

DATA TOOLS FOR LIBRARY GROUPS AND STATES

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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.

Agenda

I. Project Outcome (projectoutcome.org)

- Overview
- Group access
- Q&A

II. Benchmark (librarybenchmark.org)

- Overview
- Group access
- Q&A



Project Outcome

projectoutcome.org

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

What is Project Outcome?

For public libraries:

<https://www.projectoutcome.org/>

For academic libraries:

<https://acrl.projectoutcome.org/>

project | **OUTCOME** MEASURING THE TRUE IMPACT OF LIBRARIES | **PublicLibrary ASSOCIATION**

About Us Annual Report Sign Up Log In Peer Discussion Select Language

NEW! Project Outcome for **Academic Libraries**: [Visit the Site](#)

Outcome Measurement Made Easy

for Public Libraries

Resources and Tools to Create Surveys and Analyze Outcome Data

Public Libraries Sign Up **Academic Libraries Sign Up**

428,328
Responses collected through **public library surveys**

2,432
Public libraries have created surveys

project | **OUTCOME** MEASURING THE TRUE IMPACT OF LIBRARIES | **ACRL** Advancing Learning Transforming Scholarship Association of College & Research Libraries A Division of the American Library Association

About Us

It's FREE!

Looking for Project Outcome for **Public Libraries**? [Visit the Site](#)

Outcome Measurement Made Easy

for Academic Libraries

Resources and Tools to Create Surveys and Analyze Outcome Data

Academic Libraries Sign Up **Public Libraries Sign Up**

191,935
Responses collected through **academic library surveys**

894
Academic libraries have created surveys

Project Outcome Toolkit

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



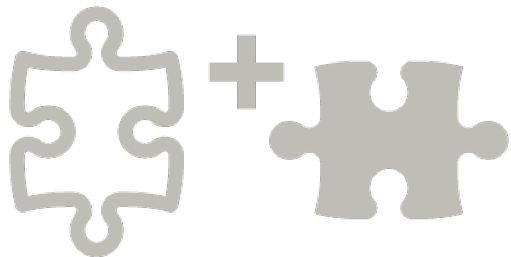
Group users get access to data from member libraries and the ability to create survey templates and reports for the group's initiatives.

Measuring Impact



WHAT DOES OUR COMMUNITY NEED

Outputs



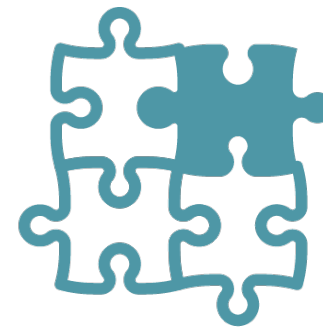
HOW MUCH DID WE DO

Patron Satisfaction



WHAT SHOULD WE DO BETTER

Outcomes



WHAT GOOD DID WE DO

Survey Topics

Public Libraries



EARLY CHILDHOOD LITERACY



DIGITAL LEARNING



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

Quantitative
Data



Knowledge



Confidence



Application/Behavior Change



Awareness

Qualitative
Data

What did patrons like most?

What can the library do to improve?



WHAT GOOD DID WE DO

Outcomes

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



WHAT GOOD DID WE DO

Learn More

Featured Resources

Tutorials
Quick tutorials to help you navigate the Project Outcome website & tools

Writing Open-Ended Survey Questions
Tips for writing your own open-ended survey questions

