The Project Outcome & Benchmark Team

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Outcomes for this Webinar

• Understand the different data collected by Benchmark and Project Outcome.

• Learn how group accounts can be an asset to the consortia or state library, as well as individual libraries.

• Understand the different levels of access that are available for the tools.
I. **Project Outcome** (projectoutcome.org)
   - Overview
   - Group access
   - Q&A

II. **Benchmark** (librarybenchmark.org)
   - Overview
   - Group access
   - Q&A
Project Outcome

projectoutcome.org
What is Project Outcome?

For public libraries:
https://www.projectoutcome.org/

For academic libraries:
https://acrl.projectoutcome.org/

It’s FREE!
FREE for all **public** and **academic** libraries and **state** libraries, including:

- Quick and simple surveys
- Easy-to-use survey management portal
- Ready-made and customizable data reports
- Interactive data dashboards
- Benchmarks
- Resources and training
- Peer discussion board

Group users get access to data from member libraries and the ability to create survey templates and reports for the group’s initiatives.
Measuring Impact

Patron Satisfaction

WHAT DOES OUR COMMUNITY NEED

WHAT SHOULD WE DO BETTER

Outputs

HOW MUCH DID WE DO

Outcomes

WHAT GOOD DID WE DO
Survey Topics

Public Libraries

- Early Childhood Literacy
- Health
- Summer Reading
- Economic Development
- Job Skills
- Civic/Community Engagement
- Education/Lifelong Learning

Academic Libraries

- Instruction
- Research
- Events/Programs
- Teaching Support
- Library Technology
- Digital & Special Collections
- Space

All surveys come in both an immediate and follow-up format.
Outcome Measures

What did patrons like most?

What can the library do to improve?

Quantitative Data
- Knowledge
- Confidence
- Application/Behavior Change
- Awareness

Qualitative Data
Why Project Outcome?

✓ Short, simple, and validated **ready-to-go surveys**
✓ **Standardized** outcome measures
✓ Aggregate, national **benchmarks**
✓ Ready-made **reports** and **data dashboards** do the heavy lifting for you
✓ Capture snapshot data and make immediate **improvements**
✓ Open-ended patron **comments** are a goldmine
✓ Easy tools help you **save time** getting started
✓ **Customize** the context, additional questions to surveys, and reports as needed
Learn More

Resources include tutorials on how to use the toolkit.

Preview surveys to choose the best one for your needs.

Learn about writing additional questions, communicating with patrons, and much more.
Project Outcome Group Accounts
**Group Account Basics**

**Groups** include states,* consortia, and regional systems

Group accounts allow you to:

- Create and administer surveys on behalf of members
- Create survey templates for member institutions to use tied to initiatives
- View data from member libraries/institutions
- Create reports based on results from member libraries/institutions

* State library administrative agencies have free access to state accounts in Project Outcome for Public Libraries. When confirming your account at sign up, select that you are from “a state library.”
Group Access Types

Template-only access

• Create surveys, templates, and reports
• Group admins can view only Project Outcome data collected through templates

Full access

• Create surveys, templates, and reports
• Group admins can view all Project Outcome data from the group’s members
• Groups are responsible for having permission from their members

* State accounts are full access.
Templates

Create standardized or “locked” surveys for:

• Programming grants

• Collecting and reporting on data tied to initiatives

Group Admin/Staff:
- Create Template
- Assign distribution list
- Publish to members

Institutions/Libraries:
- Develop surveys from templates
- Distribute to patrons
- Report data into system

Project Outcome:
- Stores and aggregates data tied to templates
Surveys & Templates

Create Template Survey

1. Source & Destination
2. Survey Topic & Type
3. Initiative Information
4. Survey Settings
5. Custom Questions
6. Administer Template

Survey Source

- Create New Survey
- Copy Existing Survey
- Create Template

Destination Library

<table>
<thead>
<tr>
<th>Name</th>
<th>FSCS Key</th>
<th>State</th>
<th>Select</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Fork City Library</td>
<td>UT0057</td>
<td>Utah</td>
<td></td>
</tr>
<tr>
<td>Beaver Public Library</td>
<td>UT0002</td>
<td>Utah</td>
<td></td>
</tr>
<tr>
<td>Box Elder County Bookmobile Library</td>
<td>UT0005</td>
<td>Utah</td>
<td></td>
</tr>
<tr>
<td>Brigham City Library</td>
<td>UT0006</td>
<td>Utah</td>
<td></td>
</tr>
<tr>
<td>Cache County Bookmobile Library</td>
<td>UT0009</td>
<td>Utah</td>
<td></td>
</tr>
<tr>
<td>Carbon County Bookmobile Library</td>
<td>UT0015</td>
<td>Utah</td>
<td></td>
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</tbody>
</table>
View Member Data

