Outcome Measurement Made Easy: Capturing Impact Using Project Outcome

October 27, 2016
#ProjectOutcome
#ARSL2016
YOUR INDISPENSABLE ALLEY

Public libraries create possibility. PLA is the indispensable ally for the people who shape that possibility – the public library leaders and staff who invite anyone in to learn, do, and grow.
WHAT WE DO

- Membership
- Continuing Education
- Leadership Development
- PLA Conference
- Advocacy
- Tools, Resources, Publications
- Digital Literacy
  - DigitalLearn.org
- Family Engagement
  - Every Child Ready to Read
  - Partnership w/ Harvard Family Research Project
- Performance Measurement
  - Project Outcome
Today’s Speakers

Emily Plagman, Public Library Association

Steve Hammel, Valley City Barnes County Public Library
Agenda

- Measuring Impact
- Project Outcome Toolkit
- From the Field:
  - Valley City Barnes County
- Activity
- Announcements / Q&A
Project Outcome

- Quick & simple surveys
- Easy-to-use Survey Portal
- Ready-made data reports
- Visually interactive Data Dashboards
- Resources & training

It’s all FREE!
Measuring Impact

- Times have changed
- Intuition is not enough
- Attendance counts are not enough
- Anecdotes are not enough
Measuring Impact

Libraries are increasingly asked to measure **IMPACT**

Using evidence, not just anecdotes

*Project Outcome provides free, simple tools to measure your library’s true impact on the people you serve.*
Measuring Impact

How do you measure impact when:

- Library programs & services are unique
- Community needs are different
- Staff are busy
- Resources are limited
Measuring Impact

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 Impact

<table>
<thead>
<tr>
<th>Needs Assessment</th>
<th>Patron Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHAT DOES OUR COMMUNITY NEED</strong></td>
<td><strong>WHAT SHOULD WE DO BETTER</strong></td>
</tr>
<tr>
<td><strong>Outputs</strong></td>
<td><strong>Outcomes</strong></td>
</tr>
<tr>
<td><strong>HOW MUCH DID WE DO</strong></td>
<td><strong>WHAT GOOD DID WE DO</strong></td>
</tr>
</tbody>
</table>
What is an Outcome?

*Specific benefit* from a library program/service

Can be *quantitative* or *qualitative*

Expressed as *changes that individuals perceive*

Answers the question: *What good did we do?*
Measuring Impact

As a result of library programs and services, did library patrons:

+ **Learn** something new?
+ Gain **confidence**?
+ Change their **behavior**?
+ Gain **awareness** library resources?

= IMPACT
Measuring Impact in Practice

- **Program**: Weekly Storytime

- **Challenge**: Storytime is one of the library’s smallest programs, but library staff know how important it is to the families that attend

- **Solution**: Measure impact
# Measuring Impact In Practice

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Impact on Caregivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>Share learning with children</td>
</tr>
<tr>
<td>Confidence</td>
<td>Gain confidence helping children learn</td>
</tr>
<tr>
<td>Behavior Change</td>
<td>Spend more time learning with children</td>
</tr>
<tr>
<td>Awareness</td>
<td>Know about other library resources</td>
</tr>
</tbody>
</table>
Measuring Impact In Practice

As a result of attending Storytime...

95%
Agreed or Strongly Agreed

They learned something new they can share with their children
Measuring Impact in Practice

As a result of attending Storytime...

96%
Agreed or Strongly Agreed

They feel more confident about helping their children learn
Measuring Impact in Practice

“I am so very thankful for our public library. It has become my daughter’s favorite enchanted place to visit.”

-- Trisha T.
Measuring Impact: You Are Not Alone

Michael Jackson in Thriller; Image courtesy of Google Images
About Project Outcome

Project Outcome launched in June 2015

Managed by PLA, supported by Task Force

Providing simple tools for libraries to:

• Measure service-based outcomes
• Understand and aggregate findings
• Access tools and resources to help libraries take action
Survey Topic Areas

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

Immediate Survey
Patron-Reported Learning

Follow-Up Survey
Patron-Reported Adoption

Outcome Measurement Guidelines
Long-Term Impact
Immediate Survey

- Patron-Reported Learning
- Open-Ended Feedback
- Immediate Impact
- End of Program
- Less Staff Time

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:
Using Immediate Survey Outcomes

- Assess immediate impact of a program/service
- Inform program/service changes
- Provide a “snapshot” for advocacy and reporting
Immediate Survey Example
Follow-Up Survey

- Patron-Reported Adoption
- Open-Ended Feedback
- Change of Behavior
- 4-8 Weeks Later
- More Staff Time

Please fill out this survey, answering the questions that follow this sentence:
As a result of participating in the EARLY CHILDHOOD LITERACY program or using a related library service...

I learned how to do the following with my child(ren):
- Read
- Write
- Sing
- Play
- Other (fill in)

I have a better understanding of the value of doing the activity(ies) I learned with my child(ren):
- Yes
- No
  - Please explain:

I spend more time doing what I learned with my child(ren):
- Yes
- No
  - Please explain:

I used what I learned to do something new or different with my child(ren):
- Yes
- No
  - Please explain:

I have used additional services of the library:
- Yes
- No
  - Please explain:

Thinking back, what did you like most about the program or service?

What could the library do to help you with your child?

Date:
Time:
Location:
Using Follow-Up Survey Outcomes

- Assess impact of a program/service after some period of time
- Inform internal planning
- Measure progress toward strategic goals
- Provide evidence for advocacy
Follow-Up Survey Example
Survey Outcomes

Immediate Surveys

I feel more knowledgeable about the job search process...

I feel more confident about the job search process...

I will use what I learned today in the job search process...

Follow-Up Surveys

I used what I learned to search for a job in new or different way...

I applied for a job I likely would not have applied for...

I received an interview or offer for a new job...
Outcome Measurement Guidelines

- Measuring long-term community impact
- Data collection methods determined by library and/or external partner
- Outcome Measurement Guidelines available in 2017

2017
Project Outcome Website

Outcome Measurement Made Easy
Resources and Tools to Plan Surveys and Analyze Data at Your Library

New to the site?
Improve the effectiveness of library programs in your community.

Sign Up

Already a member?
Access your surveys, training resources, and data dashboards.

Sign in

www.ProjectOutcome.org
RESOURCES
Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

Featured Resource
Outcome Measurement Continuum
Learn the many ways your library can measure outcomes!

Getting Started
- What Is Outcome Measurement?
- Building Internal Support
- Output vs. Outcome Quiz
- Choosing the Right Survey
- FAQ
- Outcome Measurement Process

Surveys
- Survey Development Process
- Meet the Task Force
- Survey Questions
- How to Talk to Patrons about Surveys

Data Collection
- How to Use the Survey Portal
- Survey Collection Best Practices
- Data Collection Team

Data Analysis
- Analyzing Qualitative Data
- How to Use the Data Dashboard
- How to Maximize Your Results

Taking Action
- Good Practices for Communicating Data
- Advocacy Resources

From the Field
- How We Compare
- On-Demand Webinars
- Public Library Participants
- Case Studies

www.ProjectOutcome.org
**TOOLS**

**Survey Portal**
Access surveys, input survey data, and generate reports of your results.

[GO TO SURVEY PORTAL]

**Data Dashboard**
Visualize, analyze, interact with, and print your survey results.

[GO TO DATA DASHBOARD]

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**Featured Resource**
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Learn the many ways your library can measure outcomes!
Survey Portal

Project Outcome: Early Childhood Literacy (In progress)

Fielding dates
Your web survey closed on November 30, 2015.

Responses
- Web responses: 0
- Paper responses: 0
- Surveys collected: 0

Survey links
- Get survey links
- Survey end page URL

Paper surveys
You have 6 days to enter paper surveys. If you have no paper survey responses, you can close the survey.
- Enter paper surveys
- View paper survey (English)

After survey closes

Your survey promotion plan
- Send editorial report
- Restore session settings
- Remove links from captive portal
- Remove flyers
- Remove table tents
- Remove survey links
- Share reports

View full plan
Survey Results

Implications for Community Impact

Civic and community engagement can include a range of activities like participating in public meetings, joining a local organization, accessing government information and services, or volunteering for a cause - all of which contribute to a sense of social connectedness and personal investment in the community. There is a growing body of evidence that this leads to a variety of tangible benefits for community health and economic opportunity.

- Public libraries support community engagement. For instance, they deliver space for discussion and conversation about community issues.
- People who participate in community activities reported they have coordinated with other community activities and 28% attended a meeting held at a library.

Results

The results of the Civic and Community Engagement surveys are shown in the chart below.

<table>
<thead>
<tr>
<th>Responding to Questions</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were more aware of community issues</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
<td>25%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Felt more confident in becoming involved</td>
<td>20%</td>
<td>30%</td>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Intended to become more engaged</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td>40%</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>Were more aware of applicable library resources and services</td>
<td>5%</td>
<td>10%</td>
<td>20%</td>
<td>40%</td>
<td>30%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Program Information

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Attendance</th>
<th>Response Rate</th>
<th>Session Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teen Town Talks</td>
<td>9</td>
<td>67%</td>
<td>February 09, 2016</td>
</tr>
<tr>
<td>Town Talks</td>
<td>12</td>
<td>58%</td>
<td>February 02, 2016</td>
</tr>
</tbody>
</table>
TOOLS

Survey Portal
Access surveys, input survey data, and generate reports of your results.

GO TO SURVEY PORTAL

Data Dashboard
Visualize, analyze, interact with, and print your survey results.

