



PublicLibrary
ASSOCIATION



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



Capturing Library Contributions to the Sustainable Development Goals with Project Outcome

April 5, 2023

Speakers



Carissa Hansen

Library Consultant



John Szabo

City Librarian
Los Angeles Public
Library



Daniela Skokovic

Library Advisor
Požega Public Library,
Serbia



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Project Manager,
Data and Research
PLA



Project Outcome and the SDGs

Project Outcome

It's FREE!



[About Us](#) [Annual Report](#) [Sign Up](#) [Log In](#) [Peer Discussion](#)

[Select Language](#) ▼

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

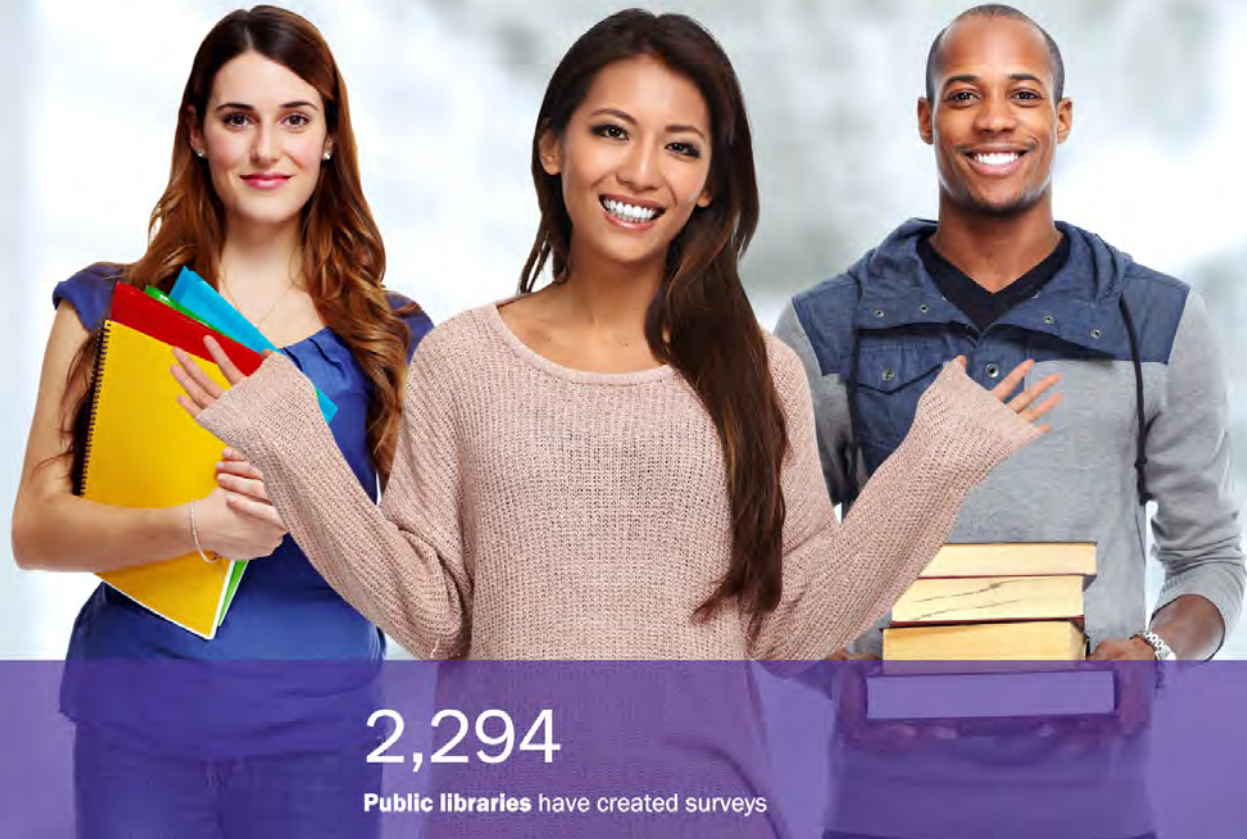
Outcome Measurement Made Easy

for Public Libraries

Resources and Tools to Create Surveys and Analyze Outcome Data

Public Libraries Sign Up

