The webinar will begin at 1:00 p.m. (MT) and will be recorded.

While you’re waiting:

1) Introduce yourself in the chat box
2) Test your audio by clicking on “Meeting” and then “Audio Setup Wizard”. You will not need a mic for this webinar.

Audio problems? Click and highlight the button at the top of your screen. You can also click “Meeting” > “Audio Setup Wizard”. You will not need microphone capabilities.
Today’s Agenda

• Welcome and introductions

• Project Outcome overview
  • What does and doesn’t Project Outcome do?
  • Benefits of using standard outcome measures
  • Reporting Tools

• STEM measures discussion/needs
Thanks to Our Partners
Join STAR Net!

Professional development resources, including webinars, newsletters, blogs, forums, videos, and much more!
For example:

**DIY Sun Cookies**

Like an activity and think other library staff should know how great it is? Didn’t like an activity or have modifications to make it better? **Make sure to leave a review!**
Upcoming Webinars

• Webinars are announced and archived at: http://www.starnetlibraries.org/resources/webinars/

• STAR Net YouTube Channel

• March 6 at 1:00 p.m. (MT) – Celebrate 60 Years of Earth Observations with NASA
Emily Plagman
Manager of Impact and Advocacy, PLA
Project Outcome: Outcome Measurement Made Easy

January 10, 2018
Agenda

▪ Value of Measuring Outcomes
▪ Project Outcome Toolkit
▪ Using Outcome Data for Programming
▪ STEM & Outcomes
▪ Announcements
▪ Q&A
Poll:
Is this your first time learning about Project Outcome?

If yes – click “Raise Hand” icon
What is Project Outcome?

Outcome Measurement Made Easy

Resources and Tools to Create Surveys and Analyze Outcome Data at Your Library

SIGN UP

95,640
Responses collected through our surveys

771
Libraries that have created surveys

www.ProjectOutcome.org

It’s FREE!
The Value of Measuring Outcomes
Demonstrating Library Value

▪ Times have changed
▪ Intuition is not enough
▪ Attendance counts are not enough
▪ Anecdotes are not enough

Libraries need more data & evidence to demonstrate their value
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
Demonstrating Library Value

Needs Assessment

WHAT DOES OUR COMMUNITY NEED

Patron Satisfaction

WHAT SHOULD WE DO BETTER

Outputs

HOW MUCH DID WE DO

Outcomes

WHAT GOOD DID WE DO
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 the Good You Do

Learning what changes/effects/impacts your programs are having in/on...

✓ Knowledge
✓ Skills
✓ Attitudes
✓ Opinions
✓ Behaviors
✓ Actions
✓ Status
What’s a problem you need to solve?
How could measuring outcomes help?

Type your answers in the chat
Project Outcome Background

- Developed & tested by PLA Task Force
- Launched in June 2015
- 3-year grant from Bill & Melinda Gates Foundation
- PLA dedicated to sustaining initiative
- FREE for public & state libraries

www.ProjectOutcome.org
Project Outcome Toolkit

Access to:

▪ Quick & simple surveys
▪ Easy-to-use survey tool
▪ Custom data reports
▪ Interactive data dashboards
▪ Resources & training

It's FREE!

www.ProjectOutcome.org
Survey Topic Areas

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

Quantitative Data:
- Knowledge
- Confidence
- Behavior Change
- Awareness

Qualitative Data:

- What did patrons like most?
- What can the library do to improve?
Outcome Measurement Continuum

Immediate Survey
Patron-Reported Learning

Follow-Up Survey
Patron-Reported Adoption

Outcome Measurement Guidelines
Deeper Analysis & Long-Term Benefits
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, as a result of participating in the Digital Learning program...

1. You feel more knowledgeable about using digital resources
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

2. You feel more confident when using digital resources
   - 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 applicable 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 improve your learning?

Date: 05/10/2017
Location:

This survey is part of the Public Library Association’s Project Outcome, a national initiative to help public libraries measure the impact of their programs and services, with funding from the Bill & Melinda Gates Foundation. For more information about this effort, please visit www.projectoutcome.org.
Please take a few minutes for this brief survey and let us know if, as a result of participating in the Digital Learning program...

