

# Outcome Measurement Made Easy with PLA's Project Outcome



January 12, 2017

project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

**PLA**  
Public Library Association  
a division of the American Library Association



## YOUR INDISPENSABLE ALLY

Public libraries create possibility. PLA is the indispensable ally for the people who shape that possibility – the public library leaders and staff who invite anyone in to learn, do, and grow.

[WWW.PLA.ORG](http://WWW.PLA.ORG)



# WHAT WE DO

- Membership
- Continuing Education
- Leadership Development
- PLA Conference
- Advocacy
- Tools, Resources, Publications
- Digital Literacy
  - DigitalLearn.org
- Family Engagement
  - Every Child Ready to Read
  - Partnership w/ Harvard Family Project
- Performance Measurement
  - Project Outcome

# Agenda

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- Measuring Impact
- Project Outcome Toolkit
- Outcome Measurement Process
- Take Action Using Results
- Announcements / Q&A



**Emily Plagman**

*Project Manager*

Public Library Association

# Is this your first time learning about Project Outcome?



If yes – click “Raise Hand” icon

# Is your library already using Project Outcome?



If yes – click “Raise Hand” icon

# What is Project Outcome?

It's all FREE!

project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

## Outcome Measurement Made Easy

Resources and Tools to Plan Surveys and Analyze Data at Your Library



### New to the site?

Improve the effectiveness of library programs in your community.

[Sign Up](#)

### Already a member?

Access your surveys, training resources, and data dashboards.

[Sign In](#)

[www.ProjectOutcome.org](http://www.ProjectOutcome.org)

# Measuring Impact

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- Times have changed
- Intuition is not enough
- Attendance counts are not enough
- Anecdotes are not enough

**Libraries need more data &  
evidence to show their impact**

# Measuring Impact

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How do you measure impact when:

- Library programs & services are unique
- Community needs are different
- Staff are busy
- Resources are limited



# What is an Outcome?

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Specific benefit from a library program/service

Can be quantitative or qualitative

Expressed as changes that individuals perceive

Answers the question: What good did we do?

# Measuring Impact

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## Needs Assessment



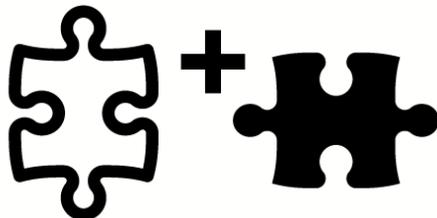
WHAT DOES OUR COMMUNITY NEED

## Patron Satisfaction



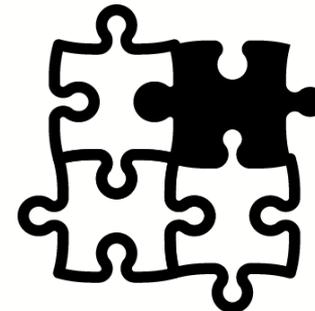
WHAT SHOULD WE DO BETTER

## Outputs



HOW MUCH DID WE DO

## Outcomes



WHAT GOOD DID WE DO

# Measuring Impact

## Needs Assessment



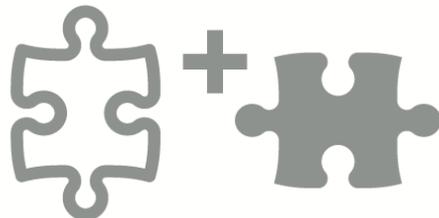
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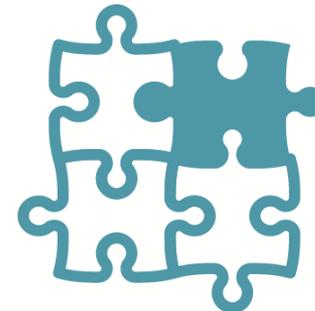
WHAT SHOULD WE DO BETTER

## Outputs



HOW MUCH DID WE DO

## Outcomes



WHAT GOOD DID WE DO

# Is your library already measuring outcomes in some way?

Asking patrons if they found a job after attending a job search class

Surveying caregivers to determine if they read more to their children after attending a storytime

*Share in the chat...*



# Project Outcome Toolkit

# Why Project Outcome?

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- We've been told we need to measure outcomes
- We know why they are important
- We need to be able to better tell our library's story
- We need a more consistent way to measure
- Why reinvent the wheel?



# Project Outcome Toolkit

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- Quick & simple surveys
- Easy-to-use Survey Portal
- Ready-made data reports
- Visually interactive Data Dashboards
- Resources & training

It's all FREE!



# Performance Measurement Task Force

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- Task Force charged with development and testing of patron-facing surveys
- Task Force is made up of a diverse group of public libraries, state libraries, and researchers throughout the country

# Survey Topic Areas

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**EARLY CHILDHOOD LITERACY**



**DIGITAL LEARNING**



**EDUCATION/LIFELONG LEARNING**



**SUMMER READING**



**JOB SKILLS**



**CIVIC/COMMUNITY ENGAGEMENT**



**ECONOMIC DEVELOPMENT**

# Survey Questions

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Outcomes:

- ✓ KNOWLEDGE
- ✓ CONFIDENCE
- ✓ BEHAVIOR CHANGE
- ✓ AWARENESS



+ What did patrons like most?

+ What can the library do to improve?

