

#### Dr. Greg Gilpin



Professor – Montana State University



Connecting with Local Government Officials: How Libraries Add Value May 15, 2024

The views, findings, conclusions, recommendations, or opinions expressed in this training are solely those of the speakers, and do not necessarily represent those of the Institute of Museum and Library Services, the Montana State Library, or the Montana State Library Commission.

### How We Gather



- Rename with Name and Library or Town
- Share Questions in Chat
- Raise Hand to Speak



#### **Today's Agenda**

Purpose – explore the value of libraries from an economist's perspective

Plan – presentation and practice

Resources – located in ASPeN

## Today's Hosts

**Dr. Greg Gilpin** 



Professor – Montana State University

**Tracy Cook** 



Lead Consulting & Learning Librarian

#### **Cara Orban**



MSL Statewide Consultant

#### **Colet Bartow**



MSL Continuing Education Coordinator

(Colet rhymes with Olay)





#### What I'm going over...

- 1. How economists model public goods and value.
- 2. Libraries are a local service providing public value.
- 3. Research on the public value of libraries.
- 4. Framework for talking with decisionmakers.

## **Community Sorting Reveals Preferences for Local Public Services/Goods**

- ☐ Preference for private goods revealed through transactions, e.g., buying a sandwich reveals preferences or value.
- ☐ Challenging to understand individuals' preferences for local public services.
  - ☐ Individuals reveal preferences for local public goods when they move.
  - Comparison of communities' public value.
- ☐ Librarians need to be knowledgeable of what their community values.

#### **Underinvestment in Public Services/Goods**

- ☐ Economists find individuals tend to underinvest in public goods/services
  - ☐ Freerider problem Some do not fully contribute, relying on others.
  - Positive externality personal and community-level value.

Tend to underinvest because personal 'value' is less than societal 'value'.

# Libraries Enhance Public Value and Societal Wellbeing

- ☐ Improve societal wellbeing by creating public value.
- Sustaining public value is difficult due to technological progress.
  - ☐ Difficult and time consuming.
  - ☐ Individuals' preferences constantly change.
  - Consider the needs and preferences of both current and potential patrons.
- □ Role of public servants to articulate public value to gain community support.

#### Research on public value of public libraries

- Bhatt (2010): Increases children's reading time and reduces TV consumption. Parents spend more time reading to children.
- □ Porter (2014): Decreases crime.
- ☐ **Karger** (2021): Increases child education attainment and non-wage income.
- ☐ Berkes and Nencka (2021): Increase patent rates.
- ☐ Neto et al. (2023): Reduces crime.
- ☐ Gilpin et al. (2024): Improves reading scores.
- ☐ Gilpin and Vinter (work in progress): Improves math scores.

#### **Local Policymakers**

Decisionmakers are community impact-orientated, and then input-orientated.

**Objective:** maximize public value subject to budget constraint by choosing allocations of public dollars.

#### **Communicating with Local Policymakers**

#### **Steps to communicate with local policymakers**

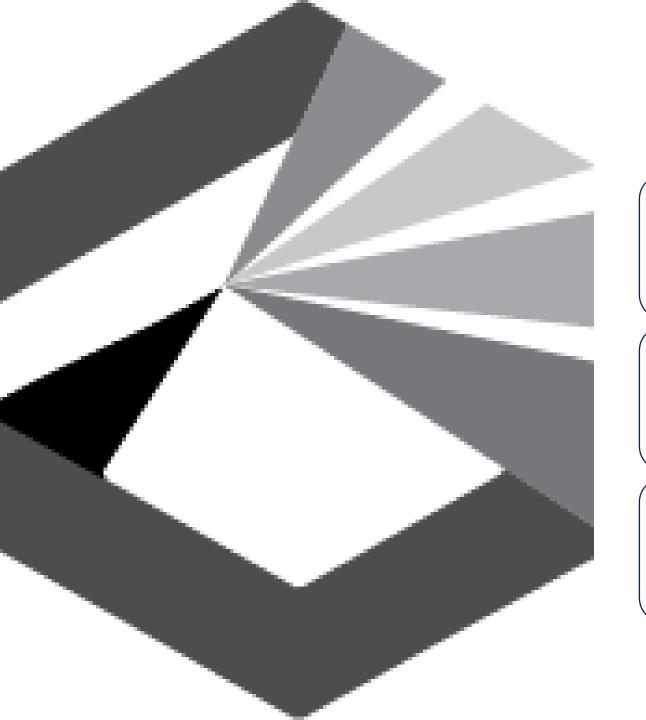
- 1. Recognize community's values and needs.
- 2. Showcase library providing public value based on community-level issues.
- 3. Library usage statistics linked to community-level issues.
- 4. Discuss resources needed to address a community-level issue.

