

Project Outcome

January 10, 2018


Presenters: Emily Plagman (PLA)

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.

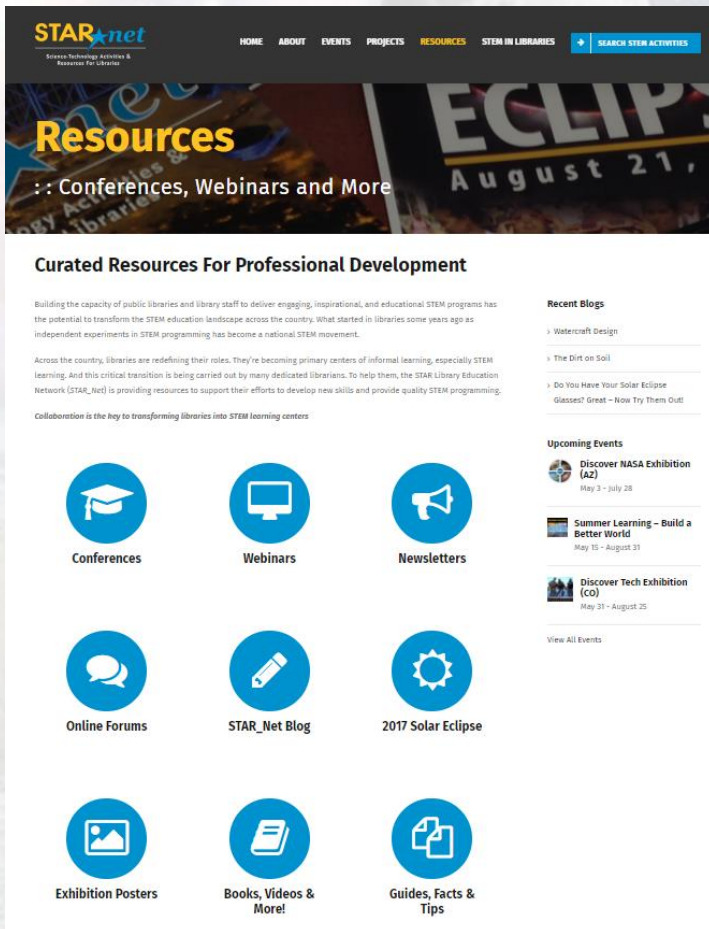
Today's Agenda

- 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!



STARnet
Science-Technology Activities &
Resources For Libraries

HOME ABOUT EVENTS PROJECTS RESOURCES STEM IN LIBRARIES SEARCH STEM ACTIVITIES

Resources

:: Conferences, Webinars and More

Curated Resources For Professional Development

Building the capacity of public libraries and library staff to deliver engaging, inspirational, and educational STEM programs has the potential to transform the STEM education landscape across the country. What started in libraries some years ago as independent experiments in STEM programming has become a national STEM movement.

Across the country, libraries are redefining their roles. They're becoming primary centers of informal learning, especially STEM learning. And this critical transition is being carried out by many dedicated librarians. To help them, the STAR Library Education Network (STAR_net) is providing resources to support their efforts to develop new skills and provide quality STEM programming.

Collaboration is the key to transforming libraries into STEM learning centers

- Conferences
- Webinars
- Newsletters
- Online Forums
- STAR_Net Blog
- 2017 Solar Eclipse
- Exhibition Posters
- Books, Videos & More!
- Guides, Facts & Tips

Recent Blogs

- Watercraft Design
- The Dirt on Soil
- Do You Have Your Solar Eclipse Glasses? Great - Now Try Them Out!

Upcoming Events

- Discover NASA Exhibition (AZ)
May 3 - July 28
- Summer Learning - Build a Better World
May 15 - August 31
- Discover Tech Exhibition (CO)
May 31 - August 25

View All Events

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

STEM ACTIVITY Clearinghouse

For example:
[DIY Sun Cookies](#)

STEM Activity Clearinghouse

Search

STARnet Science-Technology Activities & Resources For Libraries

Cornerstones of Science awakening curiosity, enriching lives

Collections 2017 Total Solar Eclipse

ATTRIBUTES

2017 TOTAL SOLAR ECLIPSE

There are 7 items.

Showing 1 - 7 of 7 items

Content Area

- ☐ Earth Science (0)
- ☐ Astronomy and Space (0)
- ☐ Chemistry (0)
- ☐ Physics (0)
- ☐ Engineering (0)
- ☐ Mathematics (0)
- ☐ Technology and Computing (0)
- ☐ Health Science (0)

Age Group

- ☐ Family (0)
- ☐ Infant (0-2) (0)
- ☐ Pre-K (0)
- ☐ Early Elementary (0)
- ☐ Upper Elementary (0)
- ☐ Tweens (9-12) (0)
- ☐ Teens (0)
- ☐ Adults (0)

Time to Complete Activity

- ☐ Under 10 minutes (0)
- ☐ 10-20 minutes (0)
- ☐ 20-40 minutes (0)
- ☐ 40 minutes to 1 hour (0)
- ☐ 1-2 hours (0)
- ☐ 2-4 hours (0)
- ☐ Long Duration (days to months) (0)

How Big, How Far, How Hot, How Old?

