PLA Professional Development for Public Library Staff – Theory of Change Outcome Map

**Define PD Content/Modes**
- Determine target learning outcomes based on prioritized results
- Understand potential modes
- Understand prior success/failures via evaluation
- Engage SME/CE Advisory Group

**Develop PD Content/Modes**
- Develop content for target purposes
- Develop delivery modes
- Combine content and modes to optimize delivery

**Develop PD Partnerships**
- Build national/regional partnerships
- Address regional PD needs via PLA partner offerings

**Market/Communicate PLA PD Opportunities**
- Describe possible PD pathways for individuals
- Develop targeted marketing of PD opportunities for PLA members & non-members
- Develop shared marketing of PD opportunities with partners
- Incorporate “making the case” language for possible PD pathways and each PD opportunity

**Deliver PLA PD Content**
- Build networked innovators
- Build data-driven leaders
- Build public library advocates oriented toward community needs
- Build stewards of public library and its values

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**Roadmap for development of PD content and modes/content delivery pipeline**

**Increased understanding of PLA member learning needs/mode preferences**

**Increased PD content and modes aligned with prioritized results and member learning needs/mode preferences**

**Increased national/regional partnerships focused on shared library staff PD needs**

**Increased coordination with partners to develop and make PD opportunities accessible to public library staff**

**Increased availability of opportunities for PD aligned with prioritized results at regional/national level**

**Increased availability of high quality PD aligned with PLA’s prioritized results for the field and with public library staff learning needs/mode preferences**

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**Increased awareness of PLA PD opportunities and understanding of possible PD pathways**

**Increased prioritization of PD aligned with PLA’s prioritized results for the field and with public library staff learning needs**

**Increased use of PD aligned with PLA’s prioritized results for the field and with public library staff learning needs**

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**Libraries are open to all and seen as essential by all**

**People access the library to do, connect, and engage**

**Communities strive and thrive through libraries**

**Changes Among:**
- PLA Professional Development for Public Library Staff
- PLA Board of Directors
- Annual Conference 2019
- Document no.: 2019.102b

**Meeting Date:** 9/15/2017  
**Version Date:** 9/19/2017
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**Strategies**

- **Build data-driven leaders**: Increased understanding of basic evaluation concepts and best practices in outcome measurement.
- **Build public library advocates oriented toward community needs**: Increased communication skills, increased advocacy skills, increased leadership skills.
- **Build stewards of the public library and its values**: Increased knowledge and skills for realizing public library values, increased stewardship skills (staffing, volunteer management, budget management, development/grant writing skills).
- **Build networked innovators**: Increased value of being networked within public library field.

**Deliver PLA PD Content**

- **Increased understanding of basic evaluation concepts and best practices in outcome measurement**
- **Increased communication skills**
- **Increased advocacy skills**
- **Increased leadership skills**
- **Increased knowledge and skills for realizing public library values**
- **Increased stewardship skills** (staffing, volunteer management, board management, budget management, development/grant writing skills)

**Outcomes**

- **Increased value/knowledge/skills for using data to inform programs, planning and assess progress toward goals**
- **Increased understanding of staff skills and systems needed to engage in/use outcome measurement**
- **Increased understanding of potential links in library resources, priorities and community priorities**
- **Increased understanding of other sectors and systems**
- **Increased local knowledge** (community priorities, landscape, entry points for engagement with other local leaders, local/gige structure)
- **Increased knowledge/skills for communicating value of outcome measurement with various stakeholders**
- **Increased collection of patron outcome data and or other performance metrics**
- **Increased use of data in strategic planning and program improvement**
- **Increased use of data in library advocacy messages**
- **Increased discussion within field regarding importance collecting and using outcome data and other performance metrics**
- **Increased funding/resources for library**
- **Increased support for the collection/use of library outcome data and/or other performance metrics**
- **Increased adoption of performance/outcome measurement as standard practice**

**CHANGES AMONG:**

- **Individuals**
- **Libraries**
- **Communities**

**Increased value of the library as a strategic partner in addressing community priorities**
**Increased alignment of library services to community needs**
**Increased value of the library resource investment to community priorities**
**Increased alignment of library priorities with community strategic priorities**
**Increased value of library services to community needs**
**Increased patron satisfaction with/participation in library programs/services and strengthened patron/community outcomes**
**Increased recognition that libraries are trustworthy/responsible community partners**
**Increased recognition that libraries are trustworthy/responsible community instructions**

**Increased social justice skills**
**Increased teaching and training skills**
**Increased incorporation of techniques reflecting diverse learning styles into library programs**
**Increased activities that reflect public library values**
**Increased inclusiveness and bringing together of disparate voices**
**Increased alignment around leaders vision**
**Increased experimentation and adaptation based on failures and lessons learned**
**Increased adaptation and sharing innovations**

**Increased value/knowledge for prioritizing resource investments with strategy lens**
**Increased value/knowledge for articulating vision and goals and how this relates to library resource allocation**
**Increased value/knowledge for “thinking outside the box” and risk taking/learning from failure**
**Increased value/willingness to share success and failures/lessons learned**
**Increased engagement with PLA and increased championship of PLA**

**Meeting Date: 9/15/2017**
**Version Date: 2/6/2017**