Good for:

- Accessing your group’s outcomes
- Engagement with survey activity of group member libraries
Reports

• Ideal for **sharing outcomes** with stakeholders

• Customize with open-ended comments, additional pages, text, or saved content from the data dashboards
Getting Started: Fees for Groups

- State Library Agencies: *free, full access accounts*
- Groups, consortia, regional systems: *cost depends on size of the group*
- Included in fees:
  - Group account creation
  - Custom one-hour training webinar for group administrators and members
  - Technical support
- Account creation information:
  - Academic libraries: [https://acrl.projectoutcome.org/pages/5](https://acrl.projectoutcome.org/pages/5)
  - Public libraries email: info@projectoutcome.org
- Training Opportunities (one-hour webinar or half-day in-person workshops)
The Utah State Library intends to tailor the Project Outcome surveys to align with the **specific objectives** of each grant we administer. The ability to develop customized questions that directly address the intended **outcomes and impact areas** outlined in grant proposals will be especially useful. By incorporating Project Outcome strategically into our evaluation process, the Utah State Library will not only be able to measure impact effectively but also use the data to **enhance programmatic success and secure continued support** from grantors.

**Heidi Fendrick**
State Data Coordinator, Utah State Library
Please type in the chat box!

Project Outcome for Academic Libraries email: acrl@projectoutcome.org

Project Outcome for Public Libraries email: info@projectoutcome.org
What is Benchmark?

The place for public and academic libraries to:

• Complete PLA/ACRL annual surveys
• Access data from multiple sources
• Make effective, tailored peer comparisons
• Find the evidence you need with interactive visualizations and reporting tools
## Benchmark Access: Group Member Libraries

<table>
<thead>
<tr>
<th>LIBRARIES have access to:</th>
<th>Free Access</th>
<th>Subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual surveys and past survey responses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Why Benchmark?

Performance

Value

Impact
Benchmarking

The process of comparing your organization’s performance with peers’ performance for purposes of improvement, decision-making, strategic planning, and advocacy.
Benchmark Data

Public libraries
- PLA annual topical surveys
- IMLS Public Libraries Survey
- Census Bureau’s American Community Survey
- Public Library Data Service (historic)

Academic libraries
- ACRL Trends & Statistics Annual Survey
- IPEDS key metrics
Visualize

Public library dashboards:
- Summary
- Programs & Services
- Collections & Circulation
- Technology
- Staff
- Facilities
- Funding
- Community

Academic library dashboards:
- Summary
- Effectiveness
- Education
- Discovery
- Collections
- Space
- Leadership
- Personnel (*pictured*)

View any chart as a table or export the data
Filter

Explore and filter by survey year and key library/institution characteristics

• **Public library filters** *(pictured)*: peer group, locale, region, population, legal basis, percent people of color, percent college-educated

• **Academic library filters**: peer group, Carnegie classification, country, state/province
Custom Peer Groups

Use filters or select libraries by name to add them to a custom peer group.

Once created, custom peer groups are available in the Peer Group filter on the data dashboard.
More Information about Benchmark

Public Libraries
• PLA website: https://www.alma.org/pla/data/benchmark
• Video tutorials: https://vimeo.com/showcase/10468218
• Benchmark 101 webinar recording: https://www.alma.org/pla/education/onlinelearning/webinars/ondemand/benchmark101

Academic Libraries
• ACRL website: https://www.alma.org/acrl/proftools/benchmark
Benchmark Access: Group Admins

Group admin user gets:

• **Survey management (free):** Admin account with dashboard to track and view member responses to annual surveys and manage member libraries.

• **Subscriber access (fee-based):** includes dashboards, reports, and custom peer groups for group admin and member libraries.

Subscription cost: $3,000/year for up to 10 member libraries and $200 for each additional library. Get 10% off with an ALA organizational membership.
Group Admin Account

Features

• Dashboard to track survey participation (*pictured*)
• Manage libraries/institutions
• Manage surveys and export responses
• Resources
Manage Surveys

View and edit responses for a single library/institution

Export responses for all member libraries/institutions

* Data provided for review purposes only; it should not be treated as final. Make sure all group members agree how survey responses will be managed.
Getting Started

• Contact acrlbenchmark@ala.org for academic libraries or plabenchmark@ala.org for public libraries with:
  
  o A list of the libraries/institutions to be included in the subscription with names and identifiers (IPEDS IDs for academic libraries or FSCS keys for public libraries)

  o For new subscriptions: provide contact and billing details for the group administrator

• ACRL/PLA staff will set up the account and provide an invoice
QUESTIONS?

Please type in the chat box!

ACRL Benchmark email: acrlbenchmark@ala.org

PLA Benchmark email: plabenchmark@ala.org
THANK YOU!