This is an activity about scale. Participants will arrange imagery of Earth and many other space objects in order of their size from smallest to largest, their distance from Earth's surface, their temperature from coolest to hottest, and/or their age from youngest to oldest.

[Open Activity](#) [Report broken link](#)

Content Area

- Earth Science
- Astronomy and Space

Age Group

- Family
- Upper Elementary
- Tweens (9-12)

Time to Complete Activity

10-20 minutes

Difficulty Level (by content)

Medium

[View Details](#)

How Can the Little Moon Hide the Giant Sun?

This is an activity exploring the concept that distance affects how we perceive an object's size, specifically pertaining to the size of the Sun and the Moon as seen from Earth.

[Open Activity](#) [Report broken link](#)

Content Area

- Earth Science
- Astronomy and Space

Age Group

- Early Elementary
- Upper Elementary

Time to Complete Activity

40 minutes to 1 hour

Difficulty Level (by content)

Easy



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



project | **OUTCOME**
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES



Today's Speaker



Emily Plagman
Public Library Association



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?

project **OUTCOME**
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

It's FREE!

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

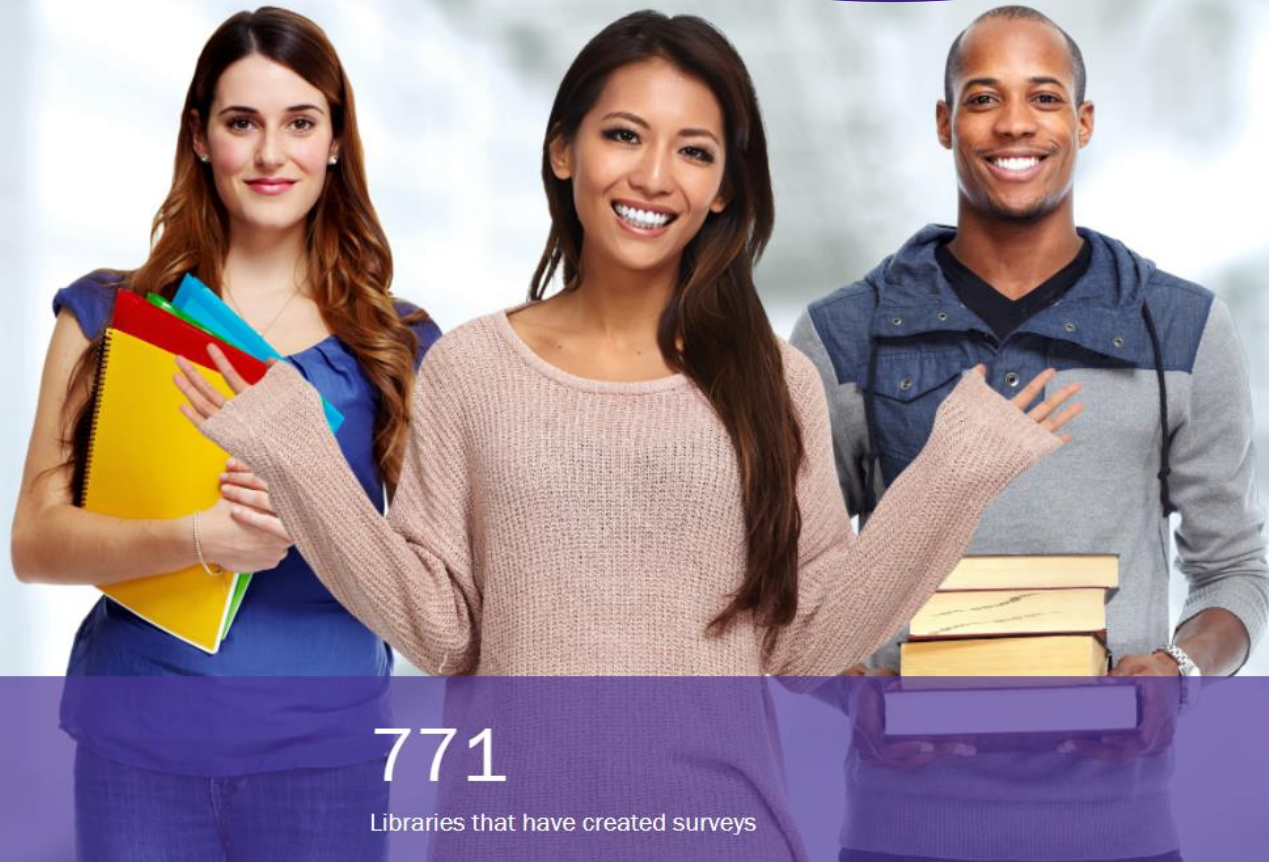
771

Libraries that have created surveys

Updates

Live News

www.ProjectOutcome.org





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**

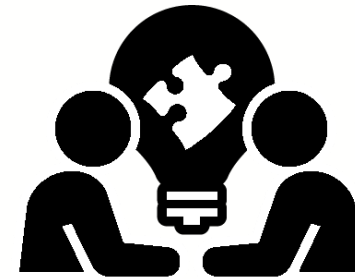
Demonstrating Library Value

Needs Assessment



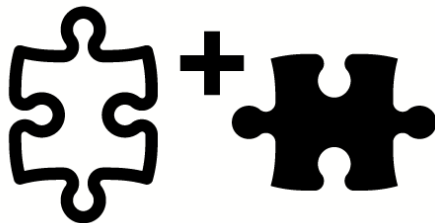
WHAT DOES OUR COMMUNITY NEED

Patron Satisfaction



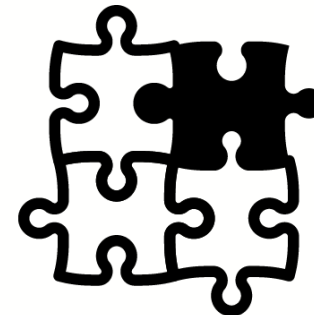
WHAT SHOULD WE DO BETTER

Outputs



HOW MUCH DID WE DO

Outcomes



WHAT GOOD DID WE DO

Demonstrating Library Value

Needs Assessment



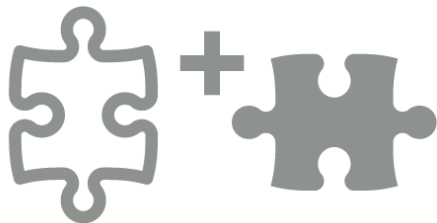
WHAT DOES OUR COMMUNITY NEED

Patron Satisfaction



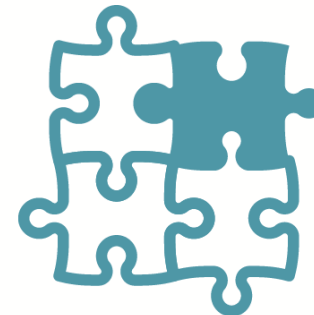
WHAT SHOULD WE DO BETTER

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?**

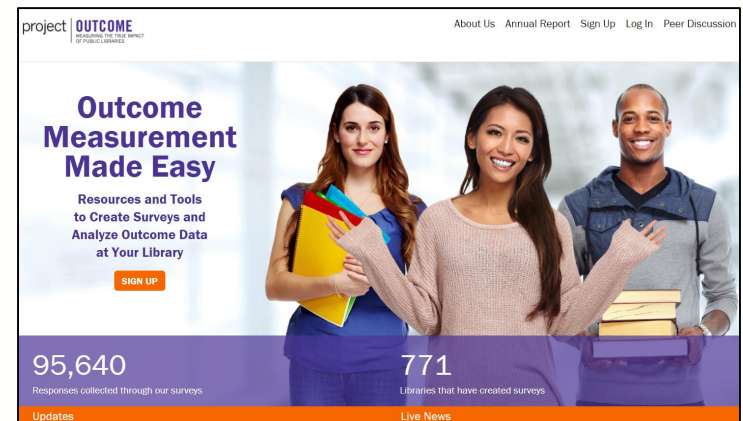
Type your answers in the chat



Project Outcome Toolkit

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



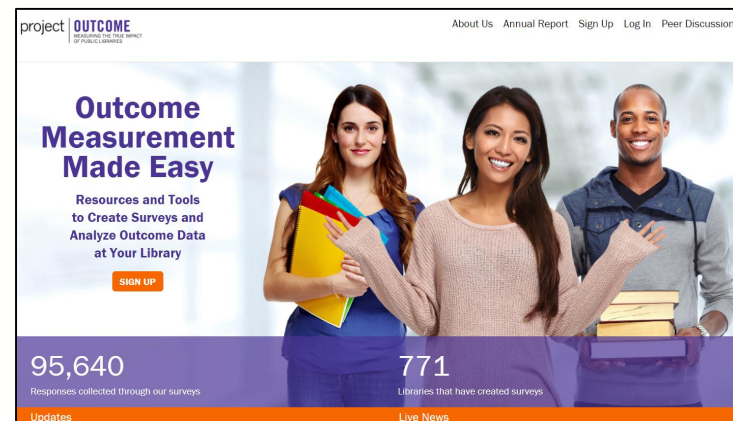
www.ProjectOutcome.org

Project Outcome Toolkit

It's FREE!

Access to:

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



www.ProjectOutcome.org

Survey Topic Areas



EARLY CHILDHOOD LITERACY



DIGITAL LEARNING



EDUCATION/LIFELONG LEARNING



SUMMER READING



JOB SKILLS



CIVIC/COMMUNITY ENGAGEMENT



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 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.





