Measuring the Impact of Digital Literacy Services with Project Outcome & DigitalLearn.org

September 14, 2017
Today’s Speakers

Scott Allen
Deputy Director
Public Library Association

Shauna Edson
Digital Inclusion Librarian
Salt Lake City Public Library

Tommy Hamby
Adult Services Coordinator
Salt Lake City Public Library

Crystal Schimpf
Trainer & Facilitator
Project Outcome

Samantha Lopez
Project Coordinator
Project Outcome
About Project Outcome

Outcome Measurement Made Easy
Resources and Tools to Create Surveys and Analyze Outcome Data at Your Library

SIGN UP

72,787
Responses collected through our surveys

657
Libraries that have created surveys

Updates

Fireworks-worthy Data Visualizations Coming This Week
Check out July's e-News to register for a behind-the-scenes look at Project Outcome and get a glimpse of the improved Data Dashboard launching July 6th!

Live News

Project Outcome @ProjectOutcome
See where #ProjectOutcome fits in the data landscape
Aug 4, 2017

Project Outcome @ProjectOutcome
Shortest cut between Immediate and Follow up Surveys?
Poll:
Do you consider yourself as being “new” to Project Outcome?

If yes – click “Raise Hand” icon
Project Outcome Tools

Survey Management
- Create New Survey
- View All Surveys

Data Dashboard
- Build a Report
- View Data Dashboard

Resources
- Project Outcome 101
  Published 07/28/2015
- Writing Open-Ended Survey Questions
  Published 04/28/2017
- Data Collection Roadmap
  Published 08/10/2016
- View All Resources

Peer Discussion
- Including patron comments in printed report
  Updated 08/17/2017
- Repeat patrons filling out storytime surveys
  Updated 08/08/2017
- Custom questions
  Updated 08/08/2017
- View All Discussions

Events
- InfoPeople Webinar: Telling the Library Story with Data
  Aug 22, 2017 | Online
- View All Events

www.projectoutcome.org
Free Project Outcome Training Resources

- Getting Started
- Surveys
- Data Collection
- Data Analysis
- Taking Action
- From the Field

Webinar Archives
How to Successfully Roll Out Project Outcome in Your Library
Four Key Outcomes

- Knowledge
- Confidence
- Skill/Application
- Awareness
Surveys for 7 Service Areas

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

www.projectoutcome.org
Survey Results and Community Implications

Report Information
Topic: Education and Lifelong Learning
Program: Literacy Project
Date Range: February - April 2016

Purpose
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Overview
Learning is a lifelong process. Public libraries provide an inclusive learning environment where community members can develop skills.

Results
A total of 479 survey responses were collected. Patrons surveyed who either agreed or strongly agreed that they benefited from the service or program are detailed below.

- **91%** learned something that was helpful
- **77%** intended to apply what they learned
- **87%** felt more confident about what they learned
- **77%** were more aware of applicable resources and services provided by the library

The full results of the survey(s) are shown below.

<table>
<thead>
<tr>
<th>Area</th>
<th>Less Agreement</th>
<th>More Agreement</th>
<th>Less Agreement</th>
<th>More Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>3%</td>
<td>8%</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>Confidence</td>
<td>6%</td>
<td>16%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>New Skills/Application</td>
<td>10%</td>
<td>16%</td>
<td>21%</td>
<td>51%</td>
</tr>
<tr>
<td>Awareness of Resources</td>
<td>5%</td>
<td>10%</td>
<td>13%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Service or Survey Topic by Area of Greatest Impact

<table>
<thead>
<tr>
<th>Service or Survey Topic</th>
<th>Area of Greatest Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Learning</td>
<td>4.3</td>
</tr>
<tr>
<td>Early Childhood Literacy</td>
<td>4.3</td>
</tr>
<tr>
<td>Economic Development</td>
<td>4.3</td>
</tr>
<tr>
<td>Job Skills</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Mock data displayed in HTML format.
Digital Learning Survey Stats

• 110 libraries with DL Surveys
• 1,070 DL Surveys created by libraries to date
  ▪ Immediate: 1,006
  ▪ Follow-Up: 64
• 6,731 DL Surveys responded to by patrons to date
Poll:
Have you used Project Outcome to measure digital literacy programs & services?

