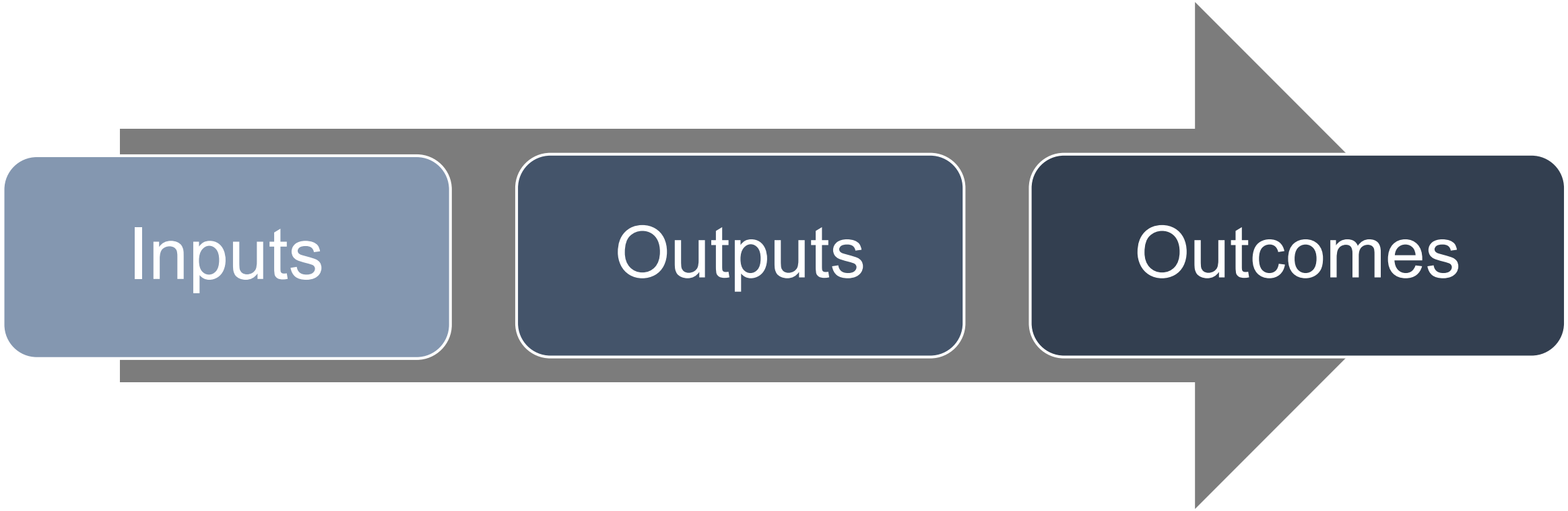
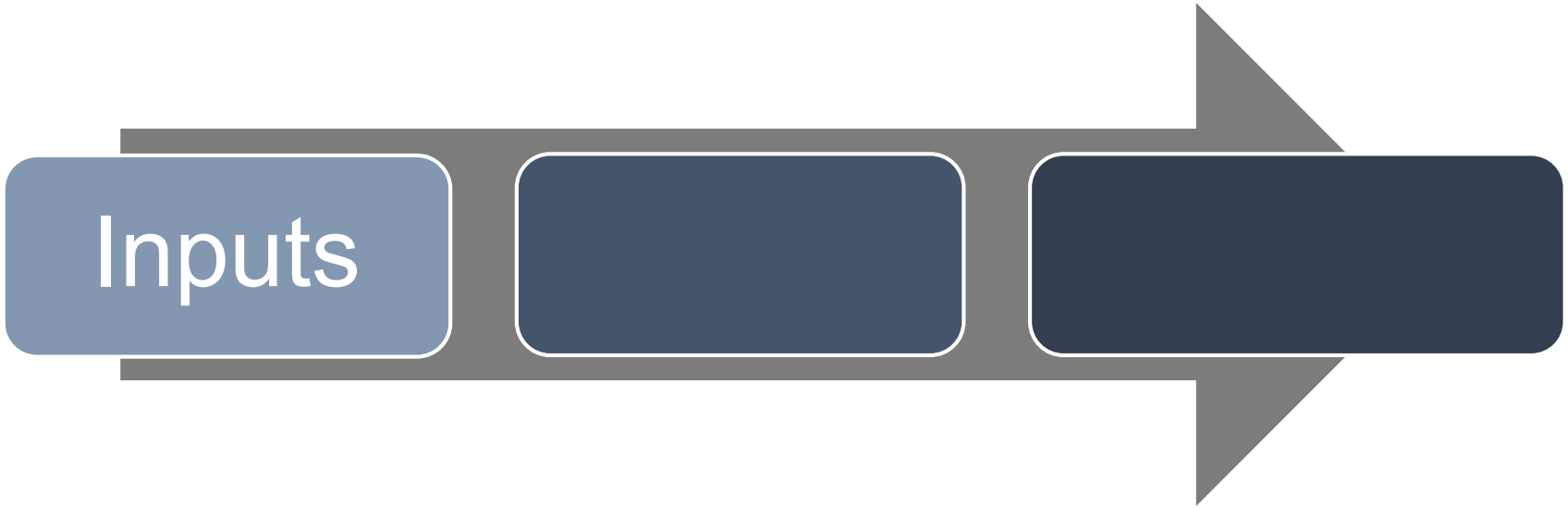
Outcome Based Evaluation