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:



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

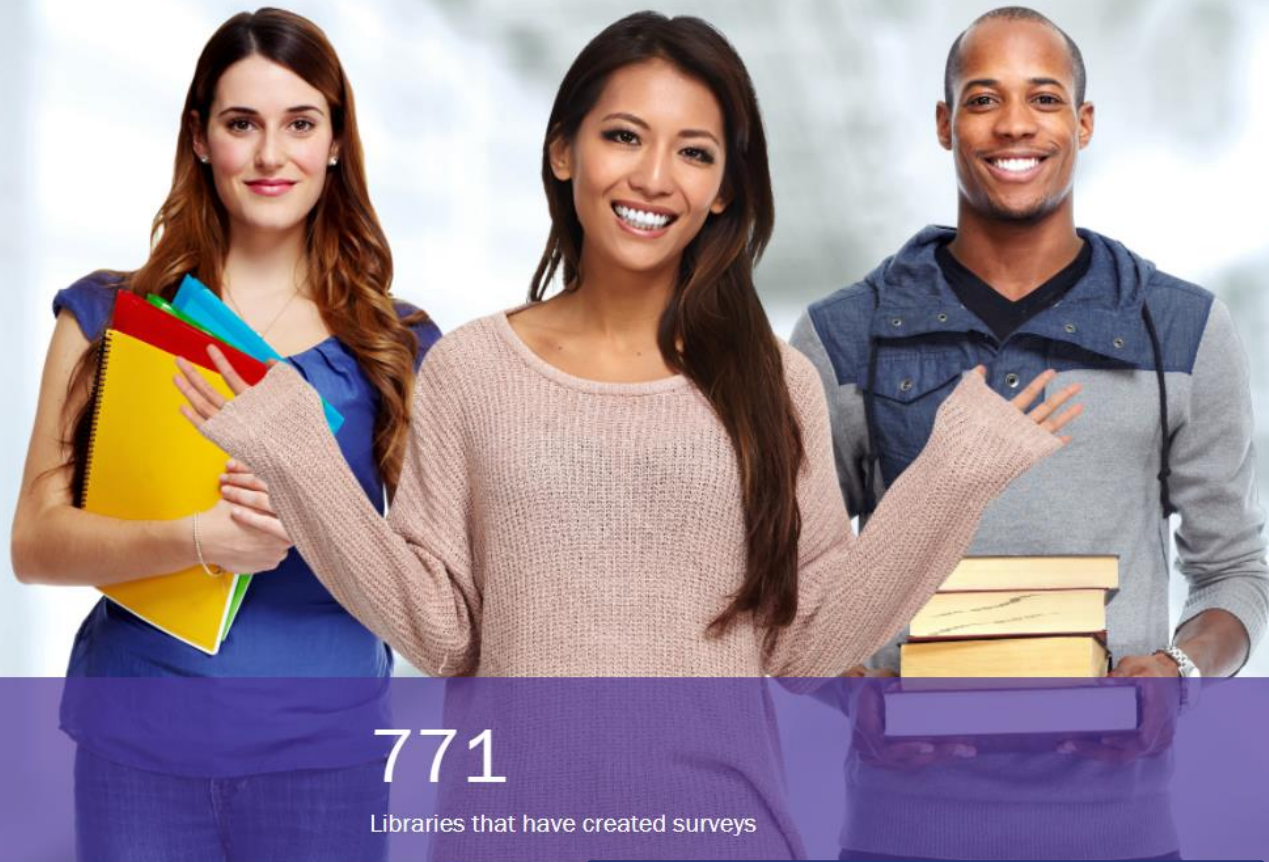
- Developing outcome measures
- Implementing data collection methods other than the existing standardized surveys
- Measuring data over time
- Developing strategies for working with partners on outcome measurement projects

Project Outcome Website

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

[Updates](#)

[Live News](#)

www.ProjectOutcome.org

User Home Page

[Survey Management](#) [Data Dashboard](#) [Resources](#) [Peer Discussion](#)

Survey Management

[+ Create New Survey](#)



Tech Time - 09/28/2017

Created by PLA Test

0

Responses

[View Survey](#) | [Enter Responses](#)



Template: Digital Learning in Kentucky

Created by Tyler Tester

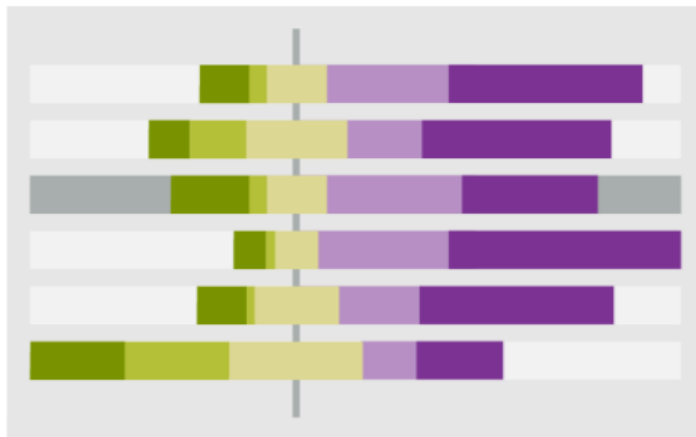
1

Surveys Created

[View All Surveys](#)