Academic Libraries Sign Up



394,255

Responses collected through **public library surveys**

2,294

Public libraries have created surveys

Project Outcome Toolkit

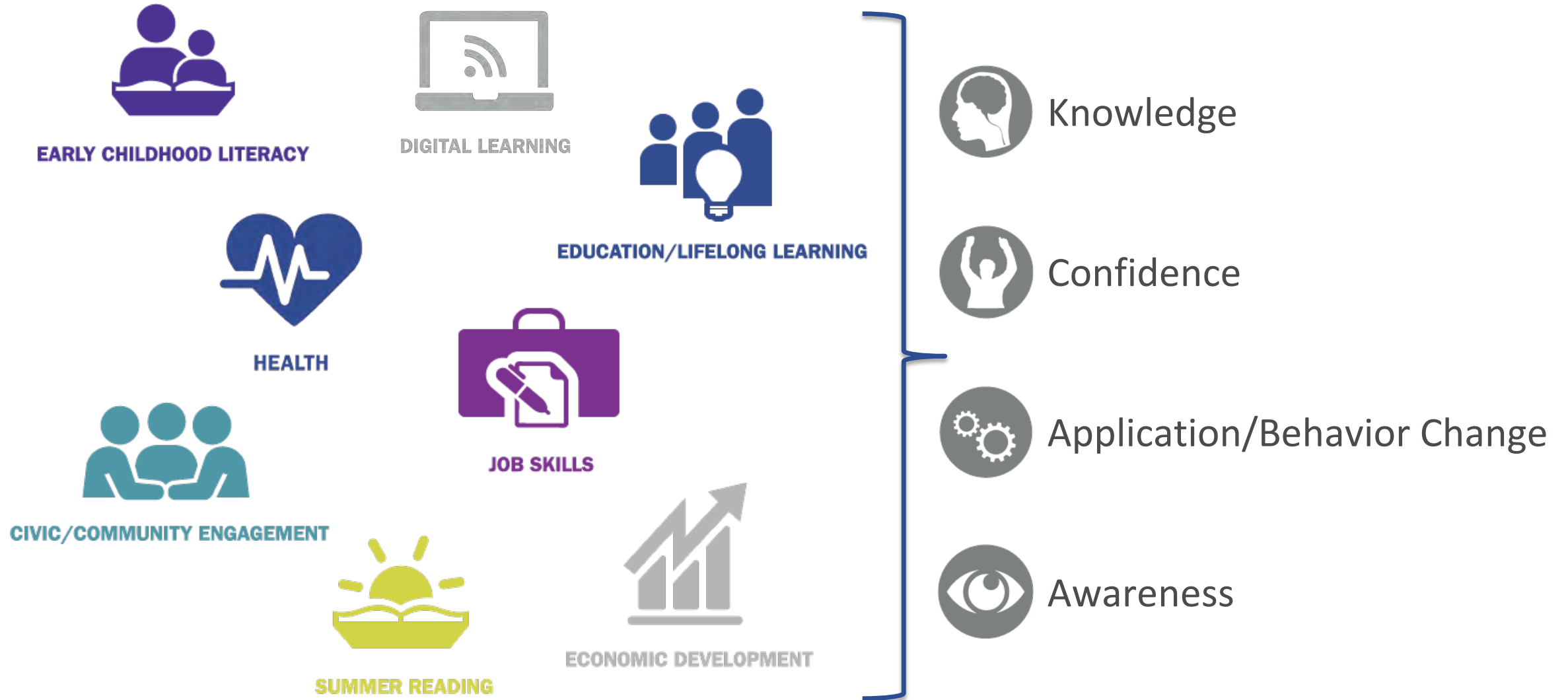
- Quick and simple surveys
- Easy-to-use survey management portal
- Ready-made and customizable data reports
- Interactive data dashboards
- Benchmarks
- Resources and training
- Peer discussion board

Why? Use evidence for improvements, strategic planning, and advocacy

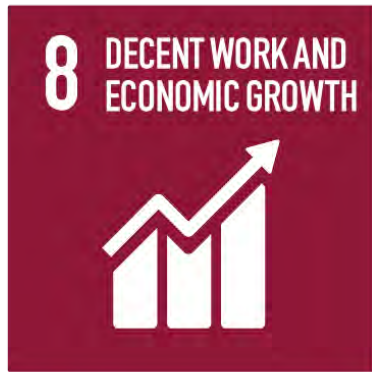


Survey Topics

Outcomes



All surveys come in both an **immediate** and **follow-up** format



Incorporating the SDGs in Project Outcome

- *How* to decide which SDG aligns with a library program/service?
- *What's missing?* Outcome measurement does not capture everything the library does
- *Why?* Community and global impact



