Outcome Measurement Made Easy with PLA’s Project Outcome

January 12, 2017
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.
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 Research Project
• Performance Measurement
  • Project Outcome
Agenda

- 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!

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
Measuring Impact

- 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

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?

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

Needs Assessment

WHAT DOES OUR COMMUNITY NEED

Outputs

HOW MUCH DID WE DO

Patron Satisfaction

WHAT SHOULD WE DO BETTER

Outcomes

WHAT GOOD DID WE DO
Measuring Impact

Needs Assessment

WHAT DOES OUR COMMUNITY NEED

Outputs

HOW MUCH DID WE DO

Patron Satisfaction

WHAT SHOULD WE DO BETTER

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?

- 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

- 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

- 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

- Early Childhood Literacy
- Digital Learning
- Education/Lifelong Learning
- Summer Reading
- Job Skills
- Civic/Community Engagement
- Economic Development
Survey Questions

Outcomes:

✓ KNOWLEDGE
✓ CONFIDENCE
✓ BEHAVIOR CHANGE
✓ AWARENESS

+ What did patrons like most?
+ What can the library do to improve?
Survey Tools

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...

- You learned something that you can share with your children
- You feel more confident to help your children learn
- You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)
- You are more aware of applicable resources and services provided by the library

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

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

WHAT GOOD DID WE DO
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:
Using Follow-Up Survey Outcomes

- 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

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

• 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
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www.ProjectOutcome.org
PROJECT OUTCOME
MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES

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
Outcome Measurement Continuum
Learn the many ways your library can measure outcomes!
Survey Portal

Project Outcome: Early Childhood Literacy (In progress)

Fielding dates
Your web survey closed on November 30, 2015.

Responses
- 0 Web responses
- 0 Paper responses

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
- 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 wide range of tangible benefits for community and economic opportunity.

- Public libraries support this engagement. For instance, they deliver critical conversation about community issues.
- People who participate in library programs according to a recent survey conducted by Social Capital. The survey coordinated with other community groups and libraries and 28% attended a meeting held at a library. In the survey, respondents reported they have connected people and paid a visit to a library who did not coordinate with the library in the previous year.

Results

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

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Agreement Levels</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were more aware of community issues</td>
<td>Strongly disagree</td>
<td>10%</td>
</tr>
<tr>
<td>Disagree</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Not applicable</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Felt more confident in becoming involved</td>
<td>Strongly disagree</td>
<td>15%</td>
</tr>
<tr>
<td>Disagree</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>40%</td>
<td></td>
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</tr>
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<td>Strongly agree</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Not applicable</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Intended to become more engaged</td>
<td>Strongly disagree</td>
<td>15%</td>
</tr>
<tr>
<td>Disagree</td>
<td>30%</td>
<td></td>
</tr>
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<td></td>
</tr>
<tr>
<td>Not applicable</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Were more aware of applicable library resources and services</td>
<td>Strongly disagree</td>
<td>15%</td>
</tr>
<tr>
<td>Disagree</td>
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<td></td>
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<td>Not applicable</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

Program Information

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Attendance</th>
<th>Response Rate</th>
<th>Session Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teen Town Talks</td>
<td>9</td>
<td>67%</td>
<td>February 09, 2016</td>
</tr>
<tr>
<td>Town Talks</td>
<td>12</td>
<td>58%</td>
<td>February 02, 2016</td>
</tr>
</tbody>
</table>
Survey Portal
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Learn the many ways your library can measure outcomes!
### Data Dashboard

**Overview:**
- **Marion County Public Library System**

**Scoring:****
- **5.0:** Strongly Agree
- **1.0:** Strongly Disagree

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.

<table>
<thead>
<tr>
<th>Survey Topic</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7 Early Childhood Literacy</td>
<td>3.3 Knowledge</td>
</tr>
<tr>
<td>3.7 Civic / Community Engagement</td>
<td>3.5 Confidence</td>
</tr>
<tr>
<td>3.3 Digital Learning</td>
<td>3.6 Awareness of Resources</td>
</tr>
<tr>
<td>3.8 Economic Development</td>
<td></td>
</tr>
<tr>
<td>2.7 Education / Lifelong Learning</td>
<td></td>
</tr>
<tr>
<td>2.8 Job Skills</td>
<td></td>
</tr>
<tr>
<td>3.5 Summer Reading Adult</td>
<td></td>
</tr>
<tr>
<td>3.4 Summer Reading Caretaker</td>
<td></td>
</tr>
<tr>
<td>3.4 Summer Reading Teen</td>
<td></td>
</tr>
</tbody>
</table>

