Today’s Speaker

Emily Plagman
Project Manager
Public Library Association

This webinar is brought to you by the Public Library Association in partnership with the Public Programs Office, divisions of the American Library Association
Agenda

- What is an Outcome?
- Overview: Project Outcome
- Scheduling Your First Survey
- Lessons from the Programming Field
- Q&A
An outcome is a specific benefit that results from a library program or service designed to help patrons change their knowledge, skills, attitudes, behavior, or awareness.
What is an Outcome?

Outcomes are generally expressed as changes individuals perceive in themselves.
What is an Outcome?

Outcomes can be *quantitative* or *qualitative*.
What is an Outcome?
What is an Outcome?

Outputs are NOT outcomes.

An output is a measure of the volume or performance of a library’s actions. Outputs are usually quantitative.
Examples of Outputs
Project Outcome: Overview
Overview: Project Outcome Timeline

- **July 2013:** Performance Measurement Task Force (PMTF) initiated
- **June 2015:** Project Outcome launched
  - Funded by the Bill & Melinda Gates Foundation
  - Builds resources and support around PMTF work
- **Spring 2016:** PMTF to release advanced measures
- **Post-Grant (2018):** PLA management of Project Outcome continues
2015 Results

- 999 Project Outcome Users
  - 874 Public Library
  - 64 State
  - 61 Other

- 294 libraries using survey portal

- 222 surveys scheduled

- 5,413 patron surveys collected
Want to improve the effectiveness of library programs in your community?

How We’re Helping

Project Outcome is dedicated to helping public libraries understand and share the true impact of essential library services and programs with simple survey instruments and an easy-to-use process for measuring and analyzing outcomes. Developed by library leaders, researchers, and data analysts, Project Outcome surveys, resources, training, and supportive online community provide public libraries with everything they need to apply their results and confidently advocate for their library’s future. Joining Project Outcome is free of charge and only takes a few simple steps to begin.

Early Childhood

Literacy

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime.
Getting Started

Survey Portal
Visit the Survey Portal to access surveys, input your data, and generate reports of your results.

Data Dashboard
Visit the Data Dashboard to view, interact with, and share your survey results.

Successfully Implementing
When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.

Project Outcome Website
Overview: Project Outcome

Outcome Measurement Process for Programming Needs

- Do your programs align with your community’s needs?
- Survey to learn what “good” programs are providing to patrons
- Do results point to changes or action needed?
- Take action & use results to improve your programs
Measuring Outcomes: 7 Survey Areas

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

Multiple choice questions measure:

- Learned something new
- Increased confidence
- Anticipated change in behavior
- Increased awareness
Open-ended questions measure:

- General patron feedback
- Suggestions for improvement
Measuring Outcomes: Early Childhood Literacy

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...

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

What did you like most about the program?

What could the library do to improve your children’s enjoyment of reading?
Scheduling Your First Survey
Want to improve the effectiveness of library programs in your community?

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Early Childhood Literacy

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime.
Successfully Implementing

When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.
Resources for Program Librarians

#HELP

- Choosing the Right Survey(s)
- How to Talk to Patrons about Surveys
- Survey Collection Best Practices
- How to Use the Survey Portal
- How to Use the Data Dashboard

#PLANNING

- Good Practices for Communicating Data
- Advocacy Resources for All Audiences
Tips for Success

Choosing the Right Survey(s)

- Programs and services that both meet important community needs & address your library’s strategic goals will score higher and may be better suited for outcome measurement.

How to Talk to Patrons about Surveys

- Surveys help build awareness of which programs and services are making the greatest – and least – impact on our patrons. Patron responses provide facts and figures that are critical when communicating with decision-makers about the social and economic value of public libraries.
Tips for Success

Survey Collection Best Practices

- Explain to patrons before distributing surveys that you are looking for frank, honest feedback that will help the library improve its offerings.

- Always distribute surveys at the same time in a program (e.g. the end of the last day of each program series).
Tips for Success

Survey Collection Best Practices (cont’d)

- Reduce bias: Create an “anonymous” drop box for patrons to return their completed surveys, or ask a volunteer or program participant to collect them, so patrons are reassured that their answers won’t be attributed to them.
Survey Portal
Visit the Survey Portal to access surveys, input your data, and generate reports of your results.

