

Communicating and Proving Your Worth Resource List

Resource	Website
Awards: Apply for awards as a way to bring attention to what you do well. Don't limit yourself to local or regional awards.	http://tmlda.org/awards/ http://www.txla.org/awards http://www.ala.org/pla/awards http://www.ala.org/awardsgrants/
Benchmarking Tools: From Edge to Project Outcome, libraries have more tools than ever to measure themselves with peers.	http://arlingtonlibrary.org/wp-content/uploads/2015/11/Benchmark-Report-.pdf http://www.libraryedge.org/toolkit https://www.projectoutcome.org/
Best Practice Libraries: Anythink, Charlotte Mecklenberg and Columbus Metropolitan are libraries that are leading the way in customer service models. These libraries present at ALA and PLA.	http://www.yourlibrary.ca/aboutus/goodtogreat.pdf http://tametheweb.com/2012/09/17/anythink-library-videos/ http://www.columbuslibrary.org/about
Business/Strategic Plans: Sample strategic plans from three libraries.	Charlotte Mecklenburg https://www.cmlibrary.org/sites/default/files/2013_CML_1PG_StrategicPlan4_horz.pdf https://www.cmlibrary.org/sites/default/files/CML-StrategicPlan_FINAL_PRESS.pdf Flower Mound Public Library http://www.flower-mound.com/DocumentCenter/View/7955 Topeka Shawnee Public Library https://tscpl.org/wp-content/uploads/2014/01/nextdecadepresentation.pdf https://tscpl.org/wp-content/uploads/2014/01/Internal-Goals-2012.pdf https://tscpl.org/wp-content/uploads/2014/01/External-Goals-2012.pdf
Online Survey Tools: From free, low-cost, and advanced online survey tools, there is one that will fit right for your library. Be sure to share your results.	http://www.techsoup.org/support/articles-and-how-tos/few-good-online-survey-tools
Outcome Based Evaluation: Outcome measurement is a systematic method of assessing the extent to which a program has achieved its intended result.	https://www.ims.gov/grants/outcome-based-evaluation/purposes https://www.projectoutcome.org/ https://www.tsl.texas.gov/ld/funding/outcomes/index.html
Telling the Library Story Tool Kit: Examples on how to collect and share stories from library users.	http://csreports.aspeninstitute.org/documents/AspenLibrariesReport.pdf http://www.friscolibrary.com/stories-of-impact https://www.youtube.com/playlist?list=PLL6gs3aZKBapqFJ-lnFwkqXudCAF3Qrq-
Valuing Libraries Toolkit: Created by the Iowa Library Service Areas and the State Library of Iowa, this tool kit includes a budget power point presentation, a bookmark, a template for creating an annual report, creating press releases or suggestions for talking with policy makers. This site has what you need...and more!	http://www.statelibraryofiowa.org/ld/t-z/TTLS http://www.ala.org/research/librariesmatter/ http://www.ala.org/advocacy/advleg/advocacyuniversity/toolkit/makingthecase/library_calculator https://www.tsl.texas.gov/roi http://www.webjunction.org/news/webjunction/core-library-value-tools-for-telling-it-over-and-over.html