Data Dashboard

[Build a Report](#)



[View Data Dashboard](#)

Resources

Project Outcome 101

Published 07/28/2015

Writing Open-Ended Survey Questions

Published 04/28/2017

Case Studies

Published 06/08/2016

[View All Resources](#)

Peer Discussion



Evaluating a toolkit

Updated 10/02/2017



Indicating Impact by Tying Children's Programs to Research

Updated 10/02/2017



Same survey, multiple branches and different start/end dates

Updated 09/19/2017

[View All Discussions](#)

Events

Using Project Outcome Data to Improve & Support Library Programming

Oct 19, 2017 | Online

[Register](#)

[View All Events](#)

Survey Management Tool

[+ Create New Survey](#)

Search Keywords



[Build a Report](#)

Date range

mm/dd/yyyy

mm/dd/yyyy

- ☐ Template
- ☐ Survey

Topic

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

Type

- ☐ Immediate
- ☐ Follow-up
- ☐ Teen/Child
- ☐ Adult
- ☐ Caregiver

Status

- ☐ Draft
- ☐ Active
- ☐ Archived
- ☐ Deleted

← Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) Next →

Tech Time - 09/28/2017

Created by PLA Test



Tech Time
09/28/2017

Status
Active

0

Responses
[Download](#)

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)



Digital Learning
Immediate

0

Attendance
Update

[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

1

Surveys Created



Digital Learning
Immediate

Published to
2 Libraries

[Create Survey From Template](#)

Coding Club - 08/31/2017

Created by PLA Test



Coding Club
08/31/2017

Status
Active

4

Responses
[Download](#)

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)



Education/Lifelong Learning
Immediate

10

Attendance
Update

[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

[Survey Management](#) [Data Dashboard](#) [Resources](#) [Peer Discussion](#)

Survey Management

[+ Create New Survey](#)



Tech Time - 09/28/2017

Created by PLA Test

0

Responses

[View Survey](#) | [Enter Responses](#)



Template: Digital Learning in Kentucky

Created by Tyler Tester

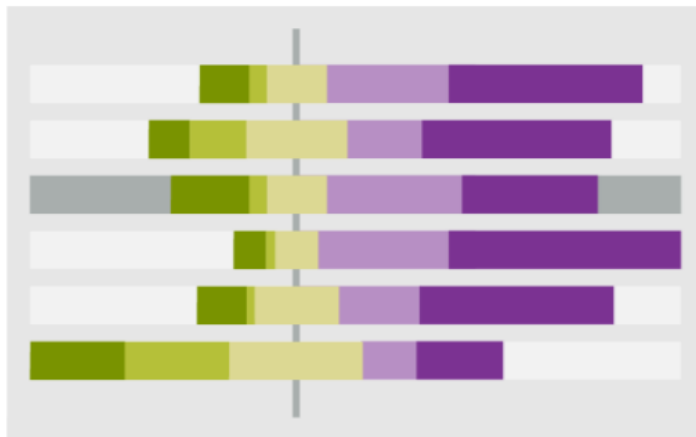
1

Surveys Created

[View All Surveys](#)

Data Dashboard

[Build a Report](#)



[View Data Dashboard](#)

Resources

Project Outcome 101

Published 07/28/2015

Writing Open-Ended Survey Questions

Published 04/28/2017

Case Studies

Published 06/08/2016

[View All Resources](#)

Peer Discussion



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Updated 09/19/2017

[View All Discussions](#)

Events

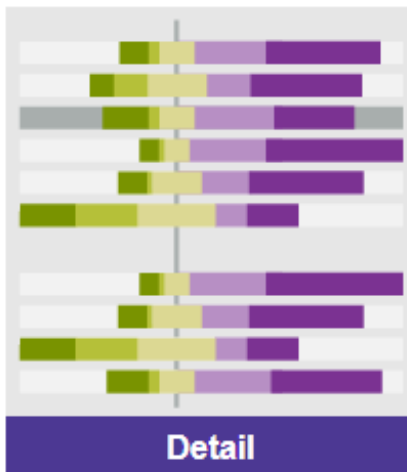
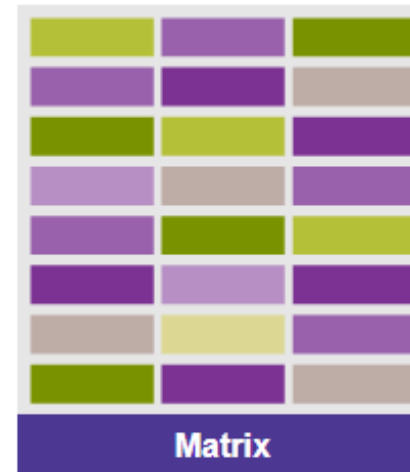
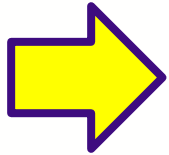
Using Project Outcome Data to Improve & Support Library Programming

