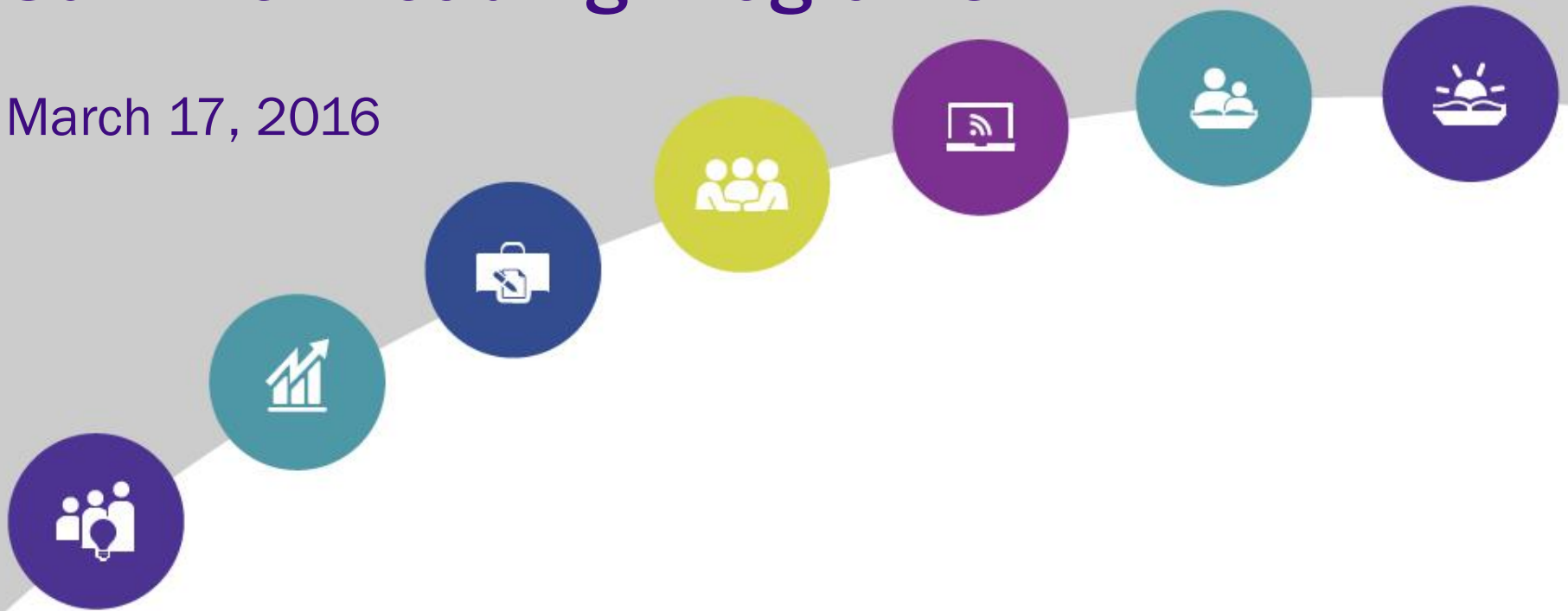


Make a Splash with Project Outcome: Measuring the Success of Summer Reading Programs

March 17, 2016



project | **OUTCOME**
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

PLA
Public Library Association
a division of the American Library Association

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OF PUBLIC LIBRARIES

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Want to improve the effectiveness of library
programs in your community?

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How We're Helping

Project Outcome is dedicated to helping public libraries understand and share the true impact of essential library services and programs with simple survey instruments and an easy-to-use process for measuring and analyzing outcomes. Developed by library leaders, researchers, and data analysts, Project Outcome surveys, resources, training, and supportive online community provide public libraries with everything they need to apply their results and confidently advocate for their library's future. Joining Project Outcome is free of charge and only takes a few simple steps to begin.



