scheduled

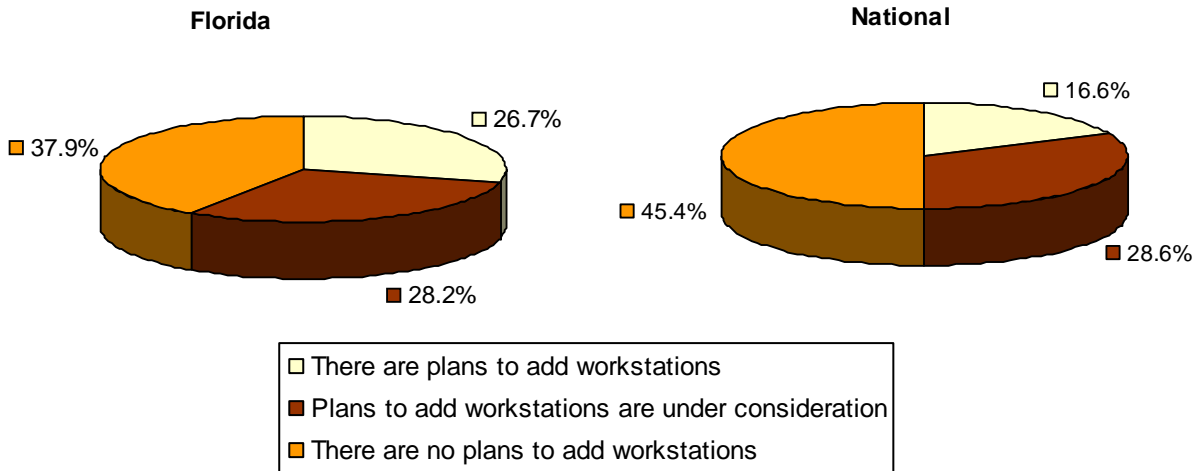| *Plans to Add Additional Public Access Workstations* |
|:---:|
| **Local Library**   [NOTE: insert choices from below here with selection button] |

Figure 5: FY 2006 comparison of local, state, and national plans to add public access workstations
[NOTE: Graphic above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.6. Please indicate the number of additional public access workstations to be added by this library branch during the next two years? (include in the count circulating laptops and multi-purpose workstations that allow access to the internet)

Number of Workstations to Be Added

Number of workstations to be added	
Name of Library	[number here]
Florida average	6.6
National average	7.4

Table 12: FY 2006 Number of workstations to be added

[NOTE: Table 12 above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.7. Please identify the three most important factors that affect this libraries ability or plan to add more public access workstations and explain why they are important.

Insert text in box below.

Three factors that affect addition of public work stations
1.
2.
3.

Table 13: Factors that affect the addition of public work stations

1.3.8. On a typical day, does this library branch have people waiting to use PUBLIC ACCESS Internet workstations?

Workstation Availability

People Waiting to Use Public Access Internet Workstations
Local Library [NOTE: insert choices from below here with selection button]

Florida

□ 12.6%   □ 12.1%

■ 75.3%

National

□ 14.6%   □ 13.7%

■ 71.7%
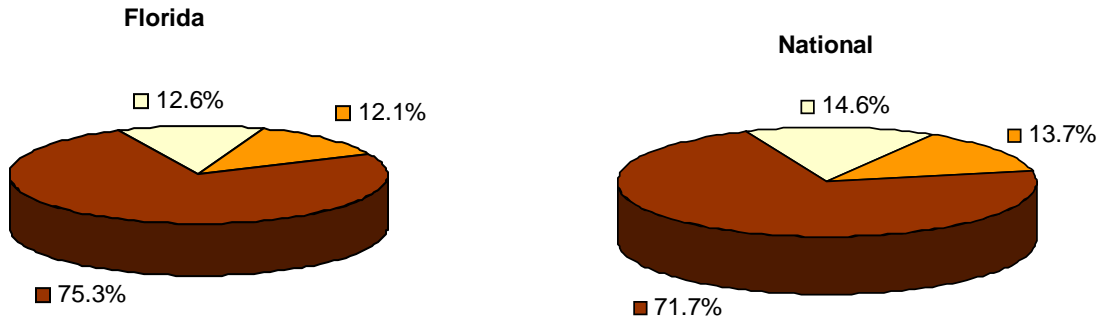
□ There are fewer public access Internet workstations than patrons who wish to use them at any given time
■ Only at certain times during a typical day are there fewer public access Internet workstations than patrons who wish to use them
□ There are always sufficient public access Internet workstations available for patrons who wish to use them

Figure 6: FY 2006 comparison of local, state, and national workstation availability
[NOTE: Graphic above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.9. Given the uses of this library's public Internet access services by patrons, in what ways does the library's current workstation availability (above) meet patron needs?

Insert your text in text box above.

1.3.10 Given the uses of this library's public Internet access services by patrons, in what ways would increased workstation availability (above) meet patron needs?

Insert your text in text box above.

