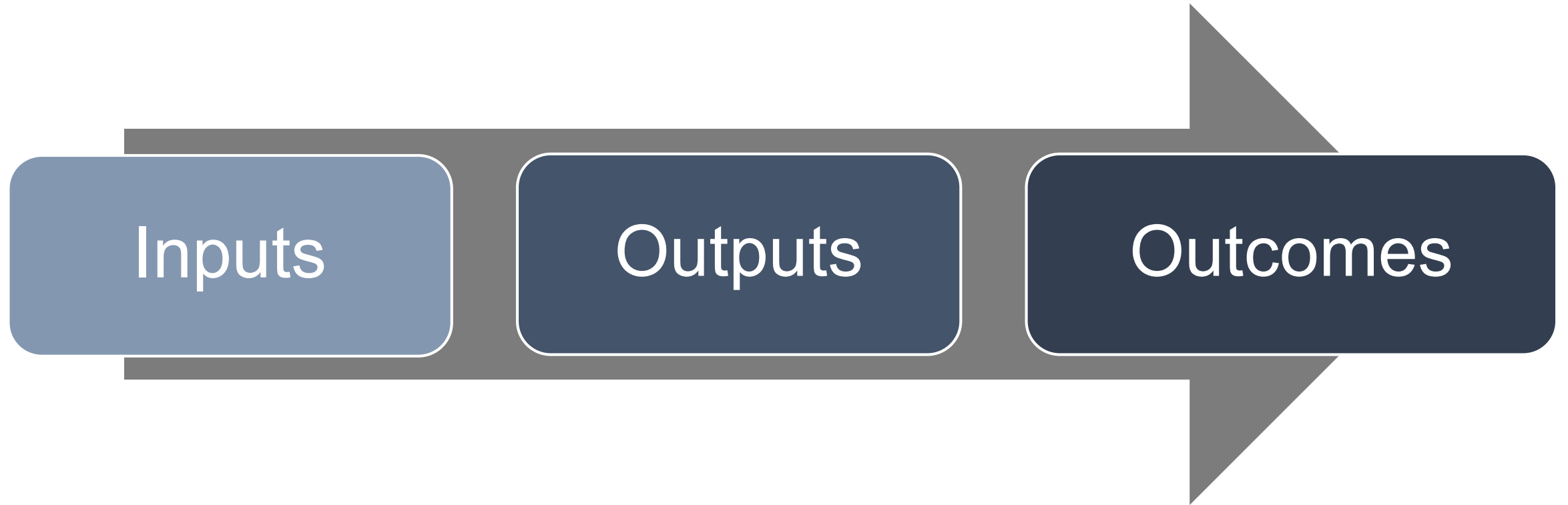


Outcome Based Evaluation



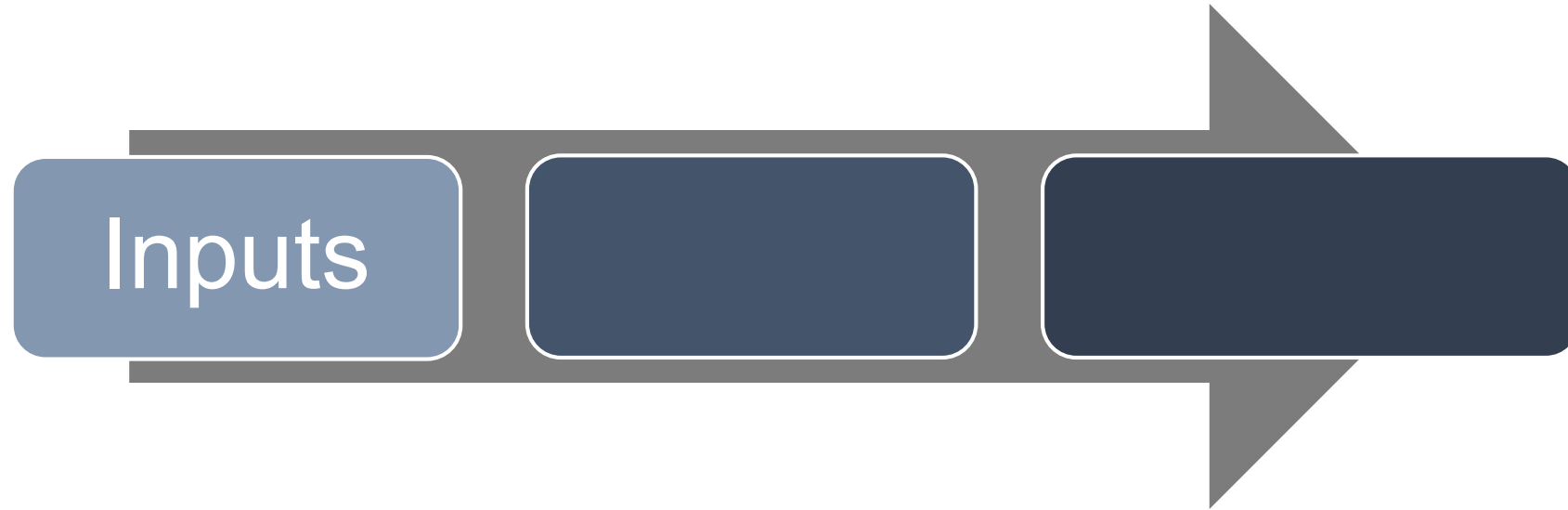


DATA TRIFECTA





INPUT MEASURES



Quantifying the **effort**
expended on a program



funds expended



number of staff



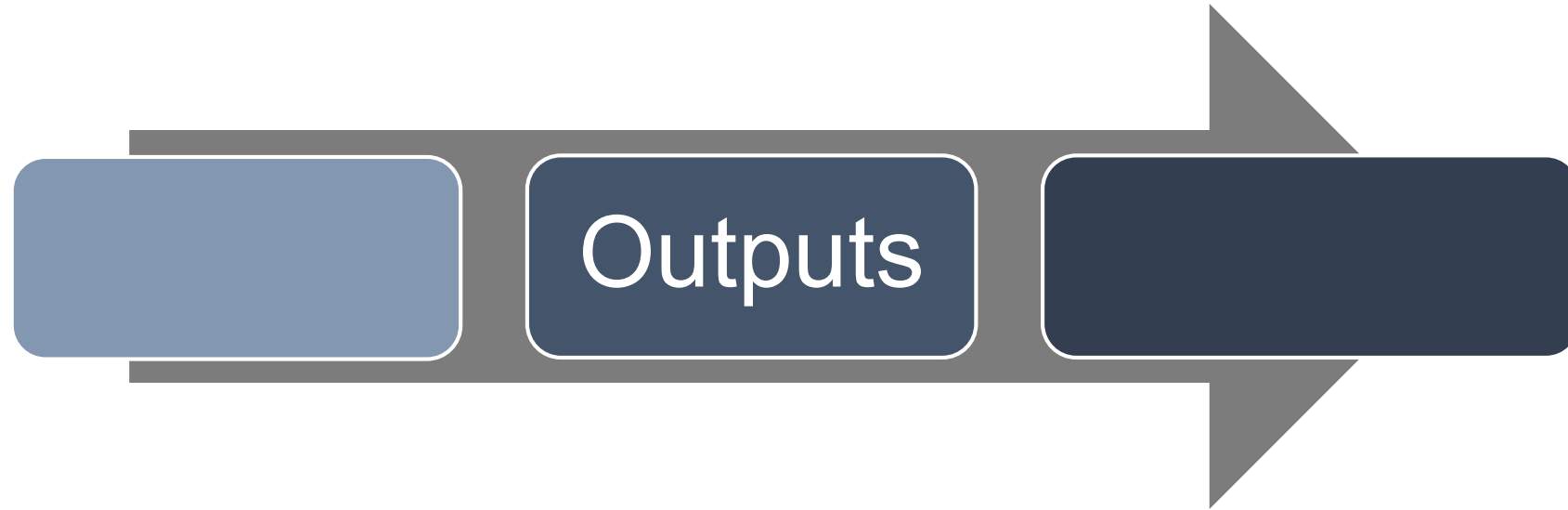
Weekly Time Sheet

Start Time		End Time	Regular Hrs.	Ove

staff hours



OUTPUT MEASURES



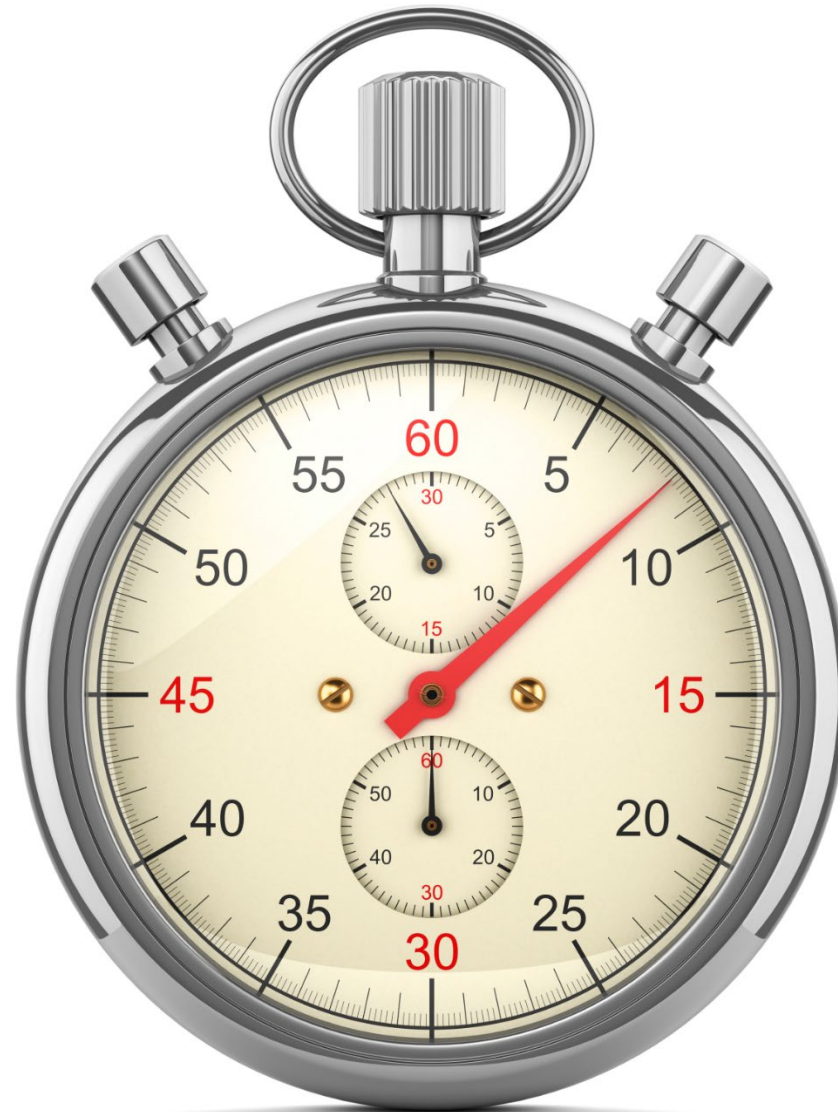
Quantifying the **level of services and materials** provided



number of events offered



total attendance at events



number of minutes spent reading



Refine Results