CIVIC / COMMUNITY
ENGAGEMENT



DIGITAL
INCLUSION



EARLY CHILDHOOD
LITERACY



ECONOMIC
DEVELOPMENT



EDUCATION / LIFELONG
LEARNING



JOB
SKILLS



SUMMER
READING

Early Childhood Literacy

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime.

Today's Speakers



Carol Ormond
Salt Lake County
Library Services



Emily Plagman
Public Library Association



Crystal Schimpf
Facilitator

Agenda

- Overview: Summer Reading Survey
 - Best Practices for Administering
 - Addressing Common Challenges
- From the Field:
 - Salt Lake County Library System
- Questions & Discussion
- Announcements



Summer Reading Survey: Best Practices

Why Measure Summer Reading?

- Measure outcomes, not just outputs
- Share program successes with stakeholders
- Identify areas for program improvement
- Make better use of library resources
- Use data to support funding requests

Summer Reading Programs

- Various age groups/audiences
 - Kids, teens, adults
- Diverse outcomes
 - Education, recreation, inspiration
- Longer program means varying participation
 - Beginning, middle, end of program



Building Internal Support

- Communicate with staff in advance
- Let staff know how survey data will be used
- Provide information on how to talk about surveys

Summer Reading Survey



Please take a few minutes for this brief survey and let us know if, **as a result of participating in the SUMMER READING program . . .**

		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
Knowledge →	You and/or your children learned something that is helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence →	Your and/or your children's overall confidence improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Application →	You and/or your children will increase use of the newly learned skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Awareness →	You and/or your children are more aware of applicable resources and services provided by the library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about the program?

What could the library do to improve your and/or your children's learning?



Scheduling the Survey

- Schedule the survey over a longer period of time, not just at the end of the program
- Survey all participants, not just those who complete the program



Collecting Survey Data

- Use paper & online surveys
- Integrate/combine with existing surveys
- Give clear instructions
- Use consistent methods for distributing & collecting surveys across all branches



Entering Survey Data

- Survey data *can* be entered by branch
- Allow time for data entry

Account settings

MY IMPACT ORGANIZATIONAL PROFILE REPORTS

Enter surveys for the Project Outcome: Civic/Community Engagement survey

Welcome to the Impact Survey Data Entry form. Each survey must be entered separately. To begin, please select one of the options below which will take you to a data entry form. After entering each survey, you will return to this page and have the option to either a) enter another survey from the same library branch location; b) enter a survey from a different library branch location; or c) return to the Impact Survey homepage.

You can click a spot on the map or search for a location from the list on the right.

If the location is not listed, please select one of the following:

- [From online](#)
- [From a library wifi hotspot](#)
- [From a bookmobile](#)
- [Location Unknown](#)
- [No additional surveys to enter at this time](#)

Search by city, zip, or address

9 matching outlet(s)

- [Bellevue Public Library](#)
- [Dunnellon Library](#)
- [Forest Public Library](#)
- [Fort McCoy Public Library](#)
- [Freedom Public Library](#)
- [Herman B. Oberman Library](#)
- [Marion County Public Library Headquarters-Ocala](#)
- [Marion Oaks Public Library](#)
- [Reddick Public Library](#)

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#SURVEYPORTAL

Analyzing Survey Results



SUMMER READING



Measuring Marion County Public Library System's Summer Reading Services and Programs

Overview of Survey Results and Community Implications [as of July 09, 2015]

Overview

Reading programs are at the heart of library programming and public libraries intend summer reading programs to be engaging and fun while providing structure that supports ongoing learning and protects against literacy backsliding for children out of school. The Project Outcome Summer Reading Services and Programs survey was designed by the Public Libraries Association to help libraries assess how summer reading programs help to prevent the summer slide.

