



Rochester Public Library: We strengthen community and enrich lives by sparking imagination, creativity, engagement, and learning.

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

ACTIVITIES:

PUBLIC SERVICES: Circulation; reference; readers advisory; selection, acquisition, processing, cataloging, and classification of physical and digital book and material collections; computer and Internet access; wifi; providing and maintaining gathering and self-directed interactive spaces; facilities and room rentals; interlibrary loan; and website or digital branch.

EVENTS, CLASSES, & PROGRAMS: Engaging, educational, and creative activities offered at the main library for children, teens, and adults including: book discussions; films; storytimes; Wellness Corner; Rochester Reading Champions; Ready to Lead; digital literacy; local history program; LGBTQ Safe Space, Makerspace; and 3D printing.

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

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

OUTPUTS:

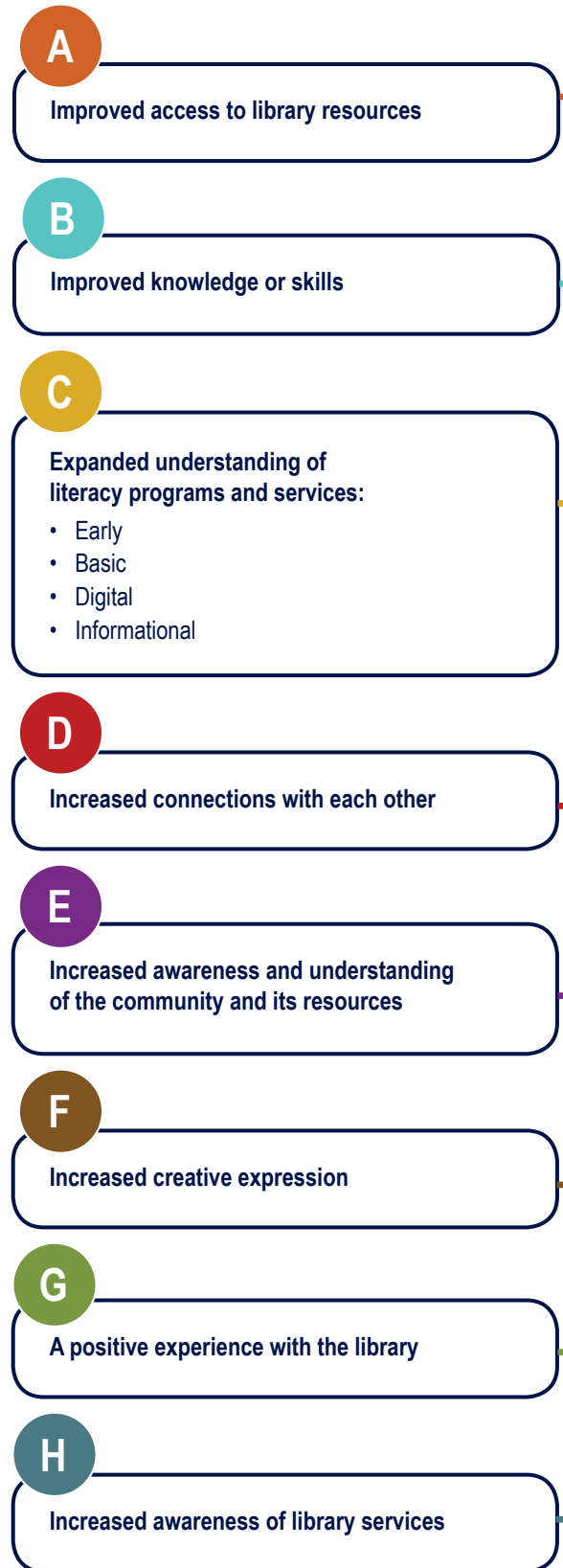
GENERAL:
 # library cards issued
 # items circulated, ILLs and downloads
 # volunteers, volunteer hours, and retention
 # attendance
 # patrons using the library/% service pop.
 # social media usage
 # surveys
 # partnerships
 # marketing materials distributed

PUBLIC SERVICE:
 # reference and technical questions
 # patrons using spaces
 # of room rentals and room set-ups and purpose
 # website hits, databases use and internet sessions
 # in collection, amount added, turnover, discards
 # carts shelved and average time to shelf
 # informational handouts distributed
 # of circ per capita, holdings per capita, and collection turnover
 ⌚ for maintenance response
 % operating budget change
 % of collection RFID tagged

EVENTS, CLASSES, AND PROGRAMS/OUTREACH:
 # events, classes and programs
 # hands-on activities
 # mini-libraries
 # donated books distributed
 % assessment results
 # individual consultations/tutoring sessions
 # of homes with hotspots
 # grants submitted/awarded
 # oral histories
 # room set-ups/# recorded programs

PUBLICITY AND MARKETING:
 # general library information distributed (newsletters, snapshot, book marks)
 # presentations
 # off-site events
 # tours
 # commercials
 # branded items
 # billboards

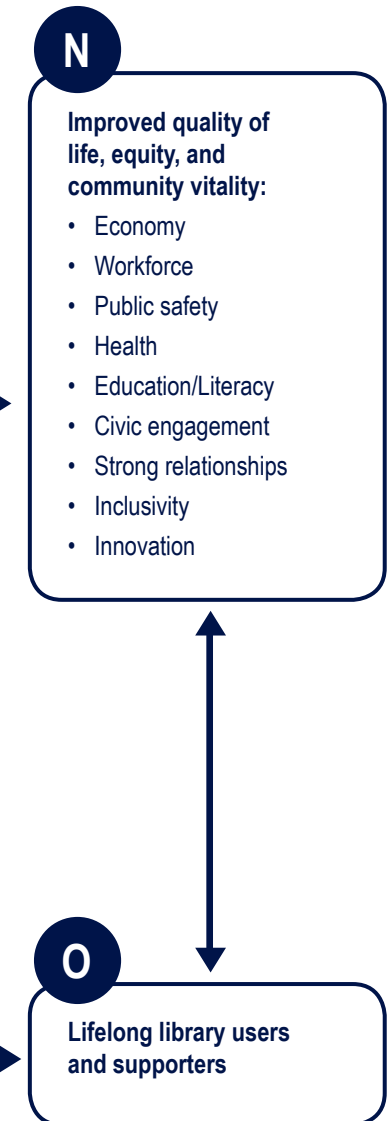
SHORT-TERM OUTCOMES: CUSTOMERS HAVE:



INTERMEDIATE OUTCOMES: CUSTOMERS/COMMUNITY MEMBERS HAVE:



LONG-TERM OUTCOMES: COMMUNITY MEMBERS HAVE/ARE:



Wilder Research

Information. Insight. Impact.
 This logic model was co-developed by Rochester Public Library and Wilder Research
 For more information, contact Nicole MartinRogers at nicole.martinrogers@wilder.org