If yes – click “Raise Hand” icon
Digital Learning Survey Stats

Programs measured include:
• Adobe classes (Photoshop, Dreamweaver, Illustrator)
• Microsoft classes (Excel, Word, PowerPoint, Access)
• Computer/Internet basics
• Coding club
• American Job Center/Workforce Alliance classes

Services measured include:
• 3D printing
• Ask the computer guys
• Book a tech trainer
• Device advice
• Digitize all things
Providing Digital Literacy Training with DigitalLearn.org

Scott G. Allen, MS
Deputy Director
Public Library Association
Digital Literacy Training in Libraries

69% of the US has poor, terrible or nonexistent computer skills

78% say libraries should definitely offer digital literacy programs

65% government leaders say advancing digital literacy is important

90% libraries offer digital literacy training

http://lifehacker.com/this-chart-shows-how-computer-literate-most-people-are-1789761598
http://www.pewinternet.org/2015/09/15/libraries-at-the-crossroads/
http://www.ala.org/news/sites/ala.org.news/files/content/Broadband_11-08-16_0.pdf
Tools for Training

Microsoft Digital Literacy
Learn essential skills with the Digital Literacy Curriculum.

Partners Bridging the Digital Divide

www.digitallearn.org
What is DigitalLearn?

- 19 modules
- 6-22 minutes long
- English and Spanish
- Video with narration
- PDF Transcripts
Why Use a Computer?

Start Course

3 Activities
15 Minutes
Beginner

Contributed by Mary Beth Pascoli, Kodol
Topics: Core

Do you ever wonder why you should take the time and effort to learn to use a computer? If you are new to using computers you may think that it is too hard, too expensive, or not for people like you. You are not alone. Take this course to learn why using a computer can be worth the time and effort, and to take a closer look at what steps you can take to learn computers one skill at a time.

Activities in This Course

1. Computers Are Not for Me
   - 06:00

2. I'm Overwhelmed!
   - 05:00

3. How to Stay Safe
   - 04:00

Click here for a text copy of the course.

Additional Resources

- Why_Use_a_Computer_ALL.pdf
- Why_Use_a_Computer_1.pdf
- Why_Use_a_Computer_2.pdf
- Why_Use_a_Computer_3.pdf
1. Las computadoras no son para mí

Curso: ¿Por qué utilizar una computadora?

¿Por qué utilizar una computadora?

3 Actividades 15 mins

Da click aquí para abrir la version de texto del curso.

¿Por qué utilizar un ordenador_ALL.pdf

www.digitallearn.org
How Can Libraries Use DL?

• Educate library staff to refer learners
• Promote to learners
  – Link on library computers, website
  – Post flyers
• Use in classroom teaching
• Promote to community partners
• Build a custom site

Your library here

PLA has template flyers you can customize

Find a job, connect with family, gain new skills

Computer training from and DigitalLearn.org can help

www.digitallearn.org
DigitalLearn Accomplishments

- 1.5 million page views, 186,000 visitors, 50,000 course completions
- 2-4 new courses annually
- Spanish translation
- Educator support
- Classroom tools (templates for slides, handouts and exercises)
- Customized sites

www.digitallearn.org
Customized DigitalLearn.org Sites

Being Online Can Make Your Life Easier and Better!

Choose a course below to start learning or search courses.

- Why Use a Computer?
  - Here's some reasons why you should take the time to learn about computers.
  - 15 mins

- Getting Started on a Computer
  - What a computer is and how to use a mouse and keyboard.
  - 15 mins

- Using a PC (Windows 10)
  - Learn the basics of using a PC with the Windows 10 Operating System.
  - 13 mins

www.digitallearn.org
Online Job Searching

Courses >> Online Job Searching

Use my skills now! (click each link below)

Now that you know how to search for jobs online, check out local job listings on the following websites:

1. Illinois workNet Job Finder - Search by keyword and location.
2. 1000 Jobs - Search manufacturing jobs.
3. Government Jobs - Search opportunities by salary and more.

Local support centers

Find local centers to help you look and apply for jobs at the Chicago Cook Workforce Partnerships.

Or visit the Disability Works website for more guidance on your job search.

Other online job-search sites

Indeed.com - One of the most popular job-search sites. You can search by city, state, or zip code and narrow the results down by salary, job type, title, and other filters. If you create an account, you can save your searches for later use.

Additional Resources

- Center_Working_Families_map.pdf
- Job_Search_ Organizer.pdf
- Nearby_Food_Service_Jobs.pdf
Analytics

How do you acquire users?

