



PEER COMPARISON REPORT

URBANA FREE LIBRARY

AUGUST 10, 2015

The Urbana Free Library recently completed the Edge Assessment to evaluate its public access technology services and resources. This peer comparison report—along with the assessment evaluation, training opportunities, and action plan feature—is a management and leadership tool to aid the library planning process.

This report shows the Urbana Free Library results in the context of other libraries serving populations of a similar size. Urbana Free Library belongs to the "Medium Single Outlet" peer group, made up of libraries serving communities with a population between 15,001 and 65,000 with only 1 outlet. The peer library scores are derived from the results of a random sample of public libraries across the nation. The scores below will help the library understand the assessment results in the context of possible points and the average points attained by libraries in the Medium Single Outlet peer group.

No library is expected to achieve 100% on the assessment. In fact, libraries are encouraged to focus on the particular service needs they have identified through community assessments, customer feedback, and community-wide initiatives. Peer scores should not be seen as competitive, but as reference points to support strategic planning. Libraries with below average scores for a targeted benchmark may choose to move resources to that area. Libraries with above average scores for particular benchmarks may have strategies and stories that can inspire other libraries.

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
Community Value	1. Digital literacy	30	52	75
	2. Digital tools and resources	80	69	105
	3. Meeting key community needs	35	72	130
	Total	145	193	310
Engaging the Community	4. Strategy and evaluation	80	74	155
	5. Strategic partnerships	45	38	75
	6. Sharing best practices	40	38	65
	Total	165	150	295
Organizational Management	7. Planning and policies	40	32	50
	8. Staff expertise	45	60	80
	9. Devices and bandwidth	80	60	135
	10. Technology management	50	57	90
	11. Technology inclusiveness	25	17	40
	Total	240	226	395
Overall Score		550	569	1000

Your score in context:

The overall score for Urbana Free Library is 550 of 1000 possible points.

Urbana Free Library is a member of the Medium Single Outlet peer group (population between 15,001 and 65,000 with only 1 outlet).

In a representative sample of libraries in the Medium Single Outlet peer group scores ranged from 235-930.

The average score for libraries in the Medium Single Outlet peer group was 505-649.

The table below shows your library's assessment results in the context of possible points and the average attained by libraries in the Medium Single Outlet peer group. The results are shown at the indicator level to help identify areas where your library excels and to diagnose areas where additional activity might enhance patron outcomes.

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
Community Value	1. Digital literacy			
	1.1 Digital literacy group training	0	14	25
	1.2 Digital literacy individual training	30	37	50
	2. Digital tools and resources			
	2.1 Digital content creation	30	24	40
	2.2 Website content monitoring	25	21	30
	2.3 Website information resources	25	25	35
	3. Meeting key community needs			
	3.1 Workforce development	10	17	30
	3.2 eGovernment and legal	0	13	30
	3.3 Educational opportunities	25	26	40
	3.4 Health and wellness	0	15	30
Engaging the Community	4. Strategy and evaluation			
	4.1 Maintaining community relationships	40	32	45
	4.2 Community analysis and assessment	10	12	40
	4.3 Patron surveys	0	1	20
	4.4 Technology services evaluation	15	13	25
	4.5 Strategic planning	15	15	25
	5. Strategic partnerships			
	5.1 Partnership development	30	26	45
	5.2 Technology outreach	15	12	30
	6. Sharing best practices			
	6.1 Community of practice	40	31	45
	6.2 Annual survey	0	6	20
Organizational Management	7. Planning and policies			
	7.1 Data management policies	40	32	50
	8. Staff expertise			
	8.1 Staff technology training	25	32	40
	8.2 Staff technology competencies	5	12	20
	8.3 Patron technology support	15	16	20
	9. Devices and bandwidth			
	9.1 Device availability	20	6	30
	9.2 Bandwidth capacity	20	17	30
	9.3 Device session periods	30	27	35
	9.4 Peripheral technology equipment	10	19	40
	10. Technology management			
	10.1 Internet connectivity	20	21	35
	10.2 Out-of-service devices	20	21	30
	10.3 Technology service metrics	10	15	25
11. Technology inclusiveness				
11.1 Assistive technology	25	17	40	