Data Dashboard
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Successfully Implementing
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Survey Portal
Survey types

If you want to schedule another survey, you can do so through your My Impact dashboard.

- **Project Outcome: Civic/Community Engagement**
  Services to inform, enrich, preserve, and promote community engagement, ranging from government issues to recreational activities.

- **Project Outcome: Digital Inclusion**
  Services to access technology, build technology-related skills and confidence, and make beneficial use of digital resources and services to meet patron needs.

- **Project Outcome: Early Childhood Literacy**
  Services to improve early literacy and learning skills to prepare children ages 0-5 for school.

- **Project Outcome: Economic Development**
  Services to improve business start-up and development skills.

- **Project Outcome: Education/Life Long Learning**
  Services to gain and impart new knowledge and skills, improve academic performance, and engage in a variety of lifelong learning activities.

- **Project Outcome: Job Skills**
  Services to identify employment opportunities and increase job search skills.

- **Project Outcome: Summer Reading**
  Services to provide continuous reading opportunities between school breaks to limit learning gaps.

- **Patron technology use**
  A survey of patrons asking how they use library technology services like computers, the Internet, digital content, and training.
Implications for Community Impact

Education and lifelong learning are powerful drivers of community development. As Americans live longer and spend more years in the workforce, it is especially important for adults to have continued ongoing learning and training opportunities to remain competitive. Research shows that people from every walk of life use public libraries to enhance their education and pursue new knowledge and skills, and that education and lifelong learning provide lasting benefits for individuals and communities.

- Most people in the United States (86%) have used a public library at some point in their lives, and about half have used a public library in the past year. Nearly all Americans (95%) agree that the materials and resources available at public libraries play an important role in giving everyone a chance to succeed.¹
- Many learning pursuits are enhanced by Internet access. A 2009 study by the Institute of Museum and Library Services found that 25% of adults who used library computers for education and learning purposes were those who used a library computer to apply to a college or job, and more than half (51%) of those who used libraries for college education received funding.²
- Adults who have not graduated from high school and are more than 25 years of age were to close it would have a major impact on the success of low-income minority youth, and ethnic minorities and those living in poverty are more likely to take advantage of education through online classes or assignments.
- Support and training provided by public library staff increases the likelihood of these resources being used. Among Americans who do not use the Internet, 10% stated they did not use the Internet because they did not have a computer, a lack of computer skills, or a lack of computer access. Among those who lack computer access, 9% stated they did not use the Internet because they did not have a computer.

Results

The results of the Education and Lifelong Learning surveys are shown in the chart below.

Outcomes from the Education and Lifelong Learning Program

- Learned something helpful: 66%
- Felt more confident about what they learned: 66%
- Intended to apply what they learned: 62%
- Were more aware of applicable library resources and services provided by the library: 69%

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>Baby Buggy Parade</td>
<td>225</td>
<td>14%</td>
<td>October 16, 2015</td>
</tr>
</tbody>
</table>
Getting Started

Survey Portal
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Data Dashboard
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Successfully Implementing

When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.
Marion County Public Library System has implemented the surveys listed below.

<table>
<thead>
<tr>
<th>Service or Program Type</th>
<th>Outcome</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.4 Civic Engagement</td>
<td>3.8 Confidence</td>
<td>4.6</td>
</tr>
<tr>
<td>3.7 Early Childhood Literacy</td>
<td>3.8 Awareness of Resources</td>
<td>2.7</td>
</tr>
<tr>
<td>2.8 Job Skills</td>
<td>3.6 Knowledge</td>
<td></td>
</tr>
<tr>
<td>3.8 Economic Development</td>
<td>3.9 New Skills / Application</td>
<td></td>
</tr>
<tr>
<td>2.7 Education / Lifelong Learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.5 Digital Inclusion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.6 Summer Reading</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
Matrix Data Dashboard

Interact with the matrix below to see scores cross-tabulated by Service or Program Type and Outcome. Marion County Public Library System

