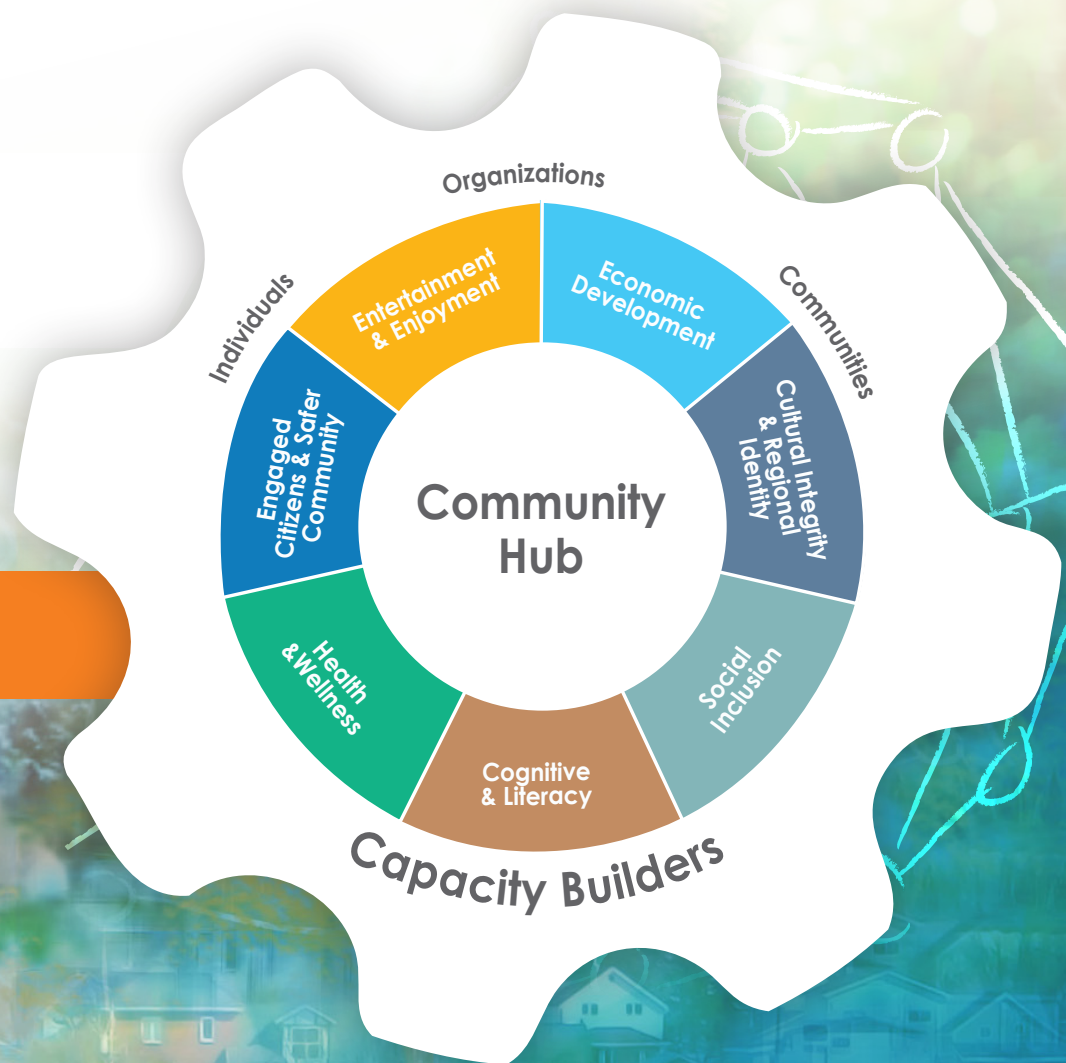


VALUING NORTHERN LIBRARIES

TOOL KIT



Ontario Library Service – North
Service des bibliothèques de l'Ontario – Nord



Ontario

Ministry of Tourism, Culture and Sport

Northern Ontario Research, Development, Ideas and Knowledge



VALUING NORTHERN LIBRARIES

TOOL KIT



This toolkit is designed to measure the value of public libraries and their role as community hubs, building capacity for healthy, resilient people and places, especially in rural, Northern, First Nation and francophone communities. The toolkit provides a step by step process to assess libraries' social return on investment (SROI) within a holistic, cross sectoral framework.

Acknowledgments

The Valuing Northern Libraries study was funded by the Ontario Ministry of Tourism, Culture and Sport. Ontario Library Service - North (OLS - North).

Pilot communities: Rainy River, Kenora, Dryden, Wikwemikong, Powassan and Temiskaming Shores

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Graphic Design: Tiina Keranen

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- 04 Introduction
- 05 Libraries as Community Hubs Social
- 06 Return On Investment (SROI)

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FINISH**APPENDIX I**

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GLOSSARY

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SECTION 5 Assembling the Report

