



How do libraries create value?

September 18, 2023

What to expect today

- Introductions
- What we hope you get out of this session
- Public value – what is it and how do we measure it
- Strategic triangle – how to apply an economist's concepts
- Local government officials – what do they value? What is success for them?
- Connecting the library to local government vision - practice
- Possible next steps

What we hope you get out of this session

Desired outcomes for this session

- Learn about the strategic triangle and creating public value
- Engage with local government stakeholders to practice explaining the value of libraries
- Practice what you learned when you return to the library



Photo by [Hans-Peter Gauster](#) on [Unsplash](#)

What is public value?



Creating Public Value



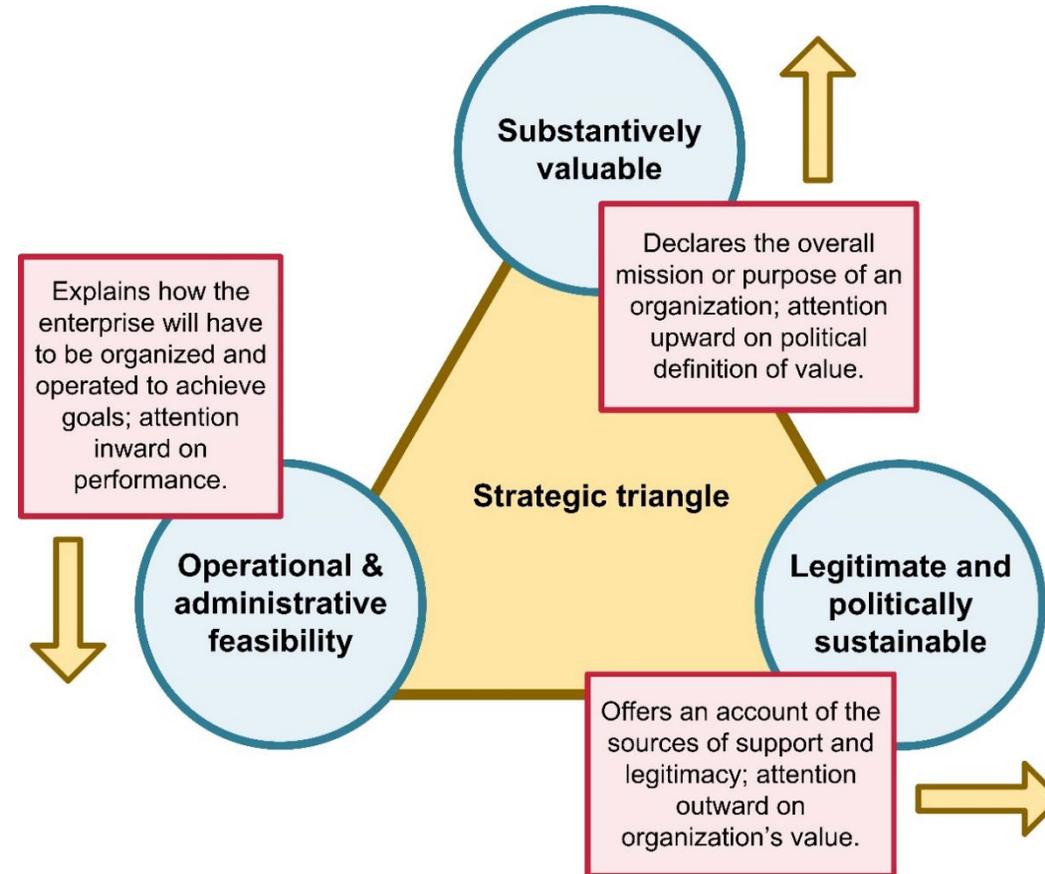
Hey there. Are you ready to become a public entrepreneur?

Because government obligates citizens to pay taxes to support services, public managers must make decisions that:

- Reflect the interests and aspirations of their communities;
- Result in substantive contributions to collective goals; and
- Ensure programs are cost-effective and manageable.

The Strategic Triangle

- All purpose decision-making framework
- Attending to all three corners of the triangle is essential for creating public value.
- Each needs to be monitored continuously to ensure stable, effective, and supported services for the community.
- Not attending to one or more will surely lead to trouble eventually.



Moore, Mark. (1995). *Creating public value: Strategic management in government*. Cambridge, Mass: Harvard University Press.

Making it practical

Defining substantive value in real world terms

Logic model

- Inputs
- Outputs
- Outcomes
- Impacts



Photo by [Greg Rakozy](#) on [Unsplash](#)

Theory of change

- Channel your inner 5-year-old until you wonder why there is a universe

Legitimate/politically sustainable

- What are local government leaders trying to accomplish in their own communities? What is success for them?
 - Joe Briggs, Cascade County Commissioner
 - Greg Doyon, Great Falls' City Manager

Let's practice!



Bringing it all together

- Advice for working with local government officials and navigating the legitimate/politically sustainable side of the triangle.
- Creating public value requires
 - Making a difference in people's lives (substantively valuable)
 - In a way that matters to them and leaders (legitimate/politically sustainable)
 - While having enough resources to do the work (operational feasibility)

Thank you!