Idaho Commission for Libraries

DATA TRIFECTA



INPUT MEASURES



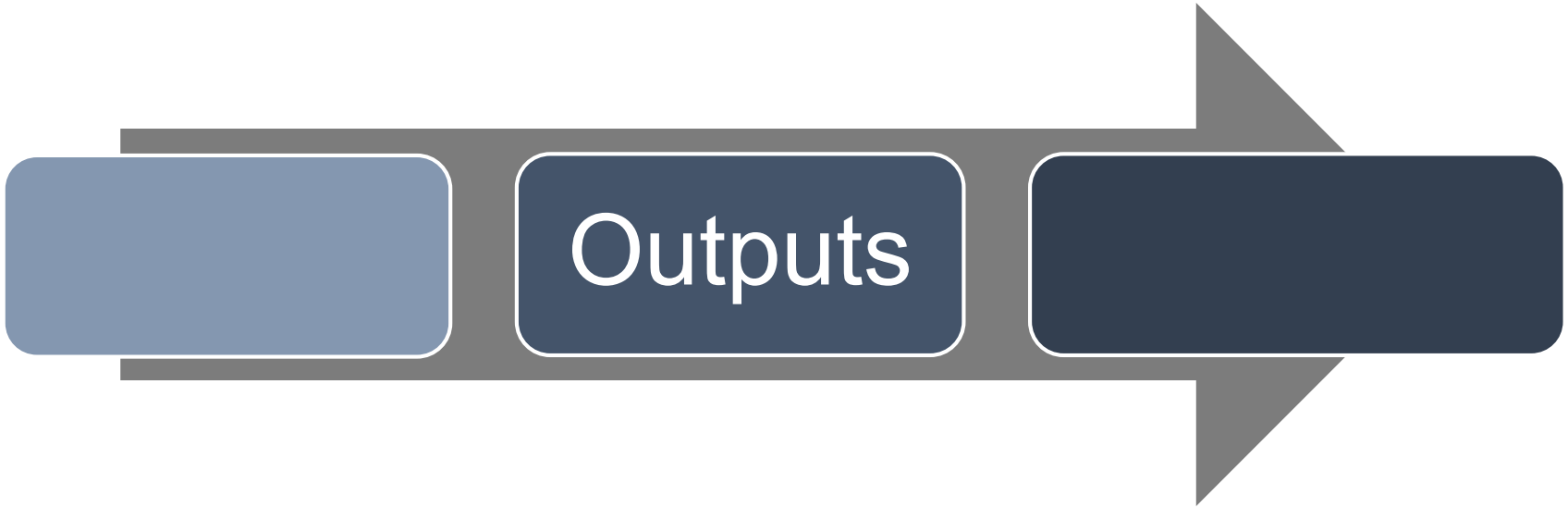
Quantifying the **effort expended** on a program

funds expended

number of staff

staff hours

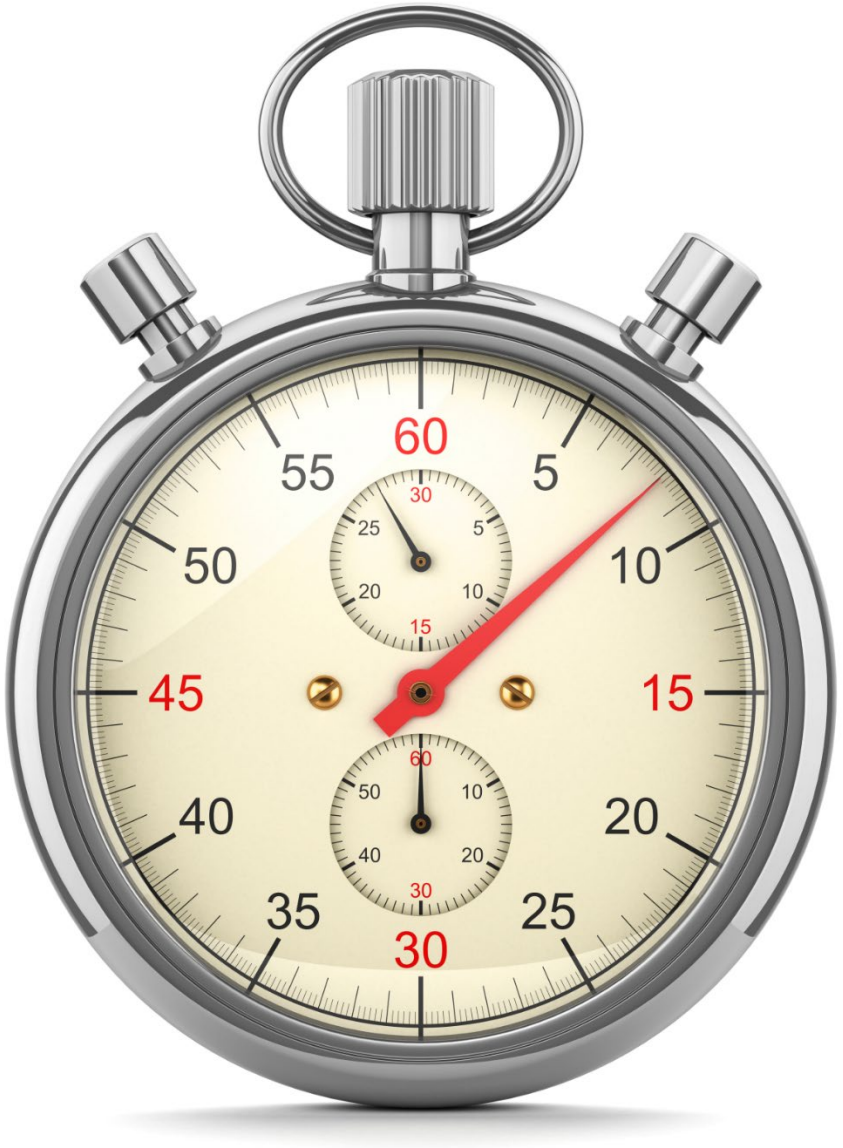
OUTPUT MEASURES



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

TUE
WED
number of events offered

total attendance at events



number of minutes spent reading

LRS

Public Stats Hom

Refine Results

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 formation
- Funding Measures
- General Information
- Input Measures
- Output Measures
- Profile Statistics
- Programs