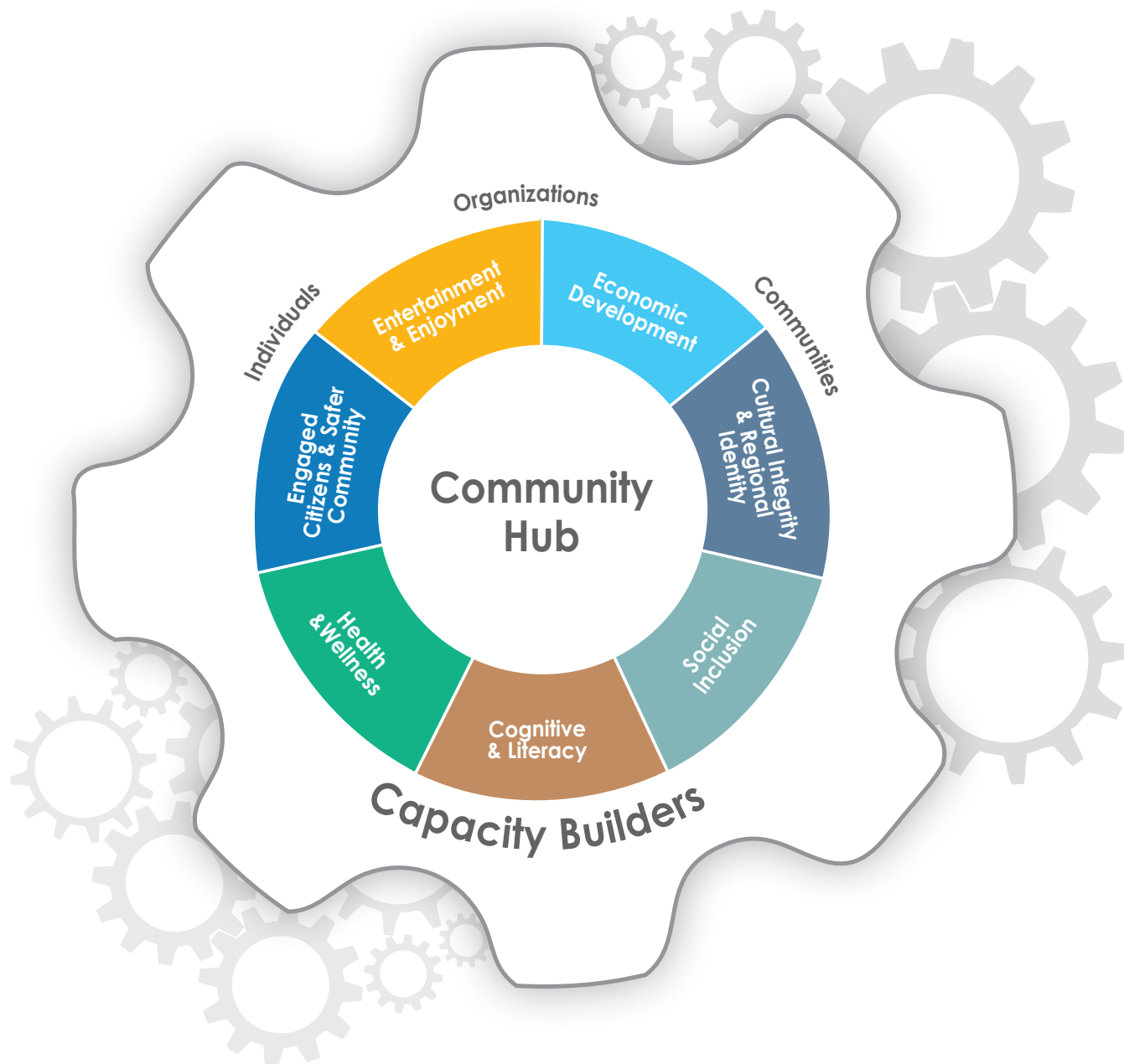
31 Assembling the Report

INTRODUCTION

There is an increased need for libraries to articulate their value given rapidly changing economic and demographic shifts. Past research on the Social Return on Investment of public libraries (e.g., The Martin Prosperity Institute's study of Toronto's Public Libraries, 2013), has been conducted in larger urban centres that do not reflect Northern Ontario's context, and thus the value of public libraries in this vast geographic and culturally and linguistically diverse region. To address the need for an assessment reflective of the region's spatial, geographical and cultural characteristics, the Ontario Library Service (OLS - North) contracted NORDIK Institute to create a measurement tool to illustrate the value of libraries in this unique region of Ontario.

LIBRARIES AS COMMUNITY HUBS

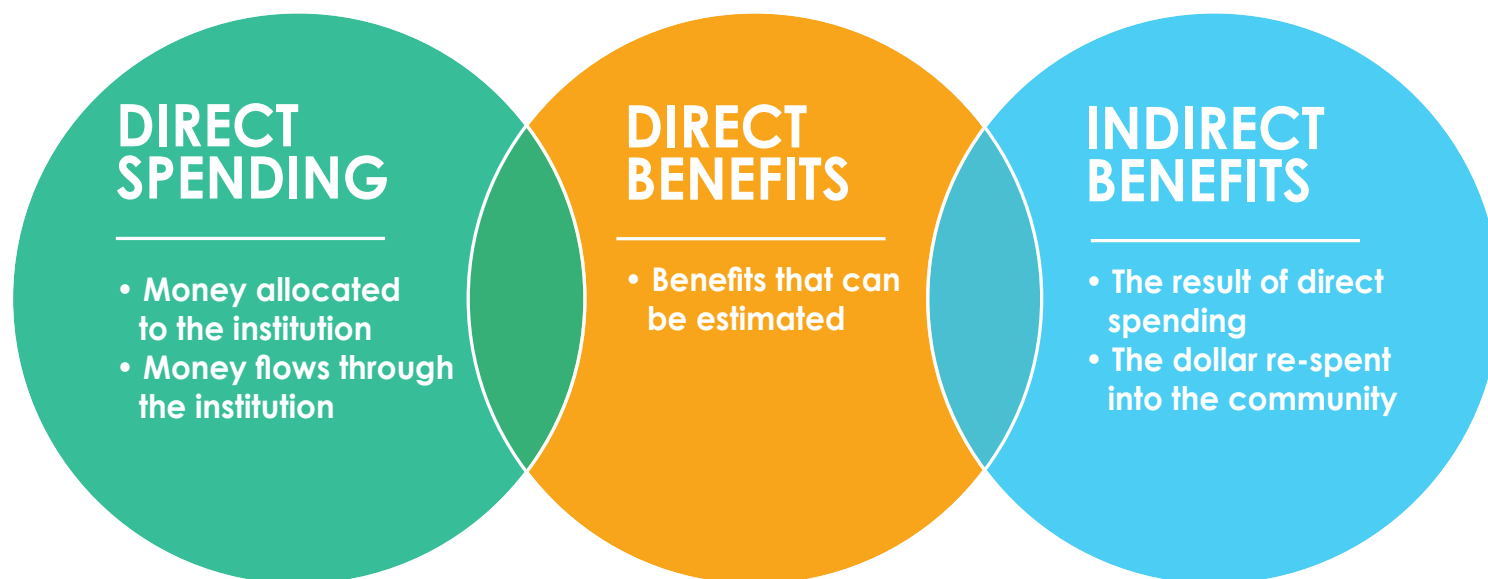
Libraries are recognized as community hubs. They provide critical infrastructure for building individual, organizational and community capacity through their holistic nature, e.g., diverse collections, programming and services. Their physical locations serve as gathering places for people of all ages to engage in lifelong learning, experience and explore new dimensions, meet other people and renew old friendships. Libraries are places that spark change, increase understanding, and strengthen resolve. Interaction with others, in-person or via technology, fosters networks that support information gathering to better inform peoples' decision-making process. They provide a 'level playing field' by providing access to resources, and encouraging integration of all social strata in resource access.



SOCIAL RETURN ON INVESTMENT (SROI)

Social Return on Investment (SROI) is a term “originating from return on investment (ROI), as used by traditional investors. It describes the social impact of a business or non-profit’s operations in dollar terms, relative to the investment required to create that impact and exclusive of its financial return to investors” (Lingane, 2004). The social return on investment assesses three main areas: direct spending, direct benefits, and indirect benefits.

