Today’s Speakers

Emily Plagman
Project Manager
Public Library Association

Samantha Lopez
Project Coordinator
Public Library Association

Linda Hofschire
Director
Library Research Service
Colorado State Library

Sharon Morris
Director
Library Development
Colorado State Library
Agenda

- Identifying Data Sources
- Analyzing Data to Understand Your Community
- Aligning Project Outcome with Community Needs
- Measuring Impact
- Announcements / Q&A
Poll:
Do you consider yourself “new” to Project Outcome?

If yes – click “Raise Hand” icon
What is Project Outcome?

It's FREE!

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

SIGN UP

104,237
Responses collected through our surveys

856
Libraries that have created surveys

www.projectoutcome.org
Demonstrating Library Value

Needs Assessment

- What does our community need?

Patron Satisfaction

- What should we do better?

Outputs

- How much did we do?

Outcomes

- What good did we do?
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
Survey Questions

Quantitative Data
- Knowledge
- Confidence
- Behavior Change
- Awareness

Qualitative Data
- What did patrons like most?
- What can the library do to improve?

www.projectoutcome.org
Survey Topic Areas

1. Early Childhood Literacy
2. Digital Learning
3. Education/Lifelong Learning
4. Summer Reading
5. Job Skills
6. Civic/Community Engagement
7. Economic Development

www.projectoutcome.org
Project Outcome Tools

Survey Management
- Example Program - 10/31/2017
  Created by PLA Test
  0 Responses
  Review Survey

- Example Program - 10/04/2017
  Created by PLA Test
  0 Responses
  Review Survey

Resources
- Project Outcome 101
  Published 07/28/2015
- Writing Open-Ended Survey Questions
  Published 04/28/2017
- Case Studies
  Published 06/08/2016

Peer Discussion
- Are we asking the right questions?
  Updated 01/04/2017
- Community Engagement Survey
  Updated 05/27/2017
- Compile data across surveys
  Updated 10/17/2017

Events
- Using Data to Understand Your Community & Measure Impact
  Nov 30, 2017 | Online

Data Dashboard

www.projectoutcome.org
ONE SYSTEM, SINGLE PROGRAM

Survey Results and Community Implications

Report Information
Topic: Education and Lifelong Learning
Programs: Air Plants
Data Range: February - April 2018

Purpose
Lorem ipsum dolor sit amet, consectetur adipisicing elit. Sed quis nostrud exercitation
ulamco 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 and knowledge.

Results
A total of 479 survey responses were collected. Patrons surveyed who either agreed or strongly agreed
to 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.

AVERAGE: Ranges from 1.0-5.0
SCORING: Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree

Knowledge
Confidence
New Skills/Application
Awareness of Resources

Service or Survey Topic by Area of Greatest Impact

www.projectoutcome.org
Project Outcome Training Resources

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

Webinar Archives
Using Project Outcome Data to Improve & Support Library Programming
Tutorial Videos
Creating a New Survey

www.projectoutcome.org
Poll: Have you attended or heard of the Research Institute for Public Libraries?

If yes – click “Raise Hand” icon
Research Institute for Public Libraries

Hands-on, interactive data bootcamp about...

- Evaluation design & implementation
- Data collection & use for strategic planning and management
- Creating a data-based story demonstrating library impact
Research Institute for Public Libraries

July 29-August 1, 2018 in Atlanta, Georgia
Registration opens January 17 at 1:00 PM Eastern/10:00 AM Pacific
Community Assessment: Crystal Springs Public Library
Data Sources

- Available data – external and internal
- Data collected for the community assessment
Crystal Springs Public Library

- Population = 57,532
- Central library and 5 branches
- Rural
- Economy is diverse: natural resource development, agriculture, tourism
- County officials predict sustained population growth
Percent of Residents 65 and older

- 2012: 8.1%
- 2013: 8.4%
- 2014: 9.0%
- 2015: 9.6%
- 2016: 10.1%
The American Community Survey helps local officials, community leaders and businesses understand the changes taking place in their communities. It is the premier source for detailed information about the American people and workforce.
KIDS COUNT is a project of the Annie E. Casey Foundation and a premier source of data on children and families. Each year, the Foundation produces a comprehensive report — the KIDS COUNT Data Book — that assesses child well-being in the United States. The indicators featured in the Data Book are also available in the Data Center.
Kids Count

**Demographics**
- Includes Topics:
  - Basic Demographics
  - Indicators by Age Group
  - Other Demographics
  - Indicators by Race and Ethnicity

**Economic Well-Being**
- Includes Topics:
  - Employment and Income
  - Public Assistance
  - Housing
  - Poverty

**Education**
- Includes Topics:
  - Children with Disabilities
  - Early Childhood
  - School Age
  - Young Adults

**Family & Community**
- Includes Topics:
  - Community Environment
  - Family Structure
  - Voting
  - Other Family and Community

**Health**
- Includes Topics:
  - Birth Outcomes
  - Health Insurance
  - Vital Statistics
  - Dental Health

**Safety & Risky Behaviors**
- Includes Topics:
  - Child Abuse and Neglect
  - Juvenile Justice
  - Out of Home Placement
  - Public Safety
State and Local Data Sources

STATE DEMOGRAPHY OFFICE

The State Demography Office is the primary state agency for population and demographic information.