1. You feel more knowledgeable about using digital resources
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

2. You feel more confident when using digital resources
   - 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 applicable 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 improve your learning?

Date: 05/10/2017

Location:

This survey is part of the Public Library Association’s Project Outcome, a national initiative to help public libraries measure the impact of their programs and services, with funding from the Bill & Melinda Gates Foundation. For more information about this effort, please visit www.projectoutcome.org.
Follow-Up Survey

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

Thanks for attending our May 4 Pajama Storytime! Please complete this survey about your experience.

Please take a few minutes to fill out this brief survey. As a result of participating in the Pajama Storytime program...

1. I learned new ways to do the following with my child(ren):
   - Read
   - Sing
   - Play
   - Talk
   - Write
   - Other (fill in)

2. I have a better understanding of the value of doing the activity(ies) I learned with my child(ren):
   - Yes
   - No
   - N/A
   Please Explain:

3. I spend more time doing what I learned with my child(ren):
   - Yes
   - No
   - N/A
   Please Explain:

4. I used what I learned to do something new or different with my child(ren):
   - Yes
   - No
   - N/A
   Please Explain:

5. As a result of participating in this program/service, I checked out a book, attended another program, or used another library service or resource:
   - Yes
   - No
   - N/A
   Please Explain:

6. What did you like most about this program or service?
Thanks for attending our May 4 Pajama Storytime! Please complete this survey about your experience.

Please take a few minutes to fill out this brief survey. As a result of participating in the Pajama Storytime program...

1. ...I learned new ways to do the following with my child(ren):
   - [ ] Read
   - [ ] Sing
   - [ ] Play
   - [ ] Talk
   - [ ] Write
   - [ ] Other (fill in) __________

2. ...I have a better understanding of the value of doing the activity(ies) I learned with my child(ren).
   - [ ] Yes
   - [ ] No
   - [ ] N/A
   Please Explain:

3. ...I spend more time doing what I learned with my child(ren).
   - [ ] Yes
   - [ ] No
   - [ ] N/A
   Please Explain:

4. ...I used what I learned to do something new or different with my child(ren).
   - [ ] Yes
   - [ ] No
   - [ ] N/A
   Please Explain:

5. As a result of participating in this program/service, I checked out a book, attended another program, or used another library service or resource.
   - [ ] Yes
   - [ ] No
   - [ ] N/A
   Please Explain:

6. What did you like most about this program or service?
Survey Outcomes

Immediate

- I feel more confident about the job search process...
- I will use what I learned today in the job search process...

Follow-Up

- I used what I learned to search for a job in new or different way...
- I received an interview or offer for a new job...
Outcome Measurement Guidelines

• Developing outcome measures
• Implementing data collection methods other than the existing standardized surveys
• Measuring data over time
• Developing strategies for working with partners on outcome measurement projects
Survey Management Tool

Create New Survey

Search Keywords

← Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Next →

Tech Time - 09/28/2017
Created by PLA Test

Status: Active

Responses

0

Digital Learning
Immediate

Enter Paper Responses

Template: Digital Learning in Kentucky
Created by Tyler Tester at Asgardian Library Group

Digital Learning in Kentucky
09/11/2017

Status: Published

Surveys Created

1

Published to
2 Libraries

Coding Club - 08/31/2017
Created by PLA Test

Status: Active

Responses

4

Download

Education/Lifelong Learning
Immediate

Enter Paper Responses
Survey Management Tool

Survey customization includes:

▪ Logo
▪ Program name & date
▪ Intro & footer messages
▪ Thank you page URL
▪ Additional questions (pre-set or write your own)
Data Dashboard

- Build Report
- Overview
- Matrix
- Detail
- Map
- Library Info
Data Dashboard

Select Report Location → Select Topic → Select Date Range and/or Program(s) → Select Survey(s) → Write Custom Narrative → Select... → Preview

Select one Topic for Belleview Public Library
This is required for generating a report

Early Childhood Literacy

Is your report for Early Childhood Literacy Immediate or Follow-up?
This is required for generating a report