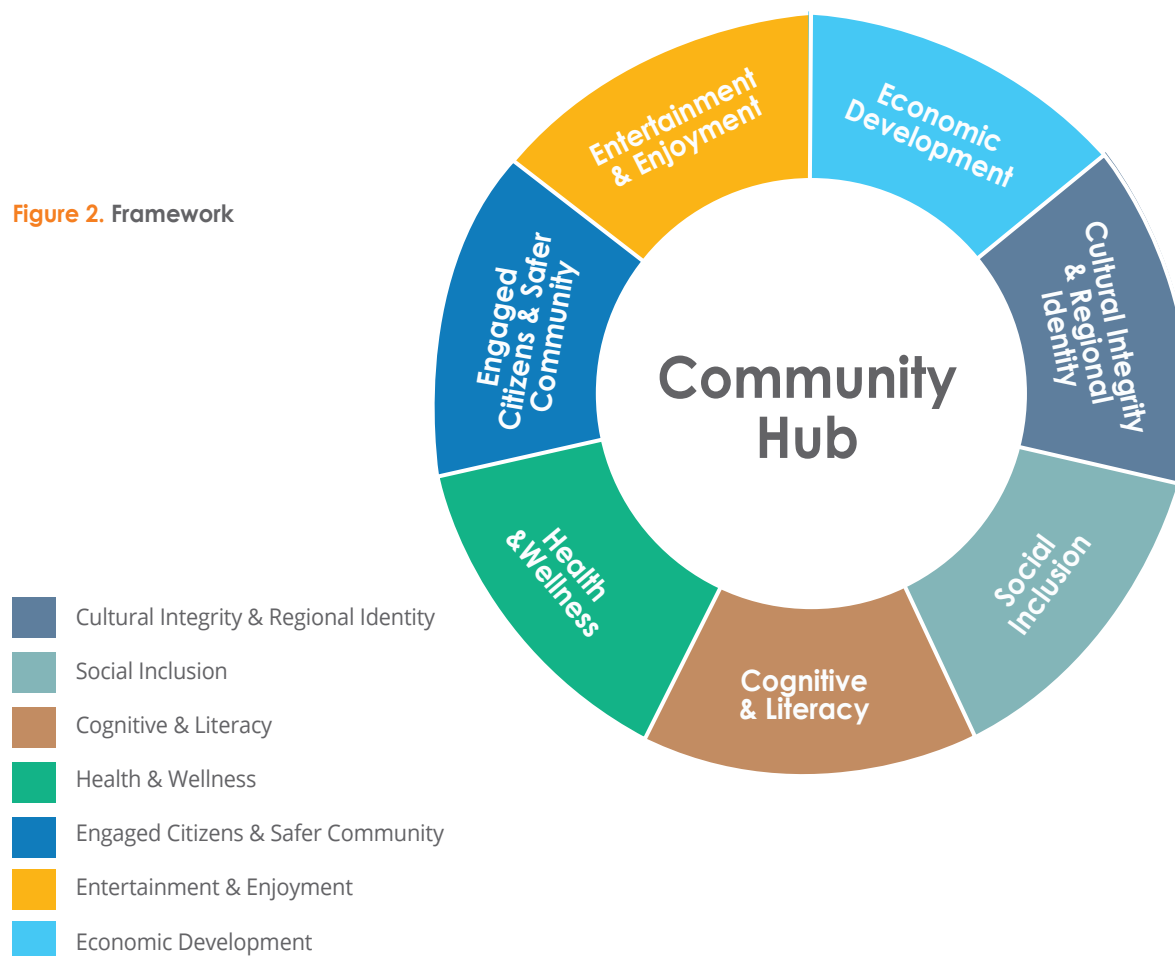
Figure 1. Social Return on Investment



A NEW FRAMEWORK FOR VALUING LIBRARIES

A critical review of the literature and consultation with six pilot communities supported the development of a new framework for understanding and valuing libraries. Such a framework includes a broader selection of measures, particularly for assessing the value of libraries in Northern, rural, Indigenous and francophone communities. The new framework (Figure 2) posits libraries as community hubs that build capacity in seven key areas critical for individual, organization and community level ability to adapt to changing contexts.

Figure 2. Framework



SEVEN AREAS TO ASSESS:

The new framework identifies seven areas where libraries contribute to building individual, organizational and community level capacity.

01

Cultural Integrity & Regional Identity

Libraries contribute to identity formation and maintenance, as well as the cultivation of a sense of local identity and place. Rural libraries in particular symbolize local autonomy through the maintenance of local history collections and advertising events that characterize place.

Indicators

- A)** Economic benefit of 'special collections' and other materials related to the culture and the history of the area (incl. snowshoes, fishing rods, GPS, Indigenous/French/immigrant languages).
- B)** Economic benefit of promotion of local cultural and historical events, programs, advertising space, information services about local area.
- C)** Economic benefit of cultural events.

02

Social Inclusion

Libraries foster social inclusion by providing services that equalize skill levels and support relationships of mutual support and trust. They also assist in levelling the economic playing field, providing people of all incomes with access to costly resources.

Indicators

- A)** Economic benefit of accessible collections (i.e. Braille, large print books, Talking Books on CD, etc.).
- B)** Economic benefit of inter-library loans.
- C)** Economic benefit of internet access.

03

Cognitive & Literacy Development

Library services play a critical role in filling the gaps left by schools and the formal education system, from helping parents and guardians facilitate the intellectual growth of their children, to facilitating universal access to multiple and varying forms of literacy. Early and adult literacy programs contribute to positive cognitive development, particularly among seniors.

Indicators

- A)** Economic benefit of Children and Youth circulation (incl. books, audio books, DVDs, music CDs, databases and other materials directed at this age group).
- B)** Economic benefit of Children and Youth programming.
- C)** Economic benefit of class instruction at a library or a school.

04

Health & Wellness

Libraries foster self-care and independence, where patrons can carry out their purpose, providing opportunity for autonomy and self-direction that increases mental health and well-being. Many provide a number of environmental interventions, such as seed libraries and related instruction programs.

Indicators

- A)** Economic benefit of health related programming delivered at the library.
- B)** Economic benefit of health and wellness related collection (incl. books, e-books, DVDs).
- C)** Economic benefit of in-library requests.

05

Engaged Citizens & Safer Communities

Libraries strengthen community bonds by fostering civic engagement, facilitating cross-sector communication and collaboration, and building relationships between individuals, families, and other groups. These efforts have the effect of developing a shared sense of place and community while contributing to crime prevention through social development.

Indicators

- A)** Economic benefit of a library membership.
- B)** Economic benefit of volunteer hours (incl. board members, student coops and community hours, adults).
- C)** Economic benefit of community development workshops.