Project Outcome Resources

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

- Project Outcome 101
- Tutorials
- What is Outcome Measurement?
- Outcome Measurement Process
- Outcome Measurement Continuum
- Successful Implementation
- Setting Goals for Outcome Measurement

Surveys

- 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

Data Collection

- 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

- Analyzing Qualitative Data
- Analyzing Quantitative Data
- Visualizing Data
- Maximize Your Results
- Framing Survey Results

Taking Action

- Good Practices for Communicating Data
- Creating a Message Framework
- Advocacy Tips
- Advocacy Resources

From the Field

- On-Demand Webinars
- Case Studies
- Outcome Measurement Guidelines
- Impact Measurement Beyond Outcomes
- Speaker Wall of Fame
- Meet the Task Force
- Feedback Form
- Training Opportunities

NEW: Public Libraries and the Sustainable Development Goals

Public Libraries and the UN Sustainable Development Goals



PLA Webinar – April 5, 2023

**John F. Szabo, City Librarian
Los Angeles Public Library**

SDGs: A Natural Fit for Public Libraries

Learning/Education

Equity

Workforce Development

Public Health

Arts & Culture

Immigrant Integration

Sustainability

Economic Development & Growth



SUSTAINABLE DEVELOPMENT GOALS

<p>1  No Poverty</p> <p>LAPL's Career Online High School enables adults to earn a free, accredited high school diploma, which can lead to higher paying jobs and a brighter future.</p>	<p>Libraries helping communities meet the</p> <h2>United Nations Sustainable Development Goals</h2>		<p>2  Zero Hunger</p> <p>LAPL partners with a local food bank to provide free lunch to children during the summer and provides information on food subsidy programs and resources to Angelenos.</p>	
<p>3  Good Health and Well-Being</p> <p>LAPL's partnerships with local agencies and organizations provide Angelenos with free dental and eye exams, eyeglasses, flu vaccines and access to health insurance.</p>	<p>4  Quality Education</p> <p>LAPL provides every student with a Student Success library card to access resources that will help them succeed in school, and empowers parents to get their children ready for kindergarten with crucial early literacy skills.</p>	<p>5  Gender Equality</p> <p>To actively encourage empowerment of girls, LAPL offers workshops on biodiversity, coding and more.</p>	<p>6  Clean Water and Sanitation</p> <p>LAPL installed drip irrigation systems and rain sensors on the past five landscape improvement projects on library properties.</p>	<p>7  Affordable and Clean Energy</p> <p>Seven LAPL branch libraries serve as venues for LADWP owned solar panels: Silver Lake, Sun Valley, Canoga Park, Lakeview Terrace, Ascol, Hyde Park and Exposition Park.</p>
<p>8  Decent Work and Economic Growth</p> <p>LAPL partners with local organizations, city departments and the Chamber of Commerce to offer virtual and one-on-one assistance to job seekers and small business owners.</p>	<p>9  Industry, Innovation and Infrastructure</p> <p>LAPL's makerspace, Octavia Lab, provides a source of innovation for the community to interact with cutting edge equipment. Staff and volunteers have used 3D printers to create face shields for frontline health care workers during the pandemic.</p>	<p>10  Reduced Inequalities</p> <p>Libraries are free for all and welcome everyone regardless of status. LAPL makes information and learning available and accessible to all and provides equal services. LAPL's New Americans Initiative makes all of its library locations gateways to citizenship.</p>	<p>11  Sustainable Cities and Communities</p> <p>LAPL is committed to building green and sustainable libraries and has constructed 5 LEED library buildings: Platinum-Lakeview Terrace and Silver Lake; Gold-Exposition Park and Sun Valley; and Certified-Harbor Gateway.</p>	<p>12  Responsible Consumption and Production</p> <p>As a City Department, the library plays a role in achieving the Mayor's LA Green New Deal and participates in the Sustainability pLAN.</p>
<p>13  Climate Action</p> <p>LAPL's Neighborhood Science program empowers "citizen scientists" to gather and share data for projects that monitor air and water quality, heat islands and cloud formations.</p>	<p>14  Life Below Water</p> <p>By offering hands-on opportunities, LAPL's Neighborhood Science programs help scientists/researchers map and classify coral reefs and uncover the history of Giant Kelp forests around the globe in an effort to better understand threatened ecosystems and develop effective preservation measures.</p>	<p>15  Life on Land</p> <p>Libraries provide data and research resources to promote sustainable ecosystems. LAPL partners with science organizations to track mosquito habitats and biodiversity trends.</p>	<p>16  Peace, Justice and Strong Institutions</p> <p>LAPL's Teens Leading Change program empowers teens to find solutions and effect change, addressing local issues ranging from teen homelessness to media illiteracy to pollution.</p>	<p>17  Partnerships for the Goals</p> <p>LAPL partners with organizations to extend our reach and impact, including NASA, the Environmental Protection Agency, International Rescue Committee, United States Citizenship and Immigration Services, Network of the National Library of Medicine, etc.</p>





Zero Hunger

LAPL partners with a local food bank to provide free lunch to children during the summer and provides information on food subsidy programs and resources to Angelenos.



