

## Five steps of outcome-based planning & evaluation for public libraries

Michelle McLean

**To cite this article:** Michelle McLean (2016) Five steps of outcome-based planning & evaluation for public libraries, The Australian Library Journal, 65:4, 332-333, DOI: [10.1080/00049670.2016.1242364](https://doi.org/10.1080/00049670.2016.1242364)

**To link to this article:** <https://doi.org/10.1080/00049670.2016.1242364>



Published online: 18 Oct 2016.



Submit your article to this journal [↗](#)



Article views: 936



View related articles [↗](#)



View Crossmark data [↗](#)

mean, variability and deviation), whilst the third part deals with the less familiar skills of visual presentation of statistical data for which R is particularly valuable. It is this section which makes the book one for the experienced statistician as well as for students. Although designed as a textbook for students and practitioners and employing natural language, much hands-on practice would seem to be essential in order to become familiarised with theory and application.

An attempt has been made to include library-based examples of the uses of statistics which are not U.S.-centric (which the 'References' are). One illustration (p. 6) is of an English Post Office Savings Bank deposit book from 1939 (incorrectly captioned 1869), and a University of Adelaide survey which included students' smoking habits is used to illustrate the use of the MASS package to create a 'data.frame' (pp. 230, 231). On the other hand one wonders at the identity of the U.S. 'Librarian [*sic*] Association' whose survey is mentioned (p. 143). Three appendices have been provided: 'A' consists of a very useful collection of statistical formulae; 'B' presents a Z score table; and 'C' gives a handy set of R commands.

This book is not as daunting as it first appears, especially if used as a practical guide to contemporaneous use of the software. Its chief value for students and practitioners lay in the detailed coverage of the topic, the visual examples of formulae, and especially the final section illustrating in colour (a bewildering 655 are available) the graphical presentation of data.

Edward Reid-Smith

© 2016 Edward Reid-Smith

<http://dx.doi.org/10.1080/00049670.2016.1242105>

### **Five steps of outcome-based planning & evaluation for public libraries,**

by Melissa Gross, Cindy Mediavilla, and Virginia A. Walter, Chicago, IL, ALA Editions, 2016, 120 pp., \$55.95 (paperback), ISBN 978-0-8389-1404-5

Outcome-based planning and evaluation (OBPE) is a holistic planning approach which combines the quantifiable outcomes of existing library programmes and services with planning for the new or revised delivery of programmes and services. *Five steps of outcome-based planning & evaluation for public libraries* has evolved from a series of successful workshops for library managers run by the authors in the U.S.. It demonstrates a series of management steps for utilising OBPE into the everyday functions of public libraries, to maximise the benefit to users by making better use of an organisation's resources.

The benefits of OBPE are outlined, showing how libraries can use outcomes from existing programmes and services in the planning and evaluation processes. This book introduces methodologies to achieve this in practice, and then demonstrates how outcome statements can be created which are then used to plan for more targeted services for their users, resulting in more streamlined and cost-effective services to their communities.

The book begins gently for those new to this planning method with an introduction to OBPE concepts and an outline of how it can be used to gather quality feedback from library users. It explains various methods for assessing community needs and takes readers through the process of creating outcome statements and using those to guide the development of new library services and identifying performance measures for those new services.

It is interesting in that it explores more than just what can be found within the library itself, including external as well as internal data sources, and offers suggestions as to how to tap into these sources to gather the most useful information available. The practical advice follows throughout the book, with real examples of how to analyse data and create different sorts of outcome statements, how to identify the potential of partnerships in service design, how to

work with many of the methods of evaluation and how to share the results with stakeholders and the community.

*Five steps of outcome-based planning & evaluation for public libraries* is both concise and practical, with case studies and figures dotted throughout the book, illustrating its points. The references for each chapter are few compared with many other library titles but are very relevant, and the Appendices contain good samples of worksheets and further reading.

All public libraries know the importance of making the best use of limited resources, delivering useful targeted services and getting the important messages across to stakeholders and users alike. *Five steps of outcome-based planning & evaluation for public libraries* is a practical guide that can assist in identifying and using the tools to do this. It's a must-read for any public library service manager.

Michelle McLean  
Casey-Cardinia Library Corporation

© 2016 Michelle McLean  
<http://dx.doi.org/10.1080/00049670.2016.1242364>

**Creative library marketing and publicity: best practices**, edited by Robert J. Lackie and M. Sandra Wood, Lanham, MD, Rowman & Littlefield, 2015, 190pp., US\$45.00, £29.95 (paperback), ISBN 978-1-4422-5421-3

*Creative Library Marketing and Publicity: Best Practices* focuses on some of the most visible aspects of marketing for libraries – promotion, publicity, branding and advocacy. It begins with the foundation of marketing, which is the marketing plan, taking readers through creating a plan step-by-step so that essential information is gathered before you attempt any major marketing project. The book reiterates throughout the importance of a marketing plan. This introductory chapter helps to understand what a marketing plan contains and why it is essential to have one.

It then explores different types of libraries – public, academic, special, school, etc. – in small, medium and large library settings. Coverage includes rebranding of a library service, email marketing, new library builds and remodelling, exhibition and art spaces within libraries, social media in libraries, library programming, building advocacy for your library, and designing, making and marketing libraries via videos.

The social media in libraries example discusses a public library and the 13 different social media platforms it uses as well as those it doesn't, and why. It also discusses how these social media avenues can be used to engage with your particular library community. Social networking tools discussed include Facebook, blogs, Twitter, Pinterest, YouTube, Flickr, Instagram and Tumblr.

The examples from university libraries about creating promotional videos draw heavily on the expertise of students and faculty. This included having students and faculty star in their videos, and giving full creative control to students studying film-making. Engagement in these examples is very high and the success of these videos is directly attributed to the involvement of students and faculty. Other chapters also however talk about 'buying in' expertise in certain situations to ensure that the project is a success.

There are two chapters which talk about rebranding particular aspects of a library service. One discusses updating the library logo whilst the other talks about using a particular tagline in all library marketing material. These examples show how consistent marketing across a host of different areas in a library service can get the point across to patrons so that they remember you for the right reasons, not the wrong ones.