- Demographic Dashboard
- Download Data
- Interactive Data
- Learn More
Available Data Sources: Internal
Uses of Internet Computers

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
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<tbody>
<tr>
<td>2012</td>
<td>59,001</td>
</tr>
<tr>
<td>2013</td>
<td>58,682</td>
</tr>
<tr>
<td>2014</td>
<td>55,729</td>
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<tr>
<td>2015</td>
<td>61,004</td>
</tr>
<tr>
<td>2016</td>
<td>63,820</td>
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Public Libraries Survey

FIND YOUR LIBRARY

Find key information from the FY 2014 Public Libraries Survey (PLS) on more than 9,000 public library systems and over 17,000 public library outlets.

**Explore Library Systems**

Dig into FY 2014 data on public library systems (referred to as administrative entities in PLS). Use these data to explore system-level organizational characteristics, staff, income and expenditures, sizes of collections, and library services offered to the public.

**Explore Library Outlets**

Dig into FY 2014 data on main libraries, branches, and bookmobiles (referred to as outlets in PLS). Use these outlet-level data to find organizational characteristics such as public service hours and weeks open per year.

**Look Up FSCS IDs**

Look up your library to find its Federal-State Cooperative System (FSCS) ID and other information useful for programs such as E-Rate for Libraries.

**Explore State Profiles**

Pull up a state’s summary profile to find state-level totals on key variables such as population, numbers of libraries and librarians, revenue and expenditure, and collection sizes.
Public Library Data Service (PLDS)

Now Available! 2017 PLDS Data - FY2016

"Today I had to get the data myself for the first time. In less than 10 minutes, I learned the PLAmetrics interface and got out the data I needed. Nice product!"
Steve Casburn, ILS Coordinator, Multnomah County Library

PLAmetrics - Login
PLAmetrics - Subscribe
Gathering Community Data
Focus Groups

ACTION GUIDE for Re-Envisioning Your Public Library

Based on the report Rising to the Challenge: Re-Envisioning Public Libraries

COMMUNITIES have challenges. Libraries can help.

A STEP-BY-STEP GUIDE TO “TURNING OUTWARD” TO YOUR COMMUNITY

THE ASPEN INSTITUTE Communications and Society Program
<table>
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<td>✓ Community model for change</td>
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Crystal Springs Community Assessment
Crystal Springs Public Library

- Population = 57,532
- Economy is diverse: natural resource development, agriculture, tourism
- County officials predict sustained population growth
- Increase in Hispanic/Latino population under 18 (28%)
- Growing population over 65 (10.1%)
**Community Leaders - Conversation**

**Population**
- Hispanic/Latino population “invisible”
- Growing senior population is demanding more resources
- Long-standing citizens want to keep agriculture, grow slowly

**Plans**
- Plan to grow slowly
- Broadband expansion
- School lost election, going to 4 day school week
- Looking at possible senior center, recreational district
Staff Outreach, Community Conversations

Population

- Hispanic/Latino Population – need safe, healthy places for kids

- Seniors want meaningful volunteer and learning opportunities

- Long-standing citizens want to be remembered, supported

- Broadband need and reliance on library
Application to Your Library
<table>
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<tr>
<th>Available Data Sources</th>
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<tr>
<td><strong>External</strong></td>
</tr>
<tr>
<td>• Census/ACS</td>
</tr>
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<td>• Kids Count</td>
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<td>• State/Local</td>
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<tr>
<td>• Other</td>
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<tr>
<td><strong>Internal</strong></td>
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<td>• PLS</td>
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Aligning Project Outcome with Community Needs
Aligning Outcome Measurement

Starting with **WHY** you want to measure outcomes

- What are the top community needs you’re trying to address through your programs & services?
- What library goals connect to these community needs?
- How will the data help support or improve upon these community needs?
Aligning Outcome Measurement

1. Identify Community Needs
2. Identify Library Goals
3. Choose Program/Service Area to Measure

Project Outcome Resource: Choosing the Right Survey
Aligning Outcome Measurement

Identify Community Needs

What are some of your community's top needs?

