Public value and performance of libraries
Case: Iso Omena library

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Objectives of Public Libraries in Finland

Public Library Act (2017) 2 §

- equal opportunities for everyone to access education and culture;
- availability and use of information;
- reading culture and versatile literacy skills;
- opportunities for lifelong learning and competence development;
- active citizenship, democracy and freedom of expression.
Tasks of Public Libraries

Public Library Act (2017) 6 §

- providing access to materials, information and cultural contents;
- maintaining versatile and up-to-date collections;
- promoting reading and literature;
- providing information services, guidance and support in the acquisition and use of information and in versatile literacy skills;
- providing premises for learning, recreational activities, working, and civic activities;
- promoting social and cultural dialogue.
Evaluation of Public Libraries

Public Library Act 16 §, 4 §

- It is a duty of municipalities to assess their libraries and publish findings
- State regional authorities and Ministry of Education have responsibility to monitor and evaluate libraries on regional and national level
How to evaluate then?

- From resources and outputs => performance and impact
- Resources diminishing
- Digital materials
- Changes in user behaviour and expectations
- ...

Total loans in Finland between 1999-2016 (http://tilastot.kirjastot.fi).
Impact assessment

- Input
- Service
- Output
- Outcome
- Impact assessment
- Policy
- Benchmarking

- Strategic planning

- Value added to the clientele

- Mixed methods

- "Hard methods" - system view: Statistics, Key figures, etc.
- "Soft methods" - organization view: Resources (Funding, Premises, etc.)

Impact assessment
Performance dialogue

- It is not sufficient only to gather data and evaluate
- Important part is to find out meaning behind findings (numbers, figures, stories)
- This requires dialogue inside and outside of libraries and municipalities.

Only then

- It is possible to understand what has happened
- It is possible to make relevant decisions
- Decisions are understood and followed by parties concerned
- Performance and impact are improved
Case Iso Omena

- Hybrid library (9 different services)
- Joint objective: Better customer experience
- Collective metrics: customer movement and interaction with different services, security related metrics
- Each service has its own metrics related to their own goals
- Focus on performance dialogue at different levels of organization
Customer survey: the service centre and shopping centre complement each other

- **Families with children and retired residents** are particularly happy with having public services in the shopping centre. Especially residents in the **age group 35–44** think the service centre has improved accessibility of the services. This is an age group going through a hectic phase of their lives.

- Residents who **walk, cycle or use public transport** estimate that they use public services more thanks to the service centre.

- **97 per cent of those who responded think it is very convenient or convenient** to run errands in the service centre. Clearer signposts was the only improvement needed according to the answers.

- The customer survey was conducted in March–April by Citycon Oyj, shopping centre Iso Omena and the City of Espoo. 722 Espoo residents above the age 15 took part in the survey. Out of them, 300 people were interviewed in the service centre and 422 responded to a web questionnaire.
Huge success

- 4500-5000 visitors per day
- Properly functioning cooperation between different actors
Thank you!

Questions?

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