



## MEMO

**To:** MSL Commissioners  
**From:** Jennie Stapp, State Librarian  
**Subject:** Strategic Framework Metrics  
**Date:** April 21, 2023

State Library staff and Governor Gianforte regularly review a monthly Outcomes, Goals, Strategies and Measures (OGSM) report to discuss progress on MSL initiatives. At the request of the Governor, we are endeavoring to create more concrete metrics for our goal and strategies:

### Goal:

All Montanans will have access to library content and services, sufficient until their needs.

### Strategies:

- 1) Foster partnerships
- 2) Secure sufficient and sustainable funding
- 3) Create a useful information infrastructure

The following summarizes feedback about how program leads would measure the success of their initiatives relative to these strategies.

Staff seek feedback from Commissioners about how the Commission would measure and evaluate the success of MSL to implement this goal and strategies.

# Strategic Framework

How would you and your program measure the impact of fostering partnerships?

## Natural Heritage Program

- Number of new Map Viewer accounts.
- Website use statistics (page views, number of unique viewers, hours of use, numbers of downloads)
- Number of **trainings held**.
- Number of partner-specific training videos, dashboards, and brochures

## State Publications

- Count the number of **new agency loan agreements** permitting us to borrow their materials.
- Report how digital access changes the way partner agencies **manage their print materials**.

## Consulting, Learning, Statewide Projects

- We measure success in how many **people/organizations are coming to us wanting to partner**.
- We are looking at how many partnerships we have, what programs are created, what **benefit Montanans receive**, and how many libraries and/or Montanans participate in a program, project, or service that is a result of the partnership.

## Information Products

- List **agencies we collaborate with** to create MSL web applications, published data services, etc.

## Water Information

- New data are gathered thanks to **shared partner resources** (for example lidar and hydro).
- Programs/tasks, such as drought monitoring and mapping, are a **multi-agency effort**.
- **Working groups are multi-sector** (fed, state, private, tribal. Diverse input).
- MSL data and apps are intended for and used by many (diverse use).

## GIS Coordination

- **Quality applications for the MLIA Grant Program**
- Expansion of MSDI Information & Services into
- Partners at all levels of government **recognize the importance of MSDI and want to contribute to the creation & maintenance and dissemination of the MSDI**.
- Partners showing up and **participating in our policy development**.

## Montana Shared Catalog

- At the most basic level, our program is about partnerships with the member libraries and the best way of measuring those is in the **feedback we get from those members**.

## How would you and your program measure the impact of securing sufficient and sustainable funding?

### Natural Heritage Program

- Ability to **maintain the staff** we need to meet partner information needs.
- In addition to supporting a portion of the positions of all current staff, additional funding is needed to support a Vegetation Ecologist and an Invertebrate Zoologist in order to meet our partner's information needs.

### State Publications

- Report on the increased amount of archived data.

### Consulting, Learning, Statewide Projects

- We measure success for this one both internally and externally. For MSL itself, do we have enough **funding to sustain and offer services**. We have enough funding to better meet Montanan's demand for MontanaLibrary2Go and other statewide projects like the courier.
- For public libraries - is state aid continued, **how many libraries request more funding** and how many are successful in mill levy campaigns or in increasing their budget.

### Information Products

- Progress on projects. Being **fully staffed**. **Adequate time and resources for research & development**, including training classes and conferences.

### Water Information

- Programs satisfy or exceed purpose(s) **established in statute**
- Programs grow and adapt to changing technology and a changing Montana (contemporary)

### GIS Coordination

- Establishing **partnerships** that **bring more stable funding** instead of temporary/one-time-only project-based funding.
- **Diversified funding portfolio of state, federal, project-funded** - and with this we have flexibility with the dollars brought in.
- Focusing on a good balance of **project-specific funding and nonprojected-specific dollars** to allow for flexibility.
- **Funded to complete the tasks that we take on and we are taking on the tasks that meet our mission**.

### Montana Shared Catalog

- If the MSC **was not reliant on member library fees to operate** it would open up membership to many more libraries who would have a low-cost stable ILS software and

support team and be able to use those funds on acquiring more resources for their patrons and communities.

## How would you and your program measure the impact of creating a useful information infrastructure?

### Natural Heritage Program

- The degree to which we have **current and comprehensive information** for habitats and native and non-native species across Montana. This allows natural resource managers and all Montana's to have a centralized and reliable source of information that can be used to quickly and easily inform environmental review, permitting, and planning processes; saving them time and money and reducing the chance of conflict and litigation.

### State Publications

- Report on the total number of **monthly views and the locations of users** of our state publications collection.
- Report on **time savings due to automation and improved workflow** documentation.

### Consulting, Learning, Statewide Projects

- We measure success for this one through our dashboards. Specifically, how many **Montanans use our services** and **how often do they access our services**. How many website views do we have?
- For libraries - how many **questions do we answer**; how often do they access our **KB articles**. We recommend on measures that show **exceptional customer service**.

### Information Products

- **Web analytics**. **Feedback** from customers. Feedback from partner agencies and state employees. Feedback from MSL staff.

### Water Information

- **# of requests**; MSL is relevant (patrons find what they need; **patron satisfaction**)
- MSL implements **new technology (cutting-edge for State)**; others mimic or look to MSL for guidance
- Other agencies **implement MSL data in their business practices and applications**

### GIS Coordination

- **Ease of data contribution from local, state, and tribal partners**; **built into their workflows** with less prompting and effort from MSL.
- Further integration of MSDI and other library services into key government practices.
- More stakeholders showing up to the table.

### Montana Shared Catalog

- Our program would be most affected by this in terms of how it interacts with our member libraries - by connecting them with this infrastructure and helping them **provide access**



for their patrons - we would be increasing their efficacy and allowing them greater success in serving Montanans.

### Information Management

- Usage. Click count, meaningful non-bot traffic