Case Studies
Project Outcome data results in action

Getting Started	Surveys	Data Collection
<ul style="list-style-type: none">• Project Outcome 101• Tutorials• What is Outcome Measurement?• Outcome Measurement Process• Outcome Measurement Continuum• Successful Implementation• Setting Goals for Outcome Measurement	<ul style="list-style-type: none">• Preview Surveys• Choosing the Right Survey• Additional Survey Questions• Writing Open-Ended Survey Questions• Protecting Patron Privacy• Survey Background• Academic Library Surveys• Public Libraries and the Sustainable Development Goals	<ul style="list-style-type: none">• Data Collection Roadmap• Data Collection Team• Building Internal Support• Survey Best Practices• How to Talk to Patrons• Following Up with Patrons• Informed Consent• Sample Size• Terminology List• Measuring Virtual Programs and Grab-and-Go Services
Data Analysis	Taking Action	From the Field
<ul style="list-style-type: none">• Analyzing Qualitative Data• Analyzing Quantitative Data• Visualizing Data• Maximize Your Results• Framing Survey Results	<ul style="list-style-type: none">• Good Practices for Communicating Data• Creating a Message Framework• Advocacy Tips• Advocacy Resources	<ul style="list-style-type: none">• On-Demand Webinars• Case Studies• Outcome Measurement Guidelines• Impact Measurement Beyond Outcomes• Speaker Wall of Fame• Meet the Task Force• Feedback Form• Training Opportunities

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

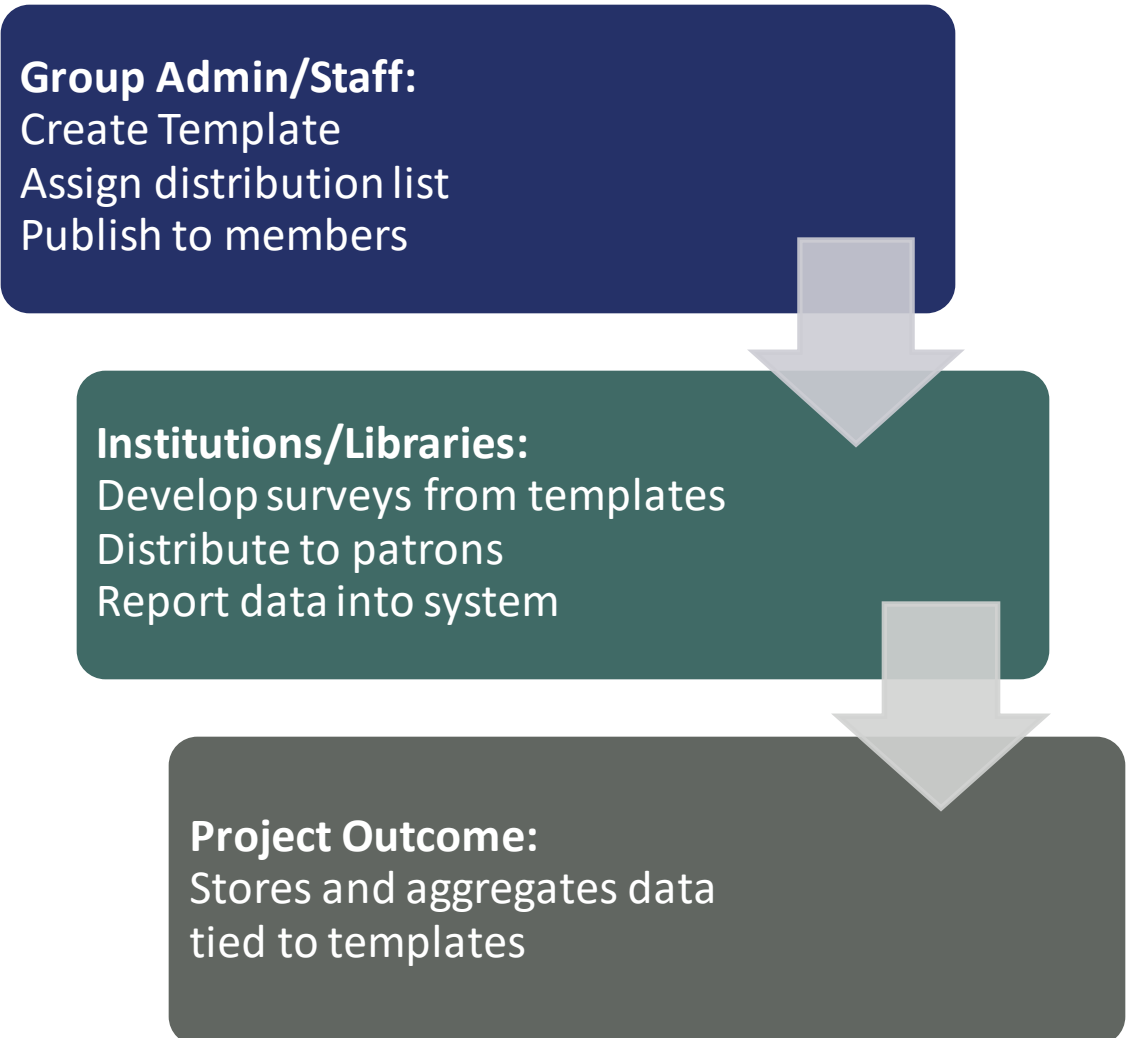
- Create surveys, templates, and reports
 - Group admins can view **all** Project Outcome data from the group's members
 - *Groups are responsible for having permission from their members*
- * State accounts are full access.