**Total Survey Responses for Library:** 217

- **State Avg:** 4.5
- **National Avg:** 4.5

*Based on submitted survey data only, not representative.*
Data Dashboard

Marion County Public Library System

SCORING

5.0
Strongly Agree

1.0
Strongly Disagree

AVERAGE SCORE MATRIX

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>3.3</td>
</tr>
<tr>
<td>Confidence</td>
<td>3.5</td>
</tr>
<tr>
<td>Application</td>
<td>3.7</td>
</tr>
<tr>
<td>Awareness</td>
<td>3.6</td>
</tr>
<tr>
<td>Economic Development</td>
<td>3.8</td>
</tr>
<tr>
<td>Early Childhood Literacy</td>
<td>3.7</td>
</tr>
<tr>
<td>Civic/Community Engagement</td>
<td>3.7</td>
</tr>
<tr>
<td>Summer Reading Adult</td>
<td>3.5</td>
</tr>
<tr>
<td>Summer Reading Team</td>
<td>3.4</td>
</tr>
<tr>
<td>Summer Reading Caregiver</td>
<td>3.4</td>
</tr>
<tr>
<td>Digital Learning</td>
<td>3.3</td>
</tr>
<tr>
<td>Job Skills</td>
<td>2.8</td>
</tr>
<tr>
<td>Ed. for Life Learning</td>
<td>2.7</td>
</tr>
</tbody>
</table>

Weighted Average Score

Civic/Community Engagement: 3.7
Increased Knowledge: 3.7

Total Responses for Library: 33

70% Agree or Strongly Agree
21% Disagree or Strongly Disagree
9% Neither Agree nor Disagree

*Based on submitted survey data only, not representative.
Data Dashboard

Responses by Service or Survey Topic and Domain

Program Outcome
- My child reads more often
- My child is a more confident reader
- My child maintained or increased their reading skills
- My child uses the library more often

Average Score
- Library: 3.9
- State: 3.9
- National: 4.2

Less Agreeable
- 8% Strongly Disagree
- 29% Disagree
- 40% Neither Agree Nor Disagree
- 38% Agree
- 3% Strongly Agree

More Agreeable
- 91% Strongly Disagree
- 7% Disagree
- 2% Neither Agree Nor Disagree
- 14% Agree
- 86% Strongly Agree

Open Response View & Export

Export all
Export selected

(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

WITHIN 5 MILE RADIUS

**POPULATION**
- 78,812

**FOREIGN POP.**
- 17%

**LIMITED ENGLISH**
- 10%

**AGE & SEX**
- 48% Male, 52% Female

**COUNTRIES OF IMMIGRATION**
- Mexico: 26%
- Guyana: 7%
- Jamaica: 6%
- Guatemala: 6%
- Brazil: 6%

**AT HOME LANGUAGES**
- Only English: 76%
- Spanish: 18%
- Portuguese: 1%
- Tagalog: 1%
- French: 1%

**YEAR OF IMMIGRATION**
- <1990: 30%
- 1990s: 30%
- 2000s: 20%
- 2010+: 10%

**RACE**
- White: 66%
- Black: 19%
- Native Amer: 6%
- Asian: 4%
- Pacific Isl: 0%
- Other: 10%

**PROJECT OUTCOME SCORES BY LIBRARY OUTLET**

SELECT CUSTOM AREA

SELECT OUTCOME

Non-Agreeable

Less Portentous/Agreeable

More Agreeable
Benefits of Project Outcome

✓ 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

✓ 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
RESOURCES

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

Search Project Outcome Resources

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
- Meet the Task Force
- Survey Questions
- How to Talk to Patrons about Surveys

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
Outcome Measurement Process

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

Strategic Planning

WHAT DOES OUR COMMUNITY NEED

HOW MUCH DID WE DO

WHAT GOOD DID WE DO

WHAT SHOULD WE DO BETTER
Take Action Using Results

Communication

Patrons       Staff

Library Board Community
Take Action Using Results

**Partnership**

- As part of the regional partnership to reduce poverty
- Begin school partnership discussions to stop the summer slide
- Partnering with a community college to offer better/more advanced business development classes
Take Action Using Results

Grant Funding

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

2,800+ registered users representing

1,500+ public libraries
Project Outcome in the Field

45,000+ patrons surveyed
Next Webinar – Save the Date

FREE monthly webinars

Rolling Out Project Outcome in Your Library
Thursday, February 23, 1-2 PM Central
Regional Training Workshop

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

▪ Register for FREE at 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

www.projectoutcome.org
Questions?

Emily Plagman

Project Manager

Public Library Association
Thank you!