Traffic Channel  Source / Medium  Referrals

Where are your users?

Sessions by country

United States - 78.7%
Spain - 7.6%

10 Aug 17

Google Analytics Home

Users 1.2K
Sessions 1.5K
Bounce Rate 40.64%
Session Duration 9m 32s

Users right now

5

Page views per minute

Top Active Pages

Users /
courses 1
/courses/using...8-cloning-files 1
/courses/using...ws7-complete 1
Analytics

Which pages are most popular?

<table>
<thead>
<tr>
<th>Page</th>
<th>Users</th>
<th>Social Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>656</td>
<td>0</td>
</tr>
<tr>
<td>/courses</td>
<td>212</td>
<td>0</td>
</tr>
<tr>
<td>/courses/microsoft-word</td>
<td>147</td>
<td>0</td>
</tr>
<tr>
<td>/courses/getting-started-on-a-computer/lessons/the-mouse</td>
<td>116</td>
<td>0</td>
</tr>
<tr>
<td>/courses/using-a-pc-windows-7</td>
<td>116</td>
<td>0</td>
</tr>
<tr>
<td>/courses/getting-started-on-a-computer/lessons/what-is-a-computer</td>
<td>109</td>
<td>0</td>
</tr>
<tr>
<td>/courses/microsoft-word/lessons/introduction-cb8925a1-6b38-4a1d-8b2e-55c30f3f5cad4</td>
<td>107</td>
<td>0</td>
</tr>
<tr>
<td>/courses/getting-started-on-a-computer</td>
<td>106</td>
<td>0</td>
</tr>
</tbody>
</table>

How many classes were completed?

372

% of Total: 100.00% (372)

What states are completing classes?

<table>
<thead>
<tr>
<th>State</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lesson page 333

<table>
<thead>
<tr>
<th>/</th>
<th>(exit) 108</th>
</tr>
</thead>
<tbody>
<tr>
<td>/courses</td>
<td>52</td>
</tr>
<tr>
<td>/courses/using-a-pc-windows-7</td>
<td>2</td>
</tr>
<tr>
<td>/courses/using-a-pc-windows-7/lesson 516</td>
<td>1</td>
</tr>
</tbody>
</table>

Lesson 1 516

| /courses/setting-started-on-a-computer | 334 |
| /courses/setting-started-on-a-computer/lessons | 333 |
| /courses/setting-started-on-a-computer/lessons/what-is-a-computer | 26 |
| /courses/setting-started-on-a-computer/lessons/what-is-a-computer/complete | 5 |
Do It Yourself
(no cost, using open source files with library building and hosting)

Through PLA
(4-week process, $15,000 fee, PLA hosts and updates)
From the Field:
Salt Lake City Public Library

Shauna Edson, Digital Inclusion Librarian
Tommy Hamby, Adult Services Coordinator
Salt Lake City Public Library
FREE LEARN ABOUT COMPUTERS

Everyone is Welcome

The City Library
THE SALT LAKE CITY PUBLIC LIBRARY SYSTEM

slcpl.org/computerclasses

www.slcpl.org
Tech Assistance: Impact on Library Staff

• Duration of sessions
  o 62% of sessions lasted 15-30 minutes
  o 20% of sessions lasted 31-45 minutes

• Time of day
  o 44% between 12:00-3:00pm
  o 35% between 3:00-6:00pm
What help did patrons request?

31% Help with printing and file management
24% Help patron with Library database and/or downloadables
21% Help with online job search and/or resume
18% Help patron with own device
17% Help set up and/or sign in to email
Other Requested Tech Assistance

Additional patron requests for tech assistance:
• Accessibility
• Online government, civic, and social services
• Using the Internet
• Education
• Language barriers
Tools: One-On-One Tech Assistance

- Library database
- DigitalLearn.org
- Online typing games
- Online mouse games
- YouTube videos
- Northstar Assessments
Assessment: One-On-One Tech Assistance

Staff Based Reporting:
• Google Forms, observation, interviews

Patron Based Reporting:
• Paper surveys
  o Language barriers
  o Awkward and confusing
  o Resistance from staff and patrons
Assessment: One-on-one Tech Assistance

What we plan to do differently:

• Simplify language
• Use technology
• Multiple choice answers
• Incorporate Project Outcome

www.slcpl.org
Salt Lake City Public Library
Salt Lake City Public Library Strategic Plan

Adopted in 2009:
The City Library has chosen six community outcomes to provide a focus for developing services, collections and programs.