Marion County Public Library System Survey Work

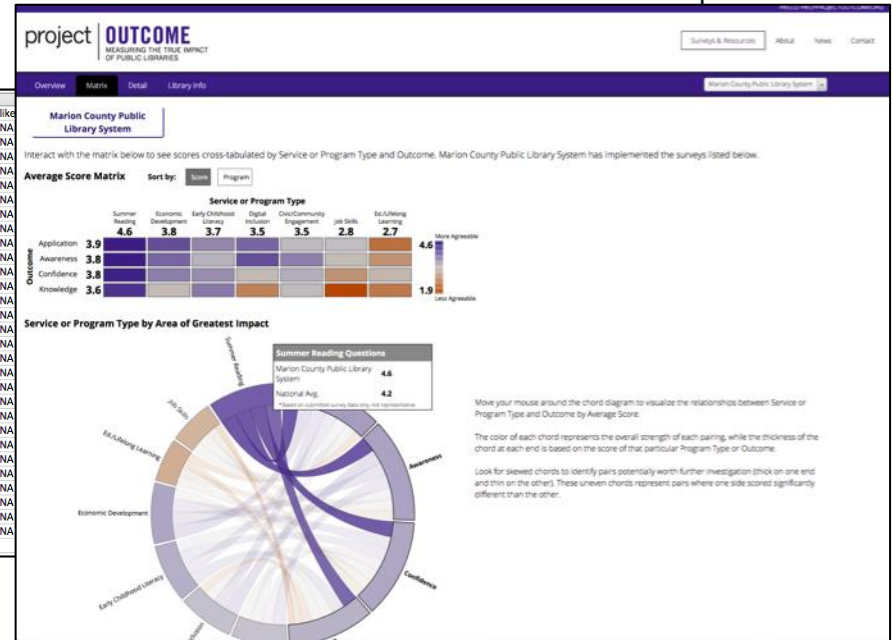
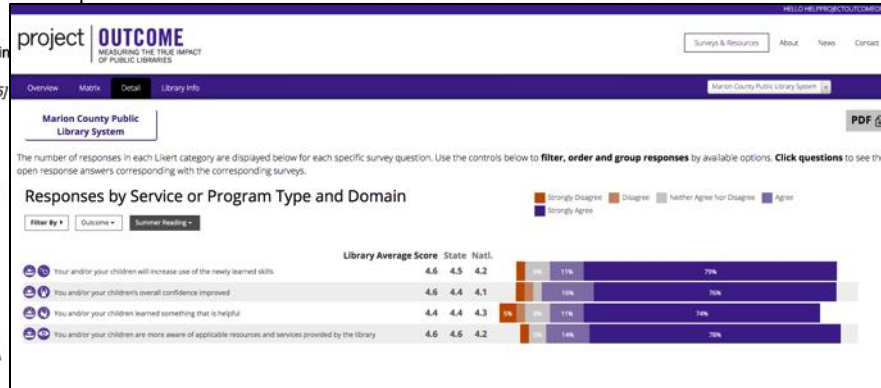
Marion County Public Library System staff distributed surveys to program participants to collect data and insights about how summer reading services and programs are supporting community education needs. Marion County Public Library System surveyed the parents of children participating in the summer reading program using the Project Outcome Summer Reading Services and Programs Survey, which measures the impact of services designed to provide continuous reading opportunities for children during the summer. A total of 29 survey responses were collected.

Results

The results of the Summer Reading Program surveys are shown in the chart below.

