

# Evaluation

Use a combination of outputs (how many) and outcomes (what changed) to measure the success of your program.

Look back at your project outcome statement and think about how to measure the change you indicated. Also think about the best way to collect this information: survey, focus group, observation, etc. *Suggestion: talk to your mentor about how they measure and report success, and use data to make decisions. PLA provides a wealth of free evaluation support at [projectoutcome.org](http://projectoutcome.org).*

## My project will...

Verb indicating change + what changes + who changes + any specificity

Outputs	Outcomes	Satisfaction
<p>How many people came to your event? Participated in your service? Used your resource?</p> <p>Number of people:</p> <p>How did you track this?</p>	<p>What changes/efforts/impacts have you had on your intended audience?</p> <p>Have you:</p> <ul style="list-style-type: none"> <li>■ Increased their knowledge?</li> <li>■ Helped them gain confidence?</li> <li>■ Changed their behavior in a positive way?</li> <li>■ Increased their awareness of library resources or services? What have you learned from your project's audience? What changes can be made to improve the project?</li> </ul>	<p>What have you learned from your project's audience? What changes can be made to improve the project?</p>
<p>How many people heard about your event through your marketing efforts? (Social media views or impressions, email opens, webpage views, etc.)</p> <p>Number of people:</p>	<p>How have you measured the impact of your project?</p> <ul style="list-style-type: none"> <li>■ Observations</li> <li>■ One-on-one conversations</li> <li>■ Anecdotes</li> <li>■ Paper surveys</li> <li>■ Online surveys</li> <li>■ Focus groups</li> <li>■ Other: _____</li> </ul>	<p>How did you gain this insight?</p> <ul style="list-style-type: none"> <li>■ Observations</li> <li>■ One-on-one conversations</li> <li>■ Anecdotes</li> <li>■ Paper surveys</li> <li>■ Online surveys</li> <li>■ Focus groups</li> <li>■ Other: _____</li> </ul>
<p>How have you shared this data? (With your mentor, final report, other library staff, etc.)</p> <p>Shared by:</p> <p>Shared with:</p>	<p>Can you quantify your outcomes data? If so, include that data here. (For example, 80% of survey respondents reported learning something new from the program.)</p> <p>How have you shared this data? (With your mentor, final report, other library staff, etc.)</p> <p>Shared by:</p> <p>Shared with:</p>	<p>How have you shared this data? (With your mentor, final report, other library staff, etc.)</p> <p>Shared by:</p> <p>Shared with:</p>