Project Outcome: Simple Tools to Measure Our True Impact on the People We Serve

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Welcome!

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Project Outcome Task Force Member

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Project Manager
Project Outcome
Public Library Association
Agenda

- Overview: Project Outcome
- Project Outcome Website
- Survey Portal
- Data Dashboard
- 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.
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

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

Providing simple tools for libraries to:

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

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

- Review of Existing Programs & Services
- Library Input: PLDS Survey of Outcome Measurement
- Selection of 7 Survey Topics
  - Civic/Community Engagement
  - Digital Inclusion
  - Early Childhood Literacy
  - Economic Development
  - Education & Lifelong Learning
  - Job Skills
  - Summer Reading
Survey Development

• Pilot tested at 27 library locations

• Results:
  • Easy to distribute
  • Patrons could complete quickly
  • High response rates
Survey Example: 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:

EARLY CHILDHOOD LITERACY
Survey Example: Early Childhood Literacy

Multiple choice questions measure:

- Learned something new
- Increased confidence
- Anticipated change in behavior
- Increased awareness
Survey Example: Early Childhood Literacy

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
From the Field: Douglas County Libraries, CO

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
Project Outcome Website

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, attitude, behavior, or status after attending or participating in services designed to improve early literacy and learning skills, preparing children ages 0-5 for school. Examples include: Storytime, Parenting/Child Development, or Every Child Ready to Read services and programs.

What We Offer

Training

Project Outcome responds to what the field wants and needs by designing content to improve the way libraries do business – from allocating existing resources more efficiently to advocating for new resources more effectively.

Portal

Project Outcome provides seven simple surveys that public library staff can use to help them measure the outcomes of their library services. The data portal provides libraries the ability to access the surveys, report and store their results.

Data Dashboards

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

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Data Dashboards
Sign Up

What country do you work in?

Personal Information

First Name *

Last Name *

Title *

Email *(acts as your username)*

Phone *

Password *

Password confirmation

☐ Accept Terms Of Service

SIGN UP

Project Outcome Website
Readiness Assessment

This interactive Readiness Assessment will introduce you to Project Outcome and provide insights for leveraging this program.
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.
Survey Portal
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.

CATEGORIES
HOW TO NAVIGATE THE
DATA COLLECTION
HOW WE COMPARE
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
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COMPLETE ORGANIZATION PROFILE
Library profile

You will need to complete these forms before scheduling a new survey.

Library information
Basic information such as website, address, and logo

Library outlets
Name and address of all physical locations

Library resources and services
Operational information such as budget, services offered, population served

Update required for new survey
Update required for new survey
Update required for new survey

CONTINUE TO MY IMPACT DASHBOARD
Library information

Preferred Name *
Marion County Public Library System

Short Name

Acronym used for your library.

Address

Country *
United States

Address 1 *
2720 East Silver Springs Blvd.

Address 2

City *
Ocala

State *
Test

ZIP Code *
34470

Website

URL

Survey Portal
Library outlets

If you need to join more than one library account into a single system, please contact us to merge your accounts.

CREATE A NEW OUTLET  VIEW YOUR OUTLET SELECTION PAGE

Open Outlets

9 Open Outlets

<table>
<thead>
<tr>
<th>Title</th>
<th>Address</th>
<th>Edit</th>
<th>Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belleview Public Library</td>
<td>13145 SE Hwy 484 Belleview, ZZ 34420 United States</td>
<td>Edit</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Dunnellon Library</td>
<td>20351 Robinson Road Dunnellon, ZZ 34431 United States</td>
<td>Edit</td>
<td>CLOSE</td>
</tr>
<tr>
<td>Forest Public Library</td>
<td>905 S. Hwy 314a Ocklawaha, ZZ 32179 United States</td>
<td>Edit</td>
<td>CLOSE</td>
</tr>
</tbody>
</table>
## Library resources and services

*Please fill in all fields below. Do not use any commas.*

<table>
<thead>
<tr>
<th>Library resource and service</th>
<th>Current Value</th>
<th>IMLS Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of residents in the library's legal service area</td>
<td>331298</td>
<td>331,298</td>
</tr>
<tr>
<td>Number of library patron visits in the past year</td>
<td>1470237</td>
<td>1,470,237</td>
</tr>
<tr>
<td>Number of hours the library system was open during the past year</td>
<td>21755</td>
<td>21,755</td>
</tr>
<tr>
<td>Total operating income in the past year</td>
<td>7481759</td>
<td>$7,481,759</td>
</tr>
<tr>
<td>Total operational expenditures in the past year</td>
<td>7602941</td>
<td>$7,602,941</td>
</tr>
<tr>
<td>Total number of full-time equivalent paid staff</td>
<td>120.10</td>
<td>120.10</td>
</tr>
<tr>
<td>Total number of public access Internet terminals within the library system Include laptops, netbooks, and other mobile devices the library lends to patrons.</td>
<td>204</td>
<td>204</td>
</tr>
<tr>
<td>Number of public access Internet terminal uses in the past year</td>
<td>497643</td>
<td>497,643</td>
</tr>
</tbody>
</table>
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GO TO PROJECT OUTCOME
SCHEDULE NEW SURVEY
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GO TO PROJECT OUTCOME

