Focused Engagement for Intentional Impact: 
A Practical Approach to Cultivating Community Connections

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Intended Impact & Theory of Change

Vision

Mission

Strategic Direction

Goal

EVALUATION

Intended Impact & Theory of Change
Intended Impact

- **Who?**
  - Who is the population of focus?

- **Where?**
  - Where will you do your work?

- **What?**
  - What are the specific outcomes?

Theory of Change

- **How?**
  - How will your library achieve that impact?
Why it matters?

Resource Allocation

Iterative

IMPACT

Accountability

Strategic Thinking

Communication

Shared Understanding

Morton Public Library

Farmer’s Market Engagement Plan
Background

Long Range Plan

In 2016 the Library’s new long range plan had a priority of community engagement and a goal of exploring innovative opportunities to reach deeper into the community. When the Farmer’s Market began in 2019 we knew we wanted to be involved. The first year we went a few times.

2020

In summer 2020 the Library building was closed to the public, we attended the weekly farmer’s market to check out books, distribute craft kits and interact with patrons.

2021

In 2021 our building was back open but we knew the Farmer’s Market was a great opportunity for engagement. We decided to be intentional about what we promoted and did at the Market.

Intended Impact

WHO focus on

June – families in order to sign up for Summer Reading

July – adults to attend our concert series.

WHAT outcomes

For June we wanted to increase participation in summer reading – especially after last years poor numbers.

For July we wanted to increase attendance at our Friday night concerts.

HOW to achieve

Summer Reading
Pinwheels to attract kids

Concert Series
Food truck coupons
Implementation

What worked:
- First day of market coincided with first day of registration - distributed tons of bookmarks.
- Kids were drawn in by the pinwheels
- No cumbersome registration form - it was easy to distribute bookmarks.

What to improve:
- No way to track if bookmarks passed out at the market were returned.
- People from out of town couldn't participate

June

Summer Reading
July

Groove in the Garden Concerts

What worked:
- Synergy with yard signs in towns
- People would come ask about it because they’d heard about it
- Anyone could attend - so worked for area residents too.
- Actually saw people we spoke with at the market attend the concert.

What to improve:
- MPL Bucks to use at food vendors - wasn’t clear they were good for any week

What’s next

Reflection

- Had signed up for August booth but ended up not participating because lack of clear outcome.
- Tracking for summer reading participation from the market.
- Different incentive for Groove in the Garden? No incentive?
- Staff overall enjoy the experience.
Let's discuss!

- Use the Q&A
- Discussion questions:
  - How might you use the intended impact and theory of change framework at your library?
  - How do you think using this framework could help you achieve community engagement goals?
- Examples!

Resources

- The Bridgespan Group: [What are intended impact and theory of change and how can nonprofits use them?](#)
- Stanford Social Innovation Review: [Zeroing in on Impact](#)