Good Health and Well-being

LAPL's partnerships with local agencies and organizations provide Angelenos with free dental and eye exams, eyeglasses, flu vaccines and access to health insurance.





Quality Education

LAPL provides every student with a Student Success library card to access resources that will help them succeed in school, and empowers parents to get their children ready for kindergarten with crucial early literacy skills.

Reduced Inequalities

Libraries are free and accessible to all.

LAPL's New Americans Initiative makes all of our libraries gateways to citizenship, while also providing tenant and worker rights support.



Clean Water and Sanitation

LAPL installed drought-resistant landscapes, drip irrigation systems and rain sensors on five library properties.





Climate Action

LAPL's Neighborhood Science program empowers "citizen scientists" to gather and share data for projects that monitor air and water quality, heat islands and cloud formations.



Incorporate SDGs into Strategic Plans







@lapubliclibrar

y



 YouTube



THE GLOBAL GOALS

SDG BOOK CLUB

GREEN LIBRARY

Daniela Skoković

Pozega Public Library
Serbia

Share - Inspire - Create



- How to explain SDGs to all citizens – involving children and young people
- Share ideas and inspire others
- Interaction with visitors/visibility

Be inspired – be creative!

- On the main square in our town we organized public presentation of all 17 goals to pay attention on importance of SDGs for local community
- Children and YA made displays of their creative works and interacted with citizens in open conversations (bilingual picturebooks from Germany)
- We call other participants and visitors to share their ideas about each of the goals by writing and drawing on big size paper displays





What is the SDG Book Club?


Organizers and the selection committee:

- The International Publishers Association (IPA)
- The International Federation of Library Associations and Institutions (IFLA)
- The International Board on Books for Young People (IBBY)
- The European & International Booksellers Federation (EIBF)
- The Bologna Children's Book Fair (BCBF)

UN SDG Book Club

www.un.org/sustainabledevelopment/sdgbookclub/

Welcome to the United Nations العربي 中文 English Français Русский Español

 **SUSTAINABLE DEVELOPMENT GOALS** [A-Z Site Index](#)

Home About Campaigns Goals Take Action Partnerships News And Media Learn More

SDG Book Club



GOAL 13 CLIMATE ACTION

Take urgent action to combat climate change and its impacts

Join the #GlobalGoals movement!

The #SDGBookClub helps children learn about the Sustainable Development Goals.

THE 17 GOALS

1 NO POVERTY 	2 ZERO HUNGER 
3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 
5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 

SDG Book Club Serbia

- An initiative by Pozega Public Library and Gymnasium “Saint Sava” in Serbia - “SDG Book Club Serbia” for high school students
- At the beginning they have been researching examples from literature and created a reading list of books dealing with topics of hunger and poverty
- Students work in groups of four to five, give their recommendations, read books and write brief summaries which they later translate into English and other foreign languages
- Teenagers create picture books about the SDGs and translate them in four languages
- All updates are published in open “SDG Book Club Serbia” groups on social media



Way forward...

The Green Library - The Seed Library - Permaculture

- Healthy food and meals for the young adults in schools – wellbeing and healthy lifestyle
- Organic microgreens – The Petnica Research Center (project)





If you have a garden and a library, you have everything you need.

