Outcome-Based Evaluations and Telling Our Story

Kent Oliver, Library Director
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Nashville Public Library

- 692,587 Official Service Population
- 385 Positions
- $32 Million Total Expenditures
- 2.2 Million Total Materials (All formats)
Nashville Public Library

* **Mission:** Inspire Reading, Advance Learning, and Connect our Community
* **Vision:** All members of our diverse community are empowered through limitless learning opportunities to enrich their lives.
NPL: Fiscal Year 2018–2019 Outputs

* Circulation: 6,858,414 (+21% over FY1718)
  * eMedia: 2,281,077 (+23% over FY1718)
* Visits: 3,296,263 (+1% over FY1718)
* Programs: 15,528 (+5% over FY1718)
* Program Attendance: 357,687 (+6% over FY1718)
Why Do We Use Outputs and Outcomes to Tell Our Story?

* To prove and ensure that we remain good stewards of our funding both public (Metro) and private
* To best articulate a meaningful and compelling story
* To ensure we’re on the right track towards our goal(s)
**Outputs** typically describe numbers (efficiencies):
- Number of programs
- Attendance numbers
- Number of hours
- Numbers of circulations

**Outcomes** reflect impact:
- Perceived benefit to customers
- Increased knowledge
- Behavioral changes
Considerations When Creating a New Service or Program

* What is the community need?
* Who is the population served?
* Does it speak to the mission of the library?
* Does it promote equity by addressing the root causes of the community need?
Is there anyone else in the city focusing on this issue and are there potential partnerships?

Why partner?

- Partnerships have potential to add value, help advance NPL’s mission, increase skilled staff and funding, and provide access to broader and/or targeted audiences
- In turn, NPL always strives to be a good partner by providing the same criteria as above

Criteria for successful partnerships

- Similar mission and common goals
- Increased capacity of staff and/or resources
- Access to broader or targeted audiences
* Identify available funding to develop and sustain program
* Research data and evidence-based best practices
* Evaluate staff/space capacity
* Design what a potential pilot might look like
What can we actually affect?

* Example: In Bringing Books to Life, instead of stating that we get children ready for kindergarten (which is hard to prove), we look at outcomes that research tells us impact kindergarten readiness, like reading aloud to children daily—which we can impact and measure.

How do we get the information? (How do we measure?)

* Self-reported surveys
* System-driven data (machine-generated)
* Observational data
What Do We Do When There’s Indication That We Haven’t Met Our Goals?

AKA: What does it look like when we didn’t know what we were doing?

* Go back to intended audience and ask more questions
* Revisit program design
* Reevaluate
* Pilot a new model
* Refine, if needed

Example: Loving and Learning parent workshops
## Logic Model for Studio NPL

<table>
<thead>
<tr>
<th>Operation Budget Resources (Inputs)</th>
<th>Activities (Processes)</th>
<th>Services (outputs)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. External</strong></td>
<td>Implement innovative digital arts, STEM, and career focused programming to teens through 6 Studio NPL branches, participation in Maker-Faire, and pop up events throughout Davidson county by:</td>
<td>Provide ___ programs to Reach 15k students annually through programming &amp; general attendance through...</td>
</tr>
<tr>
<td>• Skilled program staff &amp; mentors</td>
<td>• Utilizing innovative digital tools, software, and developing and providing creative materials</td>
<td>A) Studio and other NPL Library locations</td>
</tr>
<tr>
<td>• Equipment</td>
<td>• Mentor-designed programs based on HOMAGO and connected learning principles</td>
<td>B) Studio NPL Outreach -MNPS in school</td>
</tr>
<tr>
<td>• Program curriculum</td>
<td>• Providing showcase opportunities</td>
<td>-MNPS @ NAZA -T.O.T.A.L*</td>
</tr>
<tr>
<td>• Incentives</td>
<td>• T.O.T.A.L programming</td>
<td>-Community partner sites</td>
</tr>
<tr>
<td>• Showcase/performance space</td>
<td></td>
<td>*in school/NAZA numbers may incorporate T.O.T.A.L attendance</td>
</tr>
<tr>
<td>Anticipated Short-Term/Long-Term Impact</td>
<td>Goals</td>
<td>Short-Term Impact Actual</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>% of patrons report an increase in their understanding of technology tools</td>
<td>85%</td>
<td>88%</td>
</tr>
<tr>
<td>% of patrons report introduction of new careers and career pathways</td>
<td>70%</td>
<td>61%</td>
</tr>
<tr>
<td>% program participation</td>
<td>70%</td>
<td>71%</td>
</tr>
<tr>
<td>% of students report higher academic achievement (or understanding of how academics and programming intersect)</td>
<td>70%</td>
<td>75%</td>
</tr>
<tr>
<td>% of students report growth in confidence and soft/life skills</td>
<td>80%</td>
<td>87%</td>
</tr>
<tr>
<td>% of students report finding value in Studio NPL</td>
<td>-</td>
<td>79%</td>
</tr>
</tbody>
</table>
1. What is your age?
2. What school do you attend?
3. What is your home Zip Code?
4. What is your race?
5. What is your gender?
6. Do you agree with this statement?
   * Studio NPL has helped me learn technology skills.

7. What technology tools have you increased your understanding of? (select as many as you like)

8. I feel like I have achieved personal growth.

9. If yes, in what areas have you achieved personal growth? (select as many as you like)
10. Do you agree with this statement?
   * Studio NPL has introduced me to new careers.
11. Do you agree with this statement?
   * Studio NPL has helped me gain skills that use in school.
12. Do you find Studio NPL valuable?
13. Do you have a library card (or a school ID with a library card attached)?
Community Engagement and Education Programs/Initiatives
In-house and Outreach, High-quality and Free

* **Be Well at NPL:** Physical, mental, and nutritional health and wellness programs and resources
* **Bringing Books to Life:** Early literacy outreach promoting reading readiness for teachers, young children and their families (Adult Literacy / Pathway for New Americans)
* **Digital Inclusion:** Online competencies and digital citizenship for all audiences with a focus on senior citizens
* **Limitless Libraries:** Materials access partnership with Metro Nashville Public Schools
* **Nashville After Zone Alliance (NAZA):** High-quality out of school time system for most at-risk middle school students
Community Engagement and Education Programs/Initiatives

* **Production Services**: Audio visual, podcasts, live streaming, design and system-wide maintenance
* **Studio NPL**: Youth/teen engagement through the development of 21st century skills including social-emotional learning
* **System-wide Programming**: Educational and cultural programming experiences for audiences who otherwise might not have the opportunity
* **Wishing Chair Productions** and **Puppet Truck**: Performing artists who uniquely move the mission forward through high-quality, literature-based puppet shows/performances

*In-house and Outreach, High-quality and Free*
Community Engagement and Education Programs/Initiatives

In-house and Outreach, High-quality and Free

* Additional Signature Programs
  * Courtyard Concerts
  * Salon@615
  * Nashville Reads
  * Seed Library
  * Month-long programs
    * African-American History
    * Community of Many Faces
    * Summer Reading Challenge
    * Hispanic Heritage Month
    * Artober
The Role of Nashville Public Library in Our Community Yesterday → Today

* Passive → Proactive and Responsive
* Enhanced Service → Critical Resource
* Book Repository → Educational and Learning Environment
* Homework Support → Leaders in Out-of-school Time Learning
* Best Guess Theory → Research-based Design and Utilization of Best Practices

Books are Only Half the Story