06

Entertainment & Enjoyment

Entertainment can provide significant cognitive and mental health benefits, as well as being good in its own sake. New technologies and software collections serve educational and entertainment purposes. They provide people living with mental illness a non-commercial space to access without having to justify their presence.

Indicators

- A)** Economic benefit of Adult circulation (all materials).
- B)** Economic benefit of Adult & Seniors programming (incl. yoga, knitting, cooking, etc.).
- C)** Economic benefit of one library visit.

07

Economic Development

Employment and its corresponding multiplier effect, the dollar value of its collections to patrons, capital spending, and the localized sourcing of other materials spur economic development. Programs also greatly contribute to facilitating entry into the labour market.

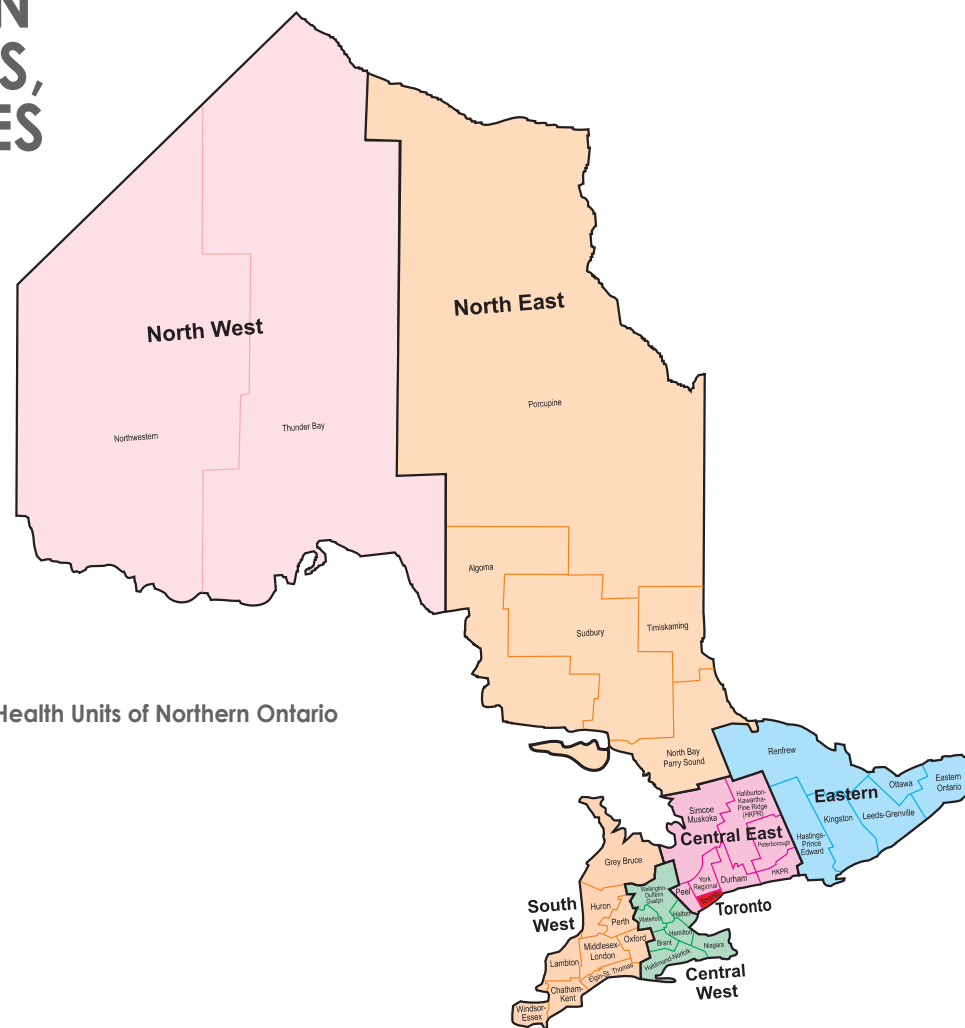
Indicators

- A)** Economic benefit of funds leveraged from outside the community (incl. provincial operating grants, pay equity, capacity building).
- B)** Economic benefit of self-generated revenues (incl. contracts, grants, employment funding, donations, fees, room rental).
- C)** Economic benefit of employment, training and development.

PREMIUM VALUE FOR SERVICE IN RURAL, NORTHERN, INDIGENOUS, & FRANCOPHONE COMMUNITIES

Northern Ontario libraries provide numerous important resources and services for citizens who otherwise must travel and/or relocate to access. Costs associated with such travel or relocation include travel and accommodations, lost wages, and other family related expenses (caring for parents, spouse and children). Additionally, increasing trends toward utilizing the internet for reporting and service delivery by both public and private sectors, requires access to broadband internet. Such infrastructure may be limited or non-existent in rural and remote areas other than at the local public library.

The total value - economic and quality of life – that rural, Northern, Indigenous and francophone libraries provide may be difficult to fully ascertain, however, should be recognized as a significant factor in attracting and retaining citizens and investment. A premium value has been assigned in this toolkit to acknowledge such access and benefit. Such premium value is calculated by applying the percentage difference of the cost of the Nutritious Food Basket in local communities versus such cost in the City of Toronto. Community Nutritious Food Basket costs can be located through regional public health units.