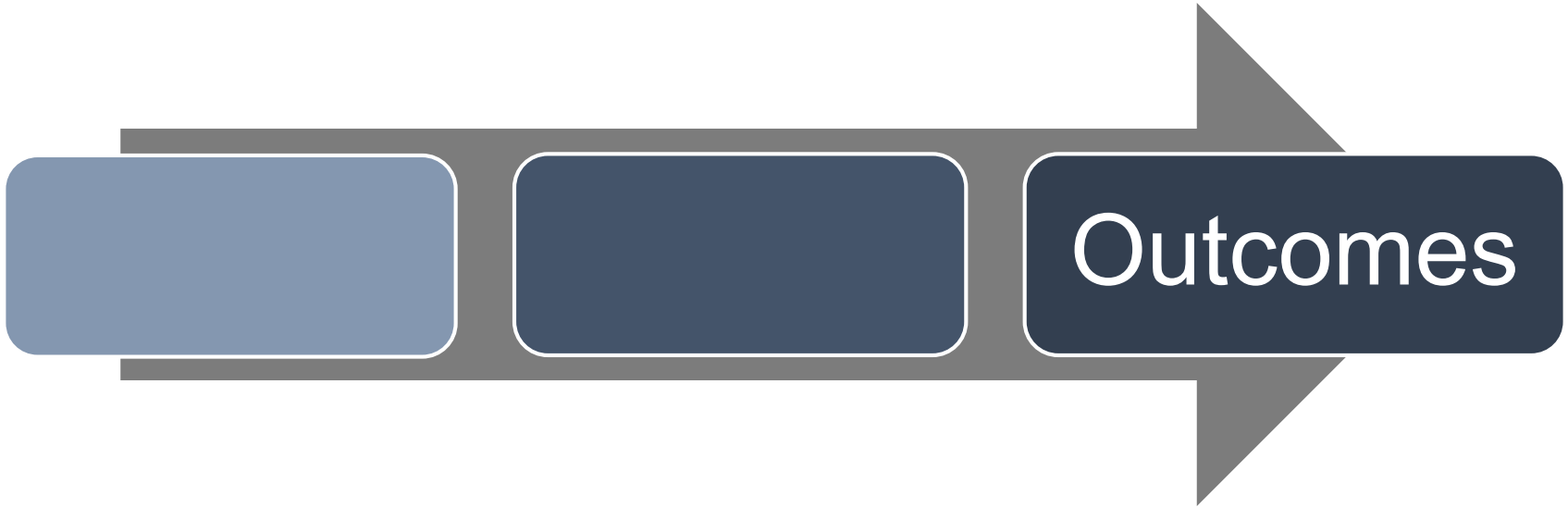
Master File | Link / Cite | Definitions

Data for **2014** are preliminary.

Library	Circulation and Hours			
	Children's Circulation	Circulation of Electronic Materials	Total Circulation	Annual Operati
	2014	2014	2014	201
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	4,0	*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

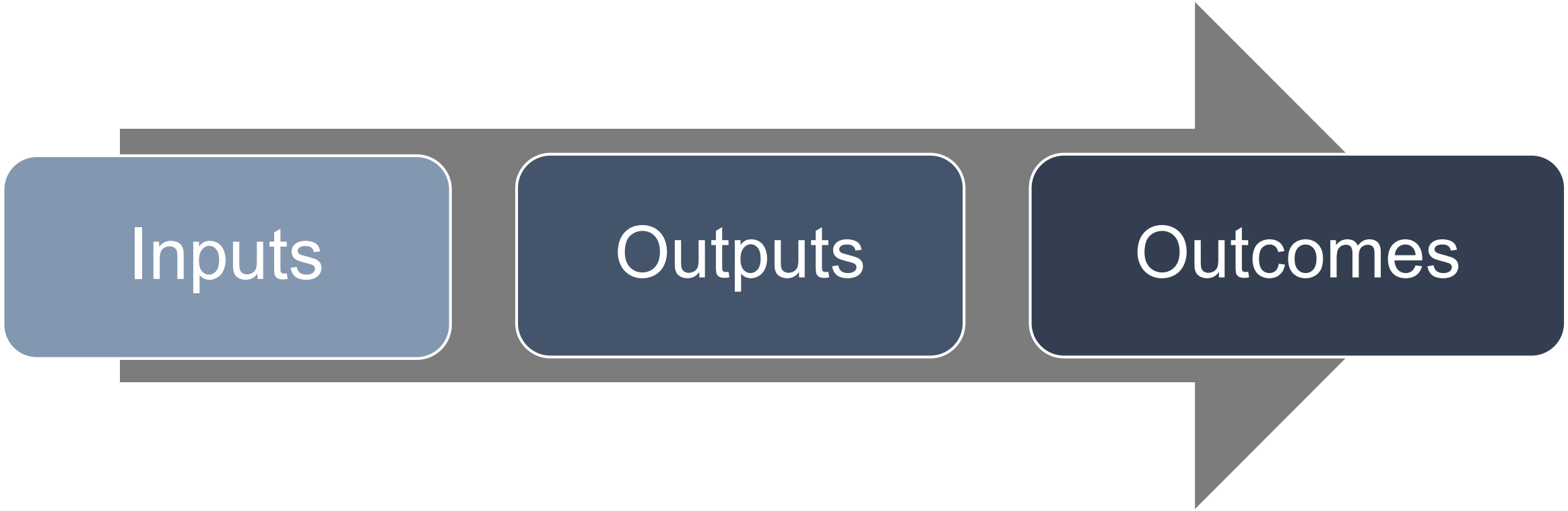
children’s enjoyment
of reading increased

