

ACTIVITIES:

PUBLIC SERVICES:

Circulation; reference; readers advisory; reserves; selection, aquisition, processing, cataloging, and classification of physical and digital book and material collections; computer and Internet access; wifi; providing and maintaining gathering and self-directed interactive spaces; facilities and room rentals; interlibrary loan; and website or digital branch.

EVENTS, CLASSES, & PROGRAMS:

Engaging, educational, and creative activities offered at the main library for children, teens, and adults including: book discussions; films; storytimes; Wellness Corner; Rochester Reading Champions; Ready to Lead; digital literacy; local history program; LGBTQ Safe Space, Makerspace; and 3D printing.

OUTREACH:

Activities which bring library services outside of the main library building including: Bookmobile; BookBike; ArtCart; deposit collection; homebound services; Neighbors Read; Books on the Fly; hotspot access; scheduled visits; storytimes; events; programs; and classes.

PUBLICITY & MARKETING:

Activities which inform the community about library services including: RPL marketing plan; newsletter; tours; paid advertising; annual report; branding; social media; library presence at community events; and speaking engagements.

OUTPUTS:

GENERAL:

library, Internet, and Overdrive cards issued
items circulated, reserves, ILLs, and downloads
volunteers, volunteer hours, and retention
attendance
patrons using the library/% service pop.
social media usage
surveys
partnerships
marketing materials distributed
\$ recovered materials

PUBLIC SERVICE:

reference and technical questions
patrons using spaces
of room rentals and room set-ups and purpose
website hits, databases use and Internet sessions
in collection, amount added, turnover, discards
carts shelved, average time to shelf, and % of accuracy
informational handouts distributed
of circ per capita, holdings per capita, and collection turnover
of maintenance responses within 24 hours
% operating budget change
% of holds that jumped the queue monthly

EVENTS, CLASSES, AND PROGRAMS/OUTREACH:

events, classes, and programs
hands-on activities
mini-libraries
donated books distributed
% assessment results
individual consultations/tutoring sessions
of homes with hotspots
grants submitted/awarded
oral histories
room set-ups/# recorded programs

PUBLICITY AND MARKETING:

general library information distributed (newsletters, snapshot, book marks)
presentations
off-site events
tours
commercials
branded items
billboards

SHORT-TERM OUTCOMES:

CUSTOMERS HAVE:

- A** Improved access to library resources
- B** Improved knowledge or skills
- C** Expanded understanding of literacy programs and services:
 - Early
 - Basic
 - Digital
 - Informational
- D** Increased connections with each other
- E** Increased awareness and understanding of the community and its resources
- F** Increased creative expression
- G** A positive experience with the library
- H** Increased awareness of library services

INTERMEDIATE OUTCOMES:

CUSTOMERS/COMMUNITY MEMBERS HAVE:

- I** Improved knowledge of how to use library resources to make informed decisions
A B G H
- J** Improved literacy skills:
 - Early
 - Basic
 - Digital
 - InformationalA B C H
- K** Improved engagement, self-expression, respect, and community participation
A B D E F G
- L** Increased enjoyment of reading
A C G H
- M** Greater understanding of the library's value in their lives
A B F G H

LONG-TERM OUTCOMES:

COMMUNITY MEMBERS HAVE/ARE:

- N** Improved quality of life, equity, and community vitality:
 - Economy
 - Workforce
 - Public safety
 - Health
 - Education/Literacy
 - Civic engagement
 - Strong relationships
 - Inclusivity
 - Innovation

- O** Lifelong library users and supporters

Wilder Research

Information. Insight. Impact.

This logic model was co-developed by Rochester Public Library and Wilder Research. For more information, contact Nicole MartinRogers at nicole.martinrogers@wilder.org