Marcus Tullius Cicero



The gardens and insect hotels

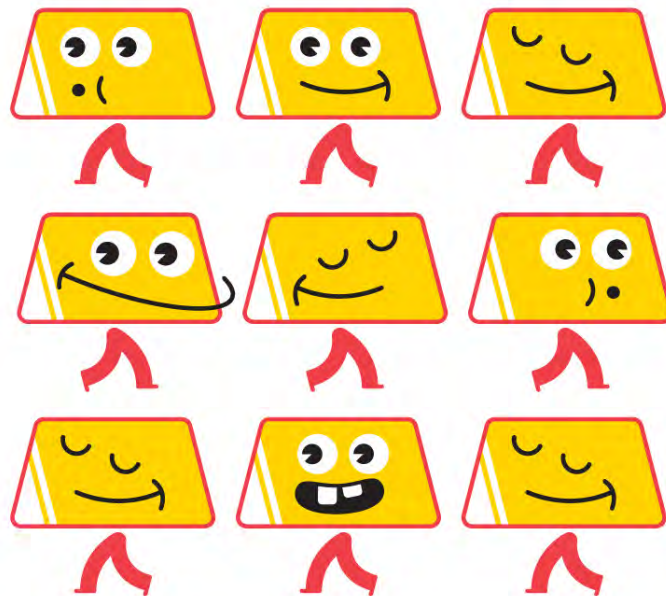


Let's move in library – The Storypath

- Walking and reading in an open space – group activity
- Digital tools – using QR codes

ЧИТАЈ
И ШЕТАЈ

30.09.2021.
у 12.00ч



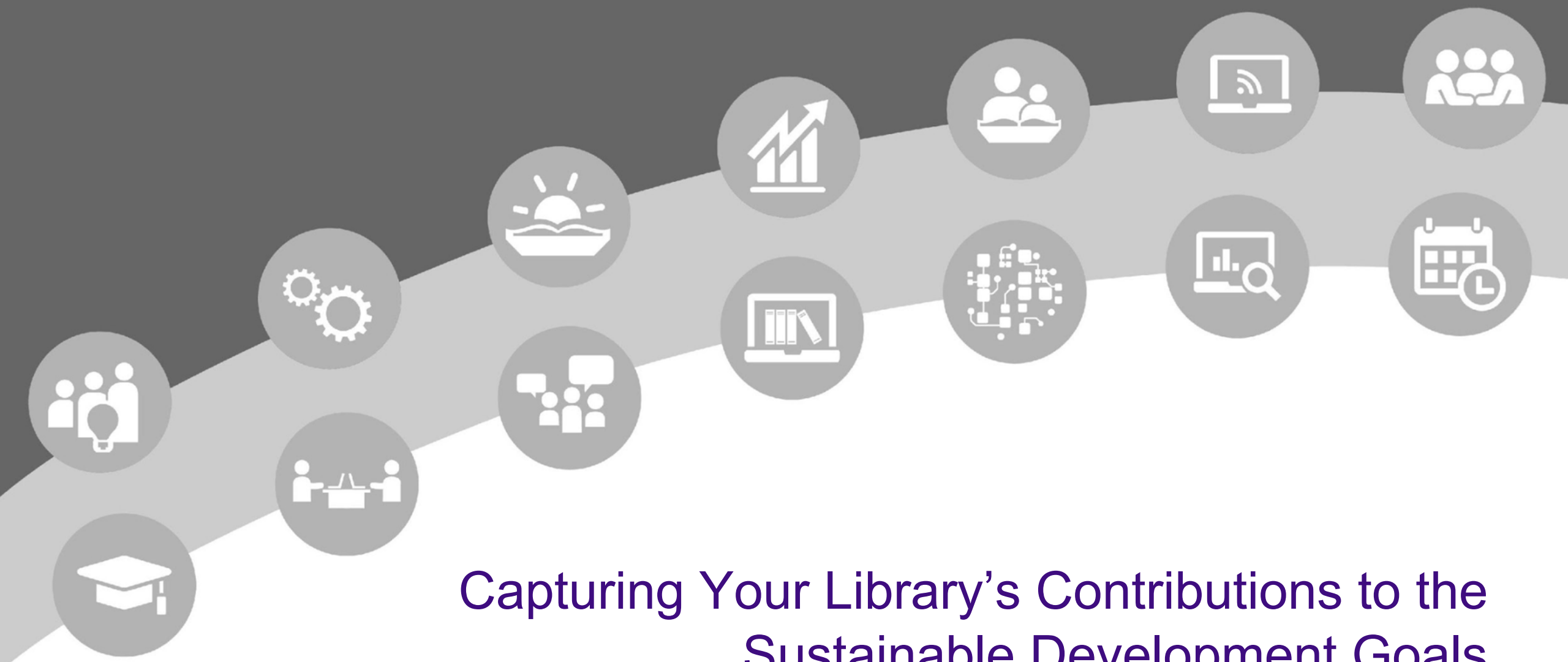
Sharing and networking





Thank you for your attention!

daniela.skokovic@gmail.com




Capturing Your Library's Contributions to the Sustainable Development Goals

Creating a Survey: 5 Simple Steps

1. Choose survey source, topic, and type
2. Enter **program information**
3. Enter survey details
4. Add custom questions (optional)
5. Administer survey!