# Survey Tools

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Immediate  
Survey

Patron-  
Reported  
Learning

Follow-Up  
Survey

Patron-  
Reported  
Adoption

Outcome  
Measurement  
Guidelines

Long-Term  
Impact

# Immediate Survey

- Patron-Reported Learning
- Open-Ended Feedback
- Immediate Impact
- End of Program
- Less Staff Time

Please take a few minutes for this brief survey and let us know if, as a result of participating in the EARLY CHILDHOOD LITERACY program . . .

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
You learned something that you can share with your children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel more confident to help your children learn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are more aware of applicable resources and services provided by the library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about the program?

What could the library do to improve your children's enjoyment of reading?

Date:

Time:

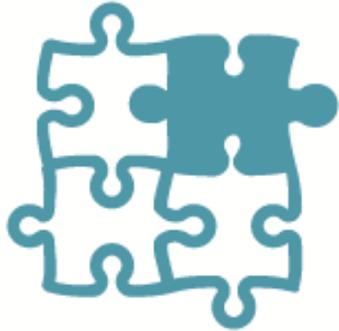
Location:



**EARLY CHILDHOOD LITERACY**

# Using Immediate Survey Outcomes

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WHAT GOOD DID WE DO

- Assess immediate impact of a program/service
- Inform program/service changes
- Provide a “snapshot” for advocacy and reporting

# Follow-Up Survey

- Patron-Reported Adoption
- Open-Ended Feedback
- Change of Behavior
- 4-8 Weeks Later
- More Staff Time

Please fill out this survey, answering the questions that follow this sentence:  
As a result of participating in the EARLY CHILDHOOD LITERACY program or using a related library service...

I learned how to do the following with my child(ren):

- Read       Write       Sing       Play  
 Other (fill in) \_\_\_\_\_

I have a better understanding of the value of doing the activity(ies) I learned with my child(ren).

- Yes  
 No  
▪ Please explain:

I spend more time doing what I learned with my child(ren).

- Yes  
 No  
▪ Please explain:

I used what I learned to do something new or different with my child(ren).

- Yes  
 No  
▪ Please explain:

I have used additional services of the library.

- Yes  
 No  
▪ Please explain:

Thinking back, what did you like most about the program or service?

What could the library do to help you with your child

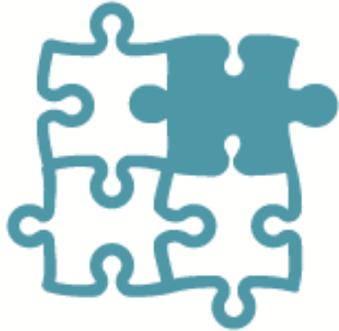
Date:  
Time:  
Location:



EARLY CHILDHOOD LITERACY

# Using Follow-Up Survey Outcomes

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WHAT GOOD DID WE DO

- Assess impact of a program/service after some period of time
- Inform internal planning
- Measure progress toward strategic goals
- Provide evidence for advocacy

# Survey Outcomes

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## Immediate

*I **feel more confident** about the job search process...*

*I **will use what I learned** today in the job search process...*

## Follow-Up

*I **used what I learned** to search for a job in new or different way...*

*I **received an interview or offer** for a new job...*

# Outcome Measurement Guidelines

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- Measuring long-term community impact
- Data collection methods determined by library and/or external partner
- Outcome Measurement Guidelines available in **2017**

# Project Outcome Website

## Outcome Measurement Made Easy

Resources and Tools to Plan Surveys and Analyze Data at Your Library



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[Sign Up](#)

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# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.



## Featured Resource

### Outcome Measurement Continuum

Learn the many ways your library can measure outcomes!

#### Getting Started

- What Is Outcome Measurement?
- Building Internal Support
- Output vs. Outcome Quiz
- Choosing the Right Survey
- FAQ
- Outcome Measurement Process

#### Surveys

- Survey Development Process
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#### Data Collection

- How to Use the Survey Portal
- Survey Collection Best Practices
- Data Collection Team

#### Data Analysis

- Analyzing Qualitative Data
- How to Use the Data Dashboard
- How to Maximize Your Results

#### Taking Action

- Good Practices for Communicating Data
- Advocacy Resources

#### From the Field

- How We Compare
- On-Demand Webinars
- Public Library Participants
- Case Studies

[www.ProjectOutcome.org](http://www.ProjectOutcome.org)

## TOOLS

### Survey Portal

Access surveys, input survey data, and generate reports of your results.

[GO TO SURVEY PORTAL](#)

### Data Dashboard

Visualize, analyze, interact with, and print your survey results.

[GO TO DATA DASHBOARD](#)

## RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources



### Featured Resource

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# Survey Portal



Advancing libraries through community insight

Home Library benefits How it works Pricing FAQ About us Contact us

project **OUTCOME**  
MEASURING THE TRUE IMPACT  
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MY IMPACT ORGANIZATIONAL PROFILE REPORTS [Account settings](#)

Select another survey  
Project Outcome: Early Childhood Literacy: 11/26/15 - 11/30/15

## Project Outcome: Early Childhood Literacy (In progress)

**Fielding dates** 

Your web survey closed on November 30, 2015.

**Responses** 

 0 Web responses

 0 Paper responses

**0** Surveys collected

*Counts are updated hourly.*

**Survey links** 

[Get survey links](#)

[Survey end page URL](#)

**Paper surveys** 

You have 6 days to enter paper surveys. If you have no paper survey responses, you can close the survey.

