

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)

How Libraries Add Value

M

Dr. Greg Gilpin, Montana State University
gregory.gilpin@montana.edu

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

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'
<p>Identify Programs, Products or Services that support the Library's goals & objectives:</p>	

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

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

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



ASPeN: Library Directory

Events Search

Advanced Filtering [Show](#)

April 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
		9a MSL Consulting and CE 10a MSC Office Hours 2p MSC Office Hours	1p MSC Content Managem		10a Sagebrush Federation	10a South Central Federati
7	8	9	10	11	12	13
		10a 2024 MSL Learn Webin	6:30p MLN Virtual Program	1p Digital Opportunities Pla	11a Broad Valleys federatio	10a Roosevelt County libra
14	15	16	17	18	19	20
			12a 2024 Montana Library Association Annual Conference 9:30a MSL Commission Me			
21	22	23	24	25	26	27
		9a MSL Consulting and CE 12h Connecting with Local		10a Golden Plains library fe	11a Spring 2024 Tamarack Federation Meeting	

MSL YouTube Channel

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

Montana State Library
@montanastatelibrary · 225 subscribers · 208 videos
The Montana State Library helps all organizations, communities, and Montanans thrive thr... >
msl.mt.gov

Home Videos Playlists Community

MSL Meetings

- State Library Commission Meeting**
May 10, 2024, 10:00 a.m. - 12:00 p.m.
62 videos
- Network Advisory Council Meeting**
February 3, 2023, 9:30 a.m.
27 videos
- MT Geospatial Information Advisory Council Meeting**
April 2, 2024, 10:00 a.m. - 12:00 p.m.
18 videos

MSL Commission Meetings
Public · Playlist
Updated 3 days ago
View full playlist

Network Advisory Council (NAC)
Public · Playlist
View full playlist

Montana Geospatial Information Advisory Council
Public · Playlist
View full playlist

Learn with MSL

View all

- 2024 MSL Learn Webinar Series**
Public · Playlist
Updated today
View full playlist
- 2024 Webside Chats**
Public · Playlist
View full playlist
- Trustee Training**
Public · Playlist
Updated 7 days ago
View full playlist
- 2023-24 MLN Virtual Programming Series**
Public · Playlist
View full playlist
- MSL Data Tutorials**
Public · Playlist
Updated 4 days ago
View full playlist
- MSL History**
Public · Playlist
Updated 5 days ago
View full playlist

Up Next



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



Check the ASPeN Calendar

MSL Evaluation Survey



Colet Bartow
Continuing Education Coordinator
Colet.Bartow@mt.gov
406-444-3365



"This project was made possible in part by the Institute of Museum and Library Services."