Create New Education/Lifelong Learning Immediate Survey

1 Source, Topic & Type 2 **Program Information** 3 Survey Settings 4 Custom Questions 5 Administer Survey

 **ADD LOGO** ?

*Logo may be deleted after creating the survey.
File formats allowed: jpg, jpeg, png, gif
File size should be under 2 MB
Image size should be 300x300 px

Program Name ?
Creating a New Survey

Program Date ?
02/23/2023

Sustainable Development Goals ?
4: Quality Education ✕ 17: Partnerships for the Goals ✕

Location ?
Set Location for All Respondents
ALA Office

*Does this program align with an SDG?
Which one(s)?*

Tagging Past Surveys

SDGs - 03/09/2023
Health ? Immediate ?
Created by Test PLA at PLA Test Library

Status ? Active ▾

Attendance ? 0 [Update](#)

Responses ? 0 [Download](#) [Edit](#)

[Change Logo ?](#)
[Delete Logo](#)

File formats allowed: jpg, jpeg, png, gif
File size should be under 2 MB
Image size should be 300x300 px

Download Paper Survey: English ▾ [GO](#) [COPY SURVEY](#)

Online Survey Link: English ▾ [GO](#) [EMBED](#) [QR CODE](#) [GET REPORT](#)

[Edit Survey Details](#) [Enter Paper Responses](#)

Survey Name ?
SDGs - 03/09/2023

Program Name ?
SDGs

Program Date
03/09/2023 [Multi-day Program](#)

Sustainable Development Goals ?
Select one or more tags

Add tags to surveys you've already created via the survey detail page

Digital Learning: Program/Service Alignment



DIGITAL LEARNING



Definition: Services to access technology, build technology-related skills and confidence, and make beneficial use of digital resources and services to meet patron needs.

SDG alignment: Libraries help to bridge the digital divide in their communities by providing technology access and training. Programs/services include digital navigator programs that aim to improve employment outcomes and reduce poverty, technology skills courses (such as PLA's DigitalLearn), coding classes for girls to address gender equity, and maker spaces.

Health: Program/Service Alignment



HEALTH

Definition: Services to improve the health of patrons and their families.



SDG alignment: Libraries play a key role in providing access to reliable health information, developing health literacy, and supporting individuals and families in accessing healthcare and insurance. This role is particularly essential for members of vulnerable or historically marginalized groups, including new immigrants, the un- or under-employed, and people experiencing homelessness.

Summer Reading: Program/Service Alignment



SUMMER READING

Definition: Services to provide fun, engaging, and continuous reading opportunities throughout the summer and limit learning gaps for school-aged children.



SDG alignment: Summer reading programs primarily support education and literacy by encouraging reading confidence. Many libraries also work to address



inequalities by ensuring that these programs reach low-access communities and populations.

PDF / paper survey

Please take a few minutes for this brief survey and let us know if, as a result of participating in the Cooking Class Demo program...

1. You learned something that is helpful

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

2. You feel more confident about what you just learned

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

3. You intend to apply what you just learned

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

4. You are more aware of resources and services provided by the library

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

5. What did you like most about the program?

6. What could the library do to better assist you in learning more?

Program Date: 11/24/2020

Location: Mobile Library

This survey is part of the Public Library Association's Project Outcome, a national initiative to help public libraries measure the impact of their programs and services, with funding from the Bill & Melinda Gates Foundation. For more information about the effort, please visit www.projectoutcome.org.



Page 1 of 1

Online survey



Please take a few minutes for this brief survey and let us know if, as a result of participating in the Cooking Class Demo program...