- Exploring New Ideas
- Accessing Technology
- Bridging Divides
- Enjoying Life
- Ensuring Early Literacy
- Creating Local Solutions
Salt Lake City Public Library Strategic Plan

Strengths

• Visionary
• Community-focused
• Ambitious
• Mission-driven
Salt Lake City Public Library Strategic Plan

Pitfalls

• Understanding outputs vs. outcomes
• No outcome-based measurement tool
• Lacked buy-in
Lessons Learned

- Organizational change is a long process
- Buy-in is crucial
- Vision is important and so are the processes
  - Project management
- Experimentation is valuable and must be measured
Project Outcome Implementation Plan

- SCs tasked by ELT to develop plan
- Project team established - includes staff trainer and communications staff
- Develop stakeholder register
- Develop project charter
Contact Us

Shauna Edson
sedson@slcpl.org

Tommy Hamby
thamby@slcpl.org
Measuring the Outcomes of Digital Literacy Services

Crystal Schimpf
Trainer & Facilitator
Project Outcome
Project Outcome Survey Tool

Outcome Measurement Made Easy
Resources and Tools to Create Surveys and Analyze Outcome Data at Your Library

72,787
Responses collected through our surveys

Updates

Create New Survey

Search Keywords

Pajama Storytime - 09/12/2017
Created by Dorothy McClure

Status
Active

Responses
0
Download

Attendance
Update

Template: Statewide Summer Reading
Created by Julie Marie Niedenhaus at Alaska

Statewide Summer Reading
07/02/2018

Status
Published

Surveys Created
0
Published to 92 Libraries

unnamed - 08/17/2017 (2)
Created by Dorothy McClure

Status
Draft

Program Name TBD
Date TBD

Responses
0
Download

Attendance
Update

www.projectoutcome.org
Digital Learning Surveys

Immediate

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

1. You feel more knowledgeable about using digital resources
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

2. You feel more confident when using digital resources
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

3. You intend to apply what you just learned
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

4. You are more aware of applicable resources and services provided by the library
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

5. What did you like most about the program?

6. What could the library do to improve your learning?

Follow-Up

Please take a few minutes to fill out this brief survey. As a result of participating in the Digital Learning program...

1. ...I completed a task I could not do or could not do as well before.
   - Yes
   - No
   - N/A
   - Please Explain:

2. ...I used the digital skill(s) I learned to do something new or different.
   - Yes
   - No
   - N/A
   - Please Explain:

3. As a result of participating in this program/service, I checked out a book, attended another program, or used another library service or resource.
   - Yes
   - No
   - N/A
   - Please Explain:

4. What did you like most about this program or service?

5. What could the library do to help you continue to learn more?
Digital Learning Outcomes

Knowledge
Confidence
Skill/Application
Awareness

DIGITAL LEARNING

www.projectoutcome.org
Digital Learning Immediate Survey

Likert Scale (Strongly Disagree to Strongly Agree):

- You feel more *knowledgeable* about using digital resources
- You feel more *confident* when using digital resources
- You intend to *apply* what you just learned
- You are more *aware* of applicable resources and services provided by the library

Open-Ended Response

- What did you like most about the program?
- What could the library do to improve your learning?

www.projectoutcome.org
When to Administer Immediate Surveys

- At the end of a series of classes
- At the end of a single class
- As participants leave a drop-in help session
- After an individual appointment

Load online survey links to library computers/devices
Digital Learning Follow-Up Survey

Yes/No/Please Explain:

- I **completed** a task I could not do or could not do as well before.
- I **used** the digital skill(s) I learned to do something new or different.
- I **checked out** a book, **attended** another program, or **used** another library service or resource.

Open-Ended Response:

- What did you like most about this program or service?
- What could the library do to help you continue to learn more?
When to Administer Follow-Up Surveys

2-4 weeks after:
• A series of classes
• A single class
• A drop-in help session
• An individual appointment

Ask patrons for contact information and for permission to contact them at the time of the original training event.
Education/Lifelong Learning Immediate Survey

Likert Scale (Strongly Disagree to Strongly Agree):

- You learned something new that is helpful
- You feel more confident about what you just learned
- You intend to apply what you just learned
- You are more aware of applicable resources and services provided by the library

Open-Ended Response:
- What did you like most about the program?
- What could the library do to better assist you in learning more?
Standardized Survey Questions

• Each survey must be given in its entirety
• Survey questions cannot be edited
Integrating Additional Questions

Pre-formatted common questions are available.

