

Project Outcome Regional Training: Virtual Information Session

July 14, 2016



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

PLA
Public Library Association
a division of the American Library Association

Today's Speakers



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About Project Outcome



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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 dashboard.

[SIGN IN](#)

Why Project Outcome?

- Times have changed
- Intuition is not enough
- Libraries need insights and evidence – not just anecdotes

Toolkit is FREE!

Project Outcome provides simple tools to measure your library's true impact on the people you serve.

What does Project Outcome Measure?

As a result of library programs & services, did library patrons:

- Learn something new?
- Gain confidence?
- Change their behavior?
- Gain awareness of the library?

Surveys for 7 Service Areas



EARLY CHILDHOOD LITERACY



EDUCATION/LIFELONG LEARNING



SUMMER READING



DIGITAL LEARNING



JOB SKILLS



CIVIC/COMMUNITY ENGAGEMENT



ECONOMIC DEVELOPMENT

3 Survey Tools



Immediate
Survey

Patron-
Reported
Learning

Follow-up
Survey

Patron-
Reported
Adoption

Outcome
Measurement
Guidelines

Long-Term
Impact



Project Outcome Regional Training

Project Outcome Regional Training: Overview

Training includes:

- One full-day in-person workshop
- Two 90-minute virtual meetings
- One expert trainer, including travel
- Workshop materials for up to 60 participants

\$7,500 flat fee to book training

FAQ: Project Outcome Regional Training

- Why offer Regional Training?
- What are the Regional Training objectives?
- What is included in a Regional Training?
- Who is the Regional Training designed for?
- How does a library request a Regional Training?

Why offer a Regional Training for
Project Outcome?

Goals of Regional Training

- Convene regional cohorts
- Deliver high quality training
- Provide an opportunity for local discussion
- Encourage statewide participation



Benefits of Regional Training

- In-depth training experience
- Establishes local & regional support network
- Increases potential for successful implementation
- Interactive workshop provides time for integration of knowledge
- Hands on planning activities



What are the objectives of the
Project Outcome Regional Training?

Regional Training Objectives

Participants will walk away with:

- A vision of how outcome measurement can help their library improve services and programs
- A plan for integrating Project Outcome into strategic planning processes and ongoing decision making at their library
- A framework for using outcome measurement data for advocacy and communication with stakeholders
- An understanding of what Project Outcome tools are available, and how to access additional resources and training

What is included in the
Project Outcome Regional Training?

Training Format



Full Day Workshop

- 6 hours training time
- 60 minute lunch recommended

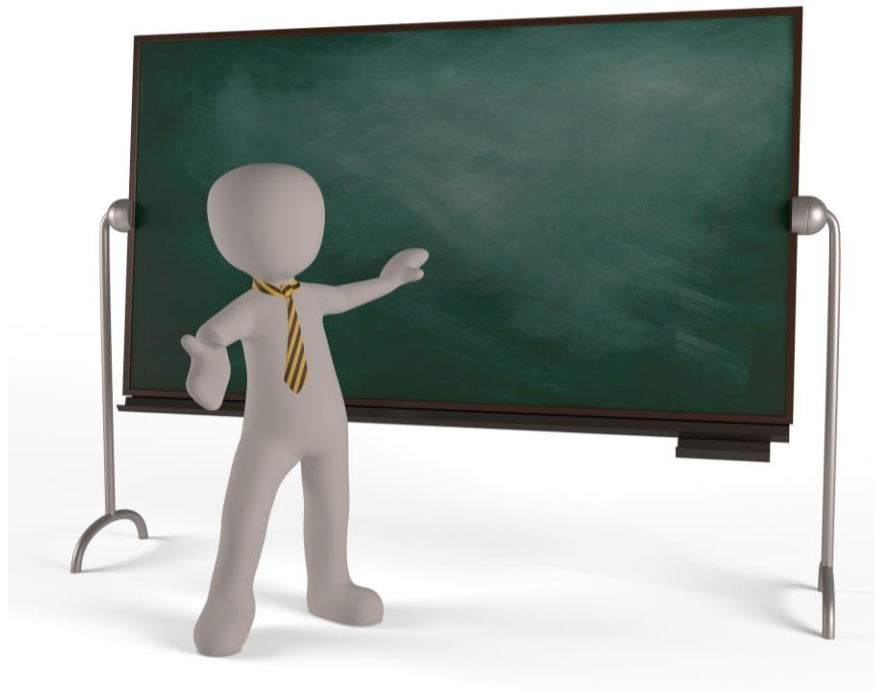


Virtual Meetings

- 2 sessions
- 90 minutes each
- To take place following the workshop, within 6 months

Professional Trainers

- Training curriculum designed by PLA
- Trainers selected and trained by PLA
- Trainers experienced in public libraries



Pre-Work

Before attending workshop, libraries should:

- Register on ProjectOutcome.org
- Review “Getting Started” resources
- Review Project Outcome sample surveys
- Review their own strategic planning documents
- Identify their goals for doing outcome measurement

Full Day Workshop

- Outcome measurement & strategic planning
- Internal planning & communication
- Logistics of administering Project Outcome surveys
- Using Project Outcome survey results for advocacy and decision making
- Addressing local & regional challenges
- Drafting a plan for implementation
- Optional: local guest appearance

Virtual Meetings

Meeting #1 (2-3 months after workshop)

- Discuss issues with getting started
- Provide guidance with survey administration
- Engage with cohort for peer support

Meeting #2 (5-6 months after workshop)

- Discuss issues with using survey results
- Provide guidance with data analysis
- Engage with cohort for peer support

Support from PLA

- Workshop planning checklist
- Promotional verbiage
- Booking of trainer
- Ongoing Project Outcome support for users
- Printed workbook

Who is the Regional Training
designed for?

Who should attend a Regional Training?

Staff responsible for Project Outcome implementation in public libraries:

- Library directors
- Managers & supervisors
- Program coordinators
- Data analysts

Who can request a Regional Training?

- State library agencies
- Library associations
- Library consortia
- Regional systems
- Large public library systems

Regional Training Suggestions

- Statewide professional development
- Conference workshops
- Member training opportunities
- System wide training

How does a library organization request a
Project Outcome Regional Training?

Regional Training Overview

Training includes:

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- Two 90-minute virtual meetings
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To request a training, or for more information

Fill out this form:

<https://www.surveymonkey.com/r/MP6VPTF>

Project Outcome staff will be in touch to talk about your needs.



Questions & Discussion

What questions do you have for us
about the
Project Outcome Regional Training?

Please share in chat

What does successful
outcome measurement look like in
your state/region?

Please share in chat

What are the biggest
outcome measurement challenges
for libraries in your state?

Please share in chat

How can Project Outcome training support public libraries in your state?

Please share in chat

Free Project Outcome Training Resources

- Getting Started
- Surveys
- Data Collection
- Data Analysis
- Taking Action

The screenshot shows a website titled "RESOURCES" with a search bar and a featured resource section. The featured resource is "Outcome Measurement Continuum" with the subtitle "Learn the many ways your library can measure outcomes!". Below this are six columns of resource links:

- 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

Next Webinar – Save the Date

Following-Up for Greater Impact: New Project Outcome Surveys

Thursday, August 11, 2016

1-2 pm Central

Outcome Measurement Guidelines

- Create your own surveys
- Engage partners in outcome measurement
- Coming Fall 2016
- Not included in Regional Training

Outcome
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If you haven't already...

- Sign up on the Project Outcome website
- Browse free training resources
- View state-level Data Dashboards
- Join the Project Outcome Facebook group
- Follow Project Outcome on Twitter

Thank you!



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