

## **Now What?**

### *What to do with the results of an ROI study or ROI calculation*

- Present a report about the study for your library in appropriate formats and venues
- Have a conversation with decision makers about what the findings mean for your library
- Keep asking library patrons about how they benefit from products and services provided by your library

### *Where/How?*

- Report
- flyer/brochure
- Poster
- Web page
- Board meeting
- Local government session or hearing
- Press conference
- Newspaper article
- Radio
- TV
- Speeches to community organizations
- Outreach activities
- Social media campaign

### *Ask yourself the following questions:*

- Which report formats typically work best with our decision makers and public?
- Which reporting venues are most likely to be available for sharing the results?
- Which report formats will work best with those venues?
- Who will be prepared to make presentations about our ROI results?
- Who is interested in this information? Why should they care?

## **Contact Me:**

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