Following Up for Greater Impact: New Project Outcome Surveys

August 11, 2016

#ProjectOutcome
Today’s Speakers

Emily Plagman
PLA

Christa Werle
Sno-Isle Libraries

Stacey Wedlake
University of Washington
Impact Survey
Agenda

- Project Outcome Survey Tools
- Follow-Up Surveys
  - Development
  - Protocol
  - Data
- Pilot Testing: Sno-Isle Libraries
- Impact Survey: Access at a Glance
- Announcements & Questions
Measuring Impact

- Times have changed
- Intuition is not enough
- Libraries need insights and evidence – not just anecdotes

Project Outcome provides simple tools to measure your library’s true impact on the people you serve.
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 dashboards.
Sign in
Project Outcome Survey Tools

Immediate Survey
Patron-Reported Learning

Follow-Up Survey
Patron-Reported Adoption

Outcome Measurement Guidelines
Long-Term Impact
Immediate Survey

Measures:

- Knowledge
- Confidence
- Intent to change behavior
- Awareness of resources

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>Item</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>You learned something that you can share with your children</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>You feel more confident to help your children learn</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>You are more aware of applicable resources and services provided by the library</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</table>

What did you like most about the program?

What could the library do to improve your children’s enjoyment of reading?

Date: 
Time: 
Location:
Immediate Survey

- Patron-Reported Learning
- Immediate Impact
- End of Program
- Less Staff Time
Using Immediate Survey Outcomes

- Assess immediate impact of a program/service
- Inform program/service changes
- Provide a “snapshot” for advocacy and reporting
Follow-Up Survey

Measures:

- Applied knowledge
- Change in behavior
- Use of resources

Please fill out this survey, answering the questions that follow this sentence:

As a result of participating in the EARLY CHILDHOOD LITERACY program or using a related library service...

I learned how to do the following with my child(ren):

- Read
- Write
- Sing
- Play
- Other (fill in)________________________

I have a better understanding of the value of doing the activity(ies) I learned with my child(ren):

- Yes
- No
  - Please explain:

I spend more time doing what I learned with my child(ren):

- Yes
- No
  - Please explain:

I used what I learned to do something new or different with my child(ren):

- Yes
- No
  - Please explain:

I have used additional services of the library:

- Yes
- No
  - Please explain:

Thinking back, what did you like most about the program or service?

What could the library do to help you with your child?

Date:
Time:
Location:
Follow-Up Survey

- Patron-Reported Adoption
- Change of Behavior
- 4-8 Weeks Later
- More Staff Time

Please fill out this survey, answering the questions that follow this sentence:
As a result of participating in the EARLY CHILDHOOD LITERACY program or using a related library service...

I learned how to do the following with my child(ren):
- ☐ Read
- ☐ Write
- ☐ Sing
- ☐ Play
- ☐ Other (fill in) __________

I have a better understanding of the value of doing the activity(ies) I learned with my child(ren).
- ☐ Yes
- ☐ No
  - Please explain:

I spend more time doing what I learned with my child(ren).
- ☐ Yes
- ☐ No
  - Please explain:

I used what I learned to do something new or different with my child(ren).
- ☐ Yes
- ☐ No
  - Please explain:

I have used additional services of the library.
- ☐ Yes
- ☐ No
  - Please explain:

Thinking back, what did you like most about the program or service?

What could the library do to help you with your child?

Date:

Time:

Location:
Using Follow-Up Survey Outcomes

- Assess impact of a program/service after some period of time
- Inform internal planning
- Measure progress toward strategic goals
- Provide evidence for advocacy
Survey Development

Performance Measurement Task Force

- Standardized advanced measures
- Capturing what happens after programs/services
- Assessed easiest data collection methods
Survey Development

Performance Measurement Task Force

- Started follow-up development in Fall 2015
- Pilot testing in Spring 2016

13 participating libraries
755 patron responses
Follow-Up Topic Areas

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

Behavior Change Outcomes

I became more involved in the community...