1.3.11. Please indicate the maximum speed of this library branch's public access Internet service connection.

Bandwidth

Maximum Speed of Public Access Internet Service	
Local Library	[NOTE: insert choices from below here with selection button]

Florida

□ 10.5% □ 5.1% ■ 1.7% □ 19.8% □ 10.1% ■ 40.5% □ 12.3%

National

□ 28.9% □ 4.9% ■ 2.1% □ 9.8% □ 8.2% □ 11.7% ■ 34.4%

■ Less than 56kbps □ 56kbps - 128kbps □ 129kbps - 256kbps ■ 257kbps - 768kbps
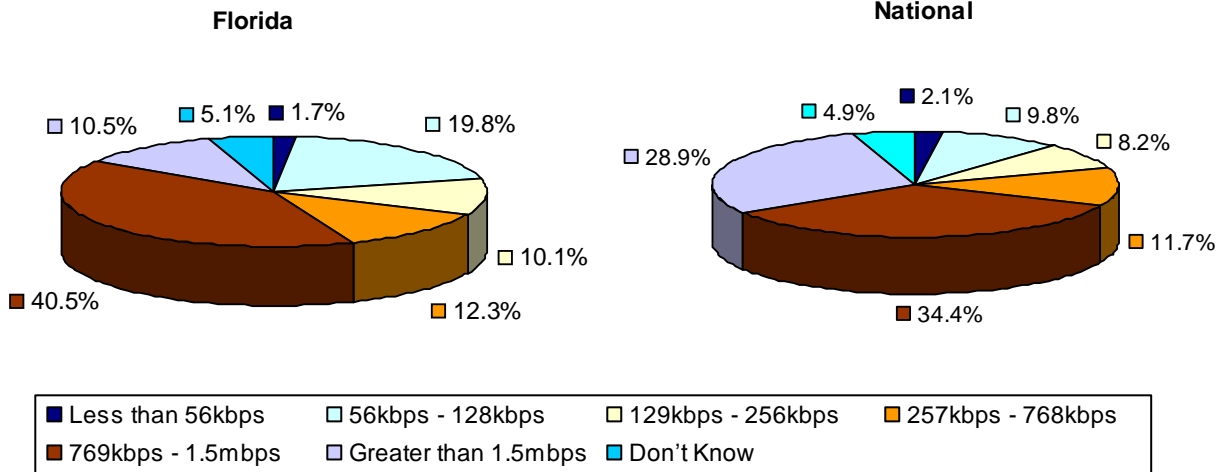■ 769kbps - 1.5mbps □ Greater than 1.5mbps ■ Don't Know

Figure 7: FY 2006 comparison of local, state, and national bandwidth
[NOTE: Graphic above from 2006 Plinternet Database.]

Insert your text in text box above.

1.3.12. Given the uses of this library's public Internet access services by patrons, does the library's public access Internet service connection speed (above) meet patron needs?

Insert your text in text box above.

1.3.13 Please identify the single most important impact on the community as a result of the library branches public access to the Internet.

Insert your text in text box above.

SECTION 2: LOCAL CONTEXT OF PUBLIC ACCESS COMPUTING (PAC) FOR INTERNET ACCESS

2.1 Current Context for the Library Budget

The most significant FY 2006 PAC accomplishments that affected the FY 2007 budget for the library are:

Insert your text in text box above.

The primary FY 2006 PAC factors *external* to the library that affected the development of the budget for FY 2007 are:

Insert your text in text box above.

The primary FY 2006 PAC factors *internal* to the library that affected the development of the budget for FY 2007 are:

Insert your text in text box above.

SECTION 3:

FY 2008 PLANNING FOR FUTURE PUBLIC ACCESS COMPUTING
FOR INTERNET ACCESS

3.1 Library Goals

The PAC goals for the _____public library for year _____ are as follows:

- Goal 1:
- Goal 2:
- Goal 3:

3.2 Expenditure Priorities for This Year

Describe up to five of the most important PAC expenditure priorities for this year and a brief statement justifying their importance.

1. _____
2. _____
3. _____
4. _____
5. _____

Given the goals of the _____ public library and the current priorities of the [city, town, county, system] the library proposes the following expenditure priorities related to PAC:

- Priority 1:
  Cost:
  Justification:

- Priority 2:
  Cost:
  Justification:

- Priority 3:
  Cost:
  Justification:

- Priority 4:
  Cost:
  Justification:

- Priority 5:
  Cost:
  Justification:

3.3 Accomplishment of Priorities

For each of the above priorities the library has developed an evaluation method and measure to determine the degree to which these priorities will be successfully accomplished.

- Priority 1:

  Evaluation Method:

  Target Measure:

- Priority 2:

  Evaluation Method:

  Target Measure:

- Priority 3:

  Evaluation Method:

  Target Measure:

- Priority 4:

  Evaluation Method:

  Target Measure:

- Priority 5:

  Evaluation Method:

  Target Measure:

3.4 Impacts of Library Users

We expect that the proposed PAC budget for year _____ and the PAC expenditure priorities will have the following impacts on users of our library and/or our community:

1. _____
2. _____
3. _____