Welcome!

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Agenda

- What is an Outcome?
- Overview: Project Outcome
- Measuring Outcomes
- From the Field: Douglas County Libraries
- Project Outcome Tools
- Q&A
An outcome is a *specific benefit* that results from a library program or service designed to help patrons change their knowledge, skills, attitudes, behavior, or condition.
What is an Outcome?

Outcomes are generally expressed as changes individuals perceive in themselves.
What is an Outcome?

Outcomes can be quantitative or qualitative.
What is an Outcome?
What is an Outcome?

Outputs are NOT outcomes.

An output is a measure of the volume or performance of a library’s actions. Outputs are usually quantitative.
Examples of Outputs
Overview: Project Outcome

- Project Outcome initiated in January 2015

- A 3-year PLA project (2015-2018)

- Funded by the Bill & Melinda Gates Foundation

- Task Force supports development and testing of patron-facing surveys
Overview: Project Outcome

Providing simple tools for libraries to:

- Measure service-based outcomes
- Understand and aggregate findings
- Access tools and resources to help libraries take action
Overview: Project Outcome

WHAT DOES OUR COMMUNITY NEED

HOW MUCH DID WE DO

WHAT GOOD DID WE DO

WHAT SHOULD WE DO BETTER

Project Outcome
Overview: Project Outcome

Outcome Measurement Process

1. Identify Measurement Needs & Goals
2. Survey a Program
3. Understand and Analyze Results
4. Communicate Findings and/or Make Changes
Overview: Project Outcome

- Measure impact
- Improve services
- Support planning
- Manage resources
- Justify funding
Measuring Outcomes
Measuring Outcomes: Survey Development

Task Force created in July 2013

- Purpose: test and develop surveys
- Membership: public libraries, state libraries, and assessment researchers
- Piloted surveys late 2014
- Will continue to develop next level survey material
Measuring Outcomes: 7 Survey Areas

- Civic/Community Engagement
- Early Childhood Literacy
- Education/Lifelong Learning
- Economic Development
- Summer Reading
- Job Skills
- Digital Inclusion
Measuring Outcomes: Early Childhood Literacy

Please take a few minutes for this brief survey and let us know if, as a result of participating in the EARLY CHILDHOOD LITERACY program...

- You learned something that you can share with your children
- You feel more confident to help your children learn
- You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)
- 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 improve your children’s enjoyment of reading?

Date:
Time:
Location:
Measuring Outcomes: Early Childhood Literacy

Multiple choice questions measure:

- Learned something new
- Increased confidence
- Anticipated change in behavior
- Increased awareness
Open-ended questions measure

- General patron feedback
- Suggestions for improvement
From the Field
Douglas County Libraries
From the Field: Douglas County Libraries, CO
From the Field: Douglas County Libraries, CO

- Library district south of Denver, serving 308,000 people

- 7 branches with 4 participating in the field test

- Staff briefing via personal visits and email

- Volunteers administered paper surveys
From the Field: Douglas County Libraries, CO

- You want me to fill out a survey?!!

- Asking busy parents to complete at storytime

- Quick and easy

- Possible use of iPads
Early Childhood Literacy

- The only outcome we measured
- 4 libraries; 361 responses
- A volunteer entered the data into online interface
- Targeted audience so responses were extremely relevant
Online Tools
Project Outcome Tools

Project Outcome Website

Survey Portal

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

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. Project Outcome also provides public libraries with the resources, training and supportive online community needed 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.

Early Childhood Literacy

Project Outcome provides surveys that measure the changes in library patrons’ knowledge, skills, and interests in attending or participating in services designed to improve early literacy and learning skills, preparing them for school. Examples include: Storytime, Parenting/Child Development, or Every Child Ready to Read services.
Getting Started

Survey Portal
Visit the survey portal to access surveys, report and store your results.

Data Dashboard
Visit the data dashboard to analyze your survey results.

Successfully Implementing
Once you are ready to use Project Outcome, review these quick tips for planning and administering the surveys and understanding and using the results.
Getting Started

Survey Portal
Visit the survey portal to access surveys, report and store your results.

GO TO SURVEY PORTAL

Data Dashboard
Visit the data dashboard to analyze your survey results.

GO TO DATA DASHBOARD

Successfully Implementing
Once you are ready to use Project Outcome, review these quick tips for planning and administering the surveys and understanding and using the results.
Welcome to Project Outcome’s Impact Survey Page

Congratulations! You are ready to start using Project Outcome’s data portal, provided in partnership with Impact Survey! Here you will be able to create and/or access your...

PROFILE: Finalize and edit library-specific aspects of your user profile.
SURVEYS: Choose the service areas your library will measure, schedule and print or download your new surveys.
DATA: Enter survey responses into the data portal.
REPORTS: Access customized, two-page reports summarizing your library’s data results.

Before you can begin, you must complete your organization profile.

COMPLETE ORGANIZATION PROFILE

GO TO PROJECT OUTCOME

Survey Portal
Next Steps
What comes next?

- Attend next ARSL Session: “Project Outcome: Simple Tools to Measure our True Impact on the People we Serve”
- Visit our vendor booth for one-on-one enrollment assistance
Questions?

Thank you for attending!
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