Map: Public Health Units of Northern Ontario

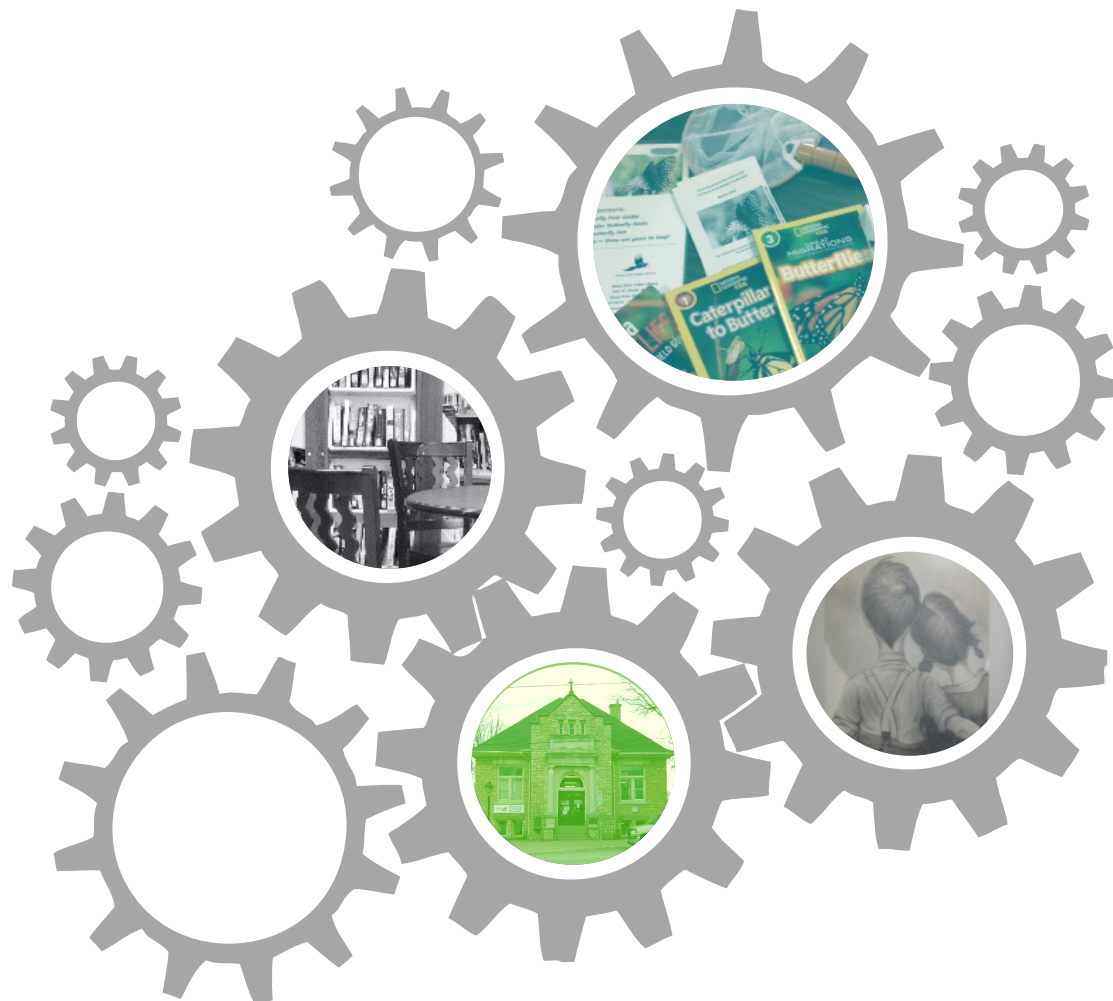
¹ Health Canada, Nutritious Food Basket
(<http://www.hc-sc.gc.ca/fn-an/surveill/basket-panier/index-eng.php>)

² Ministry of Health and Long Term Care, Public Health Units
(<http://www.health.gov.on.ca/en/common/system/services/phu/locations.aspx>)

THE ROLE OF THE LIBRARY IN THE COMMUNITY

The community report provides background and context of the locale in which each library operates, reflecting the culture of the place and the particular ways in which it adds value to its service area's social and economic development, competitive advantage and sustainability. The community profile describes the history, culture and context of the area the library serves. The value of the library section includes a narrative of each of the seven areas of assessment and calculations of the indicators.

For a sample Community Profile
see OLS - North www.olsn.ca

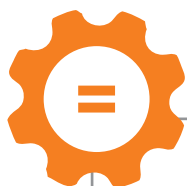


FOCUS GROUPS TO IDENTIFY THE ROLE OF THE LIBRARY IN THE COMMUNITY

Each library has built a unique mix of resources – collections, programming, services, etc. – in response to community needs, enabling diverse people to improve their quality of life and to participate in the life of the community in meaningful ways. In many instances, libraries have demonstrated leadership by providing services that are otherwise non-existent, under developed or under serviced.

To assess this contribution a focus group comprised of 6–12 people (staff, library board members, patrons, broader public) is conducted to elicit participants' understanding of the value of the library. The process takes 1.5 to 2 hours to complete.

***Note:** If you need assistance in conducting your focus group, please contact Ontario Library Service (OLS - North)



The following steps outline the qualitative data collection process.

Resources:

- ✓ Facilitator
- ✓ 7 pieces of flip chart paper each labeled with a heading of one of the 7 value categories identified in the Framework for Valuing Libraries
- ✓ Several post-it notes for each participant
- ✓ Fine-tipped markers

01

Background Information

The facilitator provides background information to the study including why participants' perspective is important in assessing the value of libraries, and the framework assessment that will be used.

02

Hand out post-it-notes and markers to each focus group participant.

03

Ask the questions:

Each person should be asked to write down ALL the ways that s/he feels the library contributes, putting ONLY ONE way per post-it note. Allow 10- 15 minute for this individual activity until everyone has completed writing.

04

Share strengths

Then ask participants to share their ideas, one at a time, by placing their post-it notes on a piece of flipchart paper on the wall, and speak to each item as they do so.

05

Review strengths

Once all the post-its are placed on the flipchart paper, ask the participants if they have any other comments, or have other thoughts occurred to them.

06

Conclude Focus Group

Once all input has been obtained, thank them for their participation, and advise them of next steps in the research process, i.e., when will the study be completed, when they may be able to access it.

NARRATIVE OF THE ROLE OF THE LIBRARY IN THE COMMUNITY

Afterward, transcribe the post-it-notes into a word document organized around the seven value areas. Conduct a number of focus groups to capture diverse demographics. Once completed, compile the data to form one profile. Prepare the narrative of the value of the library section of the Community Profile from the profile.



Sample of post-it note data

Cultural Integrity & Regional Identity	<ul style="list-style-type: none"> • Historical information and archives • Culturally relevant books 	Engaged Citizens & Safer Communities	<ul style="list-style-type: none"> • Safe place for children • Community-based programming
Social Inclusion	<ul style="list-style-type: none"> • No cost to access resources for families • Community support groups/workshops 	Entertainment & Enjoyment	<ul style="list-style-type: none"> • Family movie nights • Bike Clinic • Photography Club
Cognitive & Literacy	<ul style="list-style-type: none"> • Monthly homeschool group program • Children's after school programs 	Economic Development	<ul style="list-style-type: none"> • Space to work for self-employed, or home based businesses, local or while on vacation • Volunteers gain job relevant experience
Health & Wellness	<ul style="list-style-type: none"> • Diabetes education • Recycling programs 		

COLLECTING INDICATORS OF LIBRARIES' VALUE

Each indicator provides direction for calculating the economic benefit. Data from the most recently completed Annual Survey of Public Libraries and the Typical Week Survey and other data through the circulation statistics are used to calculate each indicator. The data location for the Annual Survey of Public Libraries is indicated, e.g.: F.3.1.1 - Number of requests made to other libraries. Enter the data for each indicator into the *SROI Indicator Template*, the Excel spreadsheet template available on the OLS - North website, www.olsn.ca



Calculating Collections Value

***Note:** If older items are used for the calculation and the replacement costs are therefore out of date,

Option 2 should be used to ensure greatest accuracy.