Immediate   Follow-up

Selected criteria: Belleview Public Library, Early Childhood Literacy, Immediate
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>

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

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

AVERAGES: Ranges from 1.0-5.0

<table>
<thead>
<tr>
<th>Library State National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
</tr>
<tr>
<td>Confidencne</td>
</tr>
<tr>
<td>Application/New Skills</td>
</tr>
<tr>
<td>Awareness of Resources</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>Knowledge</td>
<td>50%</td>
<td>25%</td>
<td>25%</td>
<td>50%</td>
<td>75%</td>
</tr>
<tr>
<td>Confidence</td>
<td>30%</td>
<td>45%</td>
<td>25%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Application/New Skills</td>
<td>21%</td>
<td>58%</td>
<td>21%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Awareness of Resources</td>
<td>60%</td>
<td>25%</td>
<td>15%</td>
<td>5%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Training Resources

- Featured Resources
- Getting Started
- Surveys
- Data Collection
- Data Analysis
- Taking Action
- From the Field
Peer Discussion Board

www.community.projectoutcome.org
Using Outcome Data for Library Programming
Benefits of Project Outcome Data

- Capturing snapshot data
  - Short, simple surveys save time
  - Higher response rate from patrons
  - Open-ended comments are goldmine

- We’ve done the heavy lifting for you!
  - Real-time results
  - Data visualizations
  - Ready-to-use reports
Benefits of Project Outcome Data

- Standardization of outcome measures
  - Across time & locations
  - Variety of programs
  - Aggregate national & state comparisons
Program Improvements

Early Literacy Storytimes

What did You like Best?

64%

Activities such as puppets, bubbles, and playtime

- "Learning new songs and new books for my child"
- "Standing and doing songs"
- "Singing and finger play"
- "Bubbles"

27%

The staff’s enthusiasm and interactivity with the children

- "Rita is great with the kids her patience is awesome"
- "Miss Shelly is very prepared and patient"
- "Becky reads with so much enthusiasm that captures the kids attention"
Funding Requests

Dollar General Grant for Early Readers

Summer Reading Centennial Program Survey

Please take a few minutes for this brief survey and let us know if, as a result of your child's overall experience with the Summer Reading Centennial Program...

Is this child is between ages 0 and 7?  Yes □ No □

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

My child maintained or increased their reading skills. □ □ □ □ □ □

My child is a more confident reader. □ □ □ □ □

My child reads more often. □ □ □ □ □

My child uses the library more often. □ □ □ □ □

What did your child like most about the program/service?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

What could the library do to help your child continue to learn more?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

SUMMER READING
Strategic Planning

Service Planning:

- Strategy
- Community Impact
- Measure of Successful Service
- Customer-based Outcomes

STRATEGIC FOCUS

We will build:

- Literate Communities
  - Early literacy
  - Information and communication technologies literacy
- Economically Sound Communities
  - Entrepreneur/small business support
  - Workforce readiness
- Connected Communities
  - Resident/Library interaction
  - Civic engagement
Communication & Advocacy

- Shared Summary Reports with Friends of the Library
- Added patron comments in Library Board reports
- Included patron comments in thank you notes to business donors
Partnerships

- Outcome data in quarterly reports to county leaders
- Increased championship of the library – county leaders refer local career center to library
- New partnership to provide youth programming for work experience, college & career readiness

