Measurement Matters:
Using Edge, Project Outcome, and the Impact Survey to Assess and Improve Community Outcomes

September 8, 2016
Today’s Speakers

Samantha Becker  
*Impact Survey*

Kristi Zappie-Ferradino  
*Edge*

Emily Plagman  
*Project Outcome*
Today’s Guests

Gretchen Pruett
New Braunfels Public Library

Gretchen Vork
Great River Regional Library

Karen Pundsack
Great River Regional Library
Today’s Agenda

• Overview: Project Outcome, Impact Survey, and Edge

• Using Tools for Action

• Combining Tools to Tell Your Story

• Success Stories
  – New Braunfels Public Library, Texas
  – Great River Regional Library, Minnesota

• Recap & Announcements

• Q&A
Overview:
Project Outcome, Impact Survey, and Edge

Emily Plagman
Project Outcome

Samantha Becker
Impact Survey

Kristi Zappie-Ferradino
Edge
### Overview: Project Outcome

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<th>Collect patron outcomes data to understand and share the true impact of library programs and services.</th>
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<td>Patron outcomes from use of library resources and technology</td>
<td>How libraries maintain and support their technology services</td>
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Using Tools for Action
### Using Tools for Action

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<th>project OUTCOME</th>
<th>impact survey</th>
<th>edge</th>
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<tr>
<td></td>
<td>Ongoing</td>
<td>Annual or semi-annual</td>
<td>Annual</td>
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<tr>
<td>Timeframe</td>
<td></td>
<td>Before and after changes</td>
<td></td>
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<tr>
<td>Online Tools</td>
<td>Survey platform for running surveys</td>
<td>Survey platform for building &amp; running surveys</td>
<td>Technology management tool</td>
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<td></td>
<td>Interactive data dashboards</td>
<td>Custom survey hosting</td>
<td>Assessment &amp; Action Planning Tool to help prioritize initiatives</td>
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<tr>
<td>Planning &amp; Advocacy</td>
<td>Planning, communication, and advocacy resources</td>
<td>Ready-to-use advocacy materials and presentations</td>
<td>Communication templates to show how improvements will support community priorities</td>
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<td>Ready-to-use data visualizations and reports for advocacy</td>
<td>Reports for internal decision making</td>
<td>Resources for implementing improvements</td>
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<td>Community of practice</td>
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<td>Year-over-year comparisons to show progress</td>
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<td>Free monthly webinars</td>
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<td>Training &amp; Support</td>
<td>Webinars</td>
<td>Webinars</td>
<td>Live online courses</td>
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<td>In-person training</td>
<td>Help desk/technical support</td>
<td>Webinars</td>
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<td>Automated Reports</td>
<td>✔️</td>
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<td>Library Group Accounts</td>
<td>✔️</td>
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<td>State Library Portal</td>
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“Project Outcome has helped **expand** our outcome measures, better **telling the story of impact** on our customers.”

“We have been using Project Outcome for pilots and other small scale programs to **demonstrate value to stakeholders**. They have been a flexible and useful tool that uses **real patron responses** that demonstrate library **impact**.”
“I spoke to our Common Council about the fact that over 50% of the people who use our public computers do so even though they might have technology at home. The reason? Because they are looking for help from our trained staff. That’s making a case for public computer support, which I was able to receive from the city’s capital budget, and for staff training, which I significantly increased in our general operating budget.”

“Impact Survey was transformative in gathering impacts from customers, particularly in the areas of technology and workforce development.”
Using Tools for Action: Edge

“Edge has been useful in understanding the scope of our services and in redesigning services at a very high level.”

“We added a Technology Education Coordinator position based on our Edge results as well as added more ADA accessible equipment.”

“Edge helped us gain a bigger picture of library technology and best practices and has been useful in gaining funding in several areas, including improving accessibility of technology.”
Combining Tools to Tell Your Story

Samantha Becker
Impact Survey
Combining Tools to Tell Your Story
Combining Tools to Tell Your Story

- **Impact Survey**
  - Patron surveys show short and long-term impact

- **Project Outcome**
  - Immediate and actionable results

- **Edge**
  - Improve technology resources and services
Combining Tools to Tell Your Story

Listen to your community.
Respond to their needs.
Measure your success.
*Tell your story.*

Impact Survey

Edge

Project Outcome
Combining Tools: Strategic Planning

Your library’s **five-year strategic plan** is expiring next year and your library board wants the library to put more focus on digital equity in the next strategic plan.

<table>
<thead>
<tr>
<th>Before strategic planning starts</th>
<th>During strategic planning</th>
<th>After adoption of strategic plan</th>
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<tr>
<td>Measure system-wide patron technology usage patterns with the <a href="#">Impact Survey Patron Technology Survey</a></td>
<td>Take the Edge Assessment to develop baseline assessment of what the library is doing to support digital inclusion outcomes for the community</td>
<td>Track progress using the Edge Action Planning Tool</td>
</tr>
<tr>
<td>Understand the impact of programs &amp; services on patrons using <a href="#">Project Outcome Immediate &amp; Follow-Up Digital Learning Surveys</a></td>
<td>Analyze results to update strategic planning goals related to system-wide technology, programming &amp; service changes:  - Edge Peer Comparison Reports  - Edge Detailed Reports  - Impact Survey Detailed Report  - Project Outcome custom reports and data dashboards</td>
<td>Test program or service changes using <a href="#">Project Outcome Immediate &amp; Follow-Up Surveys</a></td>
</tr>
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<td></td>
<td>Measure if technology usage patterns have changed with the <a href="#">Impact Survey Short &amp; Long Patron Technology Surveys</a></td>
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**TELL YOUR STORY.** Use communication tools and reports from all three products for advocacy.
Success Story:
New Braunfels Public Library