Option 1: Use your ILS to calculate the total replacement cost of items circulated by your library in the sample period (e.g., previous calendar year). The ILS automatically generates a report with the actual replacement cost of every circulated item in the time period specified (month, year, etc.). Identify the collection categories to be included in the indicator (e.g., Children and Youth circulation, Indicator 3A) and total the actual replacement costs.

Option 2: Estimate the replacement cost of the items circulated, then multiply by the circulation. To estimate the replacement costs:

- i) Use the *Canadian Library Purchasing Power* document on the Library Services Centre's website (<http://www.lsc.on.ca>) or;
- ii) Use Amazon's website to estimate the average cost of 10 items in each category.

COLLECTING INDICATORS OF LIBRARIES' VALUE

Libraries using Amazon's website (Option 2ii - see page 14), please follow the steps below:

- 01 Library staff collects circulation usage of the specific categories within the collection. Use the average purchase cost of 10 items in each category as listed on Amazon's website (<https://www.amazon.ca>). This value is assigned the "high value" in the chart below.
- 02 A "low value" is obtained by discounting the value by 80%, given that these items are used numerous times by differing library patrons. A "midpoint value" for each item is estimated by adding the high value and low value and dividing by two.
- 03 The midpoint value is then used to determine the SROI (Martin Prosperity Institute, 2013).

For example, Economic Benefit of Children and Youth Circulation (Indicator 3A)



Collections Formula:

[Circulation Volume in each category] x [Retail value x 80% discount] = Economic Benefit (low)
[Circulation Volume in each category] x [Retail value] = Economic Benefit (high)
[Circulation Volume in each category] x [Retail value midpoint] = Economic Benefit

FORMULAE FOR CALCULATING INDICATORS

01 CULTURAL INTEGRITY & REGIONAL IDENTITY



- A Economic benefit of special collections and other materials related to the culture and the history of the area (incl. snowshoes, fishing rods, GPS, Indigenous/French/immigrant languages)



Formula: [Cost of item] x [No. of items] = Economic Benefit

To determine the collection value for books, DVDs, etc.: Follow the directions outlined on page 14 – Collecting Indicators of Library Value.

For databases: Determine the annual subscription cost.

For other resources: Determine the average cost of items x Number of items.

CULTURAL INTEGRITY & REGIONAL IDENTITY

- B** Economic benefit of the promotion of local cultural and historical events, programs, advertising space and information services about the local area



Formula:

**[Cost of a 2-week radio campaign] x [4 events or the actual No. of cultural events]
= Economic Benefit**

The following Annual Survey Report sections may be used to determine the number of cultural events:

F2.3 - Programs genealogy, local history, Doors Open; F2.3 - Programs Culture Days, poetry and story readings, art shows; F2.3 - Programs First Nations Public Library Week; F2.3 - Programs First Nation Communities Reads; F2.3 - Ontario Public Library Week / Canadian Library Month.

- C** Economic benefit of cultural events



Formula: [Total attendance] x [Cost of program] = Economic Benefit

Annual Survey Report:

F2.3 - Programs genealogy, local history, Doors Open; F2.3 - Programs Culture Days, poetry and story readings, art shows; F2.3 - Programs First Nations Public Library Week; F2.3 - Programs First Nation Communities Reads; F2.3 - Ontario Public Library Week / Canadian Library Month.

02

SOCIAL INCLUSION

A

Economic benefit of accessible collections (i.e. Braille, large print books, Talking Books on CD, etc.)



Formula: [Cost of item] x [No. of items] = Economic Benefit

To determine the collection value: Follow the directions outlined on page #14 – Collecting Indicators of Library Value.

B

Economic benefit of inter-library loans



Formula: [Cost of service + Average shipping cost] x [No. of items borrowed]
= Economic Benefit

Annual Survey Report: F3.1.1 - Number of requests made to other libraries.

SOCIAL INCLUSION

Economic benefit of internet access



Formula: [No. of users] x [Cost of service] = Economic Benefit

Annual Survey Report: G1.3.1 - Number of people using work stations (x 50 weeks);
G1.3.3. - Number of people using public library wireless connection (x 50 weeks).

03 COGNITIVE & LITERACY DEVELOPMENT

- A** Economic benefit of Children and Youth circulation (incl. books, audio books, DVDs, music CDs, databases and other materials directed at this age group)



Formula: [Collection value] x [Annual circulation] + [Total circulation value x 18% in-library use] = Economic Benefit

To determine the collection value: Follow the directions outlined on page #14 – Collecting Indicators of Library Value.

- B** Economic benefit of Children and Youth programming



Formula: [Total attendance] x [Cost of program] = Economic Benefit

Annual Survey Report: F2.3 - Early literacy and Early learning; F2.3 - Other Children's programming; F2.3 - Summer Reading; F2.3 - Homework help; F2.3 - Teen programming.

COGNITIVE & LITERACY DEVELOPMENT

- C** Economic benefit of class instruction at a library or a school



Formula: [Total attendance] x [Cost of program] = Economic Benefit

Annual Survey Report: F2.3 - Class instruction at a library or a school.

04 HEALTH & WELLNESS

A Economic benefit of health-related programming delivered at the library



Formula: [Total attendance] x [Cost of program] = Economic Benefit

Annual Survey Report: F2.3 – Other program types.

B Economic benefit of Health and Wellness related collection (incl. books, e-books, DVDs)



Formula: [Collection value] x [No. of items] = Economic Benefit

To determine the collection value: Follow the directions outlined on page #14 - Collecting Indicators of Library Value.

Data source: The library's collection of the following Dewey Numbers: 153; 155; 158; 248; 294; 362; 613; 615; 616; 617; 618; 646; 649; 650; and other resources.

HEALTH & WELLNESS

C Economic benefit of in-library requests



Formula: [No. of requests] x [Cost of service] = Economic Benefit

Annual Survey Report: G1.4.1 - Number of standard reference transactions (x 50 weeks); G1.4.2 - Number of electronic reference transactions (x 50 weeks); G1.4.3 - Number of Reader's Advisory transactions (x 50 weeks); G1.4.4 - Number of Information Communication Technology, software and social media support requests (x 50 weeks).

05 ENGAGED CITIZENS & SAFER COMMUNITIES

A Economic benefit of a library membership



Formula: [No. of library members] x [Average cost of an annual recreation membership] = Economic Benefit

Annual Survey Report: A1.14 –No. of active library cardholders.

