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rather than outcomes and impacts makes it an ineffective, inadequate tool for librarians looking to demonstrate the value of library youth services. There are many alternatives, from within librarianship and beyond, that can serve as a model for a youth library services valuation project.

Current Valuation Methods in Public Libraries

There is ample research that seeks to place a monetary value on the intangible services offered by public libraries. The three most common methodologies used are:

Contingent Valuation Method
Cost/Benefit Analysis
Return on Investment

These can be adapted to fit the needs of youth services librarians who want to capture the impact of their own services and programs.

Outcome Measurements in Museums

Libraries and museums have long been recognized for sharing similar missions in providing educational and social benefits for their patrons; however, practical industry information is not heavily shared between the two fields. Can we improve our efforts to learn from one another in the area of outcome measurement?

Archives Council standards and toolkit for measuring both learning and social outcomes
The Getty Museum model for program assessment
ms

Looking at the Nonprofit Sector

Many nonprofit organizations have conducted research to determine what data is meaningful and how best to collect it. Models used to measure success in nonprofits can often be easily adapted to meet our needs. The following are examined in greater detail:

Guides for creating a comprehensive outcome measurement tools

ASK, ASSESS, ADVOCATE: DEMONSTRATING THE VALUE OF LIBRARY YOUTH SERVICES

INTRODUCTION

the clock to develop outstanding collections and engaging programs, cultivate enthusiastic readers and lifelong learners, and provide access and advocacy for those who need it most. But what is the value of these services? And how can we make a case for maintaining and increasing access to these services, particularly in communities where resources are limited?

In the

project, Emerging Leaders Team

communities make the case for increasing access by

poten
will be of particular use for advocacy by library staff that
may not have the time or resources to pursue the type of
research necessary to make a viable argument for
sustained or increased community support of library
services. Our goal, as determined by the Association for

methodology for online calculator by researching
professional competencies and defining the professional
requirements of youth l

that the project was much more complex than it appeared at first glance. In this section, we discuss
the strengths and limitations of a value calcula(e)-5( )]9sm@003005t BT004400s@b0\@n@ëCŦ·8R5nVÎWVãtẗCRĺ.

Limitations of a Value Calculator

How does this relate to the evaluation of youth library services?

Although these research strategies did not make youth services their focus, many of them can be easily adapted to meet the needs of future valuation research in this area. They supply detailed outlines and models that can be relatively easy to adapt for youth services, as well as offer suggestions on formulating surveys including how to structure the premise and environment, what factors to take into consideration and how to phrase the presentation. Aside from the three specific studies summarized in our paper, Worth Their Weight includes another seventeen summarized methodologies and breaks down the pros and cons of each. This guide can provide a helpful overview of various methodologies to be pursued in further research in youth services.

By examining various research methodologies used to calculate monetary value for public libraries and their services, librarians are better equipped to decide which techniques would best serve their needs for conducting new research explicit to youth services. These methodologies can be adapted to fit the needs of youth services librarians who want to capture the impact of their own services and programs. Both monetary value and social values can be studied using these methods, and they are presented here as options to be considered for further research. The paper will now look at other organizations including museums, nonprofits and school libraries and how they determine value from their services so that combined with these methodologies the future research we conduct will be all-encompassing and more accurately reflect the tangible and intangible impact library youth services has on the community as a whole.

OUTCOME MEASUREMENTS IN MUSEUMS

While museums and libraries share a common mission to inspire, inform, and entertain, when making the case for funding museums also face the challenge of demonstrating their success with the highly valued but intangible benefits to their patrons and community. Reviewed below are ways some museums have chosen to address this issue.

Generic Learning Outcomes and Generic Social Outcomes

Generic Social Outcomes (GSOs) and Generic Learning Outcomes (GLOs). The GSOs and GLOs were created to address the gap in research on the outcomes of learning and of the social impact as influenced by libraries, archives and museums. It allows responses to be categorized to be better understood, and to paint a more comprehensive picture of the broader impacts on both individual learning and on society, as a result of interaction with the organization (Hooper-Greenhill et al., 2003). These concepts provide a practical framework for evaluating the intangible benefits provided by youth services in libraries.

