Today’s Speakers

Emily Plagman
Project Manager
Public Library Association

Carolyn Anthony
Director
Skokie Public Library

Brent Bloechle
Branch Manager
Maribelle M. Davis Library,
Plano Public Library System
Agenda

- Moving Toward Outcome Measurement
- Project Outcome: Overview
- Project Outcome: Tools & Resources
- From the Field: Plano (TX) Library System
- Q&A
Moving Toward Outcome Measurement
Why Measure Outcomes?

Times have changed, so have libraries

- Increased need for services & programs
- Community hub
- Traditional measures capture outputs
- Outcome measurement captures expanded community-facing role
Why Measure Outcomes?

Among Americans who visited a library in 2012, 1 in 5 library users attended a class, lecture or program for adults.

Why Measure Outcomes?

Most people in the U.S. consider libraries an important part of the education ecosystem.

- 85% say libraries should provide free early literacy programs to help prepare children to attend school.
- 78% think libraries in their communities effectively promote reading.

Why Measure Outcomes?

As builders of digitally inclusive communities, public libraries are essential community links to the Internet, technology and information.

- 98.7% of public libraries offer free access to WiFi
- 89.9% offer training in Internet-enabled services and resources

Why Measure Outcomes?

But these numbers are no longer enough. How do we capture our impact?
What is an Outcome?

An outcome is a **specific benefit** that results from a library program or service designed to help patrons change their knowledge, behavior, skills, application, or awareness.

Outcomes are **NOT** outputs.
## Outcomes vs. Outputs

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume Writing Skills</td>
<td>Circulation Stats</td>
</tr>
<tr>
<td>Open a Small Business</td>
<td>Program Attendance</td>
</tr>
<tr>
<td>Support Child’s Learning</td>
<td>Computer Use</td>
</tr>
</tbody>
</table>
Creating Outcome Measures for the Field

2013 PLA Presidential Initiative

- Work with the field to create meaningful, standardized outcome measures to help libraries capture the impact of their programs & services

- Move field toward outcome measurement as common practice
Performance Measurement Task Force

- **July 2013**: Task Force initiated
  - Members include librarians and researchers
- **Late 2014**: Libraries pilot-tested surveys
- **Survey design**
  - Simple & short
  - Easy to administer
- **Task Force members continue to develop new, advanced measures**
Project Outcome Timeline

- **June 2015**: Project Outcome launched
  - Funded by the Bill & Melinda Gates Foundation
  - PLA builds resources & support around Task Force’s work
- **Summer 2016**: Task Force to release advanced measures
- **Post-Grant (2018)**: PLA management of Project Outcome continues
Project Outcome Background

- **Project Goal:** Help public libraries understand and share the true impact of essential library services and programs.
  - FREE for all U.S. & Canadian public libraries
  - Easy-to-use process & tools
  - Don’t have to recreate the wheel
  - Aggregate outcome data nation-wide
Meeting Field-wide Demand

- 1,200 registered Project Outcome users
- 9,200+ patrons surveyed
- Most common survey topic measured:

  **Education & Lifelong Learning**
  - Teen education programs
  - Adult skills programs
  - ESL classes
Meeting Field-wide Demand

Trends: 8 months of Project Outcome

Project Outcome Users
Patron Responses
Project Outcome: Overview
Project Outcome

Providing **FREE** simple tools for libraries to:

- Measure service-based outcomes
- Understand and aggregate findings
- Access tools and resources to help libraries take action
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. Developed by library leaders, researchers, and data analysts, Project Outcome surveys, resources, training, and supportive online community provide public libraries with everything they need 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

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime.
Project Outcome: 7 Survey Areas

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

Multiple choice questions measure:

- Learned something new
- Increased confidence
- Anticipated change in behavior
- Increased awareness
Project Outcome: Surveys

Open-ended questions measure:

- General patron feedback
- Suggestions for improvement
Project Outcome: Survey Example

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 . . .

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>You learned something that you can share with your children</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You feel more confident to help your children learn</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>You will spend more time interacting with your children (e.g., reading,</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>talking, singing, writing, playing)</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>You are more aware of applicable resources and services provided by the</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>library</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What did you like most about the program?