Outcomes from the Summer Reading Program

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
1	rid	finishtime	orgid	location	survey_id	lmsl_id	programid	Z_method	learn	confident	uselearn	aware	like														
2	1 xS58Q1KE	#####	hbl188	195031-BELL	197352 Z20015	NA	Web	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
3	2 0T1CRG1D	#####	hbl188	195032-DUN	197352 Z20015	NA	Web	Agree	Agree	Agree	Agree	Agree	Agree	NA													
4	3 ch95NMf	#####	hbl188	195043-FREE	197352 Z20015	NA	Web	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
5	4 jv13NP4F	#####	hbl188	195030-MAR	197352 Z20015	NA	Web	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
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7	6 1yyed*uo	#####	hbl188	195041-MAR	197352 Z20015	NA	Paper	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
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13	12 NakLSvrd	#####	hbl188	195039-FOR	197352 Z20015	NA	Web	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
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15	14 2nK9LS10	#####	hbl188	195038-FREDI	197352 Z20015	NA	Web	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
16	15 Td0gcNf8	#####	hbl188	195043-FREE	197352 Z20015	NA	Web	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
17	16 Qln@SjGT	#####	hbl188	195039-FOR	197352 Z20015	NA	Web	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
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21	20 FGfKEK9	#####	hbl188	195036-HERI	197352 Z20015	NA	Paper	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
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26	25 7s3Yf5cb	#####	hbl188	195043-FREE	197352 Z20015	NA	Paper	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
27	26 TEVSfBgX	#####	hbl188	195038-FREDI	197352 Z20015	NA	Paper	Neither agree	Neither agree	Neither agree	Neither agree	Neither agree	Neither agree	NA													
28	27 p388Zdx	#####	hbl188	195034-FOR	197352 Z20015	NA	Paper	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
29	28 Y3aToni	#####	hbl188	195041-MAR	197352 Z20015	NA	Paper	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
30	29 abn0fJ4	#####	hbl188	195034-FOR	197352 Z20015	NA	Paper	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	NA													
31																											



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[#SURVEYPORTAL](#) [#DATADASHBOARDS](#)


Using Survey Results to Take Action



- Communicate about successes
- Identify areas for improvement
- Integrate into strategic planning processes
- Include in funding requests
- Explore potential for school partnerships

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#TAKINGACTION #ADVOCACY



Summer Reading Survey: Addressing Challenges



General Challenges

We know summer reading programs are unique...

- Various age groups & audiences
- Diverse reasons for participating
- Multiple stages of participation

Common Challenges



SUMMER READING

1. Low response rate = not enough data
2. High response rate = increased data entry
3. Not all participants complete the program
4. Surveys are difficult for youth to understand
5. Questions seem irrelevant to patrons



1. Low Response Rate

- No minimum response rate for effectiveness
- To increase response rate:
 - Give clear instructions
 - Emphasize importance of patron feedback
 - Distribute surveys consistently across program
 - Ask each family member to complete the survey
 - Offer an incentive (optional)



2. High Response Rate

- Allow more time for data entry
- Schedule a longer time period in the survey portal
- Allocate more staff/volunteer time for data entry
- Use both paper & online surveys to reduce data entry



3. Participant Dropout

- Survey at midpoints during the program
- Survey all participants, even if they don't complete
- Add a question (optional):

Ask “Why didn't you complete?”

4. Surveys Not Youth-Friendly

- Survey questions were designed for school-age children (or their parents)
- Give clear instructions
- If youth patrons do not understand the question, they can leave it blank or select “N/A”
- Parents or library staff can explain questions or define terms
- Parents can assist youth in completing the survey
- Library staff should not complete surveys for patrons



5. Questions Seem Irrelevant

- Some participants indicate that summer reading is not intended to gain confidence or learn new skills
- New skills or knowledge might be gained, even if that was not the intended goal of the program
- Patrons may have different reasons for participating
- Advise patrons to leave question blank or mark “N/A” if it does not apply to them



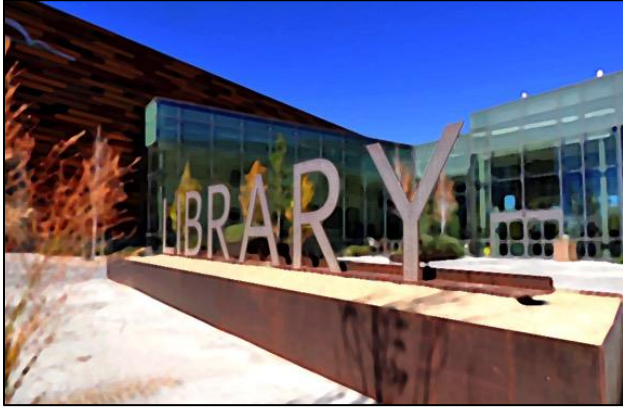
Common Challenges

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From the Field: Salt Lake County Library System