children maintained
or improved reading skills

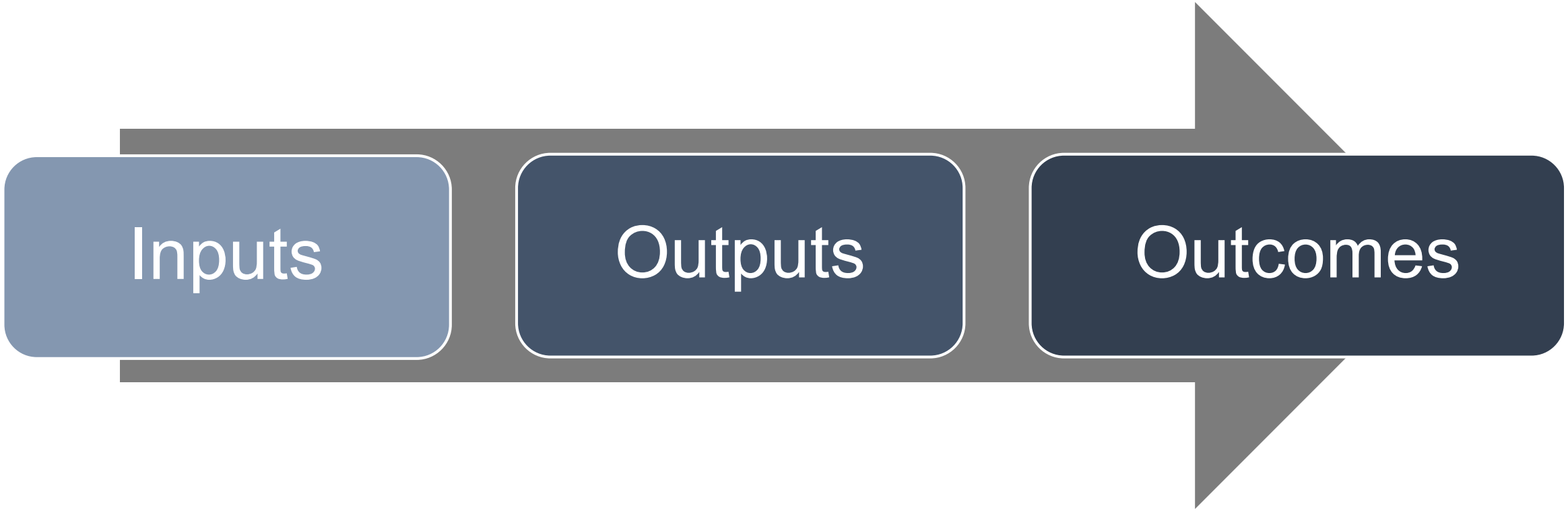
children were more
likely to read by choice

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
Funds expended: • Copies of handouts • Marketing campaigns at local senior centers Staff hours: • Curriculum development • Instruction	Number of events offered Number of registrants Number of attendees	Digital literacy Confidence using technology Ongoing partnerships with local senior centers

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

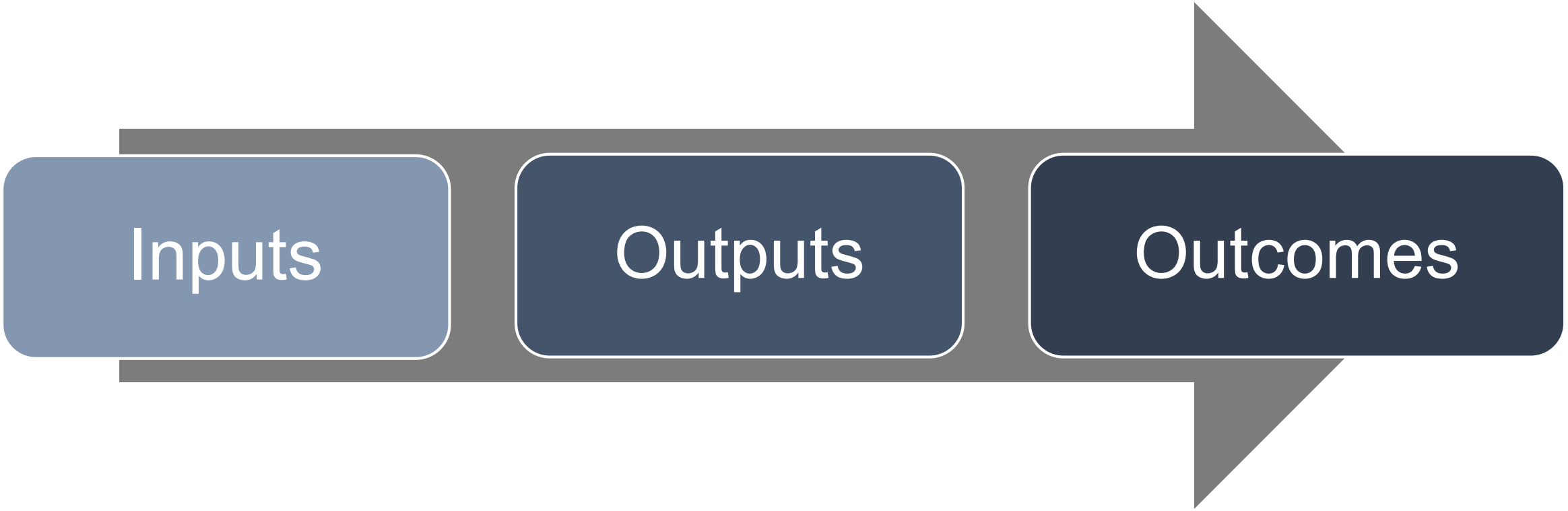
- 85% of participating children increased or maintained reading skills

Library A	Library B	Library C
• 100% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills
• 25 children participated	• 100 children participated	• 50 children participated

Library A	Library B	Library C
• 100% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills
• 25 children participated	• 100 children participated	• 50 children participated
• $5,000	• $10,000	• $2,500

Library A	Library B	Library C
• 100% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills
• 25 children participated	• 100 children participated	• 50 children participated
• $5,000	• $10,000	• $2,500
• $200/child	• $100/child	• $50/child

ACTIVITY RECAP: WHAT IS YOUR DATA TRIFECTA?