I spent more time doing what I learned with my child...

I used what I learned to complete a task or goal...

I received an interview or offer for a new job...
Survey Development

Survey Format

- Yes/No/Please Explain
- Multiple choice options for learnings
  - Early Childhood Literacy: Read, write, sing, play, talk
  - Economic Development: Start, improve, expand a business
- Open-ended comments
Follow-Up Survey Protocol

Emily Plagman
PLA
Follow-Up Protocol

RESOURCES
Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

Featured Resource
Outcome Measurement Continuum
Learn the many ways your library can measure outcomes!

Getting Started
- FAQ
- State User Guides
- Registration
- What Is Outcome Measurement?
- Outcome Measurement Process
- How to Use the Survey Portal

Surveys
- Immediate Surveys
- Follow-Up Surveys
- Meet the Task Force
- Survey Development Process
- How to Talk to Patrons about Surveys

Data Collection
- Data Collection Roadmap
- Data Collection Team
- Building Internal Support
- Survey Collection Best Practices

Follow-Up Survey Protocol
Follow-Up Protocol

- Getting started
- Scheduling process
- Collecting responses
- Survey questions
- Phone & email script
- Contact collection form
- Follow-up tracker sheet
- FAQ
Follow-Up Protocol

What program or service will you measure?
- Think of programs and services where the objective is patron behavior change

Which Project Outcome survey topic fits best with the program or service?
- Civic/Community Engagement
- Digital Learning
- Early Childhood Literacy
- Economic Development
- Education/Lifelong Learning
- Job Skills

Who is in charge of the Follow-Up Survey?
- Who schedules the survey in the Survey Portal?
- Who conducts the follow-up?
- Who enters the responses into the Survey Portal?

What follow-up method(s) will be used?
- Email web survey link
- Phone interview
- In-person (interview or paper survey)
- Text web survey link
- Other

What is the timeframe for follow-up?
- How long after a program/service will follow-up occur?
- How long will follow-up be conducted?
- When will responses be entered into the Survey Portal?
Follow-Up Protocol

Who is in charge of the Follow-Up Survey?

- Who schedules the survey in the Survey Portal?
- Who conducts the follow-up?
- Who enters the responses into the Survey Portal?

Talk to staff about time commitment
Follow-Up Protocol

What is the timeframe for follow-up?

• How long after a program/service will follow-up occur?

• How long will follow-up be conducted?

• When will responses be entered into the Survey Portal?

Storytime vs. Job Search Class

EARLY CHILDHOOD LITERACY

JOB SKILLS
Follow-Up Protocol

What follow-up method(s) will be used?

• Email web survey link
• Phone interview
• In-person (interview or paper survey)
• Text web survey link
• Other

Storytime vs. Job Search Class
## Follow-Up Protocol

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<th>Immediate Surveys</th>
<th>Follow-Up Surveys</th>
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<tbody>
<tr>
<td><em>I feel more knowledgeable</em> about the job search process...</td>
<td></td>
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<td><em>I feel more confident</em> about the job search process...</td>
<td></td>
</tr>
<tr>
<td><em>I will use what I learned</em> today in the job search process...</td>
<td></td>
</tr>
<tr>
<td><em>I used what I learned</em> to search for a job in new or different way...</td>
<td></td>
</tr>
<tr>
<td><em>I applied for a job</em> I likely would not have applied for...</td>
<td></td>
</tr>
<tr>
<td><em>I received an interview or offer</em> for a new job...</td>
<td></td>
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</tbody>
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Follow-Up Protocol

Immediate Surveys

I feel more knowledgeable about the job search process...

I feel more confident about the job search process...

I will use what I learned today in the job search process...

Follow-Up Surveys

I used what I learned to search for a job in new or different way...

I applied for a job I likely would not have applied for...