#### Things change... a lot!

Society relies on public servants to be responsive, dynamic, and value creating.

- ☐ Must be adaptable and efficient in generating ideas to create public value.
- Based on observations, expertise, feedback, and network.
- Must direct resources and operational budgets to produce value.
- ☐ Must request resources to produce additional value.

# Applying What We Learned



#### Instructions for breakout session

Objective – identify ways to talk about library value to local government stakeholders

Select a program and stakeholders

Use the worksheet to design your speech and report out at the end of the breakout session

### UNDERSTAND THE CONTEXT: In your environment, how is value defined, measured and communicated?

#### Key stakeholders who need to understand our value are:

Name	Position/Title/Role	Indicators used to measure their progress	Their Goals and Objectives	What do we know about them? What type of stakeholder are they? (financial, operational, support, influencer, etc)	What do they know about us/our services?

Adapted from *Measuring What Matters: A Library/LRC Outcomes Assessment Manual* by Bonnie Gratch Lindauer, Learning Resources Association, 2000 RIPL 2016

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#### ALIGN OBJECTIVES: WHICH OF YOUR STAKEHOLDERS' GOALS & OBJECTIVES OR OUTCOMES DOES YOUR ORGANIZATION CONTRIBUTE TOWARDS?

- 1.Identify how your organization's goals & objectives contribute towards your stakeholders' desired goals &outcomes.
- 2. Then identify your services & programs that contribute to your goals & objectives that are aligned with stakeholder goals.

Stakeholders' Goals & Objectives Relevant for Us	Our Goals & Objectives that Contribute to the Stakeholders'
Identify Programs, Products or Services that suppo	rt the Library's goals & objectives:

Adapted from *Measuring What Matters: A Library/LRC Outcomes Assessment Manual* by Bonnie Gratch Lindauer, Learning Resources Association, 2000 RIPL 2016

# Breakout Groups 15 minutes

## Report Out and Recap

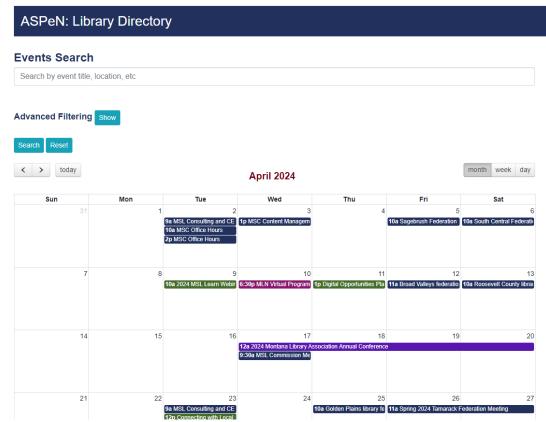
Refer to the Recording for a Summary

## Questions?

# Access Resources, Recording, and Claim Credits

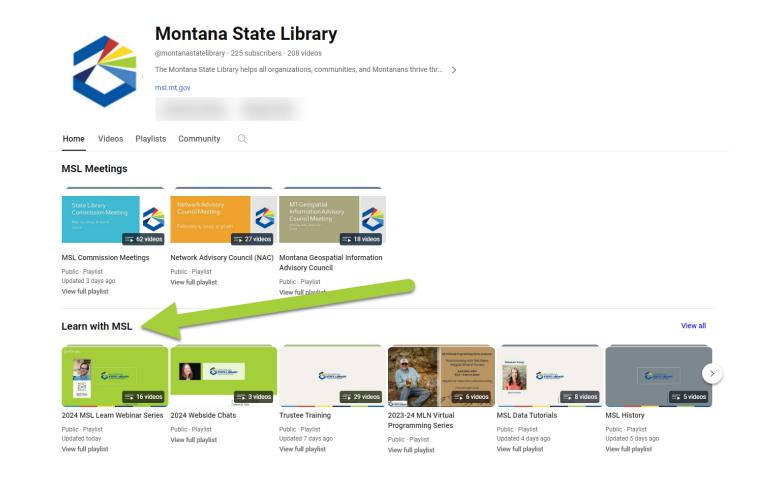
- Visit today's event in the ASPeN Event Calendar
- Download Resources
- Access Recording
- Claim Credits





# MSL YouTube Channel

- Look for the MSL Learn Webinar Series Playlist
- Access new recordings
- Subscribe!



## Up Next



October 17 – Libraries and Literacy with Crosby Kemper and Jennie Stapp



Check the ASPeN Calendar

## **MSL Evaluation Survey**



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