[Enter paper surveys](#)

[View paper survey \(English\)](#)

 After survey closes

### Your survey promotion plan

- Send editorial report
- Restore session settings
- Remove links from captive portal
- Remove flyers
- Remove table tents
- Remove survey links
- Share reports

[View full plan](#)

# Survey Reports

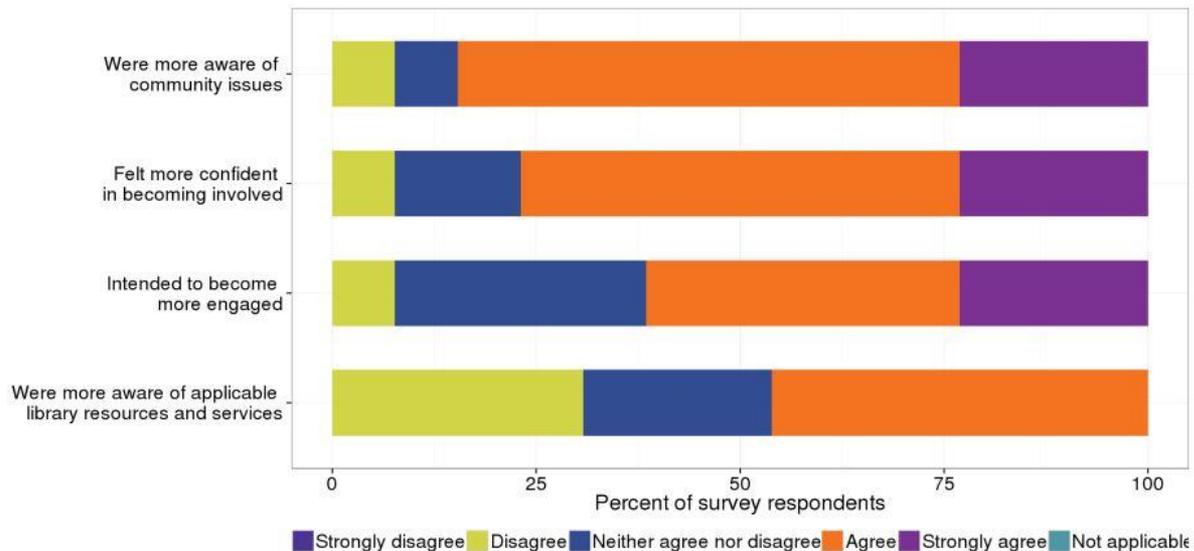
## Implications for Community Impact

Civic and community engagement can include a range of activities like participating in public meetings, joining a local organization, accessing government information and services, or volunteering for a cause - all of which contribute to a sense of social connectedness and personal investment in the community. There is a growing body of evidence that this leads to a range of tangible benefits for communities, including improved health and economic opportunity.

- Public libraries support civic and community engagement. For instance, they deliver programs that facilitate conversation about community issues.
- People who participate in community engagement activities are more likely to be engaged. According to a recent survey, 72% of people who participated in a community meeting coordinated with other people at the library and 28% attended a community meeting coordinated with other people at the library. In a meeting held at a library, 72% of people reported they have coordinated with other people and 28% reported they have not coordinated with other people. People who did not coordinate with other people at the library in the previous year were more likely to be engaged.

## Results

The results of the Civic and Community Engagement surveys are shown in the chart below.



## Program Information

Program Name	Attendance	Response Rate	Session Date
Teen Town Talks	9	67%	February 09, 2016
Town Talks	12	58%	February 02, 2016

## TOOLS

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[GO TO SURVEY PORTAL](#)

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# Data Dashboard

project

**OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

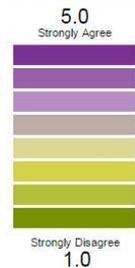
Welcome, sam@projectoutcome.org

Surveys & Resources

Overview Matrix Detail Map Library Info

## Marion County Public Library System

### SCORING



Average Score is calculated by assigning a 1-5 value to each Likert Scale answer (Strongly Agree to Strongly Disagree). Aggregated responses are then averaged by weighting to these categories to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries. \*Data submitted to the Survey Portal is refreshed here every hour. If you just submitted or updated your data and it is not being displayed correctly, check back soon.

### SURVEY TOPIC

- 3.7 Early Childhood Literacy
- 3.7 Civic / Community Engagement
- 3.3 Digital Learning
- 3.8 Economic Development
- 2.7 Education / Lifelong Learning
- 2.8 Job Skills
- 3.5 Summer Reading Adult
- 3.4 Summer Reading Caretaker
- 3.4 Summer Reading Teen

### OUTCOME

- 3.3 Knowledge
- 3.5 Confidence
- 3.7 New Skills / Application
- 3.6 Awareness of Resources

Total Survey Responses for Library: **217**

State Avg: **4.5**

National Avg: **4.5**

\*Based on submitted survey data only, not representative.