Gretchen Pruett
New Braunfels Public Library
Success Story: New Braunfels Public Library

- New Braunfels, Texas – south of Austin, TX and north of San Antonio, TX
- Located in the Central Texas Tech Corridor
- Population 70,000 and growing – 2nd fastest growing city in the US
- Largest population increases are Hispanics and Seniors
- 1 Branch location and 1 Bookmobile – suburban and rural
- 40,000+ active card holders
- $2 million annual budget
- 31 Staff Members / 28.5 FTE / 8 MLIS
Success Story: New Braunfels Public Library

Library needed:
- Specific data on how computers were being used – comparable to all the quantitative data collected already
- Justification for additional staffing resources from City IT department and additional staff member for library technology training – staff and public
- Comparability of data – state and national – for library stakeholders

AND
- Library does not have in-house expertise to create surveys or research benchmarks easily
Success Story: New Braunfels Public Library

Three tools to provide the big picture:

• **Impact Survey** – to find out how our computers were used - not just anecdotally

• **Edge Initiative** – to build the case for increased technology funding and support

• **Project Outcome** – to ensure that we are accomplishing our goals identified from the assessment
Success Story: New Braunfels Public Library

**IMPACT SURVEY:** Administered twice – September 2011 and December 2014

**EDGE:** Participated as Pilot Library, Fall/Winter 2012 and Spring 2015

**Project Outcome:** to assess effectiveness of training for library staff and public
Success Story: New Braunfels Public Library

EDGE Reimbursement Grant -
• Handicapped accessible work station
• Staff training

• Digital Services Librarian position
• Additional IT support from our city
• Acknowledgement from stakeholders of the importance of library technology – equipment and training
Success Story:
Great River
Regional Library

Gretchen Vork
Great River
Regional Library

Karen Pundsack
Great River
Regional Library
Success Story: Great River Regional Library

- Consolidated regional public library system
- 6 Central Minnesota counties – Benton, Morrison, Sherburne, Stearns, Todd & Wright
- 471,000 residents
- 118,000 borrowers
- 32 libraries – rural, suburban & urban
- 280 staff members/140 FTE/12 MLIS
- $9 million operating budget
Success Story: Great River Regional Library

• Shift emphasis in how to measure public technology services

• Recognized by county leaders – ICMA article

• National benchmark for library service

• New Strategic Plan

• Outcome-based measurement

• Easy to use

• Centralized interface with local access
Success Story: Great River Regional Library

April 2014

Table:

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<tr>
<th>Level</th>
<th>Attribute</th>
<th>Library response</th>
<th>Points achieved</th>
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<tr>
<td>1</td>
<td>100% of public services staff are able to assist patrons with basic technology questions</td>
<td>No, would like to but cannot at this time</td>
<td></td>
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<tr>
<td>2</td>
<td>25% of public services staff in each location are able to assist patrons with intermediate technology questions</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>10% of public services staff in each location are able to assist patrons with advanced technology questions</td>
<td>No</td>
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May 2014 & July 2017

Librarians Make A Difference

Of survey respondents who use the library’s public access technology, 56% got help from a librarian, library staff, or volunteer to use the library’s computers and Internet.

November 2015
Success Story: Great River Regional Library

“Tech Tutors” Computer literacy services: The Paynesville Branch of GRRL recruited volunteers with computer expertise, and reworked staffing to allow library staff to respond to customer’s requests for on-demand, one-on-one tech assistance. Since January, this small branch (a little over 1 FTE staff) has assisted 45 patrons, in sessions lasting 10 minutes to nearly two hours. During that time, use of our public internet stations has increased by 30% over 2015 (through July 2016), and our wireless internet use has increased 26% through August 2016.

Social Services Outreach: Paynesville staff worked with ACT on Alzheimer’s, a new local community organization in their efforts to make the community a safe place for people with dementia. One collaborative effort resulted in an innovative training session that was hosted at the Paynesville Public Library: As a result of this collaborative work, the Paynesville Branch Library staff became one of the first libraries in the nation to train their staff and earn the title of ‘Dementia Friendly Business’. (Bonus: The Wall Street Journal noticed!)
Recap & Announcements

Emily Plagman
Project Outcome
Recap: Combining Tools to Tell Your Story

- Listen to your community.
- Respond to their needs.
- Measure your success.
- *Tell your story.*

Impact Survey

Edge

Project Outcome
Announcements

Edge Webinar
Getting an Edge in the Digital Age—Building Partnerships and Serving the Community with Technology
Thursday, 9/22/2016 at 3 pm Eastern; 2:00 pm Central, 1:00 pm Mountain and 12 noon Pacific.

Project Outcome Webinar
Survey Results: Maximizing Their Meaning Part II
Thursday, 10/13/2016 at 2 pm Eastern; 1 pm Central; 12 pm Mountain; 11 am Pacific

New Impact Survey now available
Access at a Glance
Shorter version of Patron Technology Survey, measures overview of domain use & takes 5 mins to complete
Questions?

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Type your questions in the chat . . .