Oct 19, 2017 | Online

[Register](#)

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Data Dashboard



Data Dashboard

[Dashboard Home](#)[Build Report](#)[Overview](#)[Matrix](#)[Detail](#)[Map](#)[Library Info](#)[Build New Report](#)[Print Past Reports](#)[Select Report Location](#)

2

[Select Topic](#)

3

[Select Date Range and/or Program\(s\)](#)

4

[Select Survey\(s\)](#)

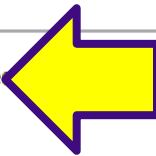
5

[Write Custom Narrative](#)

6

[Select](#)

7

[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

Summary Report



Public Library

Survey Results and Community Implications

Report Information

Topic: Digital Learning
Programs: See full list on page 2
Date Range: None

Overview

Wherever public libraries are working, positive opportunities for anyone who enters – put the evidence of this every day – what they are demonstrating the good they are doing and Year in Review 2016 Annual Report sites that had some kind of positive impact on their lives. These programs and services is what they suggested improvement for the library is needed.

Public Library Survey Work

Public Library staff distributed surveys to patrons and programs are supporting community needs. This survey which measures the impact of services designed to promote the beneficial use of digital resources to meet community needs.

A total of 17 survey responses were collected across 3 surveys. The list of programs surveyed are shown in the table below.

Program Name	Survey Name	Attendance	Response Rate
Computing in Practice Series - 3/23/2016	Computing in Practice Series - 03/23/2016	6	83.30%
Computing in Practice Series - 4/20/2016	Computing in Practice Series - 04/20/2016	9	66.70%
Computing in Practice Series - 4/27/2016	Computing in Practice Series - 04/27/2016	6	100.00%