OUTCOMES

Immediate

Intermediate

Long-term (impacts)

OUTCOMES

Immediate

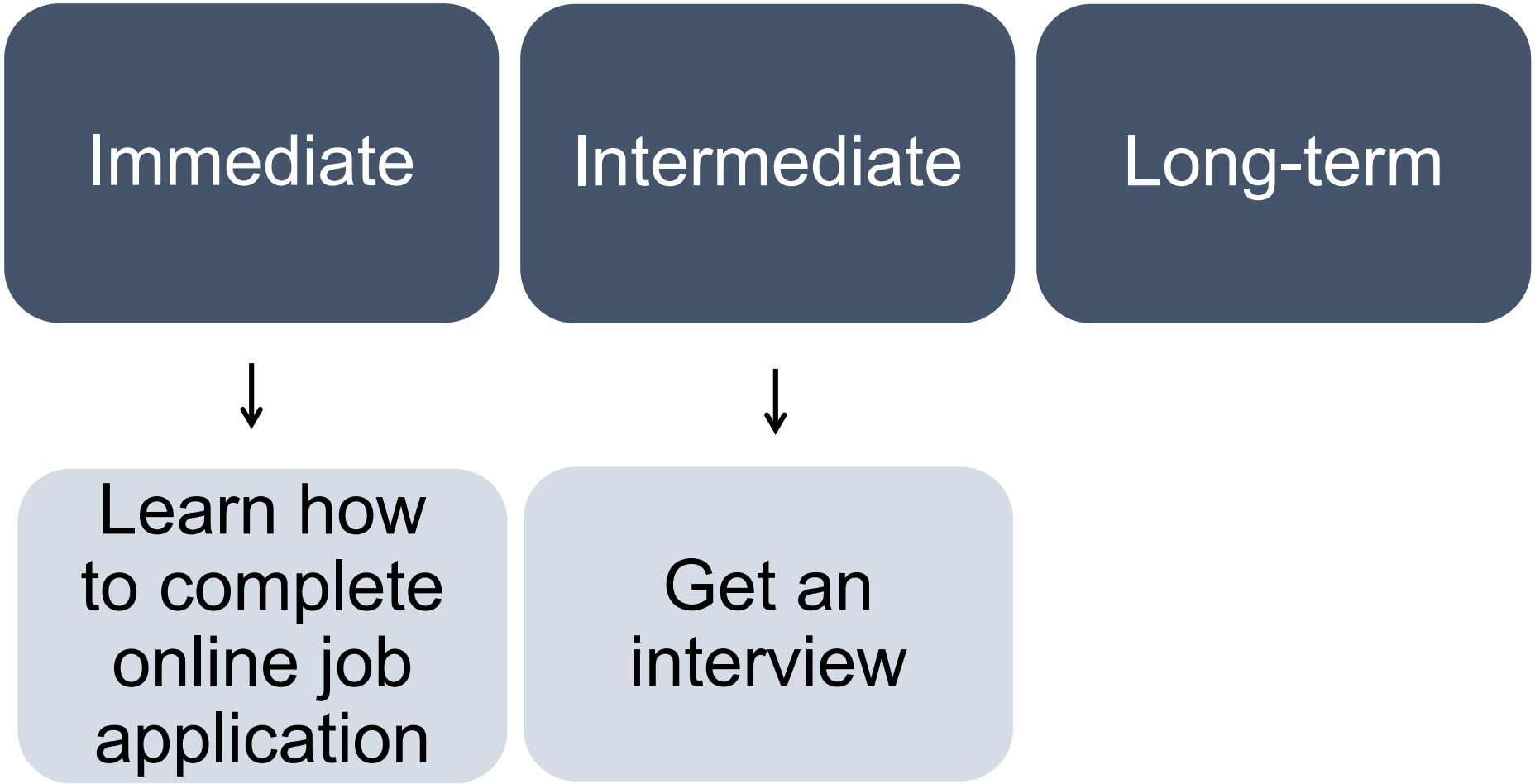
Intermediate

Long-term

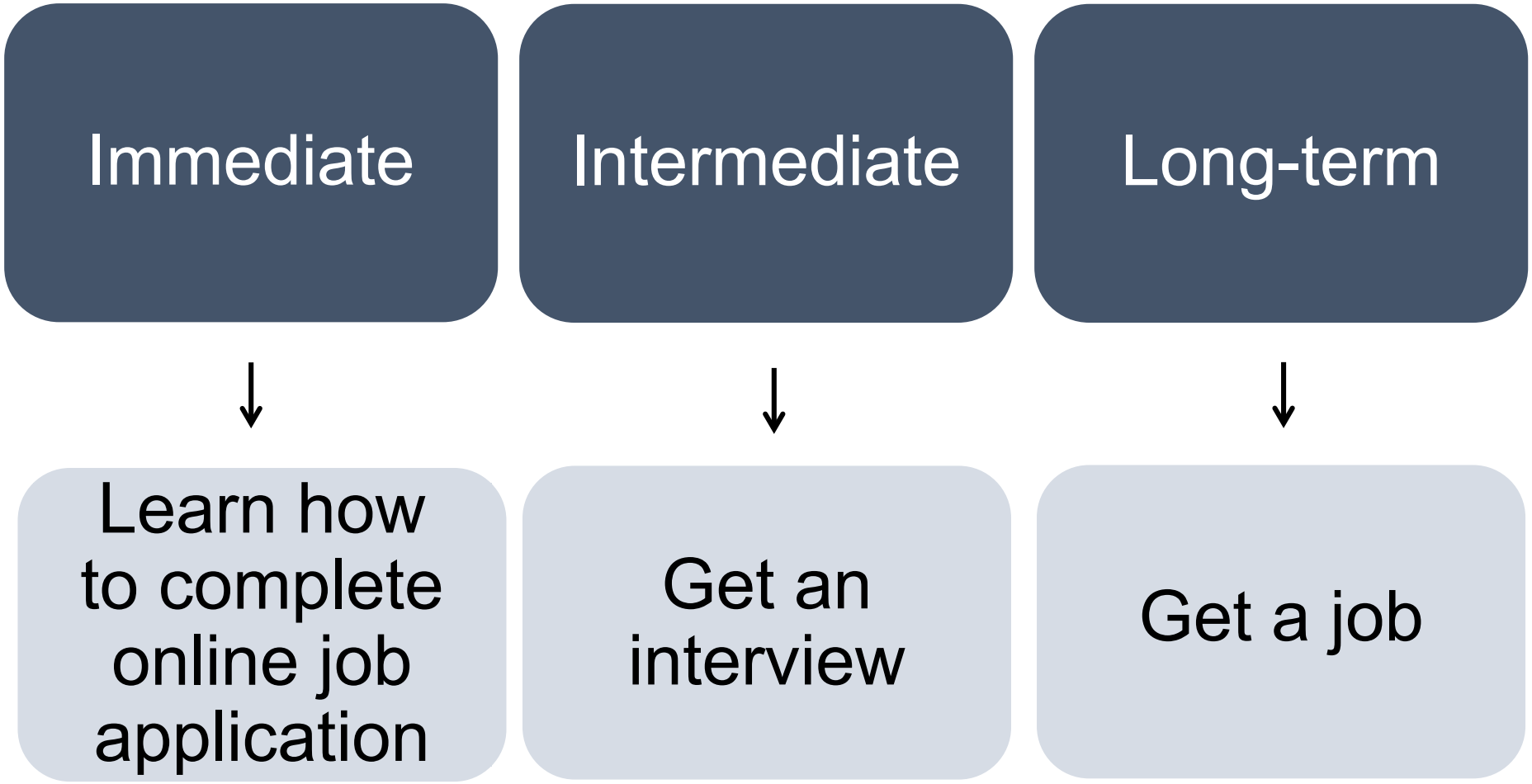
↓

Learn how to complete online job application

OUTCOMES


Immediate
Intermediate
Long-term
Learn how to complete online job application
Get an interview

OUTCOMES


Immediate
Intermediate
Long-term
Learn how to complete online job application
Get an interview
Get a job

OUTCOMES

Immediate	Intermediate	Long-term
↓	↓	↓
Learn how to complete online job application	Get an interview	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	☐	☐	☐
Reading skills	☐	☐	☐
Reading by his/her choice	☐	☐	☐

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.

