Using Project Outcome Data in Grant Applications

December 8, 2016
Today’s Speakers

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Cleveland Heights – University Heights Public Library (Ohio)

Crystal Schimpf
Project Outcome Facilitator
Today’s Agenda

• Using Outcome Data in Grant Applications
• From the Field:
  Cleveland Heights – University Heights Library
• Questions & Discussion
• Announcements
Poll:
Has your library started using Project Outcome tools & surveys?

If yes – click “Raise Hand” icon
Poll:
Do you consider yourself as being “new” to Project Outcome?

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

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
Surveys for 7 Service Areas

- Early Childhood Literacy
- Education/Lifelong Learning
- Summer Reading
- Digital Learning
- Job Skills
- Civic/Community Engagement
- Economic Development
Measuring Public Library's Digital Learning Services & Programs
Overview of Survey Results and Community Implications (as of May

Overview
In our increasingly digital society, public libraries are more important than ever for connecting patrons to the information they need. Libraries are often the only place in the community where individuals or groups can access the Internet for free, learn to navigate the Web, and develop other computer skills and expertise with the help of supportive staff. Public libraries provide access and support for all types of digital skills, whether patrons are learning to use a computer for the first time or building a website for their business.

Results
The results of the Digital Learning surveys are shown in the chart below.

- Felt more knowledgeable:
- Felt more confident:
- Intended to apply what was learned:
- More aware of applicable library resources and services:

Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 71% felt more knowledgeable
- 53% felt more confident
- 65% intended to apply what was learned
- 82% were more aware of applicable library resources and services

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Free Project Outcome Training Resources

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

Webinar Archives
Making Sense of Survey Results (October 13, 2016)
Communicating Your Results (November 10, 2016)
Community of Practice

www.projectoutcome.org
Using Outcome Data in Grant Applications

Jen Sweeney

jksweeney572@gmail.com
Using data in grant applications...

Why
Where
How
What can data do for you?

- Show understanding of what funder wants
- Demonstrate need
- Prove ability to perform
- Establish ability to evaluate
Where to use data in grants

• Here, there, and everywhere!
• Description of organization
• Need for program
• Experience
• Work plan
• Evaluation plan
Before you sit down to write...

Gather documents:

• Library description, history, service pop, community characteristics, statistics
• Needs assessments
• Press clippings and other (good) PR
• PROGRAM EVALUATIONS
Limit adjectives, don’t exaggerate
Be selective with acronyms
Provide evidence for claims
Use active voice
Which statement is stronger?

A. Anytown Public Library provides outstanding, exhilarating, and high quality literacy services to disadvantaged poor children.

B. The Children’s Literacy Program at Anytown Public Library was cited for excellence by the American Library Association in 2015, serving over 500 children in the pilot project. In parent surveys, 82% of participants increased the amount of time spent reading to their children as a result of attending the program.
A. Anytown Public Library will provide participants with a suite of SW including access to and instruction on OCLC and EBSCO databases, ILL, and other services through DOCDEL. Previous participants were happy with this program.

B. Anytown Public Library will provide participants with access to and instruction on databases of full-text articles and participants will also be able to order materials from other libraries. Prior participants were enthusiastic about this feature:

“...it was a very valuable experience... I learned about resources I had no idea existed. Thank you!”
A. Young people really like the library’s Teen Center, with teens showing up every day after school to hang out, read, and play video games.

B. The library surveyed the Teen Center use during its 2016 Summer Reading program and the results showed that 78% of teen respondents learned something new from what they read or experienced. 68% also reported wanting to use the library more often.
Why reinvent the wheel?

boil • er • plate  (boi lér-plāt) n.
1. A steel plate used in making the shells of steam boilers.
2. Journalism. Material, such as syndicated features and repeated items such as the masthead, available in plate or mat form.
Material you can re-use:

- Organizational description
- Program experience
- Job descriptions
- Timeline (template)
- Staff expertise
Resources


Grantspace: A Service of the Foundation Center
http://grantspace.org/

Contact email: jksweeney572@gmail.com

Thank you!
What questions do you have?

Please share in chat
Cleveland Heights – University Heights Public Library
Beth Hatch
bhatch@heightslibrary.org
Cleveland-Heights University Heights PL

4 Branches – Northeast Ohio
Grant Opportunities

Dollar General Literacy Foundation Grants*

• Adult Literacy
• Family Literacy
• Summer Reading Grants
• Youth Literacy Grant
• School Library Relief “Beyond Word”

http://www2.dollargeneral.com/dgliteracy/Pages/grant_programs.aspx

*Available grants as of 2016
Grant Opportunity

Dollar General Summer Reading Club Grant

• **Targets**
  - *Below grade level readers*
  - *New readers*
  - *Readers with learning disabilities*

• **Maximum Grant Amount:** $3,000
• **Need 501c3**
Our Targets

- Number to be served:
  - 400 new readers between ages 0-7
- Budget - $3,000
- Target audience: New reader
Some Requirements for Grant*

- Participants #, Budget, Timeline
- Target audience
  - New reader, below grade, disabilities
- Drop out rate, Poverty level
- Statement of **impact**
- **Measurable results**
- **Assessment methods**

*Requirements for 2016 DG summer reading application. May not be verbatim in future grant applications.*
Measureable Results

Describe the specific, measurable results that indicate student improvement you expect to have achieved at the end of the funding period. Avoid using ambiguous phrases such as "satisfied, improved, enhanced, etc." to define success. Use quantitative, not qualitative data to report results.

Example: Fifteen students will increase their reading comprehension by one grade level.
Assessment Methods

Describe the methods that will be used to assess the effectiveness of your program throughout its progression. Describe the measurement tool that will be used to track education gains and the frequency of measurement.
Summer Reading Survey – Caregiver

• My child maintained or increased his/her reading skills.
• My child is a more confident reader.
• My child reads more often.
• My child uses the library more often.

List of Questions: https://www.projectoutcome.org/surveys-resources/outcome-measurement-survey-questions
Measureable Results – Our Goal

75% designated as new readers will successfully complete ten early learning activities

75% of new readers and their parents will answer agree or strongly agree to survey questions:

• Learned something helpful
• Reading confidence improved
• Increased reading skills
Collecting the Results

100 Years of Stories

Summer Reading Centennial Program Survey

Please take a few minutes for this brief survey and let us know if, as a result of your child’s overall experience with the Summer Reading Centennial Program...

Is this child is between ages 0 and 7? Yes □ No □

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What did your child like most about the program/service?

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What could the library do to help your child continue to learn more?

______________________________________________________________________________________________________________________________________________________________________________________________________________________________________
Outcome / Impact

• 592 new readers registered
• 205 completed
• 72 surveys collected

85% reported their child maintained or increased their reading skills
76% reported their child is a more confident reader
80% reported their child reads more often
74% reported their child uses the library more often
Conclusion

Lessons learned / looking forward

• Customization
• Communication
• Future surveying

Questions: Contact bhatch@heightslibrary.org
What questions do you have?

Please share in chat
What have you learned that will help you use outcome data in grant applications?

Please share in chat
Community of Practice

www.projectoutcome.org
Free Project Outcome Training Resources

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Next Webinar – Save the Date

Outcome Measurement Made Easy with Project Outcome
Thursday, January 12, 2016
1-2 pm Central

Registration is now open!
If you haven’t already...

- Sign up on the Project Outcome website
- Browse free training resources
- Schedule a survey
- Review results
- Join the Project Outcome Facebook group
- Follow Project Outcome on Twitter
- Continue the conversation on Community of Practice

www.projectoutcome.org
Thank you!