For measuring social impact the GSOs are composed of three broad outcome areas:
1. Stronger and Safer Communities
2. Strengthening Public Life
3. Health and Well-being

The 5 GLOs that libraries can utilize to identify and measure learning impact are:
1. Increase in knowledge and understanding (e.g. learning new facts, grasping new meaning, gaining new insights)
2. Increase in skills (e.g. knowing how to do something). These may include the areas of intellectual, emotional, physical, communication, and technical skills.

How does this relate to the evaluation of youth library services?

Nonprofits have always had the burden of proving to their stakeholders that their work is valuable so there has been significant research and resources dedicated to determining the best way to measure their outcomes. Although public library programming for children does not strictly fall into the same category as nonprofit programs for children, there are still many similarities between the two branches of service to be found. In a recent blog, Bonfield noted,   uts and outcomes, and the process and value of measuring outcomes, can be easier to appreciate if we   The resources that exist to measure outcomes for not-for-profit agencies can be easily adapted to meet the needs of library professional who would like to begin gathering their own data. Materials like the United Way manual and Child Welfare   readily available at no cost and provide very detailed instructions about how to develop, expand, and maintain an outcome driven data measurement plan.

The information in the realm of not-for-profits is broad and it points to the same direction that our research guided us in-- it is very difficult to measure the value of service, but despite the difficulty it is still a worthwhile pursuit.[12] The logic model is the most commonly used form for looking at this particular data, and although it focuses on outcomes it does not overlook the importance of outputs. Examining the inputs and activities allows the observer to determine outputs which help to shape the outcomes. To the world of library services this is very useful because if a librarian can justify the resources they are putting into a program with real life outcomes they are more likely to receive sustained funding.

LEVERAGING IMPACT S

the positive impact of school libraries not being tied to more prosperous communities and often

Perhaps what public libraries can learn from school library impact studies is that each individual library service does not need a price assigned in order to demonstrate its value. Instead, how do we measure the impacts that our services have on our communities? When these impacts are put into context of overall costs, our communities may get a richer picture of the value libraries provide. Curry Lance and Schwarz end their 2012 study of Pennsylvania schools with a future action plan that is a call to action for community engagement. As they explain, research should not end with a paper. Libraries need to engage their communities with the research through focus groups

All of this high quality research does not matter if the public is not involved. Alone, a report that shows the strong positive impact of school librarians on student academic achievement will not save a school library from losing its librarian. A return on investment report is not a library advocate. Is the answer not so much in applying a dollar value to services, or accumulating vast amounts of impact studies research as it is to engage communities through conversations that explore the we measure outcomes of library services as well as the financial return on taxpayer investment? If we connect library services to the daily lives of our community members we can mobilize support from not only every day library users, but also from community leaders, governing bodies, and decision makers.

CONCLUSION

libraries in underserved communities make the
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Future Emerging Leader Teams and Valuation

A future Emerging Leader team could go in any number of directions to support and implement the

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APPENDIX I: GLOSSARY

Contingent Valuation Method: A methodology in economics that surveys the intended audience and presents each person with two options to choose from - W(s)j

APPENDIX II: ADDITIONAL RESOURCES

Resources by Nonprofits for Nonprofits

These resources are not intended to help organizations develop their own outcome evaluation plans. They are meant to provide suggestions, comparison, and detailed information about already existing tools.

> Perform Well: This website provides access to surveys and assessments created by The Urban Institute, Child Trends, and Social Solutions. These resources are organized into several categories which cover adult and youth services.
>
> http://www.performwell.org/index.php/find-surveyassessments
>
> Harvard Family Research Project: This report allows practitioners to find evaluation tools that measure youth outcomes in varying focus areas. They are broken down into easy to read tables with five categories along with several subcategories.
>
> http://www.hfrp.org/out-of-school-time/publications-resources/measurement-tools-for-evaluati5(0e)-6(s0 1 101c5(o)-(s)5((s)5((s)5((s)5((s)BT1 0 0 1 2.045f)-2(ind)-5()9 Tm[( )] TJETBT9 Tm[( )] TJI

Resources Created for Libraries

Libraries Matter: This is a portal to summaries of impact and value research on many types of libraries.

http://www.ala.org/research/librariesmatter/

School Library Research Summarized: This is a comprehensive summary of School Library Impact research from the past ten years. This summary includes an easy to read and extensive "School Library Impact Studies Chart" that lists the key components of school library programs and the states or provinces where they were found to have a positive association with student achievement.

http://sl-it.mansfield.edu/upload/MU-LibAdvoBklt2013.pd