# Data Dashboard

view **Matrix** Detail Map Library Info

## Marion County Public Library System

SCORE SURVEY TOPIC FILTER BY: PROG. NAME DATE

### SCORING

5.0

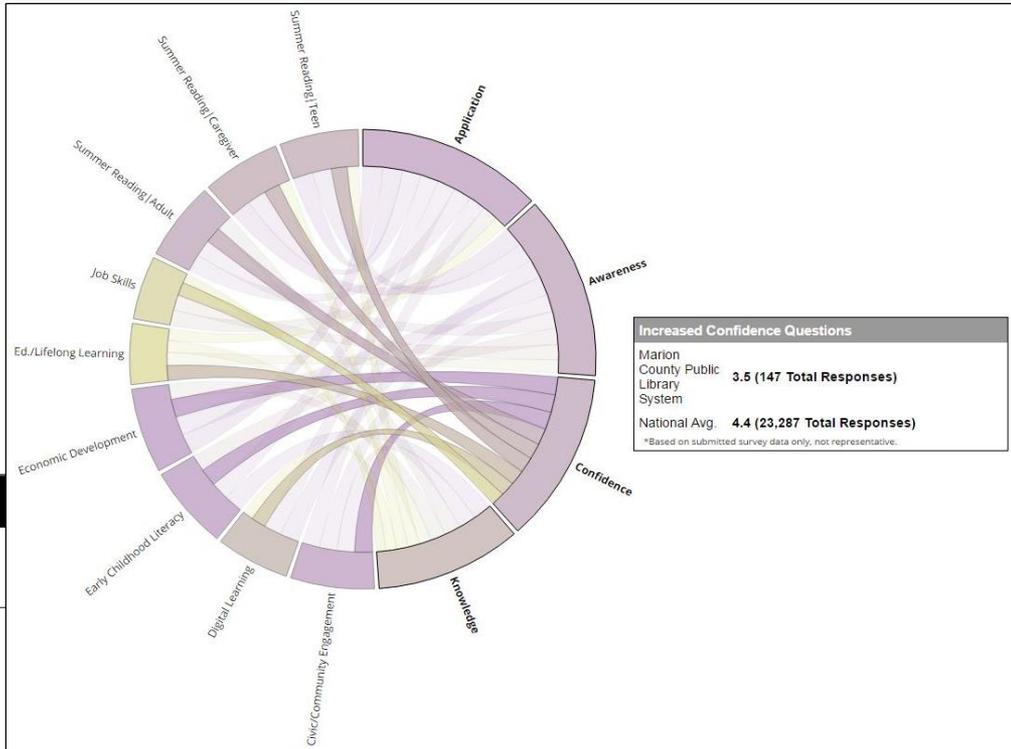
Strongly Agree



Strongly Disagree  
1.0

### AVERAGE SCORE MATRIX

	Economic Development	Early Childhood Literacy	Civic/Community Engagement	Summer Reading Adult	Summer Reading Teen	Summer Reading Caregiver	Digital Learning	Job Skills	Ed./Lifelong Learning
Knowledge	3.3								
Confidence	3.5								
Application	3.7								
Awareness	3.6								



### Weighted Average Score

Civic/Community Engagement

Increased Knowledge

Total Responses for Library: 33



\*Based on submitted survey data not representative.

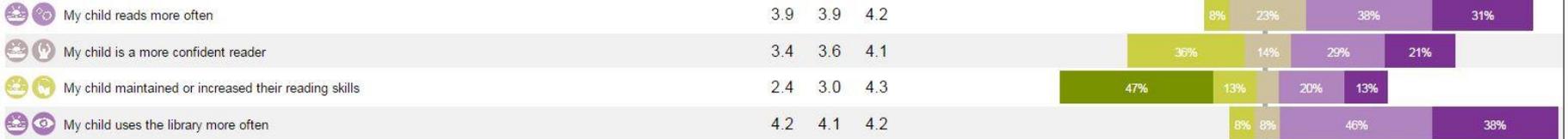
# Data Dashboard

## RESPONSES BY SERVICE OR SURVEY TOPIC AND DOMAIN

FILTER BY ▾ OUTCOME ▾ SUMMER READING CAREGIVER ▾ PROG. NAME ▾ DATE ▾

SCORING ■ Strongly Disagree ■ Disagree ■ Neither Agree Nor Disagree ■ Agree ■ Strongly Agree

### PROGRAM OUTCOME



### Open Response View & Export

Export all  Search:

*(Press ctrl or shift while clicking to select multiple)*

Date ▾ Library ▾ City ▾ Survey **Civic / Co** ▾ Program ▾ For Improvement ▾ Liked Most ▾

2/1/2016	Belleview Public Library	Belleview, ZZ	Civic / Community Engagement	Town Talks	Don't let Town Talks run over allotted time	I like hearing from my fellow neighbors and knowing I'm not alone in my concerns
2/1/2016	Belleview Public Library	Belleview, ZZ	Civic / Community Engagement	Teen Town Talks	Emphasize college applications to get teens more involved	Gave me good ideas on getting involved
2/1/2016	Belleview Public Library	Belleview, ZZ	Civic / Community Engagement	Town Talks	Limit talking time to 5 minutes - not a free for all	Allows us to connect face-to-face with people in our town
2/1/2016	Belleview Public Library	Belleview, ZZ	Civic / Community Engagement	Teen Town Talks	More volunteer opportunities for teens	Makes me want to be more involved