Master File



Link / Cite



Definitions

Basic

Advanced

Year

2014

Statistic

- ☐ Address & Contact Info
- ☐ Administrative FSCS Codes
- ☐ Annual Services
- ☐ Challenges
- ☒ Circulation and Hours
- ☐ Collection
- ☐ Computer and Networking
- ☐ Expenditures - Collection
- ☐ Expenditures - Misc. and Total
- ☐ Expenditures - Staff
- ☐ Facilities
- ☐ Friends Groups and Foundation and Trustee Information
- ☐ Funding Measures
- ☐ General Information
- ☐ Input Measures
- ☐ Output Measures
- ☐ Profile Statistics
- ☐ Programs

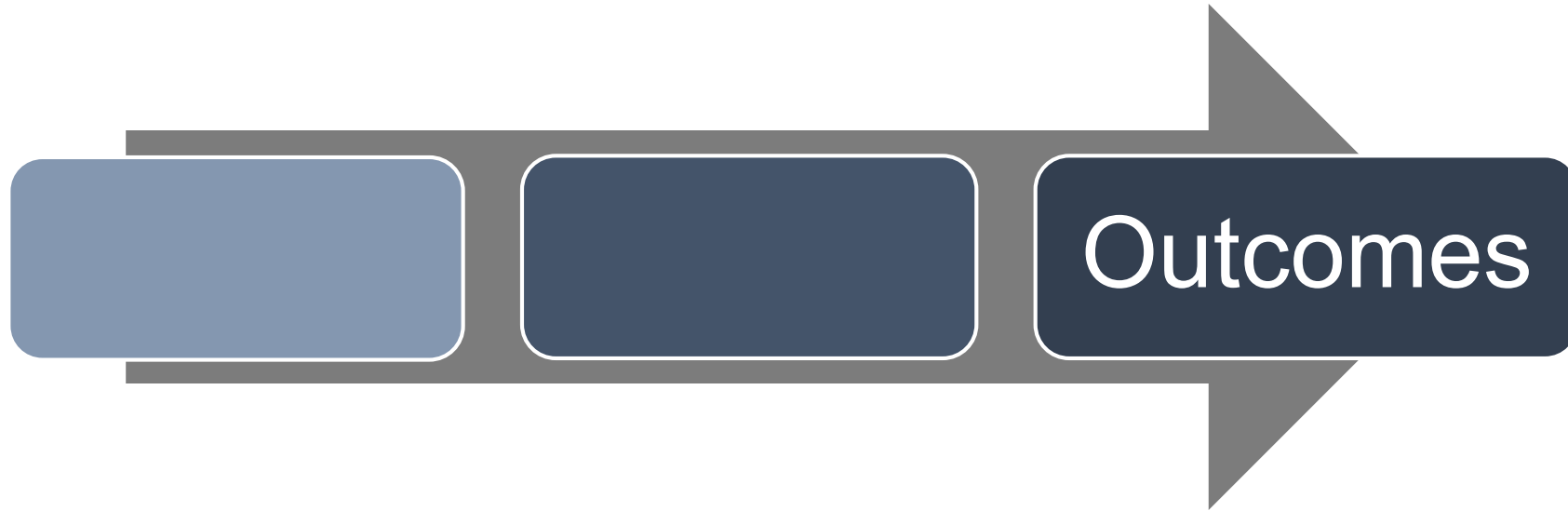
Data for 2014 are preliminary.