What could the library do to improve your children’s enjoyment of reading?
Project Outcome: Tools & Resources
Want to improve the effectiveness of library programs in your community?

How We're Helping

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Early Childhood Literacy

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime.
Getting Started

Survey Portal
Visit the Survey Portal to access surveys, input your data, and generate reports of your results.

Data Dashboard
Visit the Data Dashboard to view, interact with, and share your survey results.

Successfully Implementing
When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.

Project Outcome Website
Getting Started

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Visit the Survey Portal to access surveys, input your data, and generate reports of your results.

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Successfully Implementing
When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.
Survey Portal

- Schedule surveys (paper & web)
- Customize program information
- Enter response data
- Track attendance & response rates
- Review auto-generated reports & raw data
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

CONTINUE TO MY IMPACT DASHBOARD

UPDATE

UPDATE

UPDATE
Survey types

If you want to schedule another survey, you can do so through your My Impact dashboard.

- **Project Outcome: Civic/Community Engagement**
  Services to inform, enrich, preserve, and promote community engagement, ranging from government issues to recreational activities.

- **Project Outcome: Digital Inclusion**
  Services to access technology, build technology-related skills and confidence, and make beneficial use of digital resources and services to meet patron needs.

- **Project Outcome: Early Childhood Literacy**
  Services to improve early literacy and learning skills to prepare children ages 0-5 for school.

- **Project Outcome: Economic Development**
  Services to improve business start-up and development skills.

- **Project Outcome: Education/Life Long Learning**
  Services to gain and impart new knowledge and skills, improve academic performance, and engage in a variety of lifelong learning activities.

- **Project Outcome: Job Skills**
  Services to identify employment opportunities and increase job search skills.

- **Project Outcome: Summer Reading**
  Services to provide continuous reading opportunities between school breaks to limit learning gaps.

- **Patron technology use**
  A survey of patrons asking how they use library technology services like computers, the internet, digital content, and training.
Fielding dates

You must select fielding dates in order to activate the links to your survey that we provide in the last step of the wizard.

If you feel you need more than the maximum number of days to run the survey, please contact us.

When selecting your start date, consider the time it will take to prepare to launch the survey, including promotional tasks and editing your library website.

Please note that you may extend your survey fielding period while the survey is running but not after your chosen end date arrives.

Start date
February 01 2016
E.g., January 29 2016

End date
February 29 2016
E.g., January 29 2016
Project Outcome: Civic/Community Engagement (Scheduled)

You can use this survey to measure results from one or more program sessions you’ve held. Enter the program name and date(s) of the sessions in the form below. This information will be recorded in the survey responses to identify the program session. At least one program name and date must be entered per survey.

When you are finished, click "I’m done" to manage your survey.

Enter program information

Town Talks
Program date(s): • February 02, 2016

Program name: *
Teen Town Talks
Program date(s): February 09 2016
E.g., January 29 2016

ENTER ANOTHER DATE

ENTER ANOTHER PROGRAM NAME I’M DONE
Select program session:

**Town Talks**
- February 02, 2016  (attendance entry required)

**Teen Town Talks**
- February 09, 2016  (attendance entry required)

ADD ANOTHER PROGRAM

RETURN TO MY IMPACT
Enter attendance for February 02, 2016

You cannot change this value once it is entered. If you are not ready to enter attendance, please go back to My Impact.

Attendance

12

I'M DONE
Enter surveys for the Project Outcome: Civic/Community Engagement survey

Welcome to the Impact Survey Data Entry form. Each survey must be entered separately. To begin, please select one of the options below which will take you to a data entry form. After entering each survey, you will return to this page and have the option to either a) enter another survey from the same library branch location; b) enter a survey from a different library branch location; or c) return to the Impact Survey Data Entry page.

You can click a spot on the map or search for a location from the list on the right.