Salt Lake County Library System



Carol Ormond
Office Manager

- Salt Lake County, Utah
- Population: 830,000
- 18 library locations

SLCLS 2015 Summer Reading Program

Every Hero Has a Story

- 7,000 attended Summer Reading Kickoff Party
- 44,000 people signed up
- 10,000 people finished
- Programs for pre-readers, readers, teens, and adults
- Finishers prize – free Library Days at the Utah Museum of Natural History



Why Measure Summer Reading?

- First time measuring outcomes
- County leaders moving toward outcomes
- Identify areas for program improvements
- Make better use of library resources

Goals:

- Use results to direct 2016 Summer Reading resources
- Demonstrate *impact* to county Human Services Department and other stakeholders

Implementing Project Outcome

General Management Meeting

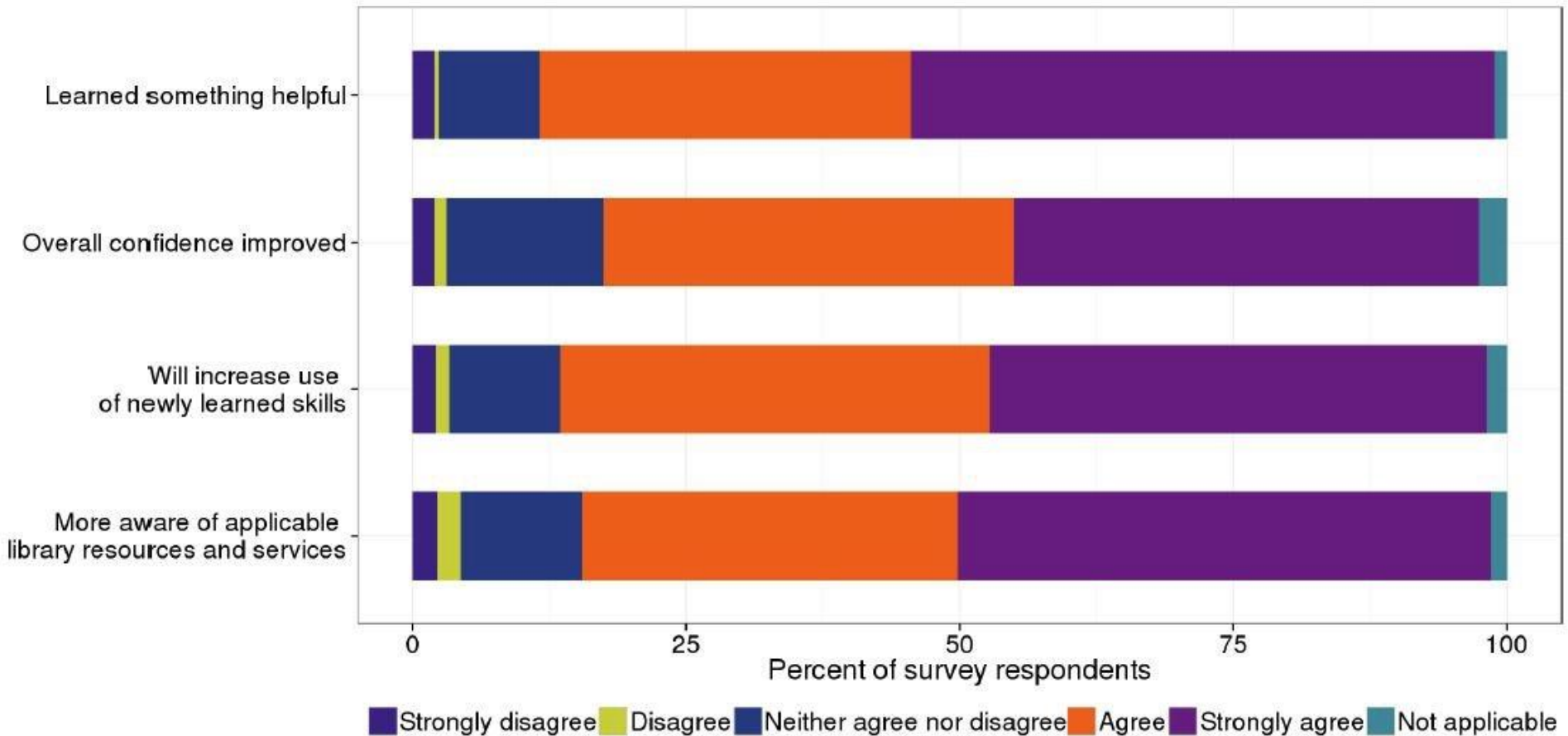
- Onboarding 18 branches
- How to get good feedback
- How to set up the surveys
- How to communicate to patrons (constructive feedback & ideas)