Library	Circulation and Hours			
	Children's Circulation	Circulation of Electronic Materials	Total Circulation	Annual Operating Hours
	2014	2014	2014	2014
Aguilar Public Library	200	0	500	
Akron Public Library	730	298	5,683	
Alamosa Public Library	37,068	2,421	137,258	
Arapahoe Library District	1,386,838	867,847	4,508,477	
Aurora Public Library	632,830	93,212	1,065,076	
Baca County Public Library	2,738	No Data	8,069	
Basalt Regional Library District	52,430	6,429	152,091	
Berthoud Community Library District	19,648	757	65,494	
Boulder Public Library	497,279	61,490	1,305,884	
Broomfield/Eisenhower Public Library	363,409	29,307	759,317	
Burlington Public Library	4,000	No Data	28,000	
Canon City Public Library	49,590	10,667	159,283	

circulation



OUTCOME MEASURES



Quantifying the **effect** of a
program/resource/service



children's enjoyment
of reading increased



children maintained
or improved reading skills



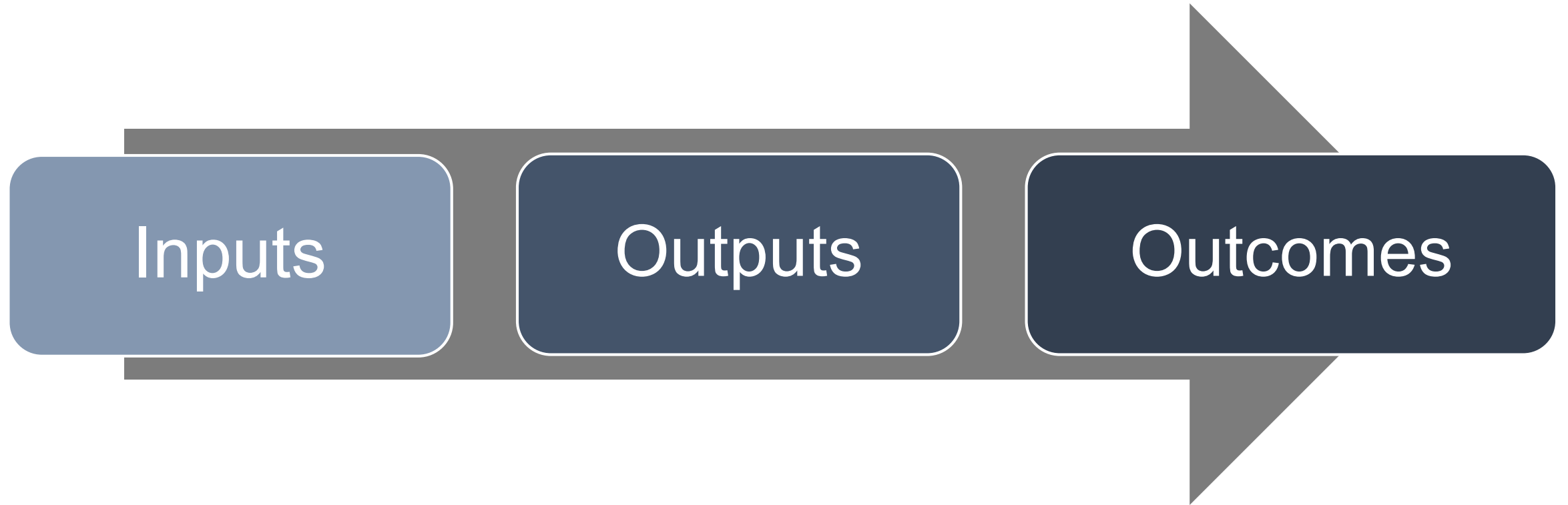
children were more
likely to read by choice



library developed long-term
partnership with local school district

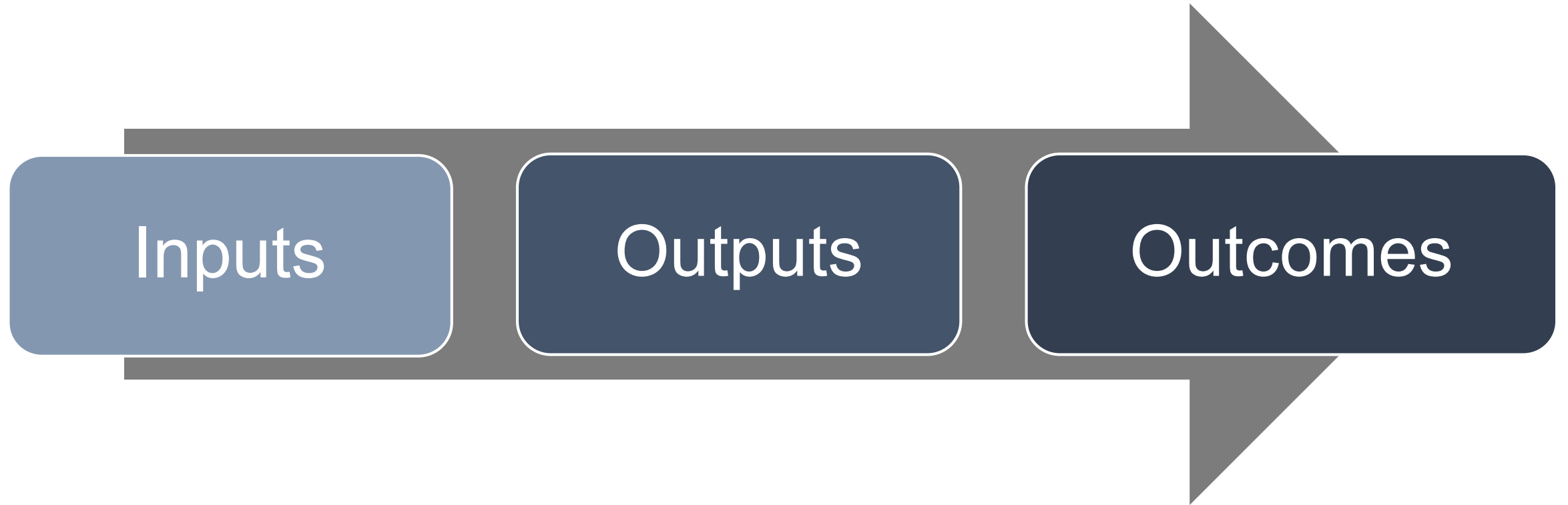


DATA TRIFECTA





ACTIVITY: WHAT IS YOUR DATA TRIFECTA?



ACTIVITY: WHAT IS YOUR DATA TRIFECTA?

Outcome-Based Evaluation Project

Project Name: Senior Computer Class Series

Description: My library offers a class series for seniors that covers basic computer/technology skills.



Inputs	Outputs	Outcomes
<p>Funds expended:</p> <ul style="list-style-type: none">• Copies of handouts• Marketing campaigns at local senior centers <p>Staff hours:</p> <ul style="list-style-type: none">• Curriculum development• Instruction	<p>Number of events offered</p> <p>Number of registrants</p> <p>Number of attendees</p>	<p>Digital literacy</p> <p>Confidence using technology</p> <p>Ongoing partnerships with local senior centers</p>



Library A

Library B

Library C



Library A

- 100% of participating children increased or maintained reading skills

Library B

- 85% of participating children increased or maintained reading skills

Library C

- 85% of participating children increased or maintained reading skills



Library A

- 100% of participating children increased or maintained reading skills

- 25 children participated

Library B

- 85% of participating children increased or maintained reading skills

- 100 children participated

Library C

- 85% of participating children increased or maintained reading skills

- 50 children participated



Library A

- 100% of participating children increased or maintained reading skills
- 25 children participated

• \$5,000

Library B

- 85% of participating children increased or maintained reading skills
- 100 children participated

• \$10,000

Library C

- 85% of participating children increased or maintained reading skills
- 50 children participated

• \$2,500



Library A

- 100% of participating children increased or maintained reading skills
- 25 children participated
- \$5,000
- \$200/child