# Data Dashboard

## PROJECT OUTCOME SCORES BY LIBRARY OUTLET

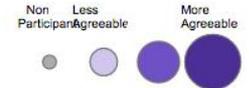


SELECT CUSTOM AREA

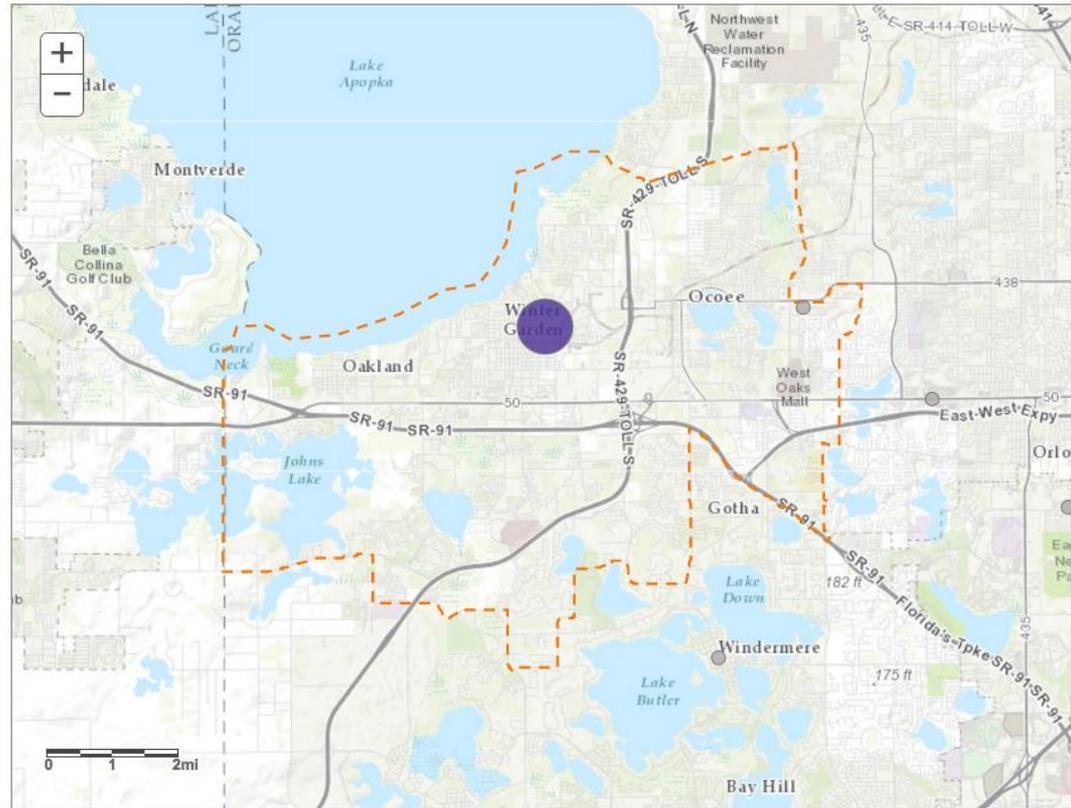
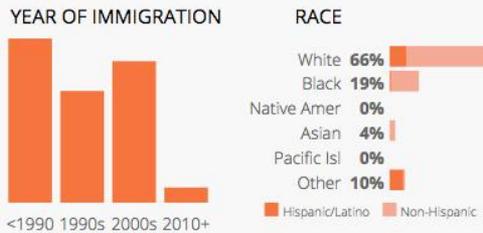
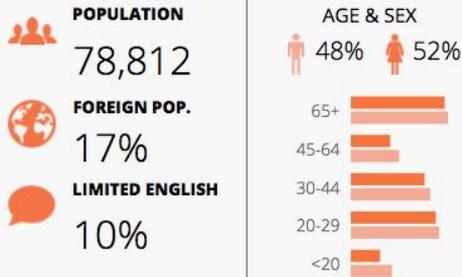


SELECT OUTCOME

Job Skills



### WITHIN 5 MILE RADIUS



# Benefits of Project Outcome

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- ✓ Short & simple surveys = higher response rates
- ✓ Capturing snapshot data
- ✓ Open-ended comments are goldmine
- ✓ At your own pace: pick & choose surveys based on program, capacity, and learning objectives

# Benefits of Project Outcome

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- ✓ The ready-made reports & data dashboards do the heavy lifting for you
- ✓ Standardization of outcome measures
- ✓ Aggregate, national score comparisons