SCHEDULE NEW SURVEY

Survey Portal
## Survey Fielding Dates

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Example</th>
<th>Fielding Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Day Event</td>
<td>Bards &amp; Brews</td>
<td>July 25- July 26</td>
</tr>
<tr>
<td>Series of Single Events</td>
<td>Resume Workshop</td>
<td>July 1-July 29</td>
</tr>
<tr>
<td>Long Term Program</td>
<td>Summer Reading</td>
<td>June 15- August 7</td>
</tr>
</tbody>
</table>
Survey Portal Reminders

- Complete organizational profile
- Schedule your survey based on program dates
- Promotion plan is a guide
- Enter survey data within 7 days of program end date
- Reports are available once data entry is complete
- Share the reports with your community
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
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Register

Associate your Project Outcome account with the Global Libraries Atlas.

We've automatically set up a Global Libraries Atlas account for you, based on your Project Outcome account. Please confirm your email below to accept access to the Global Libraries Atlas.

Email: projectoutcome@communityattributes.com

Register
Seattle Public Library has implemented all 7 surveys. To see data summarized by county or state, or a specific library in your system, use the Summary and Library controls on the navigation bar above.

Program Type:  
- 3.8 Civic Engagement  
- 4.5 Early Childhood Literacy  
- 4.6 Job Skills  
- 4.2 Economic Development  
- 4.5 Education / Lifelong Learning  
- 4.5 Digital Inclusion  
- 4.5 Summer Reading

Outcome:  
- 4.4 Confidence  
- 4.4 Awareness of Resources  
- 4.5 Knowledge  
- 4.4 New Skills / Application

Program Outcome Score:  
- 1. Strongly Disagree  
- 5. Strongly Agree

Program Outcome Score is calculated by assigning a 1-5 value to each Likert Scale answer (Strongly Agree to Strongly Disagree). Aggregated responses are then averaged by weighting to those categories to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries.
Interact with the matrix below to see scores cross-tabulated by Program Type and Outcome. Seattle Public Library has implemented all 7 surveys. To see data summarized by county or state, or a specific library in your system, use the Summary and Library controls on the navigation bar above.

Move your mouse around the chord diagram to visualize the relationships between Program Type and Outcome by Program Outcome Score.

The color of each chord represents the overall strength of each pairing, while the thickness of the chord at each end is based on the score of that particular Program Type or Outcome.

Look for skewed chords to identify pairs potentially worth further investigation (thick on one end and thin on the other). These uneven chords represent pairs where one side scored significantly different than the other.
The number of responses in each Likert category are displayed below for each specific survey question. Use the controls below to filter, order and group responses by available options. Click questions to see the open response answers corresponding with the corresponding surveys.

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>You feel more knowledgeable about the job seeking process</td>
<td>38%</td>
<td>59%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You feel more confident about the job seeking process</td>
<td>31%</td>
<td>63%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You will use what you learned today in the job search process</td>
<td>69%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You are more aware of applicable resources and services provided by the library</td>
<td>62%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You learned something that is helpful</td>
<td>23%</td>
<td>72%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You feel more confident about what you just learned</td>
<td>28%</td>
<td>65%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You intend to apply what you just learned</td>
<td>8%</td>
<td>25%</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>You are more aware of applicable resources and services provided by the library</td>
<td>26%</td>
<td>61%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You feel more confident to help your children learn</td>
<td>13%</td>
<td>38%</td>
<td>49%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What did you like most about the program?
- The teachers
- I like this program because I improve my english knowledge skills.
- Good teacher
- Job sites/questions answered
- The people are very helpful

What could the library do to improve?
- I think that the library is do everything better and we the students learning everyday more and more
- Longer classes
- More program like this
- Provide work source every day
What comes next?

- Enroll in Project Outcome:
  www.projectoutcome.org

- OR Visit our vendor booth for one-on-one enrollment assistance
What comes next?

- Register for upcoming webinars:
  - Effective Communication Strategies
    Thursday, October 8, 1:00PM CDT
  - Impact Survey Introduction
    Thursday, November 12, 1:00PM CDT
  - Using Survey Results to Meet Strategic Goals
    Thursday, December 10, 1:00PM CDT
Questions?

Thank you!