Library B

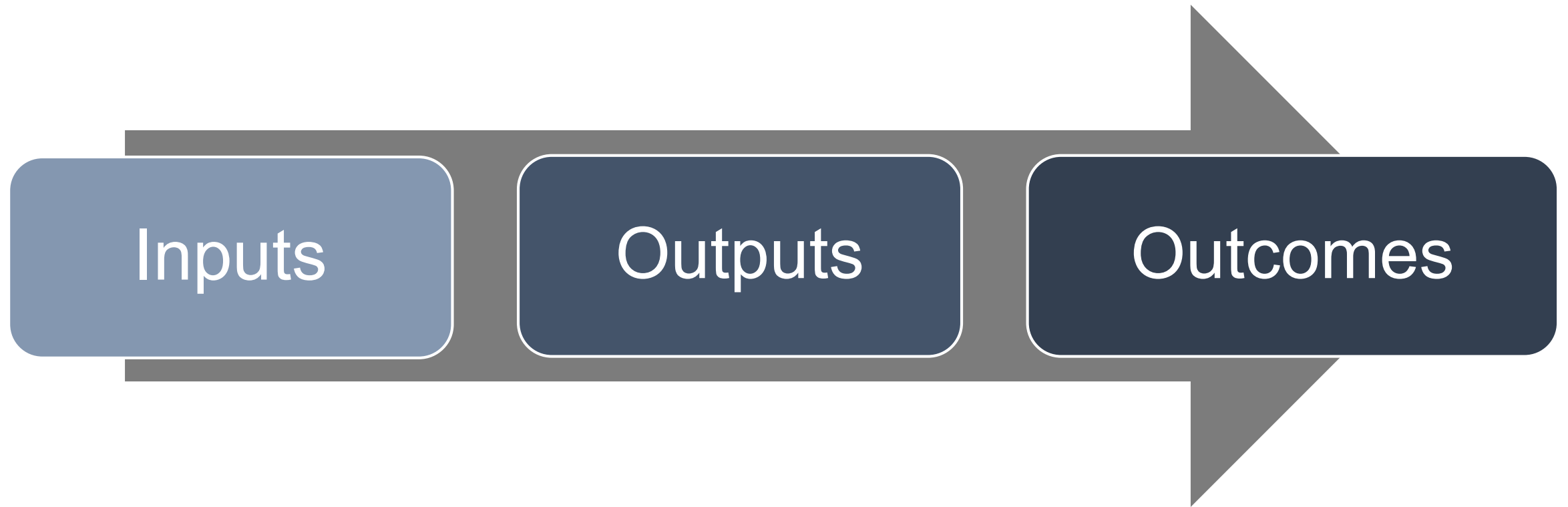
- 85% of participating children increased or maintained reading skills
- 100 children participated
- \$10,000
- \$100/child

Library C

- 85% of participating children increased or maintained reading skills
- 50 children participated
- \$2,500
- \$50/child



ACTIVITY RECAP: WHAT IS YOUR DATA TRIFECTA?





OUTCOMES

Immediate

Intermediate

Long-term
(impacts)



OUTCOMES

Immediate

Intermediate

Long-term



Learn how
to complete
online job
application

OUTCOMES

Immediate



Learn how
to complete
online job
application

Intermediate



Get an
interview

Long-term

OUTCOMES

Immediate



Learn how
to complete
online job
application

Intermediate



Get an
interview

Long-term



Get a job



OUTCOMES

Immediate



Learn how
to complete
online job
application

Intermediate



Get an
interview

Long-term



Get a job



LINKING IMMEDIATE OUTCOMES TO LONG-TERM IMPACT

Reading for pleasure associated with:

- Increased empathy
- Improved relationships
- Reduced depression symptoms
- Reduced risk of dementia

-- The Reading Agency, 2015

LINKING OUTPUTS TO LONG-TERM IMPACT

Reading more associated with:

- Improved reading skills
 - Better development of vocabulary, writing, and grammar
- Chin & Krashen (2007)



MEASURING OUTCOMES



INDICATORS

Outcome	Indicator
Increased enjoyment of reading	



INDICATORS

Outcome	Indicator
Increased enjoyment of reading	Parent response to survey question



INDICATORS

Outcome	Indicator
Increased enjoyment of reading	Parent response to survey question
Increased digital literacy	



INDICATORS

Outcome	Indicator
Increased enjoyment of reading	Parent response to survey question
Increased digital literacy	Demonstrate ability to text, send an email with an attachment, etc.



SURVEY

After participating in the Summer Reading Program, did your child's reading habits change? Please indicate if the following things increased, stayed the same, or decreased for your child:

	Increased	Stayed the Same	Decreased
Enjoyment of reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading by his/her choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SURVEY

While I was on a computer in the computer center today, I . . .

- ☐ Looked for employment (job search, resume, application, etc.).
- ☐ Used the computer for entertainment (ex: videos, music, games).
- ☐ Did schoolwork.
- ☐ Communicated with someone (email, chat, Facebook, etc.).
- ☐ Used government resources (licenses, taxes, unemployment, disability, welfare, immigration, etc.).
- ☐ Found health information.



SURVEY—OPEN ENDED QUESTIONS

Please let us know in your own words the difference the 2014 Summer Reading Program has made for your child(ren) and family:

As a first time parent it's really helpful to have tangible ideas about ways to get my child engaged in early literacy skills. There were some recommended activities I hadn't thought of trying!

My son's reading endurance has really grown this summer, thanks to the reading program. He was very motivated to read for 40 minutes and sometimes he read for even longer stretches.

I loved being able to spend time with my child and bond over my love for books.

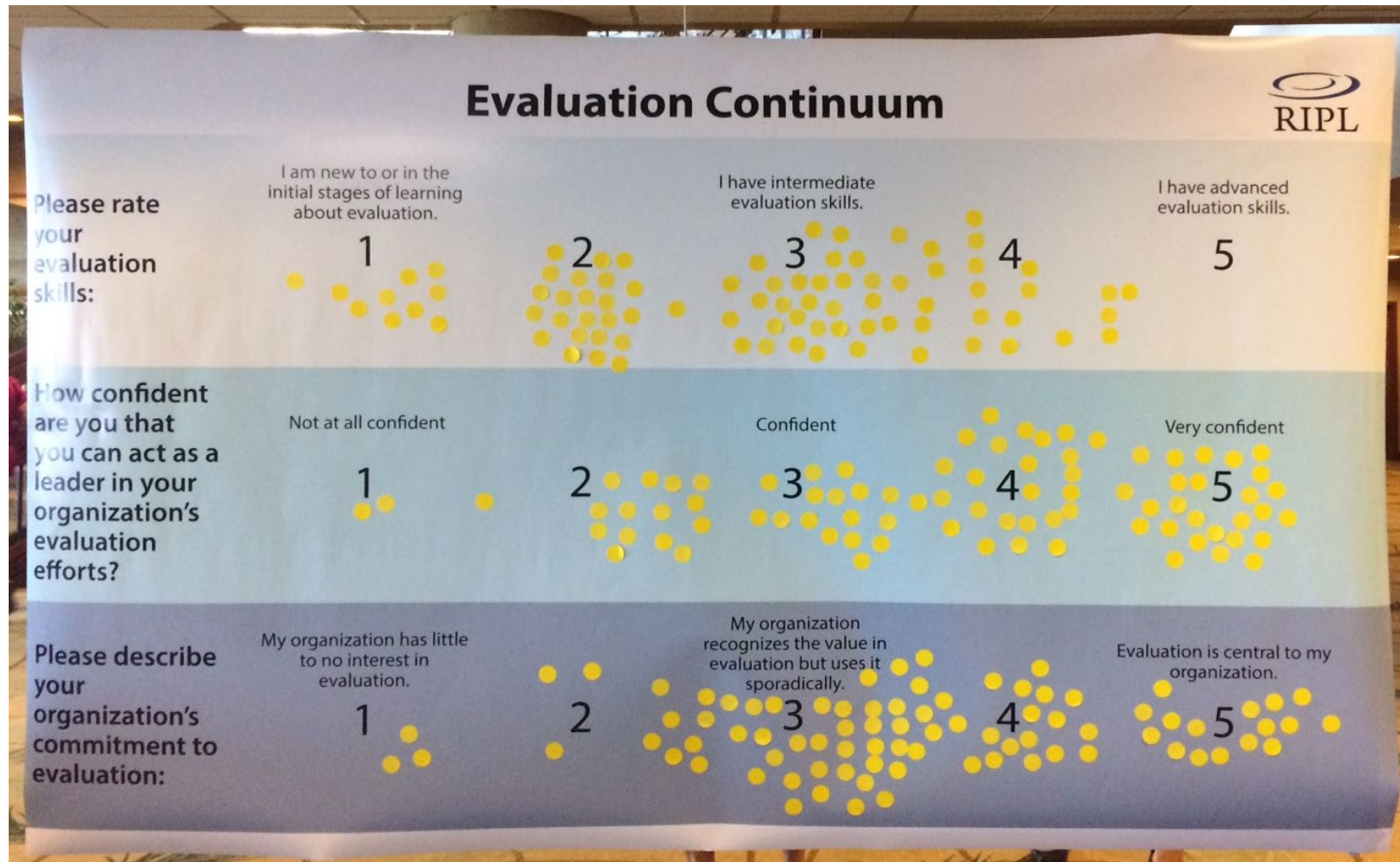
SURVEY—OPEN ENDED QUESTIONS

Please tell us how the computer center helps you
or your community:

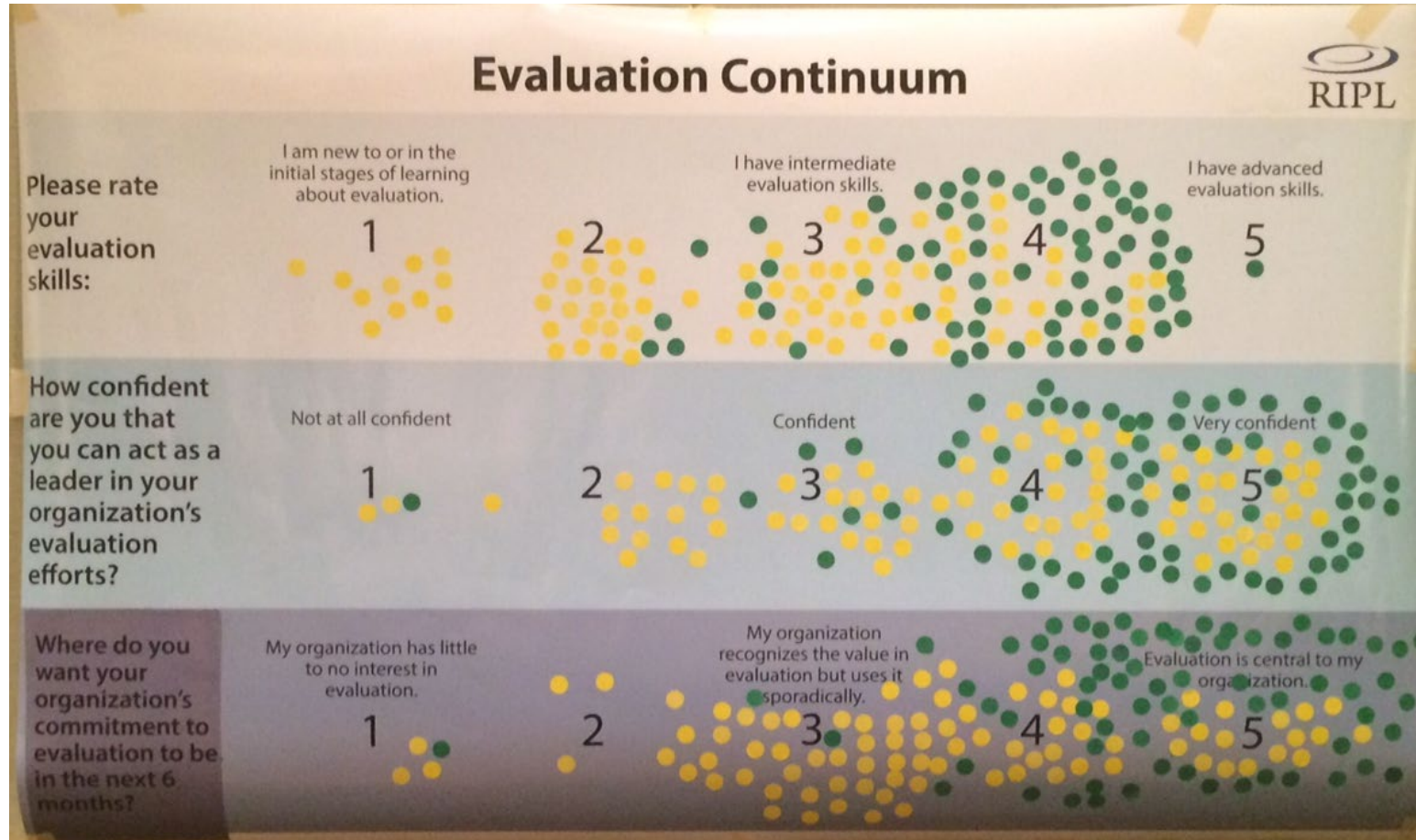
Probably the most valuable resource, dollar for dollar, available to community. I have found jobs...researched... located tax information, and have done school work over the years. Thank you!

The access to the internet afforded by the public library is most probably the only reason I am not completely bereft of any and all computer skills. Were it not for this access, as well as the assistance rendered via classes offered, I would most likely be unemployed if not unemployable.

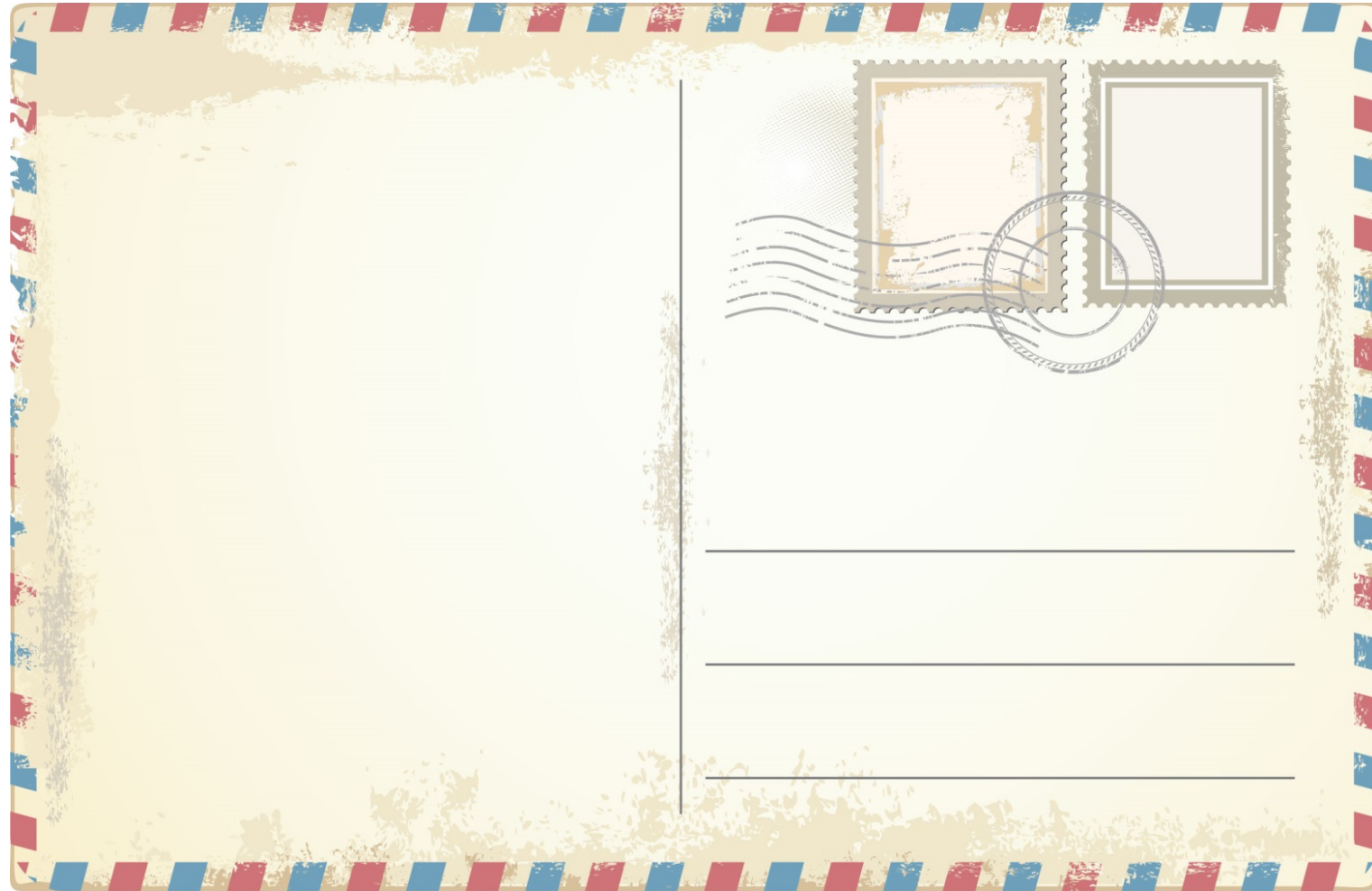
CONTINUUM



CONTINUUM



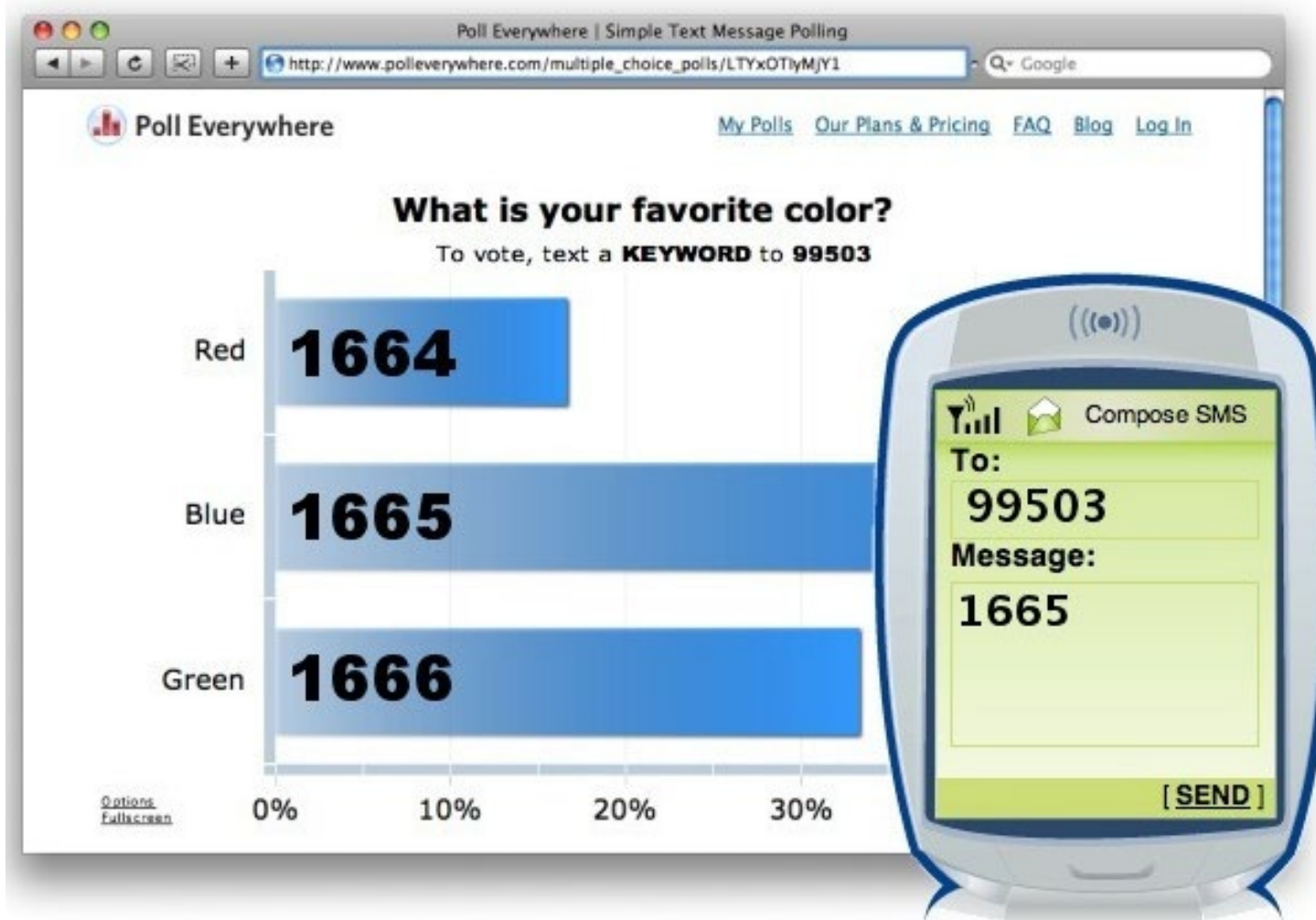
POSTCARD



PRIZE DRAWING



SKILL DEMONSTRATION





ACTIVITY: OUTCOME INDICATORS AND METHODS FOR MEASUREMENT

Outcome Indicators:

How will you measure outcomes?

ACTIVITY: OUTCOME INDICATORS AND METHODS FOR MEASUREMENT

Outcome Indicators:

Outcome=Digital literacy

Indicator #1=Class attendee is able to send an email with an attachment

Indicator #2=Class attendee is able to like the library Facebook page

ACTIVITY: OUTCOME INDICATORS AND METHODS FOR MEASUREMENT

How will you measure outcomes?

Skill demonstration (indicators listed above)

Pre-post continuum to assess confidence using technology

PLA – PROJECT OUTCOME

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

About News

**Want to improve the effectiveness of library
programs in your community?**

SIGN UP





Project Outcome Toolkit & Data Dashboard

What is Project Outcome?

It's FREE!



[About Us](#) [Annual Report](#) [Sign Up](#) [Log In](#)

NEW! Project Outcome for **Academic Libraries**: [Visit the Site](#)

Outcome Measurement Made Easy

for Public Libraries

Resources and Tools
to Create Surveys and
Analyze Outcome Data

Public Libraries
Sign Up

Academic Libraries
Sign Up



267,296

Responses collected through **public library** surveys

1,603

Public libraries have created surveys

[Public Library Updates](#)

[Project Outcome Live News](#)

www.ProjectOutcome.org

Project Outcome Toolkit

Access to:

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

The screenshot displays the Project Outcome Toolkit website. The header includes the Project Outcome logo, the Public Library Association logo, and navigation links for Survey Management, Data Dashboard, Resources, and Peer Discussion. A user account link and a language selector are also present. The main content area is divided into three sections: Survey Management, Data Dashboard, and Resources. The Survey Management section lists two surveys: 'Device Advice - 03/27/2019' and 'Small Business Consultations (SBDG) - 05/09/2019', both created by Amilcar Perez and each with 1 response. The Data Dashboard section features a 'Build a Report' button and a horizontal bar chart showing survey data. The Resources section includes links to Tutorial Videos, Writing Open-Ended Survey Questions, and Case Studies. The Peer Discussion section lists three discussions: 'What programs do new users want to measure?', 'Project Outcome at ALA', and 'Can't archive completed programs'. The Events section features a 'Measuring the Success of Health Programs and Services' event with a 'Register' button.

project OUTCOME ASSOCIATION
PublicLibrary
Survey Management Data Dashboard Resources Peer Discussion
Account | Switch User
Select Language

Survey Management

Create New Survey

Device Advice - 03/27/2019
Created by Amilcar Perez 1 Responses
View Survey | Enter Responses

Small Business Consultations (SBDG) - 05/09/2019
Created by Amilcar Perez 1 Responses
View Survey | Enter Responses

View All Surveys

Data Dashboard

Build a Report

View Data Dashboard

Resources

Tutorial Videos
Published 09/28/2017

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

Case Studies
Published 06/08/2016

View All Resources

Peer Discussion

What programs do new users want to measure?
Updated 04/26/2019

Project Outcome at ALA
Updated 04/24/2019

Can't archive completed programs
Updated 04/04/2019

View All Discussions

Events

Measuring the Success of Health Programs and Services
May 29, 2019 | Online
Register

View All Events



Public Library Survey Topic Areas



EARLY CHILDHOOD LITERACY



DIGITAL LEARNING



EDUCATION/LIFELONG LEARNING



SUMMER READING



HEALTH



JOB SKILLS

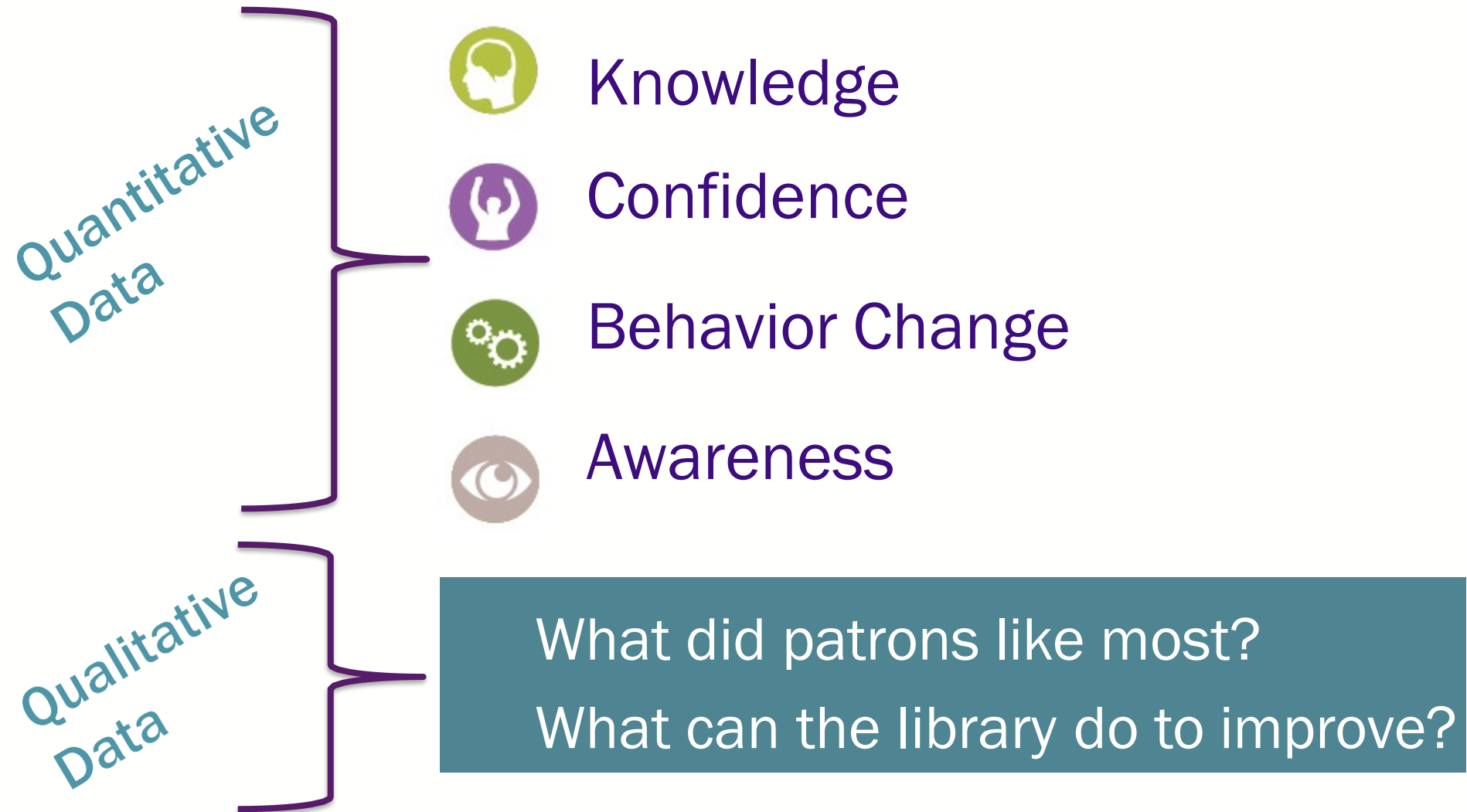


CIVIC/COMMUNITY ENGAGEMENT



ECONOMIC DEVELOPMENT

Survey Outcomes




Website: www.projectoutcome.org


[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](#)

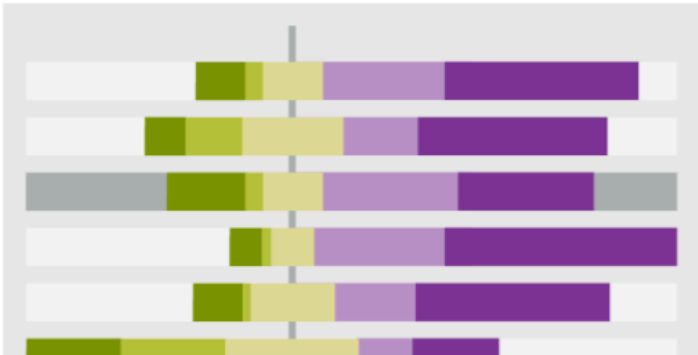


Template: Digital Learning in Kentucky
Created by Tyler Tester
1 Surveys Created

[View All Surveys](#)

Data Dashboard

Build a Report



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

S

Evaluating a toolkit
Updated 10/02/2017

J

Indicating Impact by Tying Children's Programs to Research
Updated 10/02/2017

J

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

Training Resources

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

The screenshot displays 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 labeled 'Search Project Outcome Resources'. A purple horizontal bar below the search bar contains the text 'Featured Resources'. The main content area is white and features three sections: 'Project Outcome 101' (What to know about Project Outcome), 'Writing Open-Ended Survey Questions' (Tips for writing your own open-ended survey questions), and 'Case Studies' (Project Outcome data results in action). Below these sections is a grid of six orange-bordered boxes, each with a title and a list of resources. The boxes are: 'Getting Started' (Project Outcome 101, Tutorial Videos, Readiness Assessment, Outcome Measurement Continuum, State User Guide, What is Outcome Measurement?, Outcome Measurement Process), 'Surveys' (Preview Surveys, Additional Survey Questions, Choosing the Right Survey, Survey Background, Writing Open-Ended Survey Questions), 'Data Collection' (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' (Maximize Your Results, Analyzing Qualitative Data, Framing Survey Results), 'Taking Action' (Good Practices for Communicating Data, Creating a Message Framework, Advocacy Tips, Advocacy Resources), and 'From the Field' (On-Demand Webinars, Case Studies, Outcome Measurement Guidelines, Speaker Wall of Fame, Participating Libraries, How We Compare, Meet the Task Force, Regional Training Opportunities).

RESOURCES

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

Search Project Outcome Resources

Featured Resources

Project Outcome 101
What to know about Project Outcome

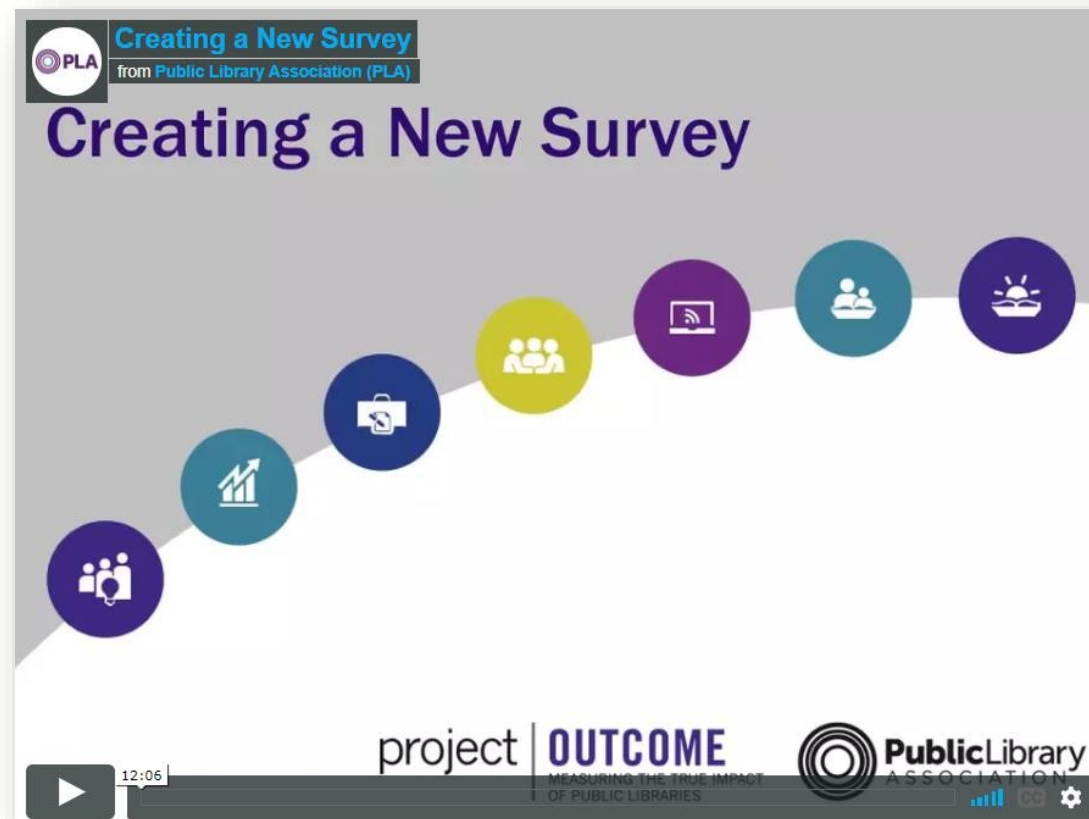
Writing Open-Ended Survey Questions
Tips for writing your own open-ended survey questions

Case Studies
Project Outcome data results in action

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

Training Resources

Resources > Getting Started > Tutorial Videos



Surveys & Data All in One Place

[+ Create New Survey](#)

Date range

☐ Template

☐ Survey

Topic

☐ Civic/Community Engagement

☐ Digital Learning

☐ Early Childhood Literacy

☐ Economic Development

☐ Education/Lifelong Learning

☐ Health

☐ Job Skills

☐ Summer Reading

Type

☐ Immediate

☐ Follow-up

☐ Teen/Child

☐ Adult

☐ Caregiver


[Q](#)

[Survey Responses Viewer](#) [Build a Report](#)

← Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) ... [36](#) [37](#) Next →

Sewing at the Library - 10/01/2019

Created by Test PLA
for Hogwarts Library

 **Sewing at the Library**
10/01/2019

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

Status [?](#) **1** Responses [Download](#)

Active


16 Attendance [Save Changes](#)

[Enter Paper Responses](#)

Healthy Cooking - 05/31/2019 (1)

Created by Test PLA
for Hogwarts Library

[Discard Draft](#) | [Copy Survey](#)

 **Healthy Cooking**
05/31/2019

[Civic/Community Engagement](#) Immediate

Status [?](#) **0** Responses [Download](#)

Draft

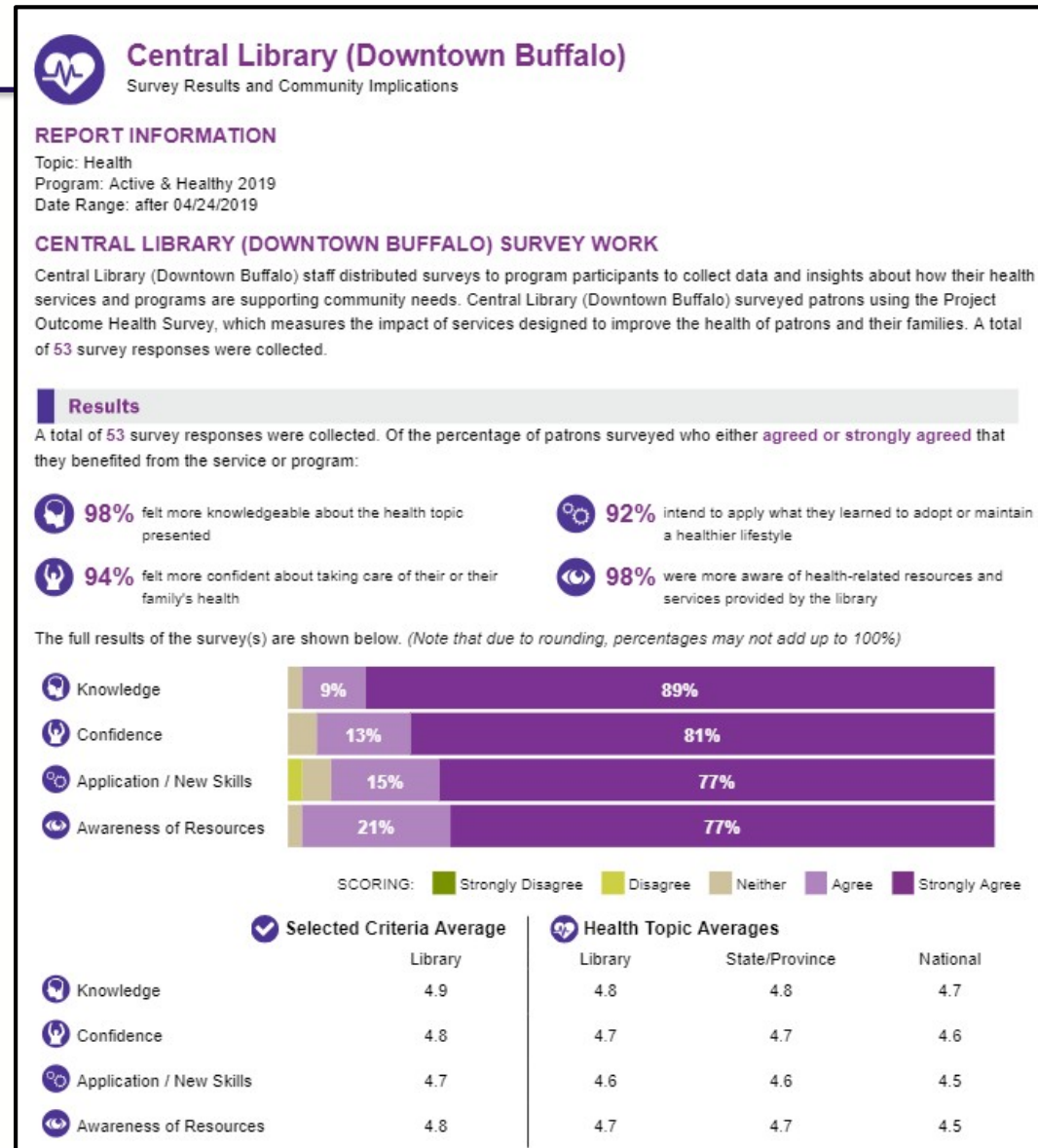
0 Attendance [Update](#)

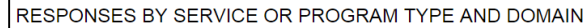
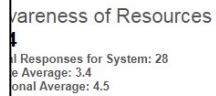
[Complete Survey](#)

Easy Reporting

Build custom reports
and aggregate data by:

- ☐ Survey topic
- ☐ Library location
- ☐ Program name
- ☐ Survey name
- ☐ Date range







Benefits of Project Outcome

- 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