# What program or service could your library measure?



**EARLY CHILDHOOD LITERACY**



**DIGITAL LEARNING**



**EDUCATION/LIFELONG LEARNING**



**SUMMER READING**



**CIVIC/COMMUNITY ENGAGEMENT**



**ECONOMIC DEVELOPMENT**



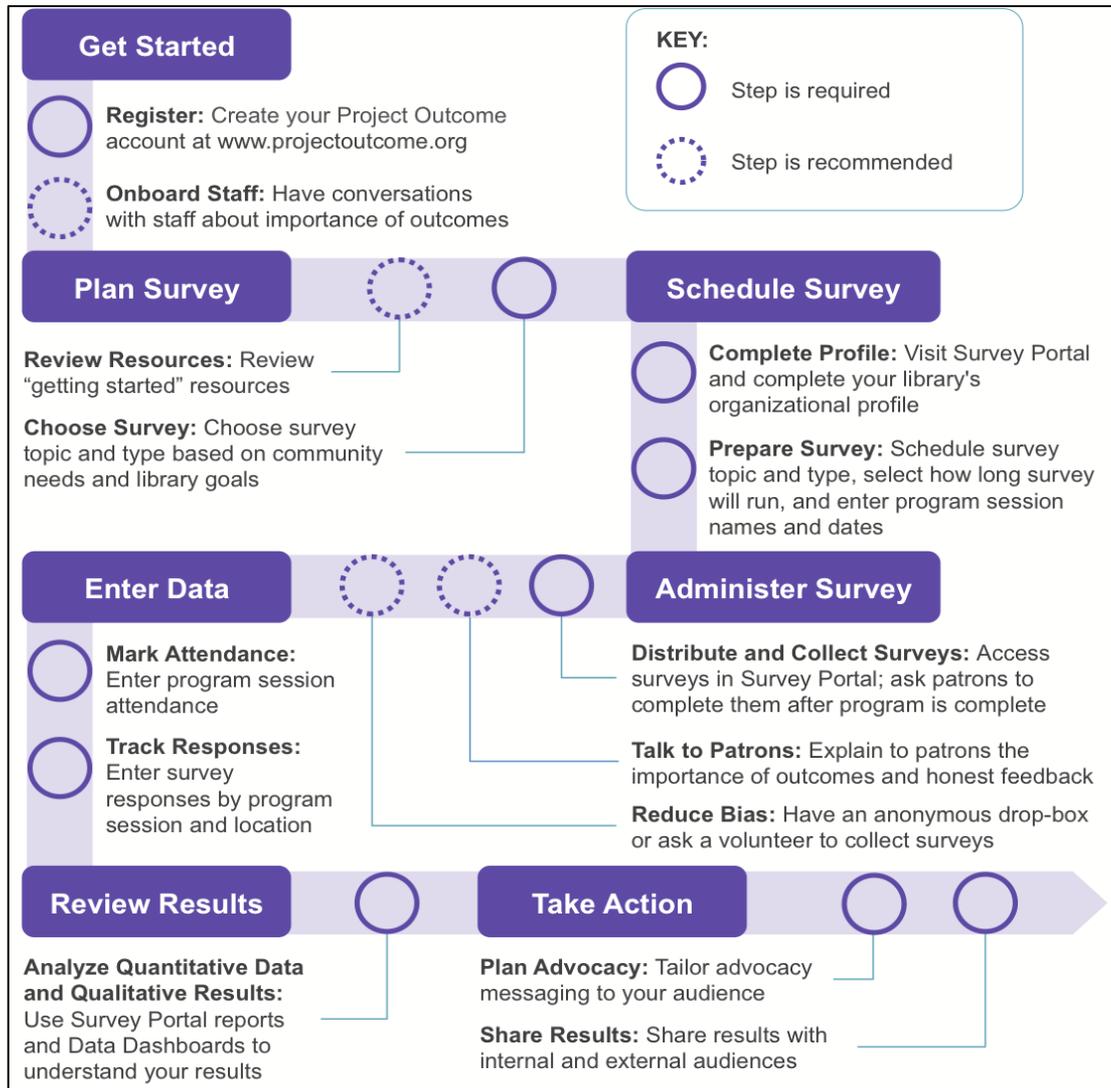
**JOB SKILLS**

*Share in the chat...*

# Outcome Measurement Process



# Project Outcome Roadmap



# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.



## Featured Resource

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[www.ProjectOutcome.org](http://www.ProjectOutcome.org)

# Outcome Measurement Process

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**Step 1: Set Goals**



**Step 2: Measure Outcomes**

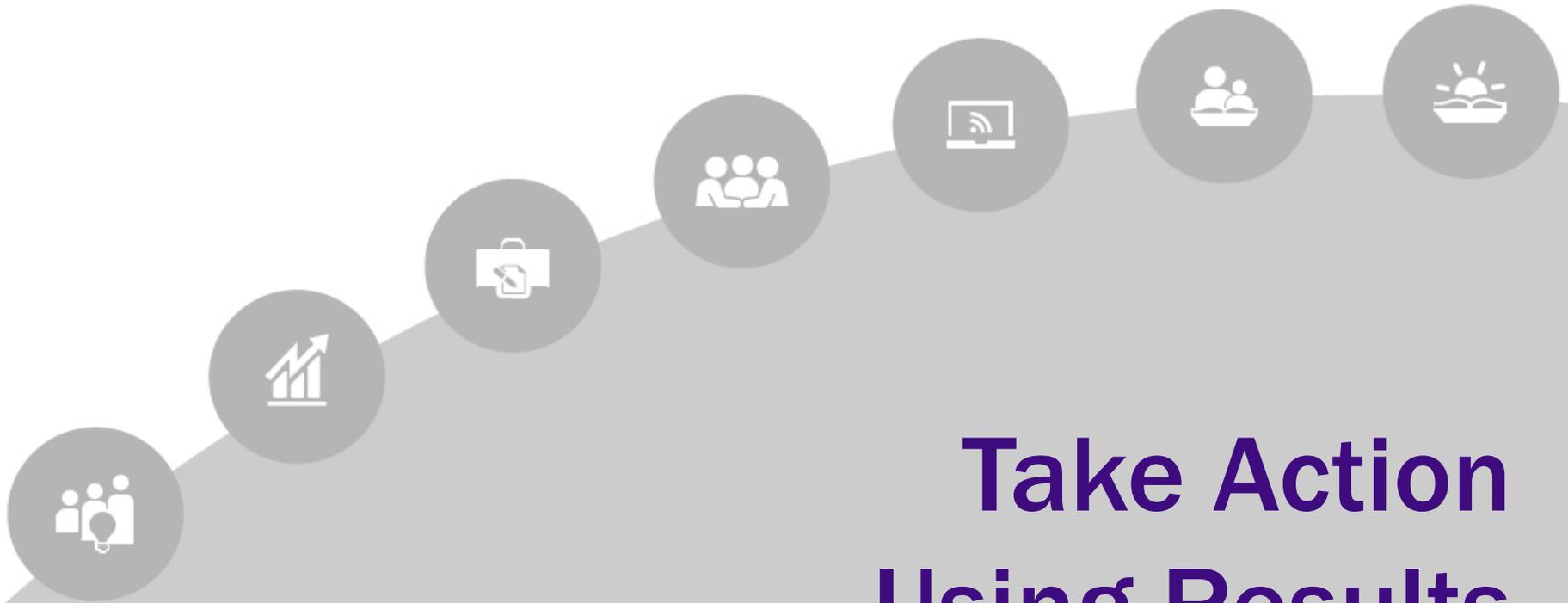


**Step 3: Review Results**



**Step 4: Take Action**





# Take Action Using Results

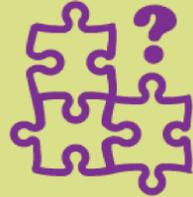
# Take Action Using Results

## Program Improvements



# Take Action Using Results

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WHAT DOES OUR  
COMMUNITY NEED