1. You learned something that is helpful

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

2. You feel more confident about what you just learned

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

3. You intend to apply what you just learned

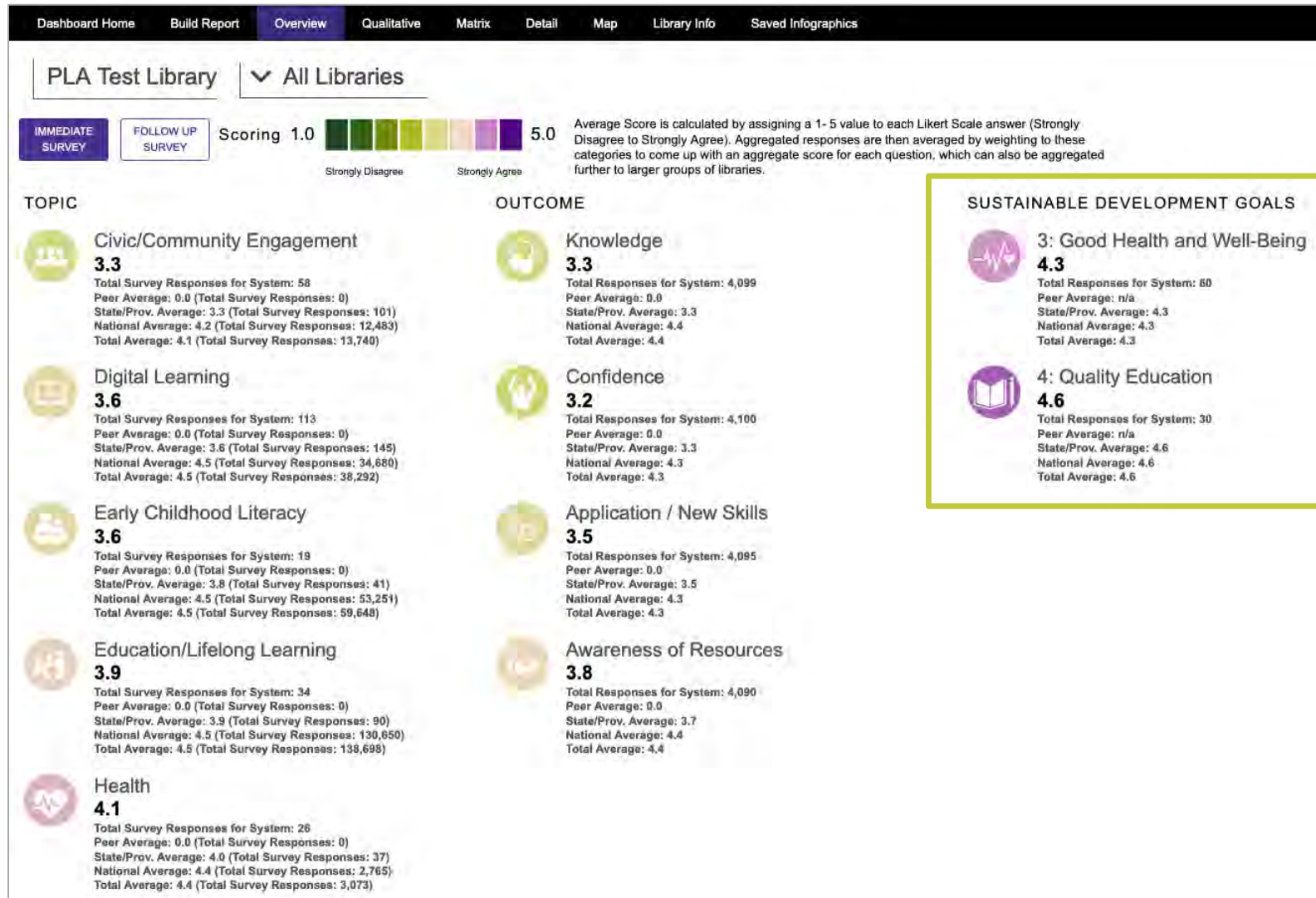
Strongly Disagree Disagree Neither Agree Strongly Agree N/A

4. You are more aware of resources and services provided by the library

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

5. What did you like most about the program?

Data Dashboards



Overview Dashboard

View survey results by SDG (for any surveys that have been tagged and have responses)

Resource

Public Libraries and the Sustainable Development Goals

Aligning Surveys with the UN Sustainable Development Goals

[← BACK TO RESOURCES](#)

As of March 2023, Project Outcome has a feature that allows libraries to tag surveys with one or more of the UN Sustainable Development Goals (SDGs). Use this resource to learn more about the goals, why they matter to public libraries, and how to use them when you measure the outcomes of your library programs and services.

On Wednesday, April 5, 2023 PLA will host a free webinar on using Project Outcome to track library contributions to the Sustainable Development Goals. [Learn more and register now to reserve your spot!](#)

Introduction: What Are the SDGs?

A 1987 [United Nations report](#) defined sustainable development as work that “meets the needs of the present without compromising the ability of future generations to meet their own needs.” Toward that end, in 2015 the UN member states adopted a set of 17 [Sustainable Development Goals](#) (SDGs) as part of the 2030 Agenda for Sustainable Development. The goals are a call for action, intended to drive economic, environmental, and social progress worldwide. While these are global goals, each country has to develop and implement strategies to address them. The UN has established [indicators](#) to track progress and other institutions, including the [WorldBank](#) and [Our World in Data](#) also measure and visualize relevant metrics.

