

**WHITE PAPER – DRAFT OUTLINE**  
**PLUS+Maps: Helping Provide Equity of Public Library Services**

- I. Introduction
  
- II. Definitions
  - A. Public Library Entity / Outlet
  - B. Legal Service Area
  - C. Geographic Market (Service) Area
  - D. Diversity
  - E. Geographic Information System (GIS) vs. automated mapping
  
- III. Why Equity of Library Services is Becoming More Important
  - A. IMLS Goal
  - B. Increasing US Diversity
    - 1. Characteristics of groups vs. “norm”
    - 2. Equity of Access
    - 3. Increased Need for more specialized and local data to evaluate those services
  
- IV. Current Status of Library Data / Computing Environment
  - A. History of FSCS / IMLS
    - 1. National Data Sets
      - a. Entity and Outlet data
      - b. Data Processing Steps
    - 2. Other relevant data sets
      - a. Census / ACS
      - b. LSTA
      - c. School data sets
  
- V. Additional Data Needs for Improving Equity of Library Services
  - 1. More detailed data collection of library services and programs
  - 2. Increased emphasis on outlet-level data collection and reporting
  - 3. Comparable Peer Library Comparison
  - 4. Grant distribution by geography (LSTA)
  - 5. Unlocking of IMLS data into interactive application for researchers, NGOs.
  - 6. Specialized data collection specific to particular user groups
    - a. Results of Pre-Test Survey Questionnaire (
  
- VI. Advantages of Displaying Library Data on Maps

- A. Enhancements / Advantages to library data in a GIS environment
    - 1. Census / ACS integrated with library location
    - 2. Easier ID of potential library users
    - 3. Per capita data possible for outlet with geographic market area
  - B. Sample vendor-based geographic applications for libraries
  - C. Sample non-vendor-based geographic applications for libraries
  - D. Problems with existing library-based geographic applications
- VI. Functionalities / Characteristics of a New Geographic Data Environment for Public Libraries
- 1. Web-based, interactive, GIS-type environment
  - 2. One-stop shop for relevant public library data maintained by IMLS
    - a. Import / export library data
    - b. Maintain library directory / locations
    - c. Log-in based for security
    - d. Query / reports
    - e. Developed to help outlets measure use by diverse library users
- VII. Towards an Internet and GIS-based environment for IMLS public library data
- A. Philosophy
    - 1. Set standards and utilize open standards when possible
    - 2. Provide lowest-common denominator for data
  - B. Implementation Considerations
    - 1. Impacts and Role of IMLS / Census Staff
    - 2. Impacts and Role of COSLA
  - C. Lessons from prototype FREAC Library Mapping Applications
    - 1. Is Your Library in the Correct Location
    - 2. Viewing / Adjusting Your Geographic Market Areas
    - 3. Market Segmentation / Lifestyles
    - 4. Case Study: Miami-Dade Public Library
  - D. A Road Map for Developing a Nationwide Library Mapping Application for All Public Libraries
    - 1. Implementation Steps
    - 2. Possible Timeline
    - 3. Role of Social Media
- VIII. Discussion
- IX. Conclusions / Recommendations