

Workshop on Taxpayer ROI in Public Libraries in Florida

Discussion Questions for Break-out Groups

1. Which measures or measurement approaches that you've heard about today do you think are appropriate for application to public library ROI in Florida?
2. Are there other measures or measurement approaches that you would like to suggest for consideration?
3. What library outcomes (actual or potential) can be tied to Florida's strategic priorities (see attached sheet)?
4. What public library services (actual or potential) lead to these outcomes so that we can link services to outcomes to strategic priorities?

Florida's Strategic Priorities for Economic Development

Expansion of global markets for tourism, trade, investments, education and cultural diplomacy

Establish Florida as a leading state for entrepreneurship, innovation and venture capital

Ensure excellence in education and workforce:

- Regionally concentrated and industry-driven Workforce Education Cluster Centers
- Florida On-Line Institute
- A+ program
- Mentoring & Reading initiatives

- Success factors – high school graduation rate, degrees awarded, % businesses using workforce services, % jobseekers using workforce services

Ensure competitiveness of Florida's business climate

Implement an integrated economic stimulus strategy for areas of rural critical economic concern:

- Provision of technology
- nature & heritage-based tourism business
- small business
- historic preservation
- attraction of retirees and leveraging retiree talent in volunteer and professional service
- expansion of existing businesses
- attraction of new businesses
- creation of homegrown small businesses

Promote arts and historic preservation in rural quality of life and diversification strategies

Employ a Smart Growth strategy and integrated planning including libraries, which balances:

- quality of life
- environmental stewardship
- value-added economic growth
- flexible government

Educate Floridians on the integral link between historic preservation, cultural arts, land use and the environment, tourism and economic development.

Recognize and promote the knowledge-based, higher value-added part of Florida's economy as an emerging area of vital importance for the future.

As E-Government evolves:

- continue efforts to narrow the digital divide – making enhanced and expanded technology available to all citizens of Florida
- increase awareness on the importance of technology and the nature/location of publicly available resources
- develop and provide access to training for parents in low-income areas

Consider public libraries as a conduit for government information – ability to reach all communities as trusted source of information