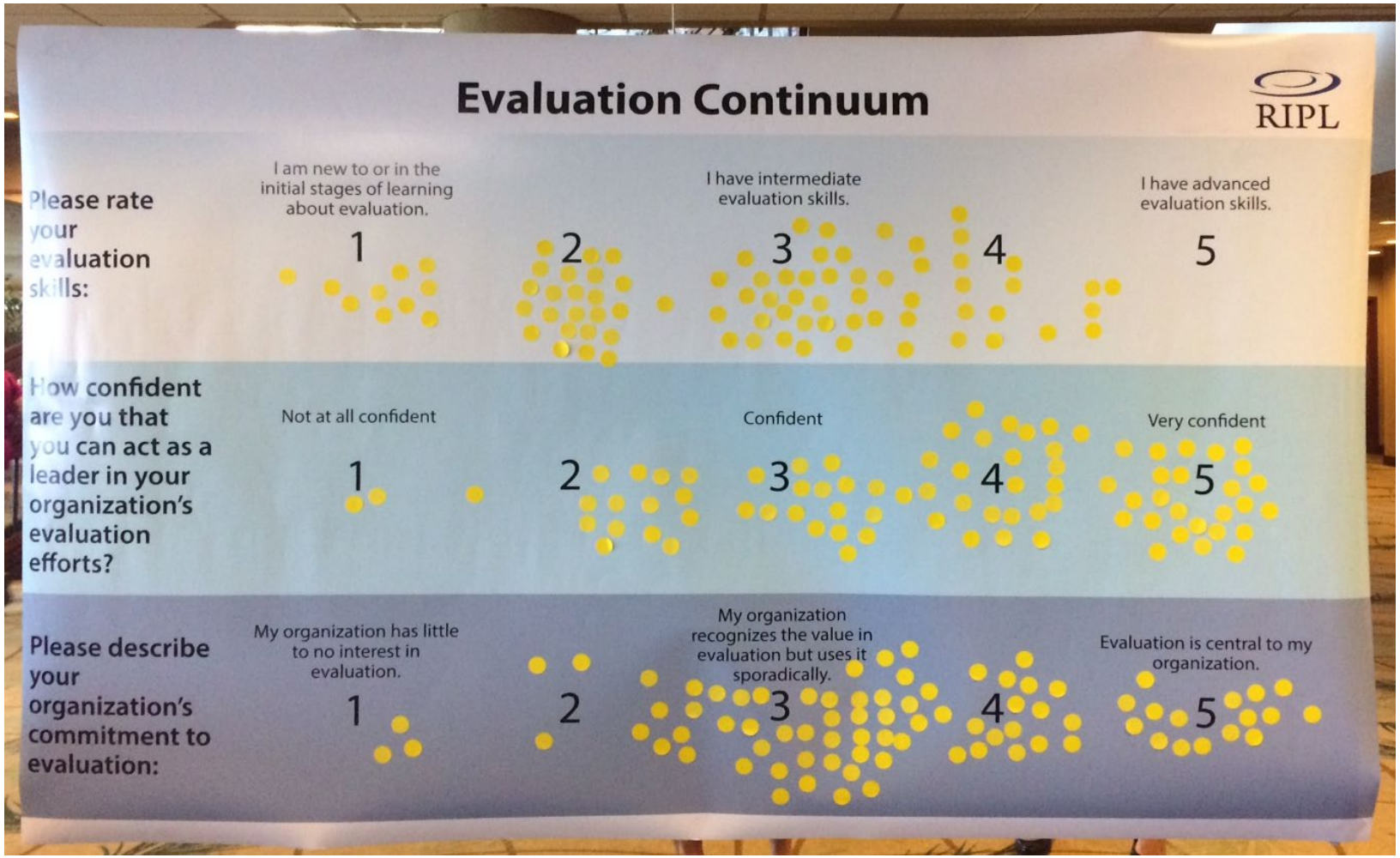
SURVEY—OPEN ENDED QUESTIONS

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

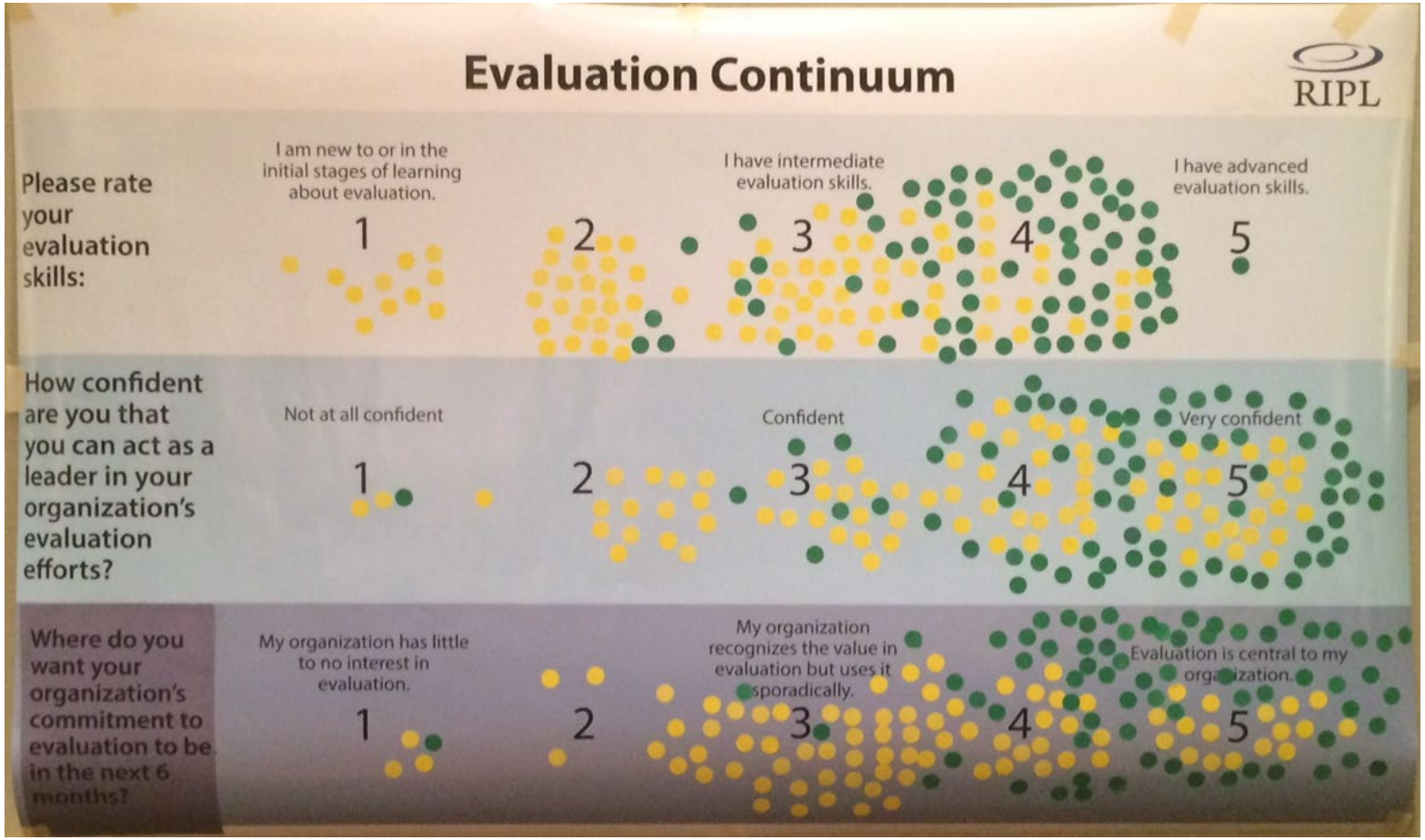
Probably the most valuable resource, dollar for dollar, available to community. I have found jobs…researched… located tax information, and have done school work over the years. Thank you!

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


Evaluation Continuum
RIPL
Please rate your evaluation skills:
I am new to or in the initial stages of learning about evaluation.
1
2
I have intermediate evaluation skills.
3
4
I have advanced evaluation skills.
5
How confident are you that you can act as a leader in your organization's evaluation efforts?
Not at all confident
1
2
Confident
3
4
Very confident
5
Please describe your organization's commitment to evaluation:
My organization has little to no interest in evaluation.
1
2
My organization recognizes the value in evaluation but uses it sporadically.
3
4
Evaluation is central to my organization.
5