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



```
graph TD; A["Group Admin/Staff:  
Create Template  
Assign distribution list  
Publish to members"] --> B["Institutions/Libraries:  
Develop surveys from templates  
Distribute to patrons  
Report data into system"]; B --> C["Project Outcome:  
Stores and aggregates data  
tied to templates"];
```

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

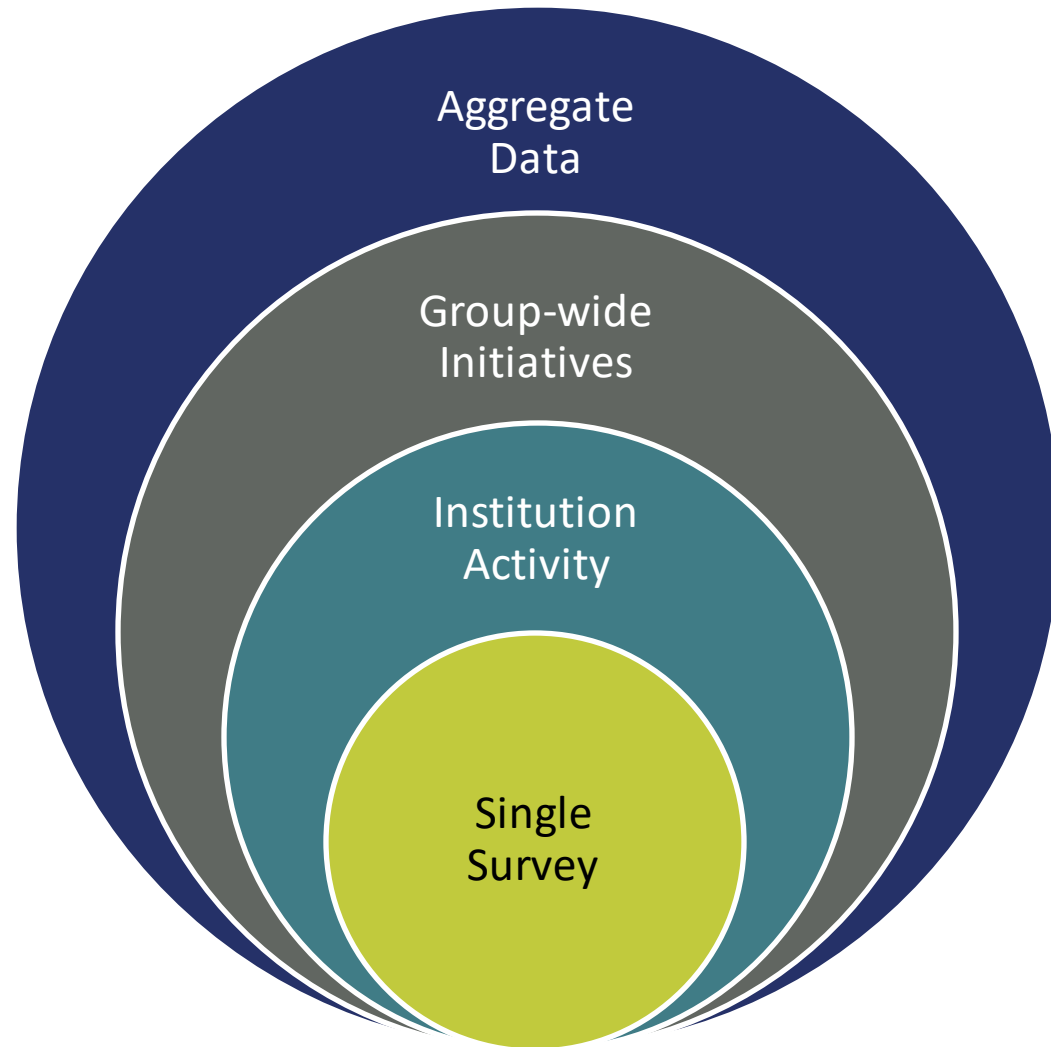
Survey Source

[Create New Survey](#) [Copy Existing Survey](#) [Create Template](#)

Destination Library

Name	FSCS Key	State	Select
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
American Fork City Library	UT0057	Utah	<input type="checkbox"/>
Beaver Public Library	UT0002	Utah	<input type="checkbox"/>
Box Elder County Bookmobile Library	UT0005	Utah	<input type="checkbox"/>
Brigham City Library	UT0006	Utah	<input type="checkbox"/>
Cache County Bookmobile Library	UT0009	Utah	<input type="checkbox"/>
Carbon County Bookmobile Library	UT0015	Utah	<input type="checkbox"/>

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

PREVIEW YOUR REPORT

Selected criteria:
DigitalLearn, Digital Learning, Immediate, Digital Literacy PLA Incentive Cohort

01/07

This is a preview of your report based on the criteria selected.

If something looks incorrect, you may go back and edit.

[Edit Report Criteria](#)

If all looks good, hit confirm and you will be able to print your report. Once confirmed, your criteria for this specific report will be saved for a future run.

[Confirm & Print](#)

To save report as PDF, please click the Print button and select "Microsoft Print to PDF" or "Save as PDF" as your printer. Click on the button below for more details.

[PDF & Printing Instructions](#)

[Custom Pages](#)
Add and remove new

DigitalLearn

Survey Results and Community Implications

REPORT INFORMATION

Topic: Digital Learning
Initiative: Digital Literacy PLA Incentive Cohort