HOW MUCH DID WE DO



WHAT GOOD DID WE DO



WHAT SHOULD WE DO BETTER

*Strategic Planning*

# Take Action Using Results

---

## *Communication*

Patrons

Staff



Library Board

Community

# Take Action Using Results

---

## *Partnership*

- As part regional partnership to reduce poverty
- Begin school partnership discussions to stop the summer slide
- Partnering with a community college to off better/more advanced business development classes



# Take Action Using Results

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## *Grant Funding*

- Summer Reading Dollar General Grant
- Friends of the Library grant for STEAM trunk
- LSTA reporting





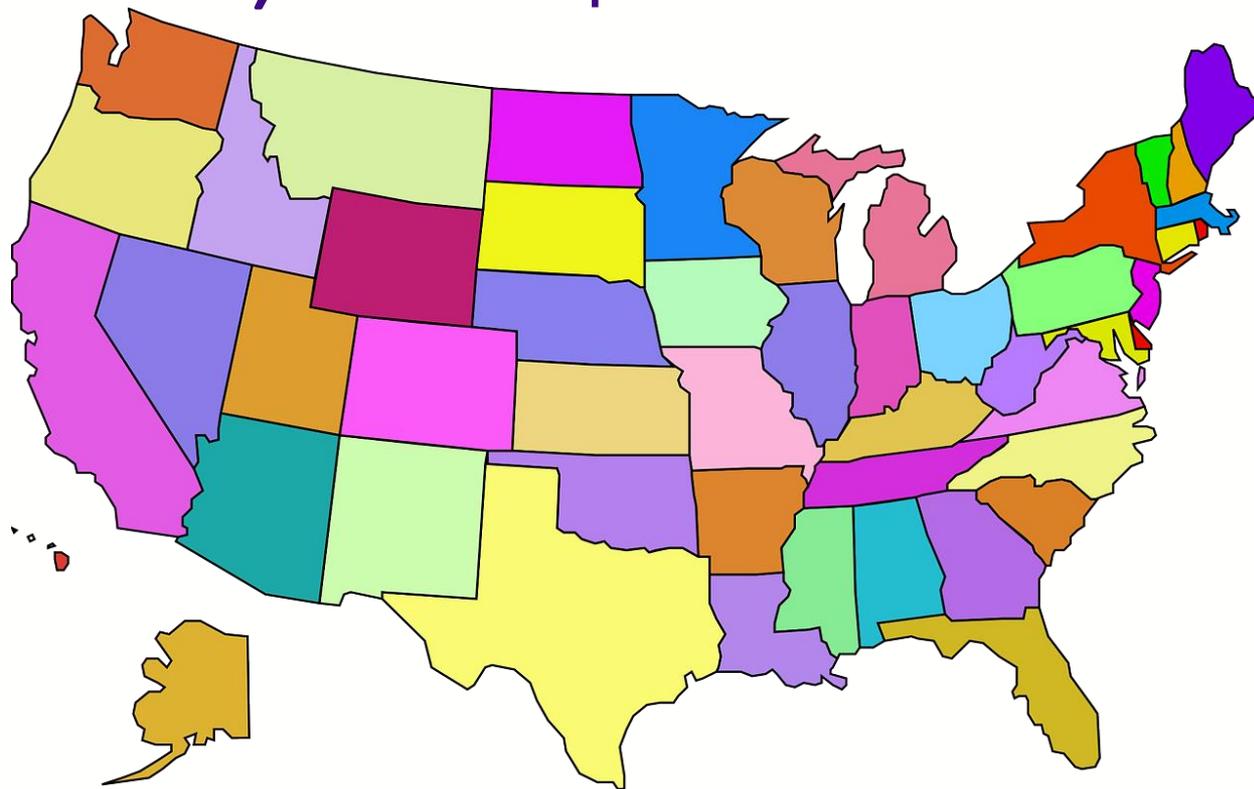
# Updates & Announcements

# Project Outcome in the Field

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**2,800+** registered users representing

