

Yale University President's Public Service Fellowship

Proposal for Fellowship Placement • Summer 2017

- Organization: New Haven Free Public Library
- Full street address of organization: 133 Elm Street, New Haven
- Website: www.nhfpl.org
- Name and title of the Direct Supervisor: Martha Brogan, City Librarian and Director
- Phone number and e-mail address of Direct Supervisor: 203-946-8139
mbrogan@nhfpl.org
- Placement dates (*8-11 weeks between Tuesday, May 30 and Friday, August 11, 2017*):
May 30 – August 8, 2017
- Are placement dates flexible? If so, please describe: Placement may start in June and/or end in July, contingent on the candidate's schedule.
- Hours of the program (*placements should be equivalent to full-time*): M-F typically between the hours of 9am to 6:30pm with an occasional evening (until 8pm), if necessary. Earlier morning hours are feasible if preferred by the candidate.

Placement Description

Organization description (*Mission statement, population served*):

The New Haven Free Public Library (NHFPL) is a community treasure focused on creating experiences for all ages and sectors of society to advance economic engagement, lifelong learning, cultural connections, and young minds. The Library serves as a powerful force in developing strong and safe neighborhoods; providing opportunities for connected learning, job readiness and entrepreneurship; and stimulating creativity, civic awareness, and community leadership. The NHFPL has five locations across the city as well as a Readmobile and 24/7 digital branch of online resources.

The mission of the New Haven Free Public Library is to ensure that all New Haven’s citizens have full and unlimited access to information and knowledge so that they may meet the needs of daily living, have opportunities for self-education, and participate successfully in self-government.

- Please write a 1-2 sentence summary of the work that the Fellow would be conducting:

The Fellow will evaluate and synthesize the results from several data-gathering and survey tools currently in use by the Library and recommend best practices to achieve our goals as an evidence-based institution.

- Please write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

The NHFPL uses a variety of local, state, and national surveys and tools to measure its performance and achievements. These tools provide us with a wealth of institutional, demographic, and transactional data about the populations we serve, their interaction with the library, and the library’s performance (primarily measured in terms of inputs and outputs). Our more recent participation in such initiatives as the Urban Libraries Council’s *Edge Technology Assessment* and the Public Library Association’s *Project Outcome*, enables us to analyze outcomes and benchmark our success in terms of its social impact.

The Fellow will coordinate a systematic review of our data-gathering methods and results to help us create a framework for more strategic use of these metrics. We would like to leverage data to inform our service strategy and to improve our advocacy through impact stories about how the library is transforming lives. The Library proposes to use the definitions below to align the results of its different surveys with specific program or service goals.

Program/Service	What the library does
Inputs	The resources the library devotes to the program/service
Outputs	What the library produces
Outcomes	A beneficial change that occurs because of the library’s program/service. . . what will be different?
Impacts	Long-term or indirect positive effects of the outcomes

Duties include:

1. Become conversant in the following library tools and metrics:
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- Institutional metrics submitted annually to the CT State Library, <http://libguides.ctstatelibrary.org/dld/stats>
- Achievement metrics specified in the library's strategic plan, http://nhfpl.org/wp-content/uploads/2014/09/Strategic_Plan_2014_pt1.pdf and http://nhfpl.org/wp-content/uploads/2014/09/Strategic_Plan_2014_pt2.pdf
- ULC's Edge Assessment Toolkit, <http://www.libraryedge.org/>
- PLA's Project Outcome, <https://www.projectoutcome.org/>

2. Assemble a report summarizing the results from these surveys in consultation with library managers. Please note that there are existing annual reports and project-based reports to use as a starting point.

3. Recommend best practices in effective use of these tools individually and collectively to tell the "story" of the New Haven Free Public Library.

4. Assist in training staff in the use of these metrics and their application, in tandem with library managers and key technology staff.

- Specific skills/experience required for the project (*Please list*):
 - Strong analytic skills using quantitative and qualitative data
 - Interest in measuring social impact
 - Excellent written, oral, and interpersonal communication skills
 - Ability to communicate findings, data, and issues to non-research audiences
 - Intermediate to advanced use of Excel, Tableau or similar business intelligence, analytics, and graphics software
 - Knowledge of GIS techniques is a plus
 - Additional requirements (e.g. a car or weekend working hours).
Work location is at Ives Main Library (133 Elm). Any other travel locations would be accessible via public transport.
 - Briefly describe the work that Yale PPSF Fellows have done with your agency in the past and present.
 - For the past two summers (2015 & 2016), NHFPL had Yale Fellows assigned to the READY for the Grade summer reading program in our Young Minds Department. They have also applied for a Fellow again in 2017.
 - Four summers ago, a Yale Fellow cataloged and researched our children's rare book collection in order to help us determine its value and what items we should keep. She
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also helped us with our Summer Reading program, signing up participants and working at our family nights.

