

Metrics and Impacts Interest Group (MIIG):

Wednesday, April 30, 2025 | 2:00 p.m. – 3:30 p.m. | Zoom

Minutes:

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Present : Rachel (Cochair), Ariana (Cochair), Diana (Minutes), Leah, Maribel, Kat, Melanie, Danielle, Jeff, Chelsea, Leann.

1. Welcome

1. To our first BCLA Metrics & Impact Interest Group meeting!

2. Background

1. Started with a conversation about metrics, what we do with what we collect

2. Ariana planned to host a BCLA presentation - but lots of others were interested so we created an interest group instead. Get together and chat, share.

2. Indigenous Acknowledgement

1. Shared Indigenous Acknowledgement, important.

3. Housekeeping

1. Ariana and Rachel are co chairs

2. Diana is recording secretary

4. Introduction of Attendees

1. Ariana - RPL - Portfolio includes metrics.

2. Rachel - CPL - Metrics, biannual customer satisfaction survey.
3. Diana - FVRL - Outcomes Based Evaluation, templates and process.
4. Leah - ELN (post secondary consortium). Metrics to make better decisions. Demonstrate value. Interested in learning more from librarians who use their data.
5. Maribel - NVDPL - Internal decision making but also to show the public.
6. Kat - NVCPL - Annual, monthly reports etc. How to tell our story, how BC libraries as a group demonstrate to our funders.
7. Melanie - KLF - New to counting/numbers and would like to learn, to support area libraries and funders.
8. Danielle - Ontario - Customer satisfaction survey, Board reporting, fundraising. Meet and learn.
9. Jeff - BCIT - Assessment is part of portfolio. Excited to see what others are doing. Satisfaction surveys for students and faculty. Collect lots of statistics but not sure how using.
10. Chelsea - Borden Ladner Gervais Law - One step away from card catalogs. Interesting to see what others are doing and how we might apply it.
11. Leann - UFV Tech Student - For educational purposes and inspiration. Recently applied for job including metrics.

5. Background and Goals for Metrics and Impacts Interest Group

1. See origin story above.
2. We can progress better when we connect. Metrics impacts all of us. Difference types of metrics - e.g. Program statistics. Projects. Borrowing, collections. Students and Staff.
3. Reviewed our MIIG Terms of Reference. Value for all kinds of libraries. Diversity will enhance conversation and learning.
4. What we might do and discuss together:
 1. LLEAD exercise: introduce a situation where you're having a problem - get feedback and perspectives from others in the group. Using the group as a sounding board. We often do this work in isolation. Community/network.
 2. Lots of room for discussion. What collect, from how, and how. Ethics. Sharing examples. What kind of data - qualitative too.
 3. How to translate our numbers into stories.
 4. Case studies. e.g. Public Libraries Grant to fund an HR professional for federation directors. Grant reportin = measure impact, directors expertise assessment, before and after. Other internal data.
 5. Staff training. Incidents. We don't learn this work in library school.
 6. Data repackaging for donors

6. Round Table Discussion

1. What frameworks do you use?

1. Steve Patty - Getting to What Matters: How to Design and Develop Evaluation. Measuring qualitative impact. How to shape questions so you can get to three different levels. What learn, how feel, actions taking. What effect the knowlege, action and perceptions have.
2. Outcomes Based Evaluation: Outcome (see strat plan) --> Indicator --> Measurement --> Data --> Indicator --> were outcomes supported?
3. Logic models: thinking about the outcomes when they design things right from the start. <https://www.ripleffect.org/12-months-to-better-library-data/>
4. Project Outcome? May not be providing evaluation services any more. <https://www.ala.org/pla/data/performance measurement> Temptation to tweak the wording!
5. What if the data doesn't support your hopes?
 1. Monitor the data and adjust course as needed,
 2. Explore for explanation, make recommendations to cont.

2. What brought you to this meeting?

1. Customer surveys? Satisfaction scores. Library overall, collections, services, programs. Some areas aren't doing well,

but qualitative feedback can help identify areas for improvement.

2. How do we motivate to get broad response base, large sample size, representative? We never get the sample size we want. We hear from the same people. Or we hear from the happiest and unhappiest. Survey fatigue. It's an ask. Tuck it in everyone's checkouts - micro strategies.
3. Challenges in holistic interpretation? Data is stored in multiple places. Some libraries have a data team. Hear everyone's struggles and successes - learn from all.
4. What advice for someone just starting out? Thinking about this from the beginning brings you miles ahead.
5. Oversight? System for saying no to data collection. Ensure data will be used. Need a general set of Best Practices for all data collection. Perhaps we can work on one some time in the future.
6. Accuracy? Person who previously attended to data collection didn't work in the libraries, so didn't know what they were missing. The person collecting the number has to understand.
7. Data Dashboard Software? Found a good one but could not afford it. Cobbling together spreadsheets instead. Excel and SurveyMonkey. Counting Opinions.

3. How does metrics and impact assessment fit into your organization?

1. DEFER

4. What would make this group meaningful? Joint brainstorming:

1. Problem solving spaces.

2. Adaptable best practices for data collection. And for different types of data.

3. Any tools to share back to the community.

4. Can publish to BCLA Branches and webpage.

5. Speakers. Workshops.

6. Sharing - what does it look like in your job? Case studies.

7. Collaboration.

8. Learning through osmosis.

9. Sharing articles, resources, discussion materials. Dedicated learning.

10. Adapt our Branches to 'online book club' sharing of resources.

5. Reasonable frequency of meetings?

1. Monthly? Bimonthly? Quartlery? DECISION: Try monthly meetings to start.

2. Feel free to add to Branches any resources you want on the agenda.

7. Review of Action Items

1. **ALL** share about our new MIIG with those who might be interested. Anyone can join! Branches forum too.

2. **Ariana:** Schedule next meeting for one month.

8. Adjournment

1. Checkout: Feeling optimistic, excited, good, happy.
2. Thank you everyone! Great to connect.
3. Adjourned at 3pm.