CONTINUUM


Evaluation Continuum
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Please rate your evaluation skills:
I am new to or in the initial stages of learning about evaluation.
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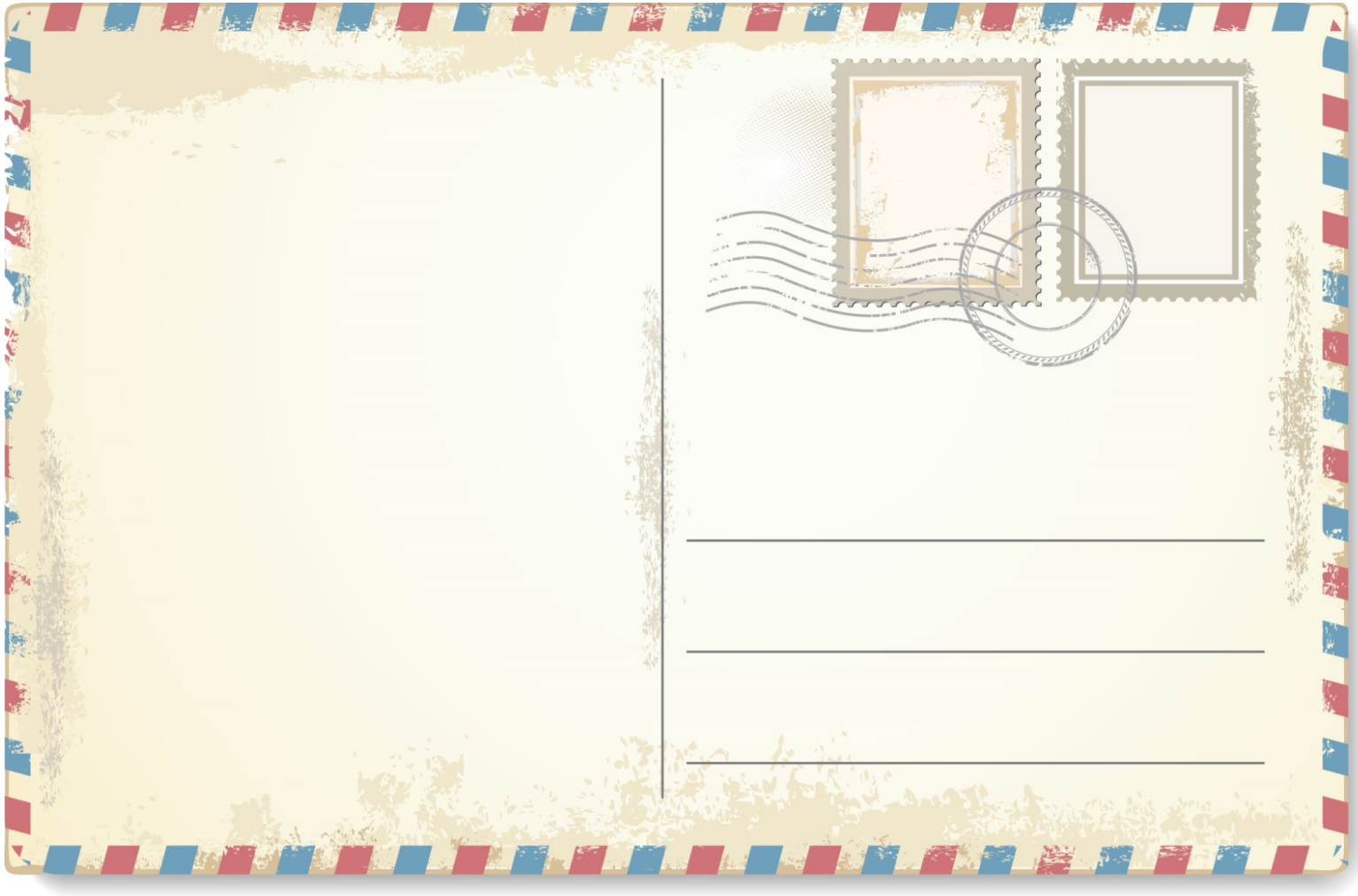
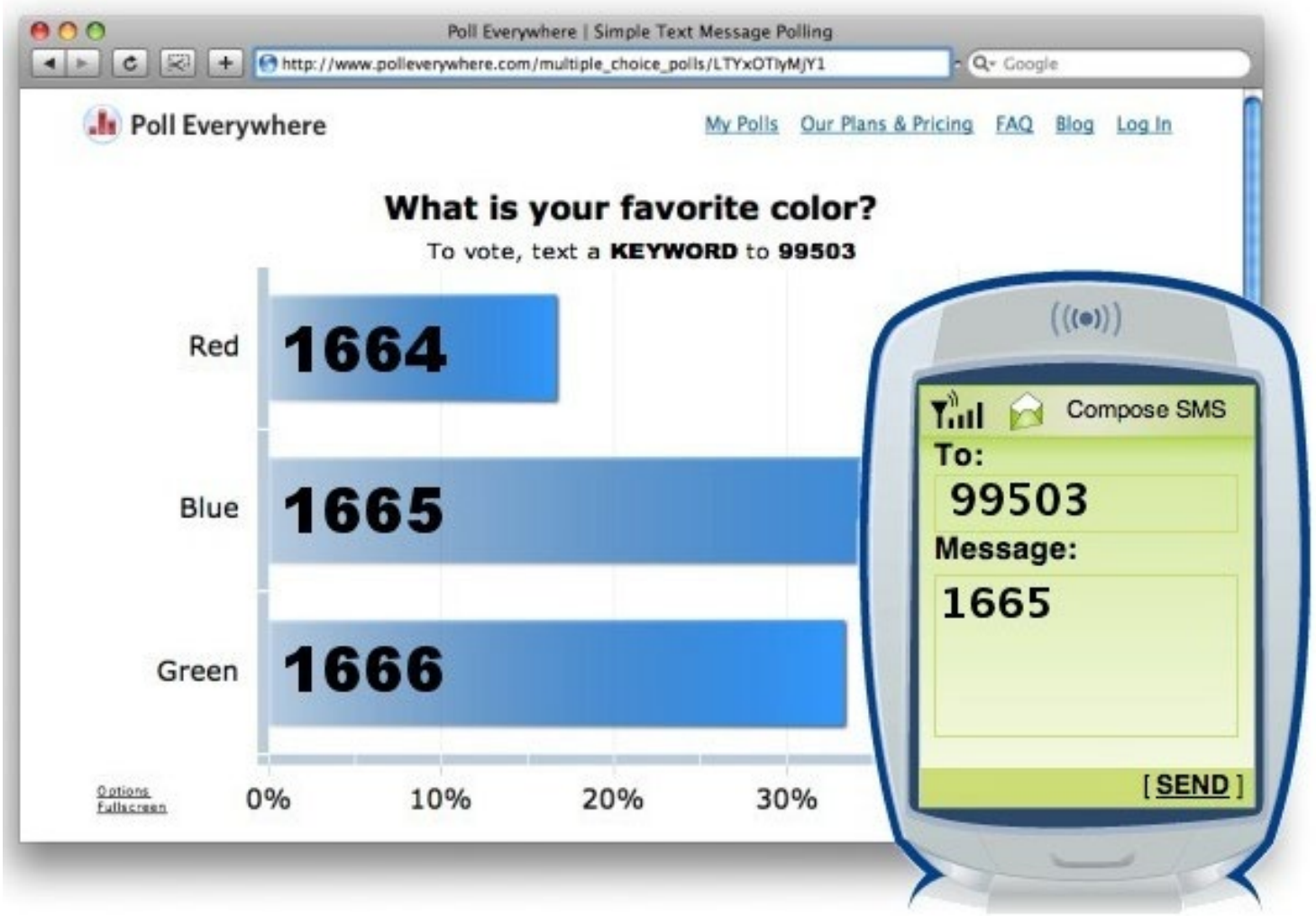
2
I have intermediate evaluation skills.
3
4
I have advