Agenda

- Welcome & Intro
- Why measure outcomes
- Project Outcome toolkit
- From-the-Field: Sacramento
- Measuring Libraries Illuminated
- Tips for Getting Started
- Q&A

Emily Plagman
Project Manager
Public Library Association
What kind of programming are you planning for Libraries Illuminated?

Please share in chat
Why Measure Outcomes
Demonstrating Library Value

**Needs Assessment**
- WHAT DOES OUR COMMUNITY NEED

**Outputs**
- HOW MUCH DID WE DO

**Patron Satisfaction**
- WHAT SHOULD WE DO BETTER

**Outcomes**
- WHAT GOOD DID WE DO
Measuring the Good We Do

Patron-reported changes/effects/impacts programs are having in/on...

- Knowledge
- Skills
- Attitudes
- Opinions
- Behaviors
- Actions
- Status
What kind of outcome data would help demonstrate the value of Libraries Illuminated?

- Learning gained about virtual reality
- Technology facilitates increased confidence about use of a new language
- Increased use of coding skills used for professional or school purposes
- Awareness of additional technology available at the library
But, How?

PLA’s got your back!
Project Outcome Goal

- Outcome measurement becomes “business as usual” for public libraries
  - Supply **standardized outcome measures** that any library can use and learn from
  - Provide **easy-to-use tools** for measuring
  - Offer **resources** to support implementation
  - Supply “from-the-field” **cases** to demonstrate usage and lessons learned
Project Outcome Toolkit
Project Outcome Toolkit

Access to:

- Standardized surveys
- Survey management tool
- Custom data reports
- Interactive data dashboards
- Resources & training
- From-the-field

It’s FREE!

www.ProjectOutcome.org
Toolkit: Standardized Outcome Measures

- Knowledge
- Confidence
- Behavior Change
- Awareness

What did patrons like most?
What can the library do to improve?

Please take a few minutes for this brief survey and let us know if, as a result of participating in the Education & Lifelong Learning 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?

Date: Location:
Toolkit: Custom Data Reports

Public Library Survey Results and Community Implications

Report Information
Topic: Digital Learning
Programs: See full list on page 2
Date Range: None

Overview
Wherever public libraries are working, positive opportunities for anyone who enters — putting evidence of this every day — what they are doing to demonstrate the good they are doing and the Year in Review 2016 Annual Report sites have had some kind of positive impact on their lives. These programs and services are what they suggested improvement for the library is needed.

Public Library Survey Work
Public Library staff distributed surveys to programs and programs are supporting community needs which measures the impact of services designed for beneficial use of digital resources to meet different needs.

Results
A total of 17 survey responses were collected. Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 75% felt more knowledgeable about using digital resources
- 74% intend to apply what they learned
- 60% felt more confident when using digital resources
- 85% were more aware of applicable resources and services provided by the library

The full results of the survey(s) are shown below.

<table>
<thead>
<tr>
<th>Library</th>
<th>State</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>Φ</td>
<td></td>
</tr>
<tr>
<td>Confidence</td>
<td>Φ</td>
<td></td>
</tr>
<tr>
<td>Application/New Skills</td>
<td>Φ</td>
<td></td>
</tr>
<tr>
<td>Awareness of Resources</td>
<td>Φ</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State</td>
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</tr>
<tr>
<td>National</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A total of 17 survey responses were collected across 3 surveys. The list of programs surveyed are shown in the table below:

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Survey Name</th>
<th>Attendance</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computing in Practice Series - 3/23/2016</td>
<td>Computing in Practice Series - 03/23/2016</td>
<td>6</td>
<td>83.30%</td>
</tr>
<tr>
<td>Computing in Practice Series - 4/20/2016</td>
<td>Computing in Practice Series - 04/20/2016</td>
<td>9</td>
<td>66.70%</td>
</tr>
<tr>
<td>Computing in Practice Series - 4/27/2016</td>
<td>Computing in Practice Series - 04/27/2016</td>
<td>6</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Toolkit: Data Dashboards

Overview

- Digital Learning (3.5)
  - Total Survey Responses for System: 15
  - State Average: 3.5
  - National Average: 4.5

- Early Childhood Literacy (4.1)
  - Total Survey Responses for System: 2
  - State Average: 4.1
  - National Average: 4.6

- Economic Development (3.5)
  - Total Survey Responses for System: 1
  - State Average: 3.5
  - National Average: 4.5

- Education/Lifelong Learning (4.1)
  - Total Survey Responses for System: 4
  - State Average: 4.1
  - National Average: 4.5

- Awareness of Resources (3.4)
  - Total Survey Responses for System: 1
  - State Average: 3.4
  - National Average: 4.5

Matrix

- Average Score Matrix

<table>
<thead>
<tr>
<th>Topic</th>
<th>Increased Knowledge</th>
<th>Increased Confidence</th>
<th>Application of Skills</th>
<th>Awareness of Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Literacy Engagement</td>
<td>2.6</td>
<td></td>
<td></td>
<td>3.9</td>
</tr>
<tr>
<td>Career Planning</td>
<td>3.9</td>
<td></td>
<td></td>
<td>3.8</td>
</tr>
<tr>
<td>Early Childhood Literacy</td>
<td>3.8</td>
<td></td>
<td></td>
<td>2.8</td>
</tr>
<tr>
<td>Job Skills</td>
<td>4.3</td>
<td></td>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td>Summer Reading College</td>
<td>4.0</td>
<td></td>
<td></td>
<td>3.1</td>
</tr>
<tr>
<td>Summer Reading Non-Col</td>
<td>3.4</td>
<td></td>
<td></td>
<td>3.6</td>
</tr>
<tr>
<td>Average</td>
<td>3.1</td>
<td>3.4</td>
<td>3.6</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Detail

- Responses by Service or Program Type and Domain

<table>
<thead>
<tr>
<th>Digital Learning</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LEAST KNOWLEDGE</td>
</tr>
<tr>
<td>You feel more knowledgeable about using digital...</td>
<td>3.3</td>
</tr>
<tr>
<td>You feel more confident when using digital resource...</td>
<td>3.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Early Childhood Literacy</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>You learned something that you can share with...</td>
<td>4.0</td>
</tr>
<tr>
<td>You feel more confident to help your child learn...</td>
<td>4.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Skills</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>You will spend more time interacting with your...</td>
<td>4.5</td>
</tr>
<tr>
<td>You are more aware of applicable resources and...</td>
<td>4.0</td>
</tr>
</tbody>
</table>
Toolkit: Resources

- Getting Started
- Surveys
- Data Collection
- Data Analysis
- Taking Action
- Outcome Measurement Guidelines

www.ProjectOutcome.org
Toolkit: From-the-Field

On-Demand Webinars
Webinars to help you make the most of Project Outcome!

Speaker Wall of Fame
Become a Project Outcome Champion!

Case Studies
Project Outcome data results in action

Using Project Outcome with Summer Library Programs to Track Impact Across Time and Strengthen Championship
Appleton Public Library, Wisconsin, first experimented the value of measuring outcomes through their ongoing use of the Impact Survey. Leadership viewed Project Outcome as an opportunity to extend outcome measurement to their Summer Library Program and support program improvement and communicate with the library’s board. (Published: September 2017)

Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library
Dunnville Public Library (DPL), West Virginia is an important community anchor within the rural county it services. DPL has used Project Outcome surveys to better understand the impact of the library’s programs, and has developed new partnerships and designed new programs based on community input. (Published: September 2017)

Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship
Pima County Public Library, Arizona, uses Project Outcome surveys to assess the workshops, classes, trainings, and drop-in sessions they provide in the areas of business development, job skills, and digital literacy. (Published: September 2017)

Using Project Outcome with Storytime and Teen Programs to Improve Programming and Better Meet Community Needs
Plano Public Library, Texas, uses Project Outcome surveys with a wide range of programs and services so they can better meet the needs of their highly diverse community and strengthen outcomes for patrons. Servicing children, teens, and families is a core part of their programming, and a large part of the library’s system’s outcome measurement has focused on this population. (Published: September 2017)

Using Project Outcome with Digital Library Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership
Thomas Crane Public Library, Massachusetts, uses Project Outcome surveys to measure its impact and ensure that its programs are always improving and meeting the needs of an increasingly diverse community. (Published: September 2017)

Presentations
- ALA Midwinter News You Can Use: Public Library Association Project Outcome Overview (1/16/2016)
- ALA Annual: PLA Performance Measurement Update (6/21/2016)
- PLA Power of Performance (4/7/2016)
- ALA Midwinter News You Can Use: Public Library Association Project Outcome Overview (1/15/2016)
- Project Outcome: An Integral Part of the Planning Process (12/10/2015)
- International City/County Management Association
Toolkit: Becoming Business-as-Usual

Toolkit supports progression from registration to sustained outcome data collection & use

1. **Registration**
   - 4496 individuals
   - 2156 libraries

2. **Outcome Data Collection**
   - In the past six months...
     - 79% of participating libraries measured outcomes with any tool
     - 49% measured outcomes of libraries with a Project Outcome survey or tool influenced by Project Outcome
     - 31% measured outcomes of libraries with a Project Outcome survey

3. **Use of Outcome Data**
   - 92% of libraries that measured outcomes used the data for one of the five measured purposes

4. **Sustained Collection & Use of Outcome Data**
   - 97% plan to continue measuring and using library outcome data in the future

   - This is based on 895 responding libraries
   - These are based on 704 responding libraries that measured outcomes
From the Field: Sacramento Public Library
Library Strategic Planning Approach
Understanding Outcomes

Questions to Answer:

- **What does our community need?**
- **How much did we do?**
- **What good did we do?**
- **What should we do better?**

- **Strategic Plan**
- **Monthly service measures**
- **Patron Surveys**
- **Patron Surveys**
• Job Coach In Service

• Survey Period:
  - September 1st - December 9th, 2016

• 14 Branches Offer Job Coach

• 16 Job Coaches
Job Skills Survey
Immediate Survey

SACRAMENTO PUBLIC LIBRARY

SURVEY INSTRUCTIONS
Thank you for taking a few minutes to complete this survey. Your responses help us understand the effectiveness of the program. You may be assured of complete confidentiality. The responses you provide will be reported only in summary. Feel free to write on the back page of this form. Once you have completed the survey please fold this form and place it in and seal the envelope. Please take the envelope to the service desk before you leave the library.

SURVEY QUESTIONS

- You feel more knowledgeable about the job search process
- You feel more confident about the job search process
- You will use what you learned today in the job search process
- You are more aware of applicable resources and services provided by the library

What did you like most about the program?

What could the library do to better assist you in your job search?
• Paper survey offered at completion of each job coach session

• Completely voluntary

• Completed survey placed in envelop addressed to Volunteer Services

• Envelop turned into service desk – not back to job coach
• 209 sessions conducted during the survey period

• 83 surveys returned – 38%
Survey Results: Quantitative

• 96% felt more knowledgeable about the job seeking process.

• 93% felt more confident about the job seeking process.

• 99% indicated they will use what they learned.

• 90% were more aware of library resources and services.
Survey Results: Qualitative

What did you like most about the program?

• It gave me more tips to help me build a resume.

• I learned a lot about how to be presentable at a job interview.

• The job coach was very knowledgeable, helpful and friendly.

• The program provides people seeking guidance for their future, a safe place where they can get help and advice without judgment.

• I have more confidence now.
Survey Results: Qualitative
What can the library do to better assist you?

• Offer more dates and times

• Post open library positions

• Host a job fair

• More literature on local jobs

• Provide additional technology training

• More opportunities to practice interviewing
Measuring Libraries Illuminated
Measuring Libraries Illuminated

What to measure?
- Libraries Illuminated programming

What not to measure?
- Collections, use of technology

Make it your own!
- Survey customization
Standardized Surveys Options

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

1. You learned something new that is helpful
2. You feel more confident about what you just learned
3. You intend to apply what you just learned
4. You are more aware of resources and services provided by the library

What did you like the most about the programs?

What could the library do to better assist you in learning more?
Program examples include:

- Coding
- Virtual Reality
- STEM-activities
- Computer/technology classes
- English literacy programming
- Job-training or skills
- Tutoring/mentoring
Begin program name with “LI:”
Example – “LI: Coding for Kids”
Measuring Libraries Illuminated

Create New Education/Lifelong Learning Immediate Survey

- ✓ Source, Topic & Type
- ✓ Program Information
- 3 Survey Settings
- 4 Custom Questions
- 5 Administer Survey

Survey Name  Not visible to respondents
LI: Coding for Kids - 04/23/2018

The information below will be displayed on your survey to respondents.

Custom Intro Message  Optional
This program aims to help build literacy skills

Custom Footer Message  Optional
Thanks! Your feedback will help the library improve and better serve our community.

Thank You Page URL  for online surveys only
Use Default URL  Example Thank You Page

Add your own custom intro & footer messages
Do you want to add questions to the standardized survey?

Yes ☐
No ☐

Your survey respondents will see default questions for *Education/Lifelong Learning*.

You may choose up to three additional questions to ask your respondents. If you would like to write your own question, please [read more about that choice](#).

7. Write your own question

```
What do you do with technology in the library? Research, find information, do homework, communicate with others, create things, play, learn
```

8. Write your own question

```
What other technology would you like to see in the library?
```

9. Select One
The library has the technology I need to do things.

The library has technology that I can’t access elsewhere.

I use technology in the library to... Checklist: Research, find information, do homework, communicate with others, create things, play, learn, other? Please check all that apply.

Other technology I would like to see in the library is... (Open)

The library is relevant to me.

I intend to return to the library.

California libraries have the technology to deliver information and services in the ways their communities expect and need.
Congratulations! Your survey is ready.

Please take a few minutes for this brief survey and let us know if, as a result of participating in the LI: Coding for Kids 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
Measuring Libraries Illuminated

LI: Coding for Kids - 04/23/2018
Created by Test PLA at Hogwarts Library

Here is where you will enter responses from your paper surveys. These data entry forms are for library use only. Use the URL below to submit multiple paper surveys at once. Use the Enter Responses Online button below to submit paper surveys one at a time.

Please Note: Surveys cannot be edited once responses are entered. Responses cannot be edited once they are submitted.

Need to enter your responses in bulk? Use the url below to submit multiple responses at once.

https://www.projectoutcome.org/responses/23215/input

Need to enter your responses individually? Click the button below to enter responses one at a time.

Enter Responses Online
Measuring Libraries Illuminated

DATA DASHBOARD: Hogwarts Library

Create custom reports on surveys, programs and more

Build Report

Overview

Matrix

Detail

Map

Library Info
Measuring Libraries Illuminated

Aggregate Libraries Illuminated results in report builder
Using Data to Take Action

95% Learned something new
  ➢ About using virtual reality technology

92% Increased their confidence
  ➢ Using ESL programming to learn English

87% Intend to use what they learned
  ➢ Application of coding for a job task

75% Are more aware of library resources
  ➢ Patrons are more aware of other technology-related programs
Using Data to Take Action

State-level staff:

▪ Aggregate data across all libraries
▪ To communicate the value of Libraries Illuminated
▪ Use data to advocate for new support
▪ Future program planning purposes
Tips for Getting Started
Tips for Libraries

Step 1: Identify Needs

Step 2: Measure Outcomes

Step 3: Review Results

Step 4: Take Action
Identify Needs

What do you hope to do with what you learn?

- Programming changes
- Communication/Advocacy
- Funding
- Strategic planning
- Partnerships
Measure Outcomes

Prepare ahead of time:
- Use paper survey
- Print survey ahead of time
- Anonymous drop box
- Explain the WHY
- Allow time for responses
Review Results

- Read through paper responses
- Recruit a volunteer to help with data entry
- A little bit of data can say a lot
Take Action

Target one key activity

- Programming changes
- Communication/Advocacy
- Funding
- Strategic planning
- Partnerships

Take Action!
Ready, Set, Measure!

- Register for FREE at www.projectoutcome.org
- Tutorial videos to help you get started
- Case studies to learn more about how libraries are using their data to take action
- Follow us on social media

#ProjectOutcome www.projectoutcome.org
Questions?