DIGITALLEARN SURVEY WORK

DigitalLearn staff distributed surveys to program participants to collect data and insights about how their digital learning services and programs are supporting community needs. DigitalLearn surveyed patrons using the Project Outcome Digital Learning Survey, which measures the impact of services designed to access technology, build technology-related skills and confidence, and make beneficial use of digital resources to meet community needs. A total of 2565 survey responses were collected.

Results

A total of 2565 survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:

- 93% felt more knowledgeable about using digital resources
- 94% intend to apply what they learned
- 91% felt more confident when using digital resources
- 93% were more aware of resources and services provided by the library

The full results of the survey(s) are shown below. (Note that due to rounding, percentages may not add up to 100%)


	Agree	Strongly Agree
Knowledge	44%	49%
Confidence	48%	43%
Application / New Skills	38%	56%
Awareness of Resources	39%	54%

SCORING: Strongly Disagree Disagree Neither Agree Strongly Agree

	Selected Criteria Average	Digital Learning Topic Averages		
	Group	Group	National	Total
Knowledge	4.4	4.4	4.5	4.5

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>
 - 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

QUESTIONS?

Please type in the chat box!

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

Project Outcome for Public Libraries email:
info@projectoutcome.org



Benchmark: Library Metrics and Trends

librarybenchmark.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



LIBRARY METRICS AND TRENDS

The newest tool for data-driven planning
and advocacy in libraries

librarybenchmark.org



Benchmark Access: Group Member Libraries

LIBRARIES have access to:	Free Access	Subscription
Annual surveys and past survey responses		

Why Benchmark?

