

Proposed Theory of Change for Customer Service

Montana library staff and/or volunteers have customer service skills SO THAT

Libraries can provide appropriate services to their patrons SO THAT

People are welcomed and informed SO THAT

People know what services and options are available SO THAT

People receive services they need in a professional manner SO THAT

People have a good customer service experience SO THAT

People will become empowered to achieve personal goals and become life-long learners SO THAT

People recognize the library as a credible, cost-effective, free-to-use and open-to-all community resource SO THAT

Community members and partners will continue supporting & collaborating with each other, resulting in commitment to the community and the best use of public services SO THAT

All stakeholders regard the library as an essential node in the community information ecosystem SO THAT

Libraries are trusted partners in community decision making and development SO THAT

Libraries are leaders in creating thriving and sustainable communities

Measures of success:

Statistics, data show positive increases

Adequate or increased funding support, donations

Media coverage, positive feedback, anecdotal evidence

Research already available to draw from?