I received an interview or offer for a new job...
Follow-Up Data
When to Collect the Data

- What desired outcomes is the program/service aiming to achieve?
- Has the patron had time to achieve the desired outcomes?
- Are you using the best outreach methods?
When to Collect the Data

Shorter-Term Outcomes
- Spending more time learning with children
- Used what was learned
- Accessing library resources

Longer-Term Outcomes
- Used what was learned to start a business
- Received an interview or job offer
What the Data Says

- What impact does the library have after patrons leave?
- How do patrons continue to benefit as a result of a library program/service?
- Why or why aren’t patrons benefiting?
- How can the library improve the program/service?
What the Data Says

Shorter-Term Impact

▪ Continue to benefit once they leave the library
▪ Using what they learned at home
▪ Returning to the library

Longer-Term Impact

▪ Using what they learned out in the community
▪ Changed status as a result of attending library programs/services
What the Data Says

Completed a task

Used the digital skill(s) learned

Used additional library services

[Bar chart showing percentages of Yes and No responses for each category]
“This knowledge doesn't come easily to people of our age, but we want to keep pace with the changes.”

“Only my wife has a smart phone, but I do have to remind her how to do things we learned.”

“I ordered stuff online from Amazon online. I learned about [the security importance of] https.”

“I forgot about the class.”
Data Collection Considerations

- Staff time
- Collecting patron contact information
- Lower response rates
- How to talk about limited data
What program or service could your library measure?

Please share in the chat...
Pilot Testing: Sno-Isle Libraries

Christa Werle
Sno-Isle Libraries
Sno-Isle Libraries

• Covering 2,260 square miles in Snohomish and Island counties
• Serving 728,745 residents through 21 community libraries, online services and Library on Wheels
• 2016 budget over $51 million
• 6.7 million library items borrowed in 2015
• 460 full- and part-time employees
• Over 1.06 million books, CDs, DVDs, and eBooks available
Why: Organizational Outcomes & Strategy

Service Planning:
- Strategy
- Community Impact
- Measure of Successful Service
- Customer-based Outcomes

STRATEGIC FOCUS
We will build:
- Literate Communities
  - Early literacy
  - Information and communication technologies literacy
- Economically Sound Communities
  - Entrepreneur/small business support
  - Workforce readiness
- Connected Communities
  - Resident/Library interaction
  - Civic engagement

project OUTCOME
MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES
What We Did

• Lead librarians each picked 2-3 programs to measure based on alignment with service plans from March 2016 calendar.

• Follow-up sign-in sheet & immediate surveys were used at 7 programs in six community libraries.

• Immediate survey data was manually entered into survey portal from paper surveys.
What We Did

• Follow-up surveys were delivered via email by host librarians in April (2-3 weeks following program).

• Submitted feedback on survey method, design, and portal interface to Project Outcome.
Implementation = Communication!

• Introduced high-level goals and process outline to Leads (responsible for programming strategy)

• Introduced “day of program” goals as specific actions to host librarians & provided:
  • Script to customers when asking for contact information
  • Sign-in sheet with explanation for customers (PDF)

“We want to hear from you! The library will be running a survey to understand how our customers benefit from library programs. This will help us provide resources and services that are valuable to our communities. The survey is anonymous and will not collect any personally identifiable information.

Please support the library and help us improve our services by sharing your email address so that we can send you a follow-up survey by email in 3 weeks.”

• Provided follow-up email script to host librarians with Project Outcome URL

• Shared results with Leads & host librarians
Our Results: Economic Development

Results
The results of the Economic Development Follow-Up Survey are shown in the charts below.

“Expand the program with more related subjects.”

Patrons reported that, as a result of participating in the program/service:
- 100% learned how to START a new business
- 0% learned how to IMPROVE an existing business
- 0% learned how to EXPAND an existing business

Patrons reported that, as a result of participating in the program/service:
- 33% used what they learned to do something new or different with a business
- 33% used additional library services
Our Results: Civic & Community Engagement

Results
The results of the Civic and Community Engagement Follow-Up Survey are shown in the chart below.