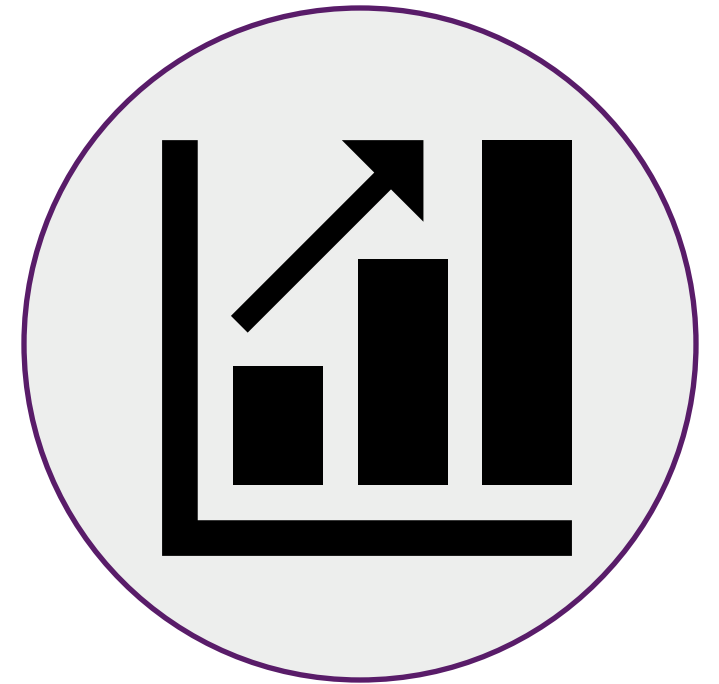
Performance



Value

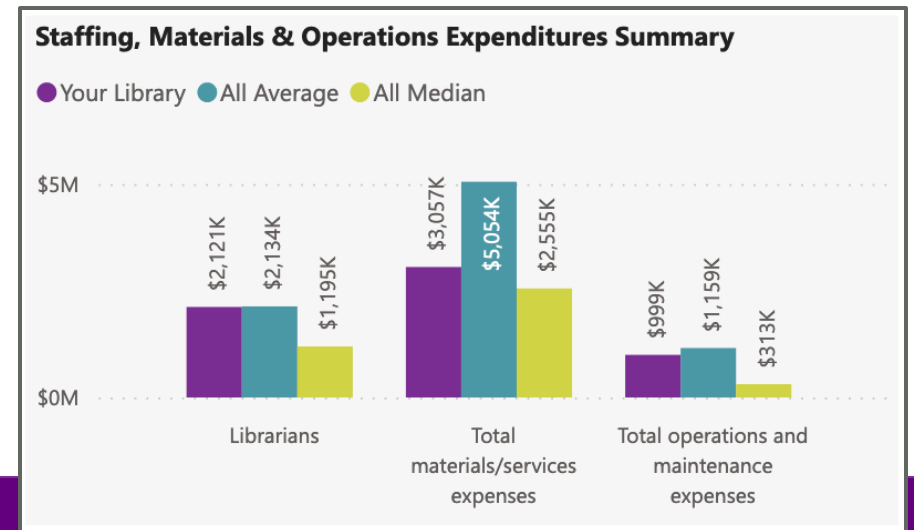
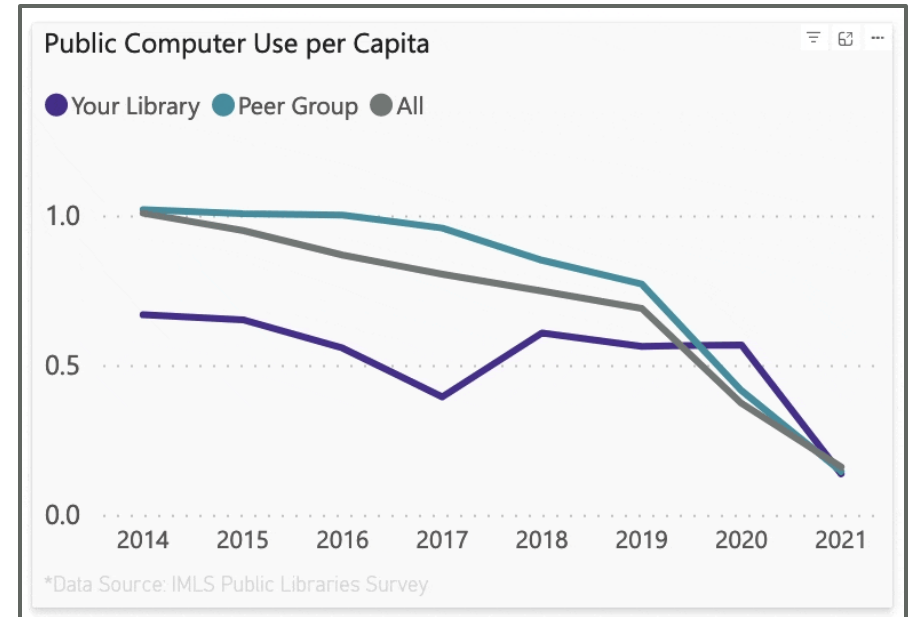