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

74% intend to apply what they learned

60% felt more confident when using digital resources

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

SCORING: Strongly Disagree Disagree Neither Agree Strongly Agree

Knowledge



Confidence



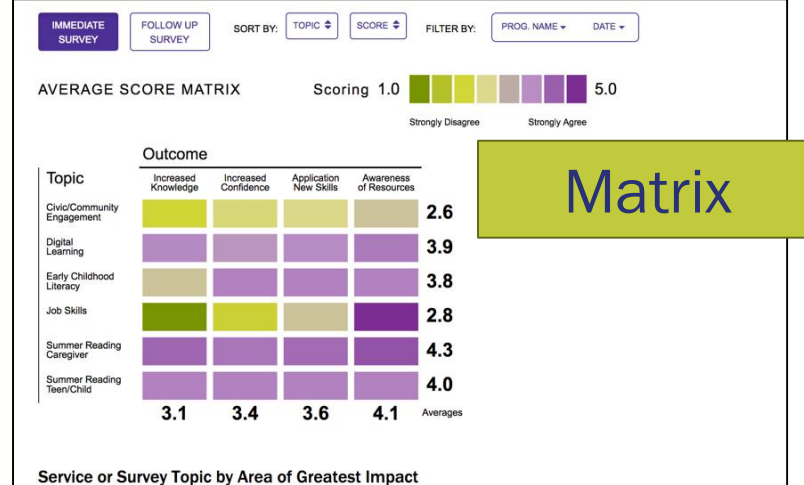
Application / New Skills



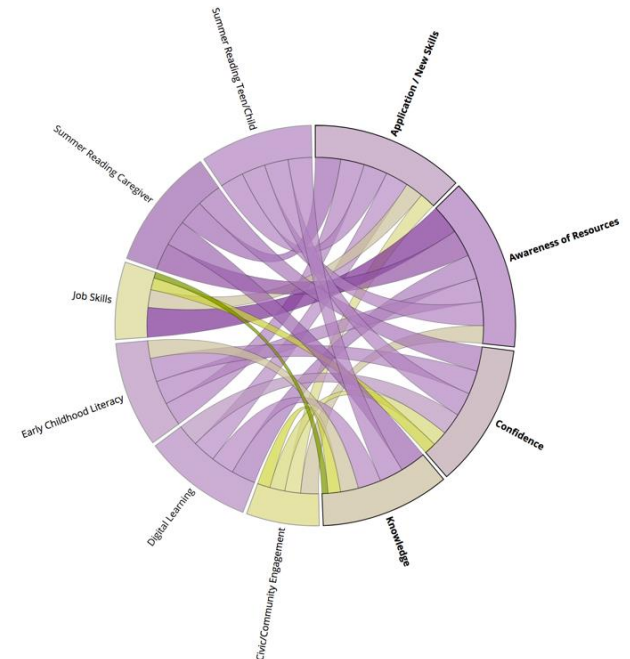
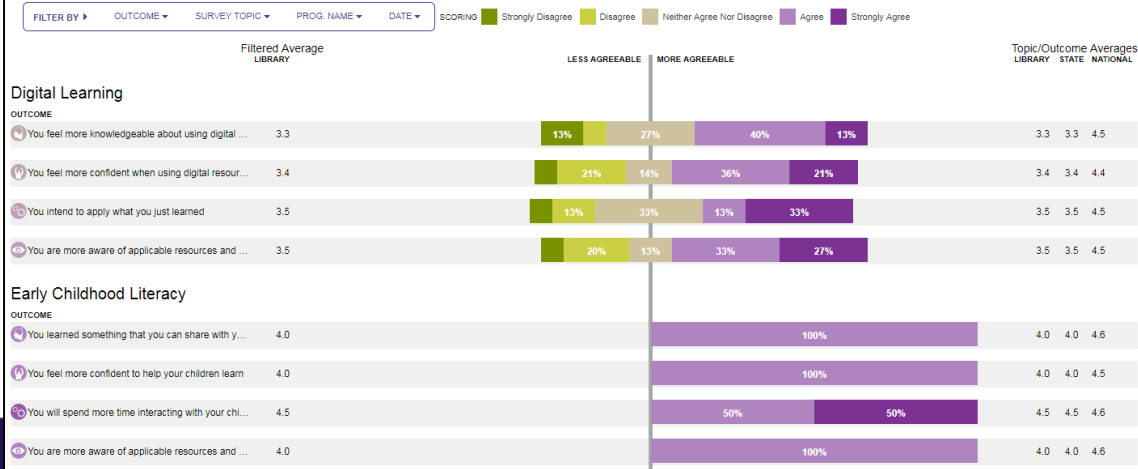
Awareness of Resources



Data Dashboard



RESPONSES BY SERVICE OR PROGRAM TYPE AND DOMAIN



Training Resources

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

The screenshot shows the 'RESOURCES' page of the Project Outcome website. At the top, a purple header contains the word 'RESOURCES' in yellow. Below it, a white box with a purple border contains the text 'Project Outcome provides resources to help libraries throughout the outcome measurement process.' and a search bar with the placeholder 'Search Project Outcome Resources' and a magnifying glass icon. The main content area has a purple background with white text. A 'Featured Resources' section lists 'Project Outcome 101', 'Writing Open-Ended Survey Questions', and 'Case Studies'. Below this is a grid of six resource categories, each with a list of links.

Getting Started	Surveys	Data Collection
<ul style="list-style-type: none">• Project Outcome 101• Tutorial Videos• Readiness Assessment• Outcome Measurement Continuum• State User Guide• What Is Outcome Measurement?• Outcome Measurement Process	<ul style="list-style-type: none">• Preview Surveys• Additional Survey Questions• Choosing the Right Survey• Survey Background• Writing Open-Ended Survey Questions	<ul style="list-style-type: none">• Data Collection Roadmap• Data Collection Team• Building Internal Support• Survey Best Practices• How to Talk to Patrons• Following Up with Patrons• Informed Consent• Sample Size• Terminology List
Data Analysis	Taking Action	From the Field
<ul style="list-style-type: none">• Maximize Your Results• Analyzing Qualitative Data• Framing Survey Results	<ul style="list-style-type: none">• Good Practices for Communicating Data• Creating a Message Framework• Advocacy Tips• Advocacy Resources	<ul style="list-style-type: none">• On-Demand Webinars• Case Studies• Outcome Measurement Guidelines• Speaker Wall of Fame• Participating Libraries• How We Compare• Meet the Task Force• Regional Training Opportunities

Peer Discussion Board

project OUTCOME
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

Welcome, sam@projectoutcome.org
[Account](#) | [Log Out](#)

[Survey Management](#) [Data Dashboard \(coming soon\)](#) [Resources](#) [Peer Discussion](#)

Survey Management

[Create New Survey](#)

Kids Love to Read - 06/01/2017
Created by PLA Test 0 Responses
[Review Survey](#)

May Basic Computer Classes - 05/01/2017
Created by PLA Test 0 Responses
[View Survey](#) | [Enter Responses](#)

[View All Surveys](#)

Data Dashboard

[Add a Report](#)

Additional functionality coming soon
[View Data Dashboard \(coming soon\)](#)

Resources

Project Outcome 101
Published 07/28/2015

Data Collection Roadmap
Published 06/10/2016

Writing Open-Ended Survey Questions
Published 04/28/2017

[View All Resources](#)

Peer Discussion

Evaluating the impact of play centers in children's area
Updated 04/07/2017

Indicating Impact by Tying Children's Programs to Research
Updated 03/16/2017

Adding Surveys After the Fielding Dates have closed
Updated 03/16/2017

[View All Discussions](#)

Events

Webinar: Project Outcome Update:
Website & Survey Management
Improvements
May 11, 2017 | Online

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project OUTCOME
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

[all categories](#) [Latest](#) [New](#) [Unread](#) [Top](#) [Categories](#) [+ New Topic](#)