GO TO DATA DASHBOARD

RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

Featured Resource
Outcome Measurement Continuum
Learn the many ways your library can measure outcomes!
Data Dashboard

RESPONSES BY SERVICE OR SURVEY TOPIC AND DOMAIN

PROGRAM OUTCOME
- My child reads more often
- My child is a more confident reader
- My child maintained or increased their reading skills
- My child uses the library more often

AVERAGE SCORE
- Library: 3.9
- State: 3.9
- National: 4.2

LESS AGREEABLE
- 6%
- 14%
- 14%

MORE AGREEABLE
- 31%
- 27%
- 30%

Open Response View & Export

2/1/2016
- Belleview Public Library
- Bellevue, ZZ
- Civic / Community Engagement
- Town Talks
- Don't let Town Talks run over allotted time
- I like hearing from my fellow neighbors and knowing I'm not alone in my concerns

2/1/2016
- Belleview Public Library
- Bellevue, ZZ
- Civic / Community Engagement
- Teen Town Talks
- Emphasize college applications to get teens more involved
- Gave me good ideas on getting involved

2/1/2016
- Belleview Public Library
- Bellevue, ZZ
- Civic / Community Engagement
- Town Talks
- Limit talking time to 5 minutes not a free for all
- Allows us to connect face to face with people in our town

2/1/2016
- Belleview Public Library
- Bellevue, ZZ
- Civic / Community Engagement
- Teen Town Talks
- More volunteer opportunities for teens
- Makes me want to be more involved
Using Project Outcome Results

- To make changes to a program
- To create additional programs
- To eliminate a program
- To communicate impact with library board
- To write a grant proposal
Using Project Outcome Results

When asked why the library still matters…

Project Outcome results *changed the conversation* from numbers being down to:

- What are we accomplishing by being open?
- What is happening in the lives of our patrons?
From the Field:
Valley City Barnes County Public Library

#ProjectOutcome
Valley City Barnes County Public Library

Steve Hammel, Library Director

Population of Legal Service Area: 11,144
Number of Libraries: 1
FTE Staff: 5.26
Library Visits: 27,293
Valley City Barnes County Public Library

Why *Project Outcome*?

- We’ve been told we need to measure outcomes
- We know why they’re important
- We need to be able to better tell our library’s story
- Why reinvent the wheel?
Results

The results of the Early Childhood Literacy surveys are shown in the chart below.

- 100% learned something that they can share with their children
- 100% felt more confident helping their children learn
- 100% intended to spend more time interacting with their children
- 100% were more aware of applicable resources and services provided by the library

Of the percentage of parents or caregivers surveyed who either agreed or strongly agreed that they or their children benefited from the service or program:

- Location:
  - 208350-VALLEY_CITY_BARNES_COUNTY
- Survey ID:
  - 208597
- Method:
  - Paper
- IMLS ID:
  - ND0084
- Program:
  - Learn
- Confidence:
  - Agree
- Interaction:
  - Agree
- Awareness:
  - Agree

Additional comments:
- Love the featured readers & the kids crafts, we will definitely be back.
- Strongly agree: Story Hour - All Aspects
- Strongly agree: The craft activity is always fun for the kids.
OVERVIEW

SCORING

5.0
Strongly Agree

1.0
Strongly Disagree

Average Score is calculated by assigning a 1-5 value to each Likert Scale answer (Strongly Agree to Strongly Disagree) and aggregating responses with weighting to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries. Data submitted to the Survey Portal is refreshed here every hour. If you just submitted or updated your data it is not being displayed correctly, check back soon.

SURVEY TOPIC

4.4 Early Childhood Literacy

OUTCOME

4.3 Knowledge

4.3 Confidence

4.5 New Skills / Application

4.5 Awareness of Resources

Responses by Service or Survey Topic and Domain

<table>
<thead>
<tr>
<th>Program Outcome</th>
<th>Average Score</th>
<th>Less Agreable</th>
<th>More Agreeable</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Library State National</td>
<td></td>
<td></td>
</tr>
<tr>
<td>🌱 You learned something that you can share with your children</td>
<td>4.3 4.3 4.6</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>🌱 You feel more confident to help your children learn</td>
<td>4.3 4.3 4.5</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>🌱 You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)</td>
<td>4.5 4.5 4.6</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>🌱 You are more aware of applicable resources and services provided by the library</td>
<td>4.5 4.5 4.6</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Strategic Planning
What program or service could your library measure?

- Early Childhood Literacy
- Digital Learning
- Education/Lifelong Learning
- Summer Reading
- Civic/Community Engagement
- Job Skills
- Economic Development
Project Outcome in the Field

- 2,500+ registered Project Outcome users
- 42,000+ patrons surveyed
Project Outcome in the Field
Next Webinar – Save the Date

FREE monthly webinars

Project Outcome: Communicating Your Results

Thursday, November 10, 1-2 PM Central
What’s Next

- Register for FREE at www.projectoutcome.org
- Review training resources
- Schedule a survey in the Survey Portal
- Analyze Data Dashboards
- Join the Facebook group
- Follow Project Outcome on Twitter
- Engage on Community of Practice

#ProjectOutcome
JOIN PLA

Our member opportunities bring library people together, so they can strengthen what makes their library unique and invent what comes next. At PLA, we provide the tools and resources necessary to help our members adapt and absorb new responsibilities while shaping the essential institution of public libraries. Visit www.pla.org for more information.
Questions?

FAQs:

- *Surveys are available in Spanish*
- *Paper and web surveys available*
- *Survey Portal is mobile friendly*
- *Everything is FREE*
Thank you!