Impact



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*)

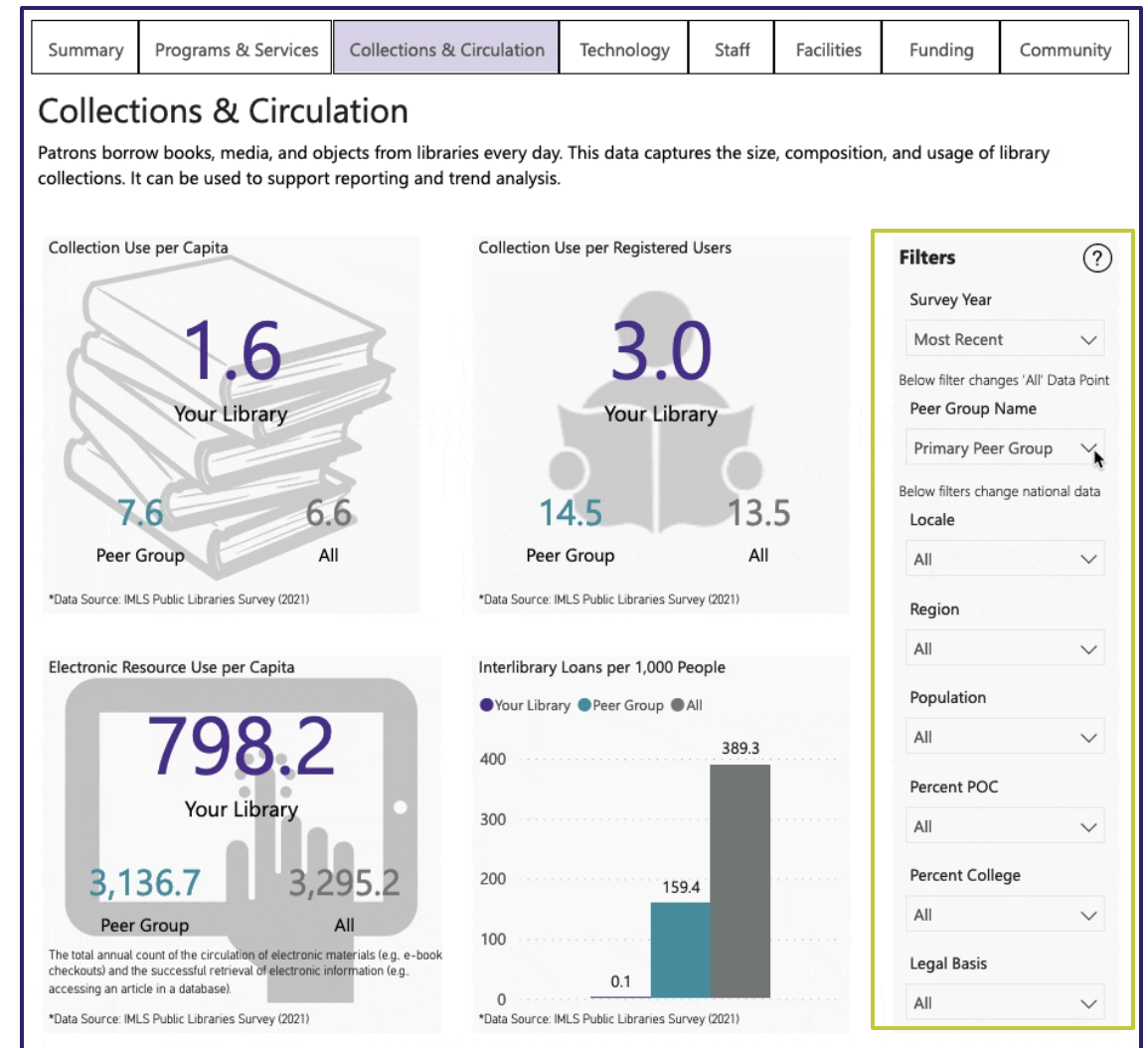


View any chart as a table or export the data

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.

The screenshot shows the 'Peer Groups' management page on the Public Library Association website. The page includes a navigation bar with links for Home, Surveys, Resources, Peer Groups, Manage Library, Survey Metrics Dashboard, and Custom Report. The main content area features a 'Peer Groups' section with a dropdown menu for 'Choose Peer Group List...', a 'New' button, and an 'Example' input field with a 'Create' button. Below this are several filter options: 'Filter by Locale', 'Filter by Region', 'Filter by Population', 'Filter by Legal Basis', 'Filter by %POC', and 'Filter by State', each with a dropdown arrow and a 'Reset' button. There is also a 'Select Libraries...' dropdown and an 'Add to List' button. A search bar is located on the right side of the page. The main table area is currently empty, displaying the message 'No matching records found' under the following column headers: Library, Branch, City, State/Province, and Country. The footer of the page contains the copyright notice '@ 2023 - Privacy Policy'.

More Information about Benchmark

Public Libraries

- PLA website:
<https://www.ala.org/pla/data/benchmark>
- Video tutorials:
<https://vimeo.com/showcase/10468218>
- Benchmark 101 webinar recording:
<https://www.ala.org/pla/education/onlinelearning/webinars/ondemand/benchmark101>

Academic Libraries

- ACRL website:
<https://www.ala.org/acrl/proftools/benchmark>

Benchmark Group Admin Accounts



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.

