ROCHESTER PUBLIC LIBRARY

WELCOMING ALL TO CONNECT AND LEARN

INPUTS: Diverse, innovative, compassionate, and well-trained staff; Library Board; City of Rochester; Olmsted County; Friends of Rochester Public Library; Rochester Public Library Foundation; public; collaborators; grantors and donors; volunteers; well-maintained building, furniture and equipment; robust IT infrastructure; and physical and digital materials.

ACTIVITIES:

PUBLIC SERVICES:
Circulation; reference; readers advisory; reserves; selection, aquisition, processing, cataloging, and classification of physical and digital materials; computer and Internet access; wifi; providing activity and gathering spaces; maintaining physical spaces; interlibrary loan; and website or digital branch

EVENTS, CLASSES, & PROGRAMS:
Welcoming, connective, engaging, and impactful events offered at the main library for all ages include: Rochester Reading Champions; Wellness Corner; LGBTQIA+ safe space; Ready to Lead; Naturalization Ceremonies; films; storytimes; digital literacy support; partnership events; and much more

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

PUBLICITY & MARKETING:
Activities which inform the community about library services including: newsletter; tours; paid advertising; annual report; branding; social media; community events; and speaking engagements.

OUTPUTS:

GENERAL:
# library and Internet cards issued
# items circulated, reserves, ILLs, and downloads
# volunteers & volunteer hours
# door count
# patrons using the library/ % service pop.
# surveys/ % results
# partnerships
$ recovered materials
# community input
# donated books used

PUBLIC SERVICE:
reference and technical questions
patrons using spaces
of room reservations
website hits, databases use and Internet sessions
hotspots
in collection, amount added, turnover, discards
carts shelved, average time to shelf, and % of accuracy
of circ per capita, holdings per capita, and collection turnover
% operating budget change
% of holds that jumped the queue

EVENTS, CLASSES, AND PROGRAMS/ OUTREACH:
events, classes, and programs
attendance
mini-libraries
RRC sessions/results
grants submitted/awarded

PUBLICITY & MARKETING:
presentations
off-site events
tours
branded items
paid advertisements
news stories
% email open rate
# social media usage

SHORT-TERM OUTCOMES:

CUSTOMERS HAVE:

A A welcoming experience with the Library

B Access to the Library materials and services they need

C Valued opportunities to provide input on Library services

D Expanded understanding of literacy skills:
- Early
- Basic

E Improved knowledge or skills:
- Digital
- Cultural
- Informational

F Increased connections with others

G Supportive opportunities to access community information and services:
- Physical and Mental Health
- Employment
- Education
- Affordable Housing
- Transportation

H Engagement on community issues

I A positive experience with the Library

J Increased awareness of Library services

INTERMEDIATE OUTCOMES:

CUSTOMERS/COMMUNITY MEMBERS HAVE:

K Expanded community impact on library service responses
A B C F G H I J

L Improved knowledge of how to use library resources to make informed decisions
A B D E G I J

M Improved literacy skills:
- Early
- Basic
- Digital
- Cultural
- Informational

A B D E F I J

N Expanded social networks and feelings of acceptance
A B C F H I J

O Increased use of community resources
A B D E F G H I J

P Improved engagement and community participation
A B C D E F G H I J

Q Increased enjoyment of reading
A B C D E F I J

R Greater understanding of the library's value in their lives
A B C D E F G H I J

LONG-TERM OUTCOMES:

COMMUNITY MEMBERS HAVE/ARE:

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

T Lifelong library users and supporters

Wilder Research
Information. Insight. Impact.

This logic model was co-developed by Rochester Public Library and Wilder Research.
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