If the location is not listed, please select one of the following:

- From online
- From a library wifi hotspot
- From a bookmobile
- Location Unknown
- No additional surveys to enter at this time

Search by city, zip, or address
9 matching outlet(s)
Belleview Public Library
Dunnellon Library
Forest Public Library
Fort McCoy Public Library
Freedom Public Library
Herman B. Oberman Library
Marion County Public Library Headquarters-Ocala
Marion Oaks Public Library
Reddick Public Library

Survey Portal
Please take a few minutes for this brief survey and let us know if, as a result of participating in the CIVIC/COMMUNITY ENGAGEMENT program... 

<table>
<thead>
<tr>
<th></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>You are more aware of some issues in your community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You feel more confident about becoming involved in your community</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>You intend on becoming more engaged in your community</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>You are more aware of applicable resources and services provided by the library</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

What did you like most about the program?

The chance to be heard

[ ] No comment

What could the library do to better assist you in with your involvement in the community?

E-blasts for town events

[ ] No suggestions at this time
Survey Portal Reports

PDF Summary Reports:

- Auto-generated once a survey closes
- Community talking points
- Aggregate summary results
- Program data 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 local engagement, supported through public library services, contributes to a range of tangible benefits for communities, including making them more resilient to hardship and expanding social and economic opportunity.

- Public libraries support civic and community engagement. For instance, they deliver opportunities to engage in important conversations about current events.
- People who participate in activities coordinated with others are more likely to visit the library and 28% attended a meeting held at a library who did not coordinate with others.
- Among people who regularly use library computers to get information, 80% less likely to join an organization or club.

Results

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

<table>
<thead>
<tr>
<th></th>
<th>Percent of survey respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were more aware of community issues</td>
<td>80% Strongly agree, 20% Not applicable</td>
</tr>
<tr>
<td>Felt more confident in becoming involved</td>
<td>70% Strongly agree, 30% Not applicable</td>
</tr>
<tr>
<td>Intended to become more engaged</td>
<td>90% Strongly agree, 10% Not applicable</td>
</tr>
<tr>
<td>Were more aware of applicable library resources and services</td>
<td>95% Strongly agree, 5% Not applicable</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>
Survey Portal Reports

CSV Library Dataset Reports:

- Auto-generated once a survey closes
- All responses, including open-ended feedback
- Tied to branch location
- Tied to specific program
<table>
<thead>
<tr>
<th>C</th>
<th>D</th>
<th>E</th>
<th>Z_method</th>
<th>issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1/2016 17:34</td>
<td>hbl188</td>
<td>195031-BELLEVIE PUBLIC LIBRARY</td>
<td>Paper</td>
<td>Agree</td>
</tr>
<tr>
<td>2/1/2016 17:35</td>
<td>hbl188</td>
<td>195031-BELLEVIE PUBLIC LIBRARY</td>
<td>Paper</td>
<td>Disagree</td>
</tr>
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<td>2/1/2016 17:36</td>
<td>hbl188</td>
<td>195031-BELLEVIE PUBLIC LIBRARY</td>
<td>Paper</td>
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<td>2/1/2016 17:38</td>
<td>hbl188</td>
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<td>Paper</td>
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<td>2/1/2016 17:42</td>
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<td>Paper</td>
<td>Agree</td>
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<tr>
<td>2/1/2016 17:43</td>
<td>hbl188</td>
<td>195031-BELLEVIE PUBLIC LIBRARY</td>
<td>Paper</td>
<td>Agree</td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td>Strongly agree</td>
<td>Agree</td>
<td>Disagree</td>
<td>The chance to be he E-blasts for town ev</td>
<td>Town Talks</td>
<td>2-Feb-16</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td>Neither agree</td>
<td>Neither agree</td>
<td>Not constructive -</td>
<td>Have better facilitat</td>
<td>Town Talks</td>
<td>2-Feb-16</td>
<td>12</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>Agree</td>
<td>Agree</td>
<td>It was great &amp; I got More neighborhood</td>
<td>Town Talks</td>
<td>2-Feb-16</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Neither agree nc</td>
<td>Disagree</td>
<td>Disagree</td>
<td>It was at a convenie Structure talks more</td>
<td>Town Talks</td>
<td>2-Feb-16</td>
<td>12</td>
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</tr>
<tr>
<td>Strongly agree</td>
<td>Strongly agree</td>
<td>Agree</td>
<td>Allows us to connec Limit talking time to</td>
<td>Town Talks</td>
<td>2-Feb-16</td>
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</tr>
<tr>
<td>Agree</td>
<td>Neither agree</td>
<td>Neither agree</td>
<td>NA</td>
<td>NA</td>
<td>Town Talks</td>
<td>2-Feb-16</td>
<td>12</td>
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<tr>
<td>Agree</td>
<td>Neither agree</td>
<td>Disagree</td>
<td>I like hearing from n Don't let Town Talks</td>
<td>Town Talks</td>
<td>2-Feb-16</td>
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<tr>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
<td>Makes discussing te More events specific</td>
<td>Teen Town Talks</td>
<td>9-Feb-16</td>
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<tr>
<td>Neither agree nc</td>
<td>Agree</td>
<td>Neither agree</td>
<td>Good snacks and tin Volunteer center for</td>
<td>Teen Town Talks</td>
<td>9-Feb-16</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>Strongly agree</td>
<td>Agree</td>
<td>Everyone had really Get the word out ab</td>
<td>Teen Town Talks</td>
<td>9-Feb-16</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>Neither agree</td>
<td>Disagree</td>
<td>NA</td>
<td>NA</td>
<td>Teen Town Talks</td>
<td>9-Feb-16</td>
<td>9</td>
</tr>
<tr>
<td>Agree</td>
<td>Agree</td>
<td>Agree</td>
<td>Makes me want to</td>
<td>More volunteer opp</td>
<td>Teen Town Talks</td>
<td>9-Feb-16</td>
<td>9</td>
</tr>
<tr>
<td>Agree</td>
<td>Strongly agree</td>
<td>Agree</td>
<td>Gave me good ideas Emphasize college aj</td>
<td>Teen Town Talks</td>
<td>9-Feb-16</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>
Getting Started

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Visit the Survey Portal to access surveys, input your data, and generate reports of your results.

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Visit the Data Dashboard to view, interact with, and share your survey results.

Successfully Implementing
When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.
Marion County Public Library System has implemented the surveys listed below.

<table>
<thead>
<tr>
<th>Service or Program Type</th>
<th>Outcome</th>
<th>Average Score</th>
<th>More Agreeable</th>
<th>Less Agreeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 Civic Engagement</td>
<td>3.8 Confidence</td>
<td>4.6</td>
<td>More Agreeable</td>
<td></td>
</tr>
<tr>
<td>3.7 Early Childhood Literacy</td>
<td>3.8 Awareness of Resources</td>
<td>2.7</td>
<td>Less Agreeable</td>
<td></td>
</tr>
<tr>
<td>2.8 Job Skills</td>
<td>3.6 Knowledge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.8 Economic Development</td>
<td>3.9 New Skills / Application</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.7 Education / Lifelong Learning</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.5 Digital Inclusion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.6 Summer Reading</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average 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 these categories to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries.
Marion County Public Library System has implemented the surveys listed below.

**Service or Program Type:**

- **Job Skills**
  - Marion County Public Library System: 2.8
  - National Avg: 4.1

- **Economic Development**
  - 3.8

- **Education / Lifelong Learning**
  - 2.7

- **Digital Inclusion**
  - 3.5

- **Summer Reading**
  - 4.6

**Outcome:**

- **3.8 Confidence**
- **3.8 Awareness of Resources**
- **3.6 Knowledge**
- **3.9 New Skills / Application**

**Average Score:**

- **4.6** More Agreeable
- **2.7** Less Agreeable

Average 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 these 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 Service or Program Type and Outcome. Marion County Public Library System.