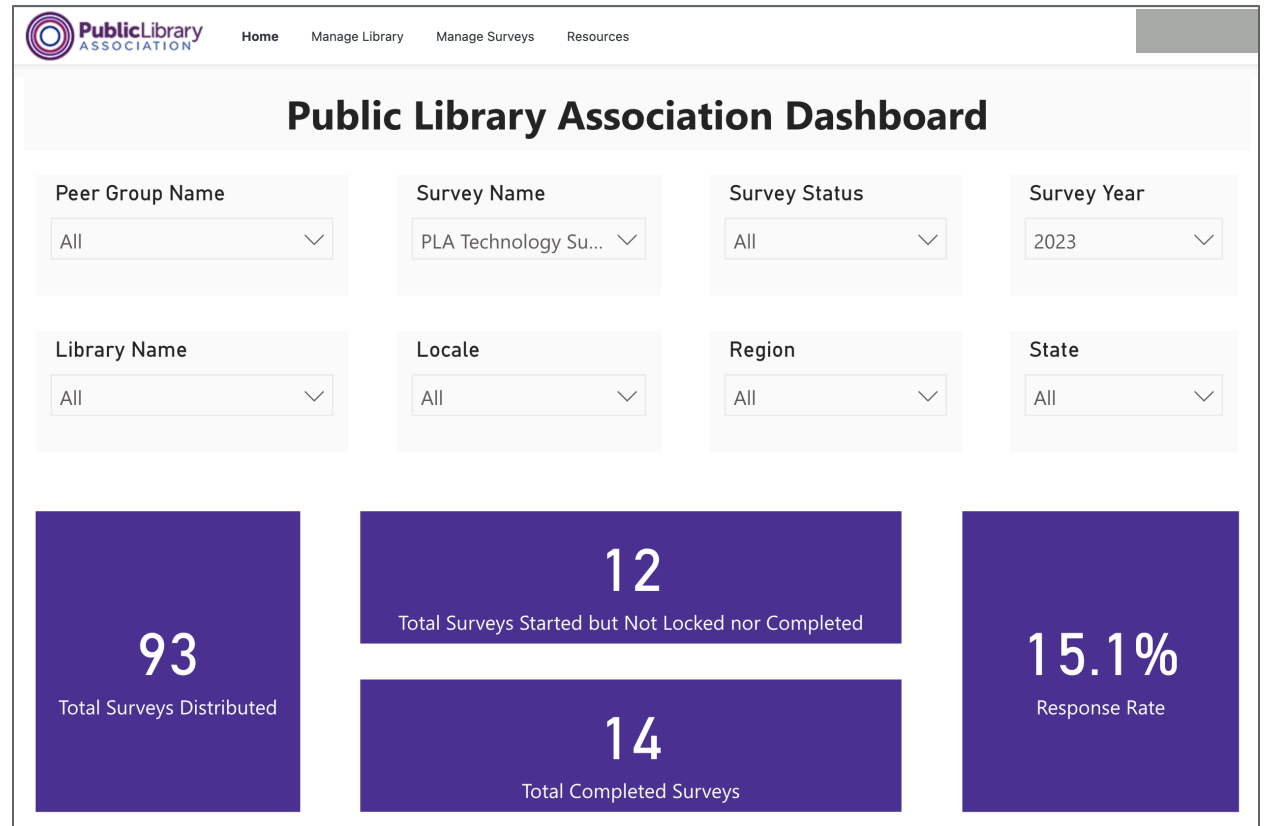


Subscription cost: \$3,000/year for up to 10 member libraries and \$200 for each additional library.
Get 10% off with an ALA organizational membership.

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

The screenshot shows the 'Manage Surveys' page for a single library. The navigation bar includes 'PublicLibrary ASSOCIATION', 'Home', 'Manage Library', 'Manage Surveys', and 'Resources'. The main heading is 'Manage Surveys'. Below it are filters for 'Survey Name' (PLA Services Survey), 'Survey Year' (2022), 'Status' (Select), and 'Institutions' (PUBLIC LIBRA). An 'Export Surveys' button is visible. A search bar is present. The table below has columns: Year, Survey Name, Institution Name, Deadline, Status, and Edit Responses. One row is shown for 2022, PLA Services Survey, PUBLIC LIBRARY, with a status of 'Closed' and an 'Edit Responses' link icon. The footer indicates 'Showing 1 to 1 of 1 rows'.

Year	Survey Name	Institution Name	Deadline	Status	Edit Responses
2022	PLA Services Survey	PUBLIC LIBRARY		Closed	

Export responses for all member libraries/institutions

The screenshot shows the 'Manage Surveys' page for all member libraries. The navigation bar is the same. The main heading is 'Manage Surveys'. Below it are filters for 'Survey Name' (PLA Services Survey), 'Survey Year' (2022), 'Status' (Select), and 'Institutions' (Select). An 'Export Surveys' button is highlighted with a red box. A search bar is present. The table below has columns: Year, Survey Name, Institution Name, Deadline, and Status. It shows 10 rows of data for 2022, all with 'Closed' status. The 'Institution Name' column is redacted with a grey box. The footer indicates 'Showing 1 to 10 of 93 rows' and '10 rows per page'.

Year	Survey Name	Institution Name	Deadline	Status
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed
2022	PLA Services Survey			Closed

** 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:
 - 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)
 - 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!