7. Select One

8. Select One

What is your age?
What is the age of the child?
What is your relationship to the child?
What is the zip code of your home address?
What is the highest degree or level of school you have completed?
What is the name of your or your child's school?
What is your current employment status?
Do you have a library card?
Writing Open-Ended Survey Questions

Follow guidelines provided by Project Outcome:

Example: Avoid leading questions.

Adding questions to Project Outcome’s standardized surveys is strongly discouraged. The core survey questions have been designed to maximize patron response rates through simple wording, survey item design and survey formatting. Adding questions to your survey may negatively impact patron participation rates, increase survey abandonment rates or have other unintended consequences.

For libraries that choose to add their own survey questions, Project Outcome has provided a few tips and resources for successfully writing your own open-ended survey questions.

Keep surveys short and simple.

The shorter the survey, the higher the response rate. Although you may be tempted to add “nice to know” questions while you have your patrons’ attention, please be respectful of their time. Only ask questions that are pertinent to that specific program and have a clear plan for what you’re going to do with the data collected.

Ask yourself: Does the library intend to make use of the information gathered through this question? Is the data collected through this question crucial to helping or improving the program, service, or library at large?

Your questions should be simple enough for patrons of various reading levels to understand. Avoid complex phrases, library jargon, abbreviations, parenthetical clarifications, and vague or subjective terminology, such as sometimes, regularly or rarely. Use clear time horizons for questions about experiences, beliefs, events or anything else that could change over time.

Don’t Do you regularly utilize the library’s offerings of adult programming?

Do Have you attended an adult program in the last week?
PDF Summary Report

Public Library Survey Results and Community Implications

Report Information
Topic: Digital Learning
Programs: See full list on page 2
Date Range: None

Overview
Wherever public libraries are working, possibility lives. People who work in public libraries know that library services offer opportunities for anyone who enters — putting people on the path to literacy, technological know-how, or a better job. Librarians can help people make the most of these opportunities, thus contributing to the community’s prosperity.

Evidence of this is demonstrated in the Year in Review, which was compiled and released in 2015. This report highlights some of the interesting trends in public libraries, and it provides data on the impact of library programs and services.

Public Library
Public Library and programs that measure and report on the impact of library services in the community.

Table:
A total of 17 survey responses were collected across 3 surveys. The list of programs surveyed are shown in the table below.

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Survey Name</th>
<th>Attendance</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computing in Practice Series -</td>
<td>Computing in Practice Series -</td>
<td>6</td>
<td>83.30%</td>
</tr>
<tr>
<td>Computing in Practice Series -</td>
<td>Computing in Practice Series -</td>
<td>9</td>
<td>66.70%</td>
</tr>
<tr>
<td>4/20/2016</td>
<td>04/20/2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computing in Practice Series -</td>
<td>Computing in Practice Series -</td>
<td>6</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Results
A total of 17 survey responses were collected. Of the percentage of patrons surveyed who either agreed or disagreed, the following results were obtained:

- 75% felt more knowledgeable about using digital resources
- 60% felt more confident when using digital resources
- 74% intend to apply what they learned
- 85% were more aware of applicable resources and services provided by the library

The full results of the survey(s) are shown below.

Averages: Ranges from 1.0-5.0

<table>
<thead>
<tr>
<th>Library State National</th>
<th>Knowledge</th>
<th>Confidence</th>
<th>Application / New Skills</th>
<th>Awareness of Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>3</td>
<td>3.6</td>
<td>3.8</td>
<td>4.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>3.9</td>
<td>3.6</td>
<td>3.8</td>
<td>4.5</td>
</tr>
<tr>
<td>Neither</td>
<td>4.5</td>
<td>3.8</td>
<td>3.8</td>
<td>4.5</td>
</tr>
<tr>
<td>Agree</td>
<td>4.5</td>
<td>3.8</td>
<td>3.8</td>
<td>4.5</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>4.5</td>
<td>3.8</td>
<td>3.8</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Implications for Community Impact
In our increasingly digital society, public libraries are more important than ever for connecting patrons with the information they need. As more and more essential public resources - like news, job listings, homework help, and health information - become available online, the ability to benefit from those resources increasingly requires access to computers and the Internet and the skills to use them. Digital learning consists of policies, programs, and actions developed to close the digital divide, promote digital literacy, and ensure digital equity and readiness. One way to look at digital learning is as an overarching approach to ensure that all members of a community are "digitally ready" - able to access, use, and understand digital technologies and content without cost, social, accessibility, or other barriers.

- As builders of digitally inclusive communities, public libraries are essential community links to the Internet, technology, and information - 98.7% of public libraries offer free access to WiFi, and 89.9% offer training in Internet-enabled services and resources.
- Nearly half (45%) of public library patrons used a library computer or wireless network - including people across a range of ages, incomes, and levels of experience with computers. In a 2012 survey, 77% of respondents said publicly available
Data Dashboard

Average Score Matrix

<table>
<thead>
<tr>
<th>Topic</th>
<th>Increased Knowledge</th>
<th>Increased Confidence</th>
<th>Application New Skills</th>
<th>Awareness of Resources</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civic/Community Engagement</td>
<td>2.6</td>
<td></td>
<td></td>
<td></td>
<td>2.6</td>
</tr>
<tr>
<td>Job Skills</td>
<td>2.8</td>
<td></td>
<td></td>
<td></td>
<td>2.8</td>
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<tr>
<td>Early Childhood Literacy</td>
<td>3.8</td>
<td></td>
<td></td>
<td></td>
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</tr>
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<td>3.7</td>
<td></td>
<td></td>
<td></td>
<td>3.7</td>
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<tr>
<td>Summer Reading Teen/Child</td>
<td>4.0</td>
<td></td>
<td></td>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td>Summer Reading Caregiver</td>
<td>4.3</td>
<td></td>
<td></td>
<td></td>
<td>4.3</td>
</tr>
</tbody>
</table>

Weighted Average Score

Digital Learning
Increased Confidence
Total Responses for Library: 25

- 64% Agree or Strongly Agree
- 12% Disagree or Strongly Disagree
- 24% Neither Agree Nor Disagree

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Training on Project Outcome Tools

**Data Collection**

- Data Collection Roadmap
- Data Collection Team
- Building Internal Support
- Survey Best Practices
- How to Talk to Patrons
- Following Up with Patrons
- Informed Consent
- Sample Size
- Terminology List

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**Survey Best Practices**

Get answers to your survey strategy questions

Project Outcome surveys collect self-reported data about the benefits that library programs and services have on your patrons. Outcome data is meant to complement data libraries are already collecting. By combining program or service outcomes with anecdotal evidence and output data, libraries will be better able to support the impact their work has on the community and tell their story more effectively. Below are some actions you can take to help ensure that your library collects survey data in a way that reduces bias and improves the likelihood of useful and reliable results.

**How many patrons does my library need to survey for the results to count?**

While surveys from a small number of respondents does not represent the truth about a larger target population, there is no minimum number of patrons you are required to survey. Your goals should be to implement the surveys across a range of programs and services, and achieve the highest possible response rate among the people who participate in those offerings.

**Do I need to offer an incentive for patrons to complete the surveys?**

No. Project Outcome surveys were designed to be quick and easy for patrons to complete. Incentives were not offered during the pilot test phases and response rates were still high.

**Can my library measure outcomes over time?**

Yes. Because the Project Outcome survey questions are standardized and cannot be edited, libraries can compare outcomes across programs, program types, and over time.

**What about people who decline to participate in the survey?**

To improve survey participation rates, it is helpful to explain the purpose of the survey to patrons early and set expectations about it. For instance, the survey takes less than five minutes to complete and their responses will be confidential. For more information, please visit [How to Talk to Patrons about Surveys](#).

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Questions? Discussion?

Please share your questions in chat
More questions?

DigitalLearn
Scott Allen
sallen@ala.org

Project Outcome
Samantha Lopez
info@projectoutcome.org
Next Webinar

Using Project Outcome Data to Improve & Support Literacy Programming

Thursday, October 19

1:00-2:00PM Central
Free Project Outcome Training Resources

- Featured Resources
- Getting Started
- Surveys
- Data Collection
- Data Analysis
- Taking Action
- From the Field
Peer Discussion Board

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Thank you!