### Average Score Matrix

<table>
<thead>
<tr>
<th>Service or Program Type</th>
<th>Outcome</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Application</td>
<td>3.9</td>
</tr>
<tr>
<td></td>
<td>Awareness</td>
<td>3.8</td>
</tr>
<tr>
<td></td>
<td>Confidence</td>
<td>3.8</td>
</tr>
<tr>
<td></td>
<td>Knowledge</td>
<td>3.6</td>
</tr>
</tbody>
</table>

#### Service or Program Type by Area of Greatest Impact
Interact with the matrix below to see scores cross-tabulated by Service or Program Type and Outcome. Marion County Public Library System has implemented...

**Average Score Matrix**

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Civic/Community Engagement</th>
<th>Digital Inclusion</th>
<th>Early Childhood Literacy</th>
<th>Economic Development</th>
<th>Job Skills</th>
<th>Summer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application</td>
<td>3.9</td>
<td>3.5</td>
<td>3.7</td>
<td>3.8</td>
<td>2.8</td>
<td>4.6</td>
</tr>
<tr>
<td>Awareness</td>
<td>3.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confidence</td>
<td>3.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge</td>
<td>3.6</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Weighted Average Score**

Job Skills: 2.8
Increased Confidence

- 33% Agree or Strongly Agree
- 60% Disagree or Strongly Disagree
- 7% Neither Agree Nor Disagree

*Based on submitted survey data only, not representative.*
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.

Responses by Service or Program Type and Domain

<table>
<thead>
<tr>
<th>Library Average Score</th>
<th>State</th>
<th>Nat'l.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What did you like most about the program?

- Make a selection above for response details.

What could the library do to improve?

- Make a selection above for response details.
Responses by Service or Program Type and Domain

You intend to apply what you just learned
Library Average Score: 2.4
20% Strongly Disagree, 40% Disagree, 20% Neither Agree Nor Disagree, 20% Agree, 0% Strongly Agree

You are more aware of applicable resources and services provided by the library
Library Average Score: 2.8
25% Strongly Disagree, 25% Disagree, 20% Neither Agree Nor Disagree, 20% Agree, 0% Strongly Agree

You feel more confident about what you just learned
Library Average Score: 3.2
17% Strongly Disagree, 33% Disagree, 17% Neither Agree Nor Disagree, 17% Agree, 17% Strongly Agree

You learned something that is helpful
Library Average Score: 2.5
50% Strongly Disagree, 17% Disagree, 17% Neither Agree Nor Disagree, 17% Agree, 0% Strongly Agree
The following information is associated with this library on the Global Libraries Atlas, which is pulling from the 2012 IMLS Public Library Survey data file. Work is currently underway to reflect updated information provided through the Organizational Profile on projectoutcome.org, and will be available at a later date.
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. Developed by library leaders, researchers, and data analysts, Project Outcome surveys, resources, training, and supportive online community provide public libraries with everything they need to apply their results and confidently advocate for their library’s needs. Joining Project Outcome is free of charge and only takes a few simple steps to begin.

Early Childhood Literacy

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime.
Successfully Implementing

When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.

CATEGORIES

#FAQ
#TAKINGACTION
#ADMINISTRATION
#PLANNING
#ADVOCACY
#DATA/DASHBOARDS
#SURVEY/PORTAL
#HELP
#CASE STUDIES
#SURVEY DESIGN

FILE TYPES

TEXT

SEARCH FOR RESOURCES

Project Outcome Website
Successfully Implementing

When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.

- Influence Library Programming
- State-Level Data Access
- Effective Communication Strategies
- Survey Results: Maximizing Their Meaning
- How to Enroll in Project Outcome
- Project Outcome: An Overview

[Project Outcome Website]
From the Field:
Plano (TX) Library System
Plano Public Library System

Brent Bloechle, Library Manager

<table>
<thead>
<tr>
<th>Population of Service Area:</th>
<th>269,776</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Operating Expenditures:</td>
<td>10,248,196</td>
</tr>
<tr>
<td>Number of Libraries:</td>
<td>5</td>
</tr>
<tr>
<td>FTE Staff:</td>
<td>150</td>
</tr>
</tbody>
</table>
Surveys Conducted (2015-16)

Education/Lifelong Learning (2015)
  • Total Surveys: 140

Early Childhood Literacy (2015)
  • Total Surveys: 28

Early Childhood Literacy (2016)
  • Total Surveys: 31
Education/Lifelong Learning Survey

