



# Setting Goals for Your Library

And getting the funding to reach them

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Someone said our library is  
underfunded

What does this mean?

Are we?

What can I do about it?

# Underfunded?

- Is your library funded at a sufficient level to provide the services your users need and are asking for?
- How does your library compare with others in similar sized communities?
- How does your library measure up against the *Wisconsin Public Library Standards*?

# Are Your Users Satisfied?

- Does your library offer a range of modern library services appropriate for your community?
- Does your library offer materials in a full range of formats appropriate for your community?
- What kind of comments do you receive from users?
- Do users compare your library favorably with other libraries?

# Comparing Your Library With Other Libraries

- Wisconsin Public Library Statistics
  - [http://pld.dpi.wi.gov/pld\\_dm-lib-stat](http://pld.dpi.wi.gov/pld_dm-lib-stat)
- Funding
- Circulation
- Other use
- Collection size
- Building size
- Hours open
- Number of computers

Public Library		County	Public Library System	Municipal Population	Additional Service Population	Total Service Population	Hours Open per Week Winter	Hours Open per Week Summer	Annual Hours Open	Square Footage of Library
Berlin Public Library		Green Lake	Winnefox Library System	5,530	1,601	7,131	61	57	3,112	18,868
Brandon Public Library		Fond du Lac	Winnefox Library System	878	703	1,581	27	27	1,404	1,080
Campbellsport Public Library		Fond du Lac	Winnefox Library System	2,016	3,961	5,977	38	40	2,020	10,440
Coloma Public Library		Waushara	Winnefox Library System	454	1,247	1,701	33	40	1,807	2,108
Endeavor Public Library		Marquette	Winnefox Library System	467	483	950	26	36	1,612	1,716
Fond du Lac Public Library		Fond du Lac	Winnefox Library System	43,075	27,428	70,503	65	61	4,996	63,000
Caestecker Public Library		Green Lake	Winnefox Library System	2,802	1,083	3,885	54	56	2,836	8,591
Hancock Public Library		Waushara	Winnefox Library System	416	1,049	1,465	29	29	1,508	1,500
Mill Pond Public Library		Green Lake	Winnefox Library System	326	1,659	1,985	24	24	1,248	3,200
Markesan Public Library		Green Lake	Winnefox Library System	1,475	1,516	2,991	45	45	2,340	7,500
Elisha D. Smith Public Library		Winnebago	Winnefox Library System	17,381	7,597	24,978	69	61	3,476	46,000
Montello Public Library		Marquette	Winnefox Library System	1,484	3,700	5,184	44	44	2,288	3,312
Neenah Public Library		Winnebago	Winnefox Library System	25,612	24,052	49,664	69	61	3,476	50,000
Neshkoro Public Library		Marquette	Winnefox Library System	433	397	830	21	21	1,092	1,350
Spillman Public Library		Fond du Lac	Winnefox Library System	5,019	1,690	6,709	44	41	2,243	7,372
Oakfield Public Library		Fond du Lac	Winnefox Library System	1,081	1,169	2,250	30	30	1,560	3,100
Carter Memorial Library		Winnebago	Winnefox Library System	3,528	2,167	5,695	42	42	2,184	3,968
Oshkosh Public Library		Winnebago	Winnefox Library System	66,080	15,198	81,278	69	61	3,476	94,500
Oxford Public Library		Marquette	Winnefox Library System	606	635	1,241	29	26	1,430	1,024
Packwaukee Public Library		Marquette	Winnefox Library System	1,415	125	1,540	33	33	1,716	1,000
Leon-Saxeville Township Library		Waushara	Winnefox Library System	2,429	359	2,788	32	32	1,664	2,572
Plainfield Public Library		Waushara	Winnefox Library System	861	1,077	1,938	30	30	1,560	3,500
Poy Sippi Public Library		Waushara	Winnefox Library System	931	354	1,285	27	27	1,404	2,800
Princeton Public Library		Green Lake	Winnefox Library System	1,208	1,980	3,188	51	51	2,652	2,160
Redgranite Public Library		Waushara	Winnefox Library System	2,146	1,205	3,351	24	24	1,248	2,774
Ripon Public Library		Fond du Lac	Winnefox Library System	7,712	3,526	11,238	63	57	3,192	28,000
Wautoma Public Library		Waushara	Winnefox Library System	2,230	6,431	8,661	50	50	2,600	8,130



# *Wisconsin Public Library Standards*

- Allows you to compare your library with a standard or benchmark
- Helps you set service goals or targets
- Use either municipal population or service population
- Be aware (and beware) of population anomalies

# Estimating Service Populations

- A significant part of the library's use comes from people who don't live in the municipality
- Four common ways of estimating service population
  - County nonresident circulation (used by the DPI)
  - System nonresident circulation
  - Local library nonresident circulation
  - Population of jurisdictions served



# *Wisconsin Public Library Standards— Recommended Minimum Standards*

- Recommended minimum standards checklists
  - Chapters 4 – 8, pages 17 – 36
  - Governance and Administration
  - Staffing
  - Collection and Resources
  - Services
  - Access and facilities

# *Wisconsin Public Library Standards— Quantitative Standards*

- Quantitative Standards based on population
  - Staffing
  - Items owned in different formats
  - Internet computers
  - Hours open
  - Materials expenditures
- Standards set targets for four levels of service
  - Basic
  - Moderate
  - Enhanced
  - Excellent