Share in the chat
Crystal Springs: Community Needs

- Increase support for two key populations: Seniors & Latino/Hispanic
- Long-standing citizens want to be remembered, supported
- Prioritizing slow growth
- Greater broadband access
- Addressing reduced school hours
Aligning Outcome Measurement

1. Identify Community Needs
2. Identify Library Goals
Aligning Outcome Measurement

Identify Library Goals

What are some of your library’s top goals that connect to the community need?

Share in the chat
Crystal Springs Public Library Goals

- Advance early childhood and pre-K learning
- Expand digital access and increase digital competency
- Provide job skills training as a means of supporting economic growth
- Offer new STEM programming/services
- Improve and programming to better meet changing demographics
Crystal Springs Public Library Goals

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Aligning Outcome Measurement

1. Identify Community Needs
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Aligning Outcome Measurement

Choose Program/Service Area to Measure

What programs or services align with the community need & library goals identified?

Share in the chat
Crystal Springs: Program/Service

**Library Goals:**
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Crystal Springs: Program/Service

- Storytime in English & Spanish
- Bubbles for Babies
- Summer Reading
- Coding for Kids
- Puppets!
- Fun for Kids
Crystal Springs: Measuring Outcomes

- Measure Storytime in English & Spanish
- 500 attendees per month
- 6 mos of surveying

Survey:

1. What have I learned new ways to do the following with my child(ren)?
   - Read
   - Sing
   - Play
   - Talk
   - Write
   - Other (fill in)
   - Please Explain:

2. How have I better understand the value of the activity(ies) I learned with my child(ren)?
   - Yes
   - No
   - N/A
   - Please Explain:

3. How much time do I spend doing what I learned with my child(ren)?
   - Yes
   - No
   - N/A
   - Please Explain:

4. How do I use what I learned to do something new or different with my child(ren)?
   - Yes
   - No
   - N/A
   - Please Explain:

5. 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:

6. What did I like most about this program or service?

Identify Needs → Take Action → Measure Outcomes → Review Results
Measuring Impact
Measuring Impact

Outcome data can help demonstrate your impact on the community needs you’re trying to address

- What goals & objectives does the data support?
- Did you reach your target audience?
- Are survey respondents’ lives changed as a result?
Crystal Springs Public Library: Measuring Impact

Library reaches 6000 patrons/year, est 10% of population with Storytime programming
  • Est 3000 attended during survey period
  • 1/3 of those attendees come to Storytime in Spanish
  • 30% response rate
Quantitative results:

- 75% of respondents said that they spend more time learning with their children
- 85% of respondents said they use what they learned to do something new or different with their children
Qualitative results:

- “Storytime is a great place for my child to go and they love it so much”
- “My child reads a lot more after attending Storytime”
- “Please offer more Storytimes in Spanish”
- “Please offer this more often”
Crystal Springs Public Library: Measuring Impact

Key insights:

- Offers programming that fills gap of shorter school hours
- The library reaches a growing demographic
- Overall scoring indicates application of skills
- Open-ended comments suggest a desire for more programming
Crystal Springs Public Library: Measuring Impact

Taking Action:

- Use results to communicate library value of offering Storytime
- Uses results to partner with school to offer programming aligned with curriculum
- Offer more Storytimes in Spanish
<table>
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<tr>
<th>Community Need</th>
<th>Program/Service Measured</th>
<th>Results</th>
<th>Action Taken</th>
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<tr>
<td>Northern Kentucky Senior Services went out of business, leaving a gap in services for a large part of the community.</td>
<td>Homebound Delivery services using Project Outcome’s Education/Lifelong Learning survey.</td>
<td>Homebound seniors wanted more reference service &amp; more programs.</td>
<td>Added services to homebound seniors (Medicare advice, etc.); Added adult outreach librarian; Added retired adult outreach programming to nursing homes, retirement &amp; senior centers</td>
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Where to Go Next

- Getting Started
- Tutorial Videos
- Choosing the Right Survey
- Data Collection Roadmap
- Analyzing Qualitative Data
- Advocacy Tips
- Case Studies
PLA 2018

- March 20-24
- Early Bird registration expires January 19
- FREE Project Outcome Preconference March 20
- http://www.placonference.org/
Book a Regional Training

Training purchase ($7,000) includes:

- Full-day, in-person workshop (60 participants max)
- Expert trainer
- Workshop materials
- Access to quarterly online forums exclusively for regional training participants
Upcoming Webinar

Integrating Project Outcome into Strategic Planning & Measuring Priority Areas

December 7th, 1-2 PM Central