Survey Administration Tips

- Maximize survey responses
 - Survey throughout program (not just finishers)
 - Paper responses > web responses
 - Set up iPad digital surveys with prize collection
- Clarify Likert-scale instructions to minimize error

Survey Results

Results: 705 surveys



Survey Results: Liked the Most

“I like the Ravenous Reader aspect. It kept my boys reading a lot more.”

“Honestly the part I like most about the program and the reason I still participate every year is the free book.”

“I love how excited my kids were to color in an icon after we read! It motivated them to keep reading all summer!”

“My son started to read more on his own. He has built reading skills & confidence.”

Survey Results: Suggestions for Improvement

“I love the library's story times but with my new job I'm unable to take my son to very many library activities. I would love some evening story times or even Saturday story times.”

“My kids are learning Spanish. 2nd language summer reading program would be great!”

“You could have suggestions for good info books - plants, animals, crafts - maybe that could be part of the check-off of passing it off.”

Survey Analysis Tips

- Ceiling Effect: Look to open-ended responses for insights
- Be flexible in interpreting patrons' responses – i.e. motivation = confidence
- Understand the scope & purpose of surveys

Key Takeaways

- Importance of staff interaction in administering surveys
- Paper surveys provided
- Open-ended questions provide information for decision-making and planning

2016 Summer Reading Changes

Based on survey results:

- Ravenous Readers for all ages
- Continue to create & use reading records
- Encourage more staff/patron interaction
- Book prizes awarded as soon as a reading record is completed



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2016 Summer Reading Goals

Participants will ...

- Be motivated to read
- Have a goal to aspire to
- Receive positive reinforcement from all staff



SL **SALT LAKE**
COUNTY
LIBRARY SERVICES

Questions

Type your questions in the chat.



Carol Ormond
Salt Lake County
Library Services



Emily Plagman
Public Library Association



Crystal Schimpf
Facilitator

Discussion

What is one thing you learned today that you will try when surveying this year's Summer Reading Program?

Type your response in the chat.

Discussion

What is one challenge you might face in surveying this year's

Summer Reading Program?

How might you address that challenge?

Type your response in the chat.

Discussion

*How do you hope to use the results from
surveying this year's
Summer Reading Program?*

Type your response in the chat.



Announcements

PLA Annual Conference: April 5-9, 2016

Wednesday, April 6 [SOLD OUT]

Project Outcome Enrollment Preconference Workshop:
Simple Tools to Measure Our True Impact

Thursday, April 7

The Power of Performance: The PLA Performance Measures
Initiative & Project Outcome Enrollment Primer



Next Webinar – Save the Date

No webinar in April

May 4, 2016, Wednesday @ 1:00PM Central

Project Outcome for Small & Rural Libraries

Sponsored by Tech Soup for Libraries



If you haven't already...

- Sign up on the Project Outcome website
- View training resources
- Schedule a survey in the Survey Portal
- View Data Dashboards
- Join the Facebook group
- Follow Project Outcome on Twitter

Thank you!



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