 <p>1 NO POVERTY</p>	<p>1: No Poverty End Poverty in all its forms everywhere</p>	 <p>2 ZERO HUNGER</p>	<p>2: Zero Hunger End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>3: Good Health and Well-Being Ensure healthy lives and promote well-being for all at all ages</p>	 <p>4 QUALITY EDUCATION</p>	<p>4: Quality Education Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>

- What are the SDGs?
- Why do the SDGs matter to libraries?
- Using the SDGs at your library
- Measuring library contributions to the SDGs
- Additional resources

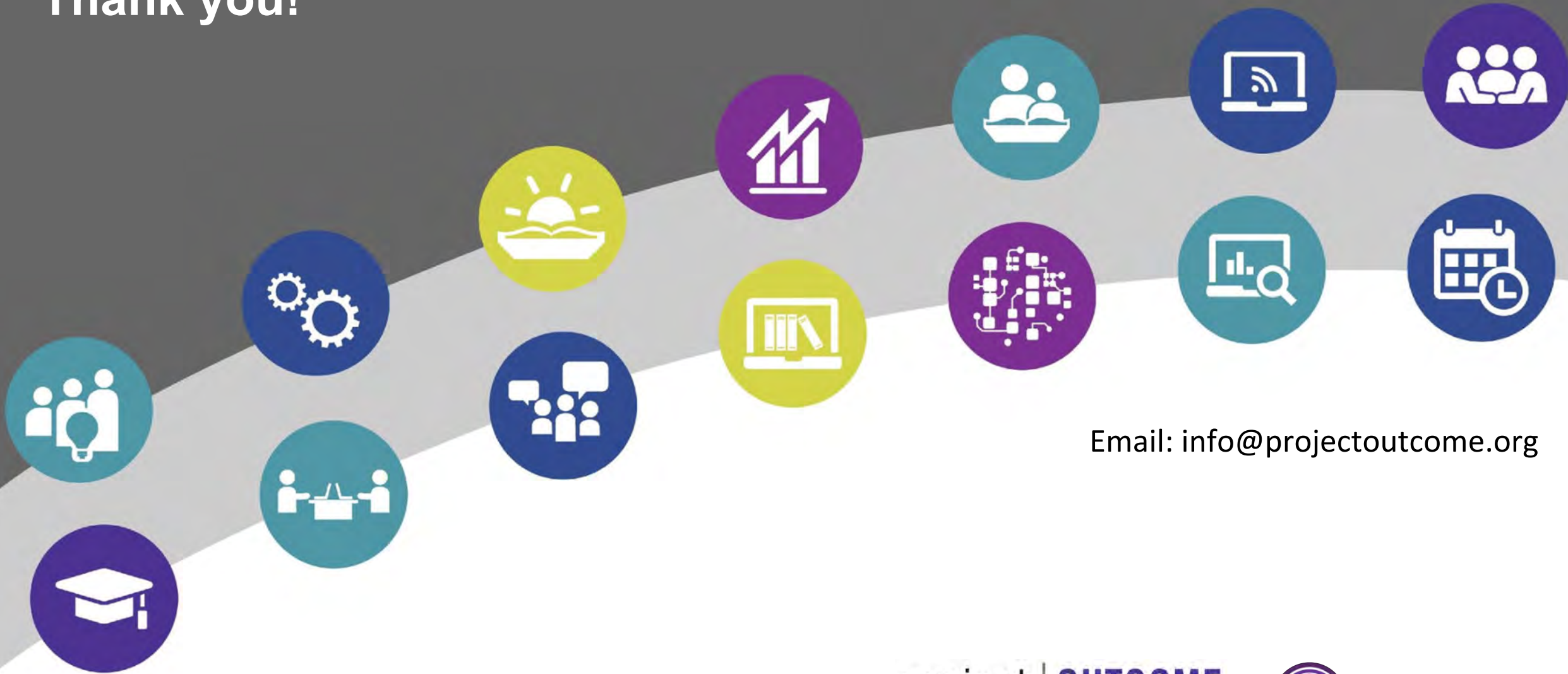
QUESTIONS?



Further questions after today?

Email PLA Project Outcome: info@projectoutcome.org

Thank you!



Email: info@projectoutcome.org