B Economic benefit of volunteer hours (incl. adults, board members, community hours and student coops)



Formula: [Total No. of volunteer hours] x [Minimum wage + benefits] = Economic Benefit

Annual Survey Report: D1.1 - Volunteers (full time) and/or D1.2 – Volunteers (part time).

ENGAGED CITIZENS & SAFER COMMUNITIES

C

Economic benefit of community development workshops



Formula: [Total attendance] x [Cost of program or service]
= Economic Benefit

C.1: Community development workshops

[Total attendance] x [Cost of program] = Economic Benefit

Annual Survey Report: F2.3 - Careers, job help/skills; F2.3 - Business development; F2.3 - Community development.

C.2: Newcomer programs

[Attendance] x [Cost of program] = Economic Benefit

Annual Survey Report: F2.3 –Newcomer focus.

C.3: Technology, social media and computer literacy workshops

[Total attendance] x [Cost of program] = Economic Benefit

Annual Survey Report: F2.3 - Technology, social media and computer literacy workshops.

* From the ASPL Manual: Community Development:

this can include programming that addresses community capacity building, community empowerment or organizing, municipal planning or municipal cultural planning, forums for public input and participatory planning, community-based planning and group work, or that brings together representatives from a number of sectors for development and planning purposes.

06 ENTERTAINMENT & ENJOYMENT

A Economic benefit of Adult circulation (all materials)



Formula: [Collection value] x [Annual circulation] + [Total circulation value x 18% in library use] = Economic Benefit

The Circulation volume is comprised of the direct circulation (i.e. books borrowed) plus the in-library use calculated at 18% of the direct circulation.

To determine the collection value: follow the directions outlined on page 14 – Collecting Indicators of Library Value.

B Economic benefit of Adult & Seniors programming and services (incl. cooking, knitting, yoga, etc.)



Formula: [Total attendance] x [Cost of program or service] = Economic Benefit

Annual Survey Report: F2.3 - Adult learning (not covered elsewhere); F2.3 – Seniors programming; F2.3 – Book Clubs.

C Economic benefit of one library visit



Formula: [Total No. of visits to the library in person] x [Cost of service] = Economic Benefit

Annual Survey Report: G.1.5.1 Number of visits to the library in person (x 50 weeks).

07

ECONOMIC DEVELOPMENT

A

Economic benefit of funds leveraged from outside the community (incl. library-specific funding, e.g. capacity building, ILDS, pay equity, provincial operating grants)



Formula: [Total funds] = Economic Benefit

Annual Survey Report: B2.1.4 - Total Provincial Operating Funding; B2.1.2 - Pay Equity Grant; B2.4 - Capacity Building Funding; B2.3 - Contract Revenue (funds from other municipalities, Local Service Board or First Nation Bands that contract for library services).

B

Economic benefit of self-generated revenue (incl. project-based funding available through application only and contracts, donations, employment funding, fees, room rental)



Formula: [Total self-generated revenue] = Economic Benefit

Annual Survey Report: B2.4 - Trillium Foundation funding; B2.4 - Provincial student employment funding; B2.4 - ServiceOntario; B2.4 - CAP youth support; B2.4 - Young Canada Works; B2.4 - CDF; B2.4 - OLCF (project-based funding); B2.4 - Other Project Grants; B2.5 - Donations (monies donated by outside bodies, e.g. Friends groups, trust funds etc.); B2.6 - Self Generated Revenue (e.g. fines, fees, sales/fundraising, room rentals, cafe revenue, etc.).

ECONOMIC DEVELOPMENT

C Economic benefit of Employment, Training and Development



Formula: [Total salaries + benefits] x [Multiplier Effect] + [Training + development costs] = Economic Benefit

*Multiplier Effect

Multipliers are used by economists to estimate the impact of investment or job creation on the economy of a community or region. They are developed from complex mathematical models which identify the relationship between spending or job creation in one sector (e.g., an industrial employer) and in another (e.g., household). (University of Nevada, Reno, 2004. *The Importance of Economic Multipliers*, Fact Sheet-04-29).

Annual Survey Report: B4.2 - Staffing (including benefits); B4.3 - Staff training & development.

TOTALING INDICATORS

To calculate the SROI of public libraries, first total the economic benefit of each of the 7 areas of the Valuing Libraries framework covering collection use, programs, reference and database services, technology, job creation and employment.

Enter the data into the *SROI Indicator Template*, the Excel spreadsheet template available on the OLS - North website, www.olsn.ca

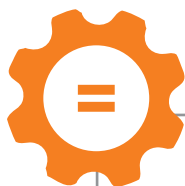


	Indicators	Total Economic Benefit
1	Cultural Integrity & Regional Identity	
2	Social Inclusion	
3	Cognitive & Literacy	
4	Health & Wellness	
5	Engaged Citizens & Safer Communities	
6	Entertainment & Enjoyment	
7	Economic Development	
	Subtotal	
	Premium value for underserved area*	
	Total economic benefit of the 7 indicator areas	

* The Premium Value calculation for the underserved area is based on the percentage difference between the cost of a Nutritious Food Basket in Toronto and the locale. Figures are obtained through regional public health units. See the SROI Indicator Template (the Excel spreadsheet accompanying this Toolkit).

SOCIAL RETURN ON INVESTMENT

The Social Return on Investment (SROI) impact of libraries on the economy is calculated by an analysis of the totaled values of the indicators. Enter the data into the *SROI Indicator Template* the Excel spreadsheet template available on the OLS - North website, www.olsn.ca



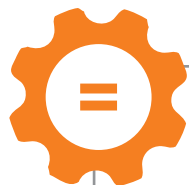
Social Return on Investment:

Social Return on Investment		Economic Benefit
Economic benefit	Total of the 7 indicator areas	
Total economic benefit	Economic benefit x Premium Value for locale	
Benefit per resident	Total economic benefit divided by number of residents in catchment area	
Benefit per household	Total economic benefit divided by the number of households in catchment area	
Impact of one open hour	Economic benefit of the circulation of all materials for all ages, plus the total economic benefit of all programs and services, plus the economic benefit of internet access, divided by the total number of open library hours of all branches, not including the statutory holidays.	
Total Social Return on Investment	Total economic benefit divided by the municipality's operating grant.	
Total Social Return on Investment as a percentage	Total Social Return on Investment expressed as a percentage.	

ASSEMBLING THE REPORT

A sample Community Report is available on the OLS - North website, www.olsn.ca. Areas highlighted in grey can be used in each library's community report.

The final report contains the following sections:



01

Executive Summary

A brief overview of the background and context for the study (i.e. why this study is important at this time); the findings, including the overall SROI calculations and charts; and, any recommendations or next steps that may be proposed.