- I would attend other programs involving writers. I had not heard of the 3 authors and started reading books by one of them.

- Chance to meet other neighbors in the community. Love to meet authors.

Patrons reported that, as a result of participating in the program/service:
- 40% became more involved in the community
- 30% used what they learned to do something new or different in the community
- 70% discussed or shared with others what they learned or experienced
- 60% used additional library services

11 Responses
Our Results: Digital Learning

Results
The results of the Digital Learning Follow-Up Survey are shown in the chart below.

“I enjoy going to these, but the Windows 10 instructor was not focused and the subject matter was too broad.”

“The program covers mostly topics covered in the "getting started" - or whatever Windows calls it - video that comes with Window 10. Once he covered that, he rambled on about not using the email or calendar in Windows 10, and managed to get really off topic.”

10 Responses
What We Learned

• Follow-up surveys are not applicable to business service outcomes because they don’t measure results in terms of our organizational measure of successful service.
  – Economic Development: 2 programs, sent 12 emails, received 3 responses, 25% response rate

• Selected measures for community engagement are of high value.
  – Civic/Community Engagement: 2 programs, sent 20 emails, received 10 responses, 50% response rate

• Overall highest follow-up value is found in digital learning with a strong correlation to testing delivery of our standardized curriculum & vetting external presenters.
  – Digital Learning: 3 programs, sent 19 emails, received 9 responses, 47% response rate
Questions?

Christa Werle  
Sno-Isle Libraries

Emily Plagman  
PLA

Please share in the chat...
What is Impact Survey?

Photo by Flickr user brewbooks
People use public technology for a variety of important purposes

- Social connection: 60%
- Education: 42%
- Employment: 40%
- Health and wellness: 37%
- Government and legal: 34%
- Community engagement: 33%
- Managing finances: 25%
- Entrepreneurship: 7%

Impact offers two surveys

- Patron technology use:
  - Comprehensive survey
  - Takes 10-15 mins
- Access at a Glance
  - Overview of domain use
  - Takes less than 5 mins
Access at a Glance asks about domains

- Education
- Employment
- Social inclusion
- Civic engagement
- Health
- eGovernment
- eCommerce
- Entrepreneurship
Customized reports

At the end of the survey period, libraries download ready-to-share reports and a dataset for further analysis.
How to run Access at a Glance

Both surveys available on web or paper

Survey types

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

- Patron technology use
  A survey of patrons asking how they use library technology services like computers, the internet, digital content, and training.

- Access at a glance
  A condensed version of the patron technology survey.
Our surveys work together

- Focused on outcomes from library technology use from last year
- Runs between 2 – 4 weeks
- Primarily a web survey but paper surveys can be used

- Focused on programming outcomes
- Collecting data on more recent experiences
- Flexible fielding dates
Announcements & Questions
• Measuring long-term community impact
• Data collection methods determined by library and/or external partner
• Outcome Measurement Guidelines available in Fall 2016
Community of Practice

Join today’s topic conversation after the webinar!

(www.projectoutcome.org/surveys-resources)

Have a question about Outcome Measurement?
Join your colleagues in our online community of practice to get ideas, information, ask questions, and more.

GO TO COMMUNITY OF PRACTICE
Next Webinar – Save the Date

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

September 8, 2016, 1-2 PM Central
What’s Next

- Register for FREE at www.projectoutcome.org
- Review training resources
- Schedule a survey in the Survey Portal
- Analyze Data Dashboards
- Join the Facebook group
- Follow Project Outcome on Twitter
- Engage on Community of Practice

#ProjectOutcome
Questions?

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PLA

Christa Werle
Sno-Isle Libraries

Stacey Wedlake
University of Washington
Impact Survey
Thank you!