Average Score Matrix

<table>
<thead>
<tr>
<th>Service or Program Type</th>
<th>Core/Community Engagement</th>
<th>Digital Inclusion</th>
<th>Early Childhood Literacy</th>
<th>Economic Development</th>
<th>D&amp;I/Learning</th>
<th>Job Skills</th>
<th>Summer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application</td>
<td>3.9</td>
<td>3.5</td>
<td>3.7</td>
<td>3.8</td>
<td>2.7</td>
<td>2.8</td>
<td>4.6</td>
</tr>
<tr>
<td>Awareness</td>
<td>3.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confidence</td>
<td>3.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge</td>
<td>3.6</td>
<td></td>
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</tr>
</tbody>
</table>

Service or Program Type by Area of Greatest Impact

Economic Development
Job Skills
Early Childhood Literacy
D&I/ Learning
Marion County Public Library System

The number of responses in each Likert category are displayed below for each specific survey question. Use the controls below to filter, order and group responses by available options. Click questions to see the open response answers corresponding with the corresponding surveys.

Responses by Service or Program Type and Domain

<table>
<thead>
<tr>
<th>What did you like most about the program?</th>
<th>What could the library do to improve?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a selection above for response details.</td>
<td>Make a selection above for response details.</td>
</tr>
</tbody>
</table>
The following information is associated with this library on the Global Libraries Atlas, which is pulling from the 2012 IMLS Public Library Survey data file. Work is currently underway to reflect updated information provided through the Organizational Profile on projectoutcome.org, and will be available at a later date.
Lessons from the Programming Field
2015 Results

EARLY CHILDHOOD LITERACY
1753

SUMMER READING
1712

CIVIC/COMMUNITY ENGAGEMENT
195

JOB SKILLS
258

ECONOMIC DEVELOPMENT
197

DIGITAL INCLUSION
302

EDUCATION/LIFELONG LEARNING
991
Taking Action

Examples of how other Project Outcome libraries have used outcome results for programming needs:

- To create additional programs
- To make changes to a program
- To eliminate a program
- To create a partnership action plan
- To write a grant proposal
Taking Action: Create Additional Programs

- Survey: Digital Inclusion

- Library analyzed open-ended feedback from question - “What could the library do to improve your learning?”

- Feedback from single program session = majority requested higher-level learning classes

- Action taken: added advanced Microsoft Office classes
Taking Action: Create Additional Programs

“What could the library do to improve your learning?”

- “More training in advance Word and PowerPoint”
- “Have more sessions for Excel”
- “Offer more intermediate to advanced Excel classes. Maybe a class on simple shortcuts in Excel”
- “Keep up all these classes! They are a huge benefit. I would love to learn some basic HTML as well”
Taking Action: Create Additional Programs

Library Learning:

- Feedback from adult programming told us we needed to add higher-level classes.
- Helped have staff conversations – “Are we offering what we need to?”
- Had higher number of people participating in higher-level learning programs; different needs than 5 years ago and need to accommodate changes.
- Wouldn’t have had this information if we didn’t conduct the surveys.
Announcements
Next Webinar – Save the Date

February 11, 2016
Thursday, 1:00-2:00 PM Central Time
How to Use Outcome Results to Make Programmatic Changes

Additional 2016 Webinar Topics:
Lessons Learned: Summer Reading Measurement
Advanced Measures Demonstration
PLA Conference

April 5-9, 2016

Denver, Colorado (www.placonference.org)

Early Bird Registration Closes Friday, January 22nd!
If you haven’t already...

- Sign up on the Project Outcome website: www.projectoutcome.org
- View training resources
- Schedule a survey in the Survey Portal
- View Results in Data Dashboards
- Join the Facebook group & follow us on Twitter

www.projectoutcome.org  twitter.com/ProjectOutcome
info@projectoutcome.org  www.facebook.com/groups/projectoutcome
Public Programs Office Announcements

Visit ALA’s Public Programs Office website www.ProgrammingLibrarian.org for:

- Program ideas
- Field trends
- Grant opportunities
- Free online courses

Join PPO’s mailing list at: www.programminglibrarian.org/about
Type your questions in the chat.

Emily Plagman
Project Manager
Public Library Association