Topic	Category	Users	Replies	Views	Activity
Welcome to Project Outcome Discourse The goal of Project Outcome is to help public libraries understand and share the true impact of essential library services and programs. With Project Outcome, patron attendance and anecdotal success stories are no longer... read more			1	21	Jun 30
Programming Data Management - How & What?			0	12	25d
Collecting contact information from patrons			2	20	Aug 22
Increased staff time with Follow-Up Surveys			1	17	Aug 11
Indicating Impact by Tying Children's Programs to Research			7	34	Aug 8

There are no more latest topics.

www.community.projectoutcome.org

A decorative graphic consisting of seven circular icons arranged in a diagonal line from the bottom-left to the top-right. The icons are white on a grey background. The icons represent: a group of people with a lightbulb, a bar chart with an upward arrow, a briefcase with a document, three people sitting together, a laptop with a Wi-Fi signal, two people sitting at a table, and a sun rising over an open book. The background is a light grey wave shape.

Using Outcome Data for Library Programming

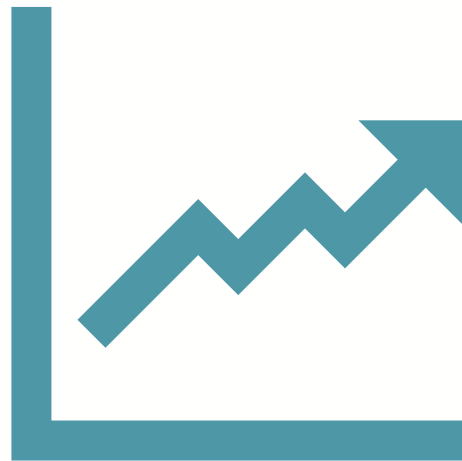
Benefits of Project Outcome Data

- 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 ☐

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
My child maintained or increased their reading skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My child is a more confident reader.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My child reads more often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My child uses the library more often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

STRATEGIC FOCUS

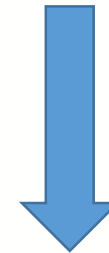
We will build:

- 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



Service Planning:

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



project

OUTCOME

MEASURING THE TRUE IMPACT
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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



SUMMER READING



Here are some of the highlights from the 2016 Summer Reading Program:

- AFPLS registered more than 16,000 children and teens as part of the Summer Reading Program, an increase of more than 3,000 young readers over the 2015 totals.
- **Children and teens read more than 108,000 library books this summer** — a 31% increase over last year.
- AFPLS offered a record-breaking number of bilingual programs for children and teens this summer. In 2016, the library held 139 bilingual programs compared to 24 bilingual programs in 2015 and 10 in 2014.

Summer may be gone, but the lessons learned have left their mark on many children and teens in our communities.



One mother from the East Atlanta Branch had this to say about her daughter's experience at the library this summer, "The Summer Reading prizes were a HUGE motivation to read. My daughter was a reluctant reader before the program. During the program I have had to stop her reading! She reads all the time! Thanks!"

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!

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Speaker Wall of Fame

Become a Project Outcome Champion!

[← BACK TO RESOURCES](#)

Case Studies

Project Outcome data results in action

[← BACK TO RESOURCES](#)

Using Project Outcome with Summer Library Program to Track Impact Across Time and Strengthen Championship

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)

Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library

Burnsville Public Library (BPL), West Virginia, is an important community anchor within the rural county it serves. BPL 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)

Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship

Pima County Public Library, Arizona, uses Project Outcome surveys to assess the workshops, classes, trainings, and drop-in sessions they provide in the areas of business development, job skills, and digital literacy. (Published: September 2017)

Using Project Outcome with Storytime and Teen Programs to Improve Programming and Better Meet Community Needs

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)

Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership

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)

Presentations

- [ALA Midwinter News You Can Use: Public Library Association Project Outcome Overview](#) (1/10/2016)
- [ALA Annual: PLA Performance Measurement Update](#) (6/27/2015)
- [NCompass Live: Project Outcome](#) (3/1/2017)
- [West Virginia Library Association: Outcome Measurement Made Easy](#) (10/6/2016)
- [PLA: Power of Performance](#) (4/7/2016)
- [ALA Midwinter News You Can Use: Public Library Association Project Outcome Overview](#) (1/10/2016)
- [Project Outcome: An Integral Part of the Planning Process](#) (12/10/2015)
- [Illinois Library Association: Moving Toward Outcomes for Advocacy & Management Training Session](#) (10/23/2015)
- [International City/County Management Association:](#)

www.ProjectOutcome.org



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?

STEM-Targeted Additional Questions

- 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

STEM-Targeted Additional Questions

- 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?

Type your answers in the chat



Announcements

Save the Date!

Upcoming Webinars:

Working with Partners: How to Plan for Collaborative Outcome Measurement

- January 31
- 1-2 PM Central



project | **OUTCOME**
MEASURING THE TRUE IMPACT
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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

Case Studies

Project Outcome data results in action

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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



#ProjectOutcome

Questions?