The standards for the four levels of service are based on data reported by Wisconsin libraries for 2009

# Wisconsin Public Library Standards

- Basic
  - 70% of state public libraries meet the basic standard
- Moderate
  - 50% of libraries are at this level
- Enhanced
  - 30% of libraries are at this level
- Excellent
  - Only 10% of libraries are at this level

# *Wisconsin Public Library Standards*

## Resources

- Online at  
[http://pld.dpi.wi.gov/pld\\_standard](http://pld.dpi.wi.gov/pld_standard)
- Resource page from the Outagamie Waupaca Library System (OWLS)  
<http://www.owlsweb.info/L4L/wistds.asp>

# Exercise

1. Rate your library using the recommended minimum standards checklist (from chapters 4 – 8) in your packet.
2. Using the annual report, compare your library with the quantitative standards chart in your packet.

# Quantitate Standards Calculations

## Service Targets for Princeton Public Library Based on Municipal Population

The service targets listed below are based on quantitative standards included in the Wisconsin Public Library Standards, Fifth Edition. Reported for each standard is the effort required to achieve basic, moderate, enhanced, or excellent levels of service in a library with a municipal population of 1,208 people.

	Basic Level	Moderate Level	Enhanced Level	Excellent Level
Staff FTE*	1.33	1.69	2.05	2.90
Volumes Held (Print)*	12,080	14,738	19,570	29,234
Periodical Titles Received*	36	50	73	105
Audio Recordings Held	507	664	1,003	1,703
Video Recordings Held	1,208	1,619	2,283	3,817
Public Use Internet Computers	4	6	8	12
Hours Open per Week*	30	35	42	48
Materials Expenditures*	\$11,000	\$13,940	\$17,746	\$28,630
Collection Size (Print, Audio & Video)	14,124	17,385	22,459	35,152

# Where to Find Quantitative Standards on Your Annual Report

- Staff FTE: page 5, Sec. X
- Print volumes held: page 1, Sec II
- Periodical titles received: page 1, Sec II
- Audio recordings held: page 1, Sec II
- Video recordings held: page 1, Sec II
- Public use internet computers: page 2, Sec III
- Hours open per week: page 1, Sec I
- Materials expenditures: page 4, Sec VI (box 3e)
- Collection size: (not totaled on the report form)



**How Did Your Library Score?**





**OK, I Guess we are Underfunded.  
What Can we do About it?**

# The Basics

1. There's no easy way to do this. It will take work.
2. It can't be done by 2 or 3 people. You need to develop a broader base of active supporters.
3. You won't achieve instant success. It will take time.
4. There may be setbacks—you have to keep working at it.
5. I don't have all the answers. I can give you a roadmap but you may have to make detours or find a different route.

# I. Demonstrate The Problem

- Collect information
  - Facts and figures
  - Stories

## 2. Develop A Plan

- What are your goals?
  - Specific and measurable
  - Economically and politically feasible
- Who are you targeting?
  - Village board?
  - City Council?
  - Organizations?

### 3. Look Around

- What's the local economic and political climate?
- What factors will help or hinder your effort?
- What persons or groups may be allies or opponents?
- What's your competition?
  - Other municipal departments
  - Other community projects

## 4. Develop A Timetable

- Set target date for completing process
  - May be tied to budget preparation schedule
- Process should be relatively compact
  - 2 – 3 months planning
  - 1 month recruiting
  - 1 – 2 weeks contacting

## 5. Organize Steering Committee

- Representation from important community demographic segments
  - Known and respected
  - Community leaders
  - No baggage
- Appoint effective chair

# Exercise

- List 5 important demographic segments in your community and members from each who might be a good member of the committee.



## 6. Review First 4 Steps With Steering Committee

- Committee members will have additional information or insight.
- After discussion you may want to change goals or timetable.

## 7. Develop The Message

- Elevator Speech: Something that can be explained in about a minute and is calculated to hook the interest
- Expand the message: Three or four points that elaborate on and develop the key point from the elevator speech—no more than 3 – 4 minutes

# Develop The Message

- Basic message stays the same but should be customized for each official using the “Building a common agenda” approach
- Each person puts message in their own words, but
  - Develop guidelines for how to present the message

# Building A Common Agenda

- People (elected officials) do things for their own reasons, not for your reasons
- People (elected officials) pay attention to the things that they love and value, not the things you value
- How can you show the library benefits something the elected official is interested in?



# Building A Common Agenda: Examples

1. Official believes government activities should lead to job creation
2. Official is very interested things that benefit children
3. Official wants to promote business development

## 8. Build Advocacy Network

- Each committee member recruits several people to contact officials
- Consider who or what kind of person the official will best respond to
  - Friend or family
  - Bowling buddy
  - Business associate

## 9. Make Contacts

- Each official should be contacted by several constituents
  - Rule of 10: It takes 10 contacts from constituents to make an official really sit up and take notice.



# After It's All Over



# 10. Thank Everybody

- Whether successful or not, thank all who participated for their help
- Thank elected officials for listening
- Be humble in victory and gracious in defeat.

# 11. Evaluate

- What worked and what didn't?
- How could it have gone better (or worse)?
- What factors might have changed the result?
- What will you do different next time?
- Write this all down for future reference.

## 12. Follow Up

- Keep network active
- Continued effort may be necessary to prevent slipping backwards
- If multi-year commitment was gained it will be necessary to contact officials annually



Questions? Discussion?