**Library Name:** Pima County Public Library

**Library Location:** Pima County,
Arizona (Tucson and surrounding areas)

**Library Size:** Very large
(26 branches, service area: more than 1 million)

**Immediate Surveys Used:** Job Skills, Economic Development, Digital Learning
Find More Examples from the Field

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

Case Studies
Project Outcome data results in action

<table>
<thead>
<tr>
<th>Case Study</th>
<th>Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Project Outcome with Summer Library Programs to Track Impact Across Time and Strengthen Championship</td>
<td>• ALA Midwinter News You Can Use: Public Library Association Project Outcome Overview (1/16/2016)</td>
</tr>
<tr>
<td>Appleton Public Library, Wisconsin, first experienced 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 communications with the library’s board. (Published: September 2017)</td>
<td>• SLA Annual: SLA Performance Measurement Update (6/27/2016)</td>
</tr>
<tr>
<td></td>
<td>• &quot;Compass Live: Project Outcome&quot; (9/1/2017)</td>
</tr>
<tr>
<td>Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library</td>
<td>• &quot;West Virginia Library Association: Outcome Measurement Made Easy&quot; (10/6/2016)</td>
</tr>
<tr>
<td>Burnsville Public Library (EPL), West Virginia, is an important community anchor within the rural county it serves. EPL 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)</td>
<td>• &quot;Project Outcome: An Integral Part of the Planning Process&quot; (12/10/2015)</td>
</tr>
<tr>
<td></td>
<td>• &quot;Illinois Library Association: Moving Toward Outcomes for Advocacy &amp; Management Training Session&quot; (10/23/2015)</td>
</tr>
<tr>
<td>Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Circulation</td>
<td>• &quot;SIA. Power of Performance&quot; (4/7/2016)</td>
</tr>
<tr>
<td>Pima County Public Library, Arizona, uses Project Outcome surveys to assess the workshops, classes, trainings, and drop-in sessions that provide in the areas of business development, job skills, and digital literacy. (Published: September 2017)</td>
<td>&quot;ALA Midwinter News You Can Use: Public Library Association: Project Outcome Overview&quot; (1/16/2016)</td>
</tr>
<tr>
<td>Using Project Outcome with Storytime and Teen Programs to Improve Programming and Better Meet Community Needs</td>
<td>• &quot;Project Outcome: An Integrated Part of the Planning Process&quot; (12/10/2015)</td>
</tr>
<tr>
<td>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. Serving children, teens, and families is a core part of their programming, and a large part of the library system’s outcome measurement has focused on this population. (Published: September 2017)</td>
<td>&quot;Illinois Library Association: Moving Toward Outcomes for Advocacy &amp; Management Training Session&quot; (10/23/2015)</td>
</tr>
<tr>
<td>Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership</td>
<td>• &quot;International City/County Management Association&quot;</td>
</tr>
<tr>
<td>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)</td>
<td></td>
</tr>
</tbody>
</table>
STEM & Outcomes
What types of STEM Programming would you measure?

Type your answers in the chat
Project Outcome STEM Activity

- 5% of total programs measured
- STEAM/STEM-titled programs
  - Kits
  - Robots
  - Tech
  - Engineering
  - Makerspaces
Project Outcome STEM Activity

- Most common survey used: Education/Lifelong Learning
  - You learned something new that is helpful
  - You feel more confident about what you just learned
  - You intend to apply what you just learned
  - 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 learning more?
As a result of the program, I am: (select all that apply):

- Using science more often
- Trying new technology
- Seeking new science experiences
- Exploring STEM careers
- Contributing to citizen science programs (e.g., Monarch Watch, Natural Habitat Restoration)
- Other
- N/A
As a result of the program, **you intend to:** (select all that apply):

- Use science more often
- Try new technology
- Seek new science experiences
- Explore STEM careers
- Contribute to citizen science programs (e.g., *Monarch Watch, Natural Habitat Restoration*)
- Other
- N/A
Project Outcome STEM Activity

- Commonly asked Write-Your-Own Questions
  - What other STEM/STEAM topics would you like to see
  - How did you use this kit
  - What would you like to learn next
What other outcome questions would you ask?

• Outcomes related to engagement with others: study buddies, adults, mentors

• Skills-based outcomes: what specific skills are being taught?

• Use-based outcomes: do current questions meet use-based goals?
Announcements
Save the Date!

Upcoming Webinars:

Working with Partners: How to Plan for Collaborative Outcome Measurement

- January 31
- 1-2 PM Central
What’s New

- **Tutorial videos** to help you get started
- **Case studies** to learn more about how libraries are using their data to take action
- **Outcome Measurement Guidelines** to help you measure impact beyond Project Outcome surveys
What’s Next

- Register for FREE at www.projectoutcome.org
- Review training resources
- Create a new survey
- Analyze data dashboards
- Join the Facebook group
- Follow us on Twitter
- Engage on Peer Discussion Board
Questions?