02

Literature Review

The basis of which was conducted by NORDIK Institute

03

Methodology: How the study was conducted.

04

Community Profile

There are two parts:

- a) An overview of the community providing the background and context of the locale in which each library operates;
- b) A narrative based on the information from the focus group(s) illustrating the unique responses and leadership.

05

SROI calculations

Valuing the [name] Library. There are three sections:

- a) Indicators for the seven areas illustrating the total economic impact of each indicator;
- b) Totaling Indicators;
- c) Social Return on Investment (SROI).

06

Conclusions

An overview of the key SROI research findings within the context of building individual, organizational and community capacity.

07

Recommendations

Any recommendations or proposed action to advance the understanding of the value of Northern, rural, Indigenous, francophone communities' libraries as community hubs with a holistic, cross sectoral framework, leading to sustainable and resilient people and places.

08

Glossary

09

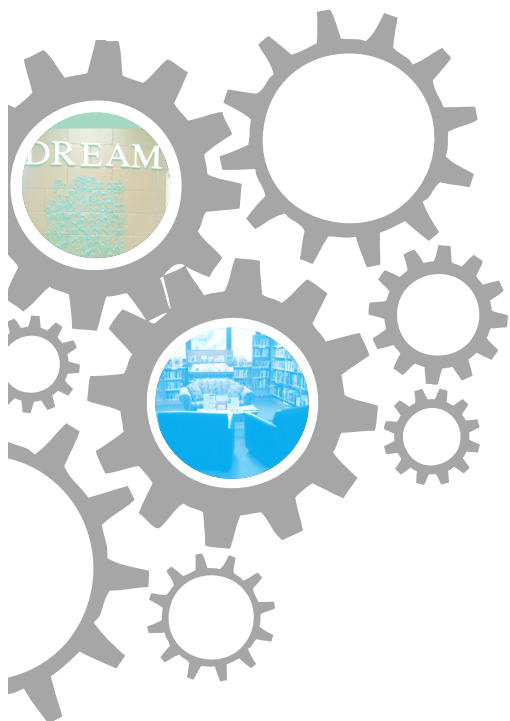
References

10

Appendix 1: Detailed Indicator Spreadsheets

Print your SROI Indicator spreadsheet and attach it to the community report.

GLOSSARY



Annual Survey Reporting Public libraries' annual survey report submitted to the Ministry based on individual library data collected through the Typical Week Survey or other data collection tools. The reporting section number (e.g. F2.3 - Programs genealogy, local history, Doors Open, refers where the data are located in the Annual Survey Report.)

Children 0- 12 years of age.

Community Development Libraries may provide a variety of programming that addresses community capacity building, community empowerment or organizing, municipal planning or municipal cultural planning, forums for public input and participatory planning, community-based planning and group work, or that brings together representatives from a number of sectors for development and planning purposes.

Economic Multiplier Multipliers are used by economists to estimate the impact of investment or job creation on the economy of a community or region. They are developed from complex mathematical models which identify the interrelationship between spending or job creation in one sector (e.g. an industrial employer) and in another (e.g. household) (University of Nevada, Reno, 2004.

The Importance of Economic Multipliers, Fact Sheet-04-29).

Premium Value The total value - economic and quality of life - that rural, Northern, Indigenous and francophone libraries provide may be difficult to fully ascertain, however, should be recognized as a significant factor in attracting and retaining citizens and investment. A premium value has been assigned in this toolkit to acknowledge such access and benefit. Such premium value is calculated by applying the percentage difference of the cost of the Nutritious Good Food Box in local communities versus such cost in the City of Toronto. Community Nutritious Food Basket costs can be located through regional public health units.

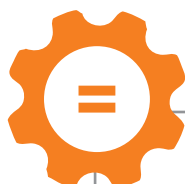
Social Return on Investment (SROI) Social Return on Investment (SROI) is a term "originating from return on investment (ROI), as used by traditional investors. It describes the social impact of a business or non-profit's operations in dollar terms, relative to the investment required to create that impact and exclusive of its financial return to investors" (Lingane, 2004). The social return on investment assesses three main areas: direct spending, direct tangible benefits, and indirect tangible benefits.

Youth 12- 18 years of age.

³ Health Canada, Nutritious Food Basket (<http://www.hc-sc.gc.ca/fn-an/surveill/basket-panier/index-eng.php>)

⁴ Ministry of Health and Long Term Care, Public Health Units (<http://www.health.gov.on.ca/en/common/system/services/phu/locations.aspx>)

APPENDIX I: LIBRARY SERVICES



Following is a general list of library services and the indicator associated with each.

Service	Indicator
Collections	
Adult books, graphic novels, periodicals (all titles), audio books, CDs, DVDs	6A
Children and Youth: books, audio books, DVDs, databases and other materials directed at this age	3A
Language learning	1A
Newspapers, reference collections	1A
Used books, used DVDs, etc.	7B
Special Collections	
Art exhibitions	1C
Cake pans, fishing rods, puppets, seeds, tools, musical instruments, etc.	1A
Genealogy and local history collections	1A
Large print, braille, books on tape, talking books, daisy CDs, daisy readers, CELA	2A
Literacy collections Children and Youth	3A
Material in other languages	1A
Photographs, maps, microfilm/microfiche	1A

APPENDIX I: LIBRARY SERVICES

Service	Indicator
Digital Collections	
E-books	3A, 6A
Adult and Seniors	6A
Children and Youth	3A
Health and wellness	4B
Databases	
Adult	6A
Cognitive and literacy development	3A
Health and wellness	4B
Languages and culture-related, e.g. Ancestry, Mango Languages	1A
Programs	
Adult and Seniors book clubs, yoga, sewing classes, art classes, knitting, etc.	6B
Children and Youth, book clubs, reading programs, preschool programs, story times, literacy programs, homework help	3B
Children and Youth, Citizen Science programs	6B
Class visits	3C
Health-related programming	4B
Maker Spaces, identify the target age and include in the appropriate program category, e.g. Children and Youth, Adult and Seniors	

APPENDIX I: LIBRARY SERVICES

Service	Indicator
Technology	
Tablets, notepads, iPads, etc.	6A
Equipment rental, e.g. Computers, laptops, Greenscreen	6A
3D printer (user fees)	7B
Technology, social media, computer literacy training	5C
Internet access: wireless, wifi, hotspots	2C
Miscellaneous	
Interlibrary loans	2B
Genealogy assistance	4C
Meeting space (user fees)	7B
Office equipment: scanner, photocopier, fax machine, printer (user fees)	7B
Reference requests: electronic and standard, readers' advisory	4B
Shut-in and homebound services	6B