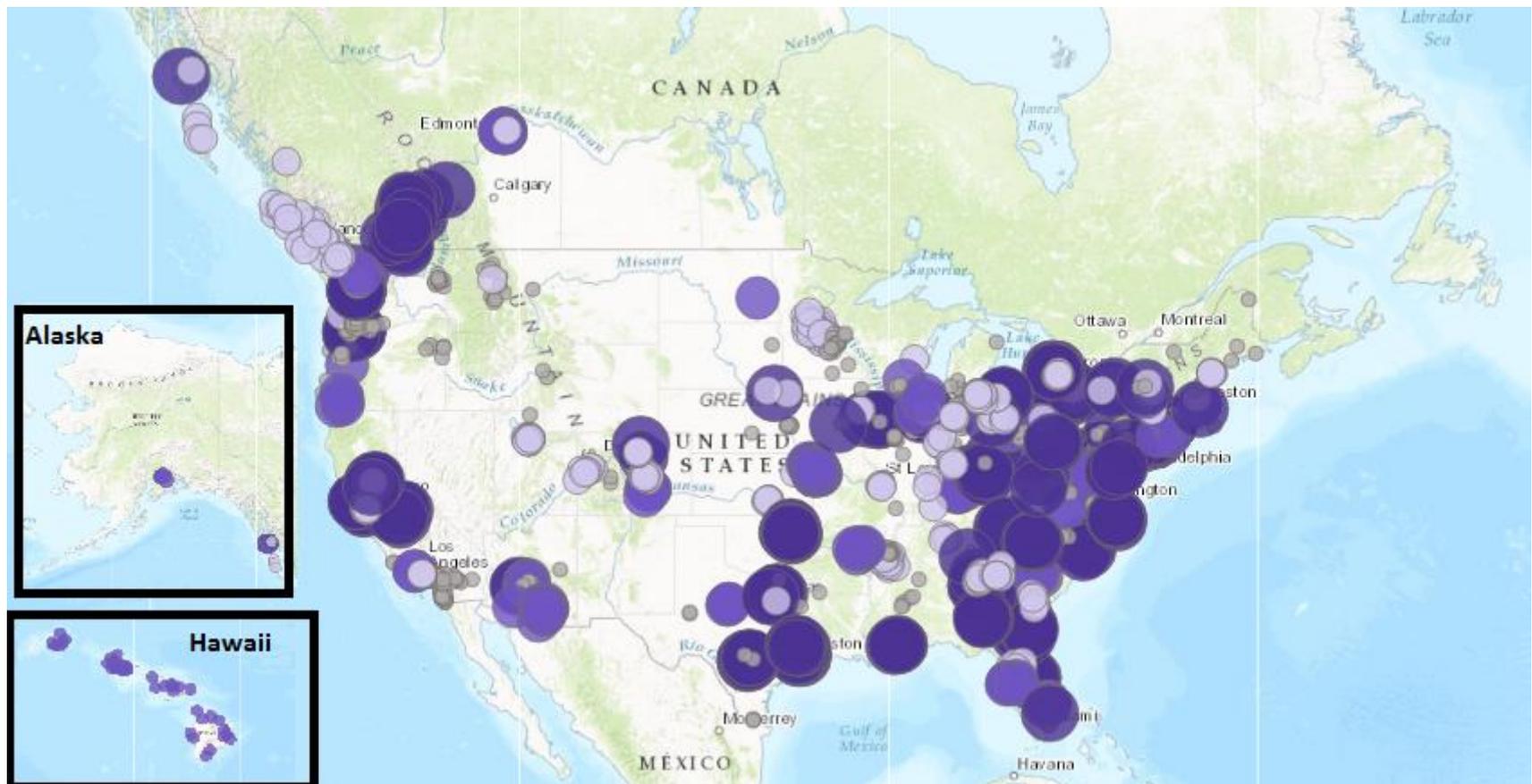
**1,500+** public libraries



# Project Outcome in the Field

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45,000+ patrons surveyed



# Next Webinar – Save the Date

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FREE monthly webinars

Rolling Out Project Outcome in Your Library

*Thursday, February 23, 1-2 PM Central*



# Regional Training Workshop

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**Targeted to:** library directors, managers, supervisors or staff who will be responsible for managing or overseeing Project Outcome

## **Includes:**

- One full-day, in-person workshop
- Two 90-minute online meetings
- Expert trainer and workshop materials

# What's Next

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- Register for FREE at [www.projectoutcome.org](http://www.projectoutcome.org)
- Review training resources
- Schedule a survey in the Survey Portal
- Analyze Data Dashboards
- Join the Facebook group
- Follow Project Outcome on Twitter
- Engage on Community of Practice

**#ProjectOutcome**

# Community of Practice

The screenshot shows the Project Outcome website interface. At the top, there is a navigation bar with the logo 'project OUTCOME' and the tagline 'MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES'. Below the navigation bar, the 'TOOLS' section is highlighted in purple, featuring two main buttons: 'GO TO SURVEY PORTAL' and 'GO TO DATA DASHBOARD'. Below this, the 'RESOURCES' section is shown, which includes a search bar and a grid of resource categories: 'Getting Started', 'Surveys', 'Data Collection', 'Data Analysis', 'Taking Action', and 'From the Field'. Each category lists several specific resources. At the bottom of the resources section, there is a call to action: 'Have a question about Outcome Measurement?' with a button that says 'GO TO COMMUNITY OF PRACTICE'.

The screenshot shows the Project Outcome Discourse forum interface. At the top, there is a navigation bar with the logo 'project OUTCOME' and the tagline 'MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES'. Below the navigation bar, there is a search bar and a 'New Topic' button. The main content area shows a list of topics with columns for 'Topic', 'Category', 'Users', 'Replies', 'Views', and 'Activity'. The topics listed are:

Topic	Category	Users	Replies	Views	Activity
Welcome to Project Outcome Discourse			1	21	Jun 30
Programming Data Management - How & What?			0	12	25d
Collecting contact information from patrons			2	20	Aug 22
Increased staff time with Follow-Up Surveys			1	17	Aug 11
Indicating Impact by Tying Children's Programs to Research			7	34	Aug 8

There are no more latest topics.

[www.projectoutcome.org](http://www.projectoutcome.org)

# Questions?



Emily Plagman

*Project Manager*

Public Library Association

# Thank you!



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