- MS Word Common Tasks
- Word Intro
- Beginning Excel
- Internet Basics
- Excel – Intermediate/Advanced
- Word Tares, Spanish (Common Tasks)
- 3D Printing Intro to Modeling
- 3D Printing 123D Design
- 3D Printing: Preparing Models Using Blender
- 3D Printing: Tinkercad
- S.T.E.A.M. Saturday
- Arduino Basics Workshop
Survey Results: 85 Surveys

- Learned something helpful
- Felt more confident
- Intended to apply what was learned
- More aware of applicable library resources and services

Percent of survey respondents

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree
- Not applicable
Survey Results: Feedback

“Offer 1-2 week classes extended”

“I’d like to go further in learning more”

“New/more software classes”

“I’d love an advanced PP class or graphics class or beginning HTML”

“Have more volunteers to assist so the instructor can keep teaching”

“Keep offering basic & advanced courses for technology like this”

“More science, math, & robotics classes”
What Did We Learn?

Realized we needed to have internal staff conversations: “Are we offering what we need to?”

Had higher number of patrons participating in high-level learning programs

Different patron needs than 5 years ago & need to accommodate those changing needs
What Can We Change?

Add more advanced-level technology & computer programs

**Quick Fix:** Increase number of volunteers & class size

**Advanced Fix:** Add more high-level computer and technology programs or extend beginner/intermediate classes for more advanced learning
Early Childhood Literacy Survey

Program: App Time!

Measured across 2 branches

- More popular vs. less popular

Results

- 28 paper surveys
What Did We Learn?

Common comment from parents at both programs:

- Parents felt the learning was enhanced by relating books to technology

<table>
<thead>
<tr>
<th>Less popular branch</th>
<th>More popular branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lacked traditional Storytime components</td>
<td>The parents liked that there was more than just working with the iPad minis</td>
</tr>
<tr>
<td>The program was requested in additional languages</td>
<td></td>
</tr>
</tbody>
</table>

What Can We Change?

- Increase the budget for the program to purchase apps
- Vary the components of the program
- Insure that there is enough equipment
- Offer the program in additional languages
Early Childhood Literacy Survey

Program/Service: Science Kits

- Circulating Science Kits – 30 kits
- Measured at one location

Results

- 31 paper surveys
What Did We Learn?

“The accessibility of various equipment to the children to learn hands on.”

“My son loves the STEAM kits. He enjoys the tangible materials in the kits that allow him to visually understand the topic. I love the fact that we both are learning new things together!”

“Good material that is easy to use and understand for kids of all ages.”

“Great collection of books and items that explains the topic nicely.”

“You can touch and look at the models”

“More kits in the future”
What Can We Change?

“What Can We Change?

“Provide kids programs, so kids like to come more often to [the] library.”

“Maybe conduct some workshop[s] related to the science kit topics to show the kids how things work.”

“More STEAM programs & kits availability.”

“Keep mixing books and interactive items”
Announcements
Get Involved!

- Sign up on the Project Outcome website: www.projectoutcome.org
- View training resources
- Schedule a survey in the Survey Portal
- View results in Data Dashboards
- Join the Facebook group & follow us on Twitter

www.projectoutcome.org
twitter.com/ProjectOutcome
info@projectoutcome.org
www.facebook.com/groups/projectoutcome
Get Involved! Ongoing Support Webinars

May 4, 2016

Wednesday, 1:00-2:00 PM Central Time

Measuring Outcomes: A Toolkit for Public Libraries
[Sponsored by Tech Soup for Libraries]

Additional 2016 Webinar Topics:
Introducing Advanced Measures
Survey Results: Maximizing Their Meaning
2016 Planning

- Spring: Task Force creates & pilot tests advanced measures
- June: Launch advanced measures at ALA Annual
- Year-round: Free monthly webinars
- Year-round: Conference presentations
- Year-round: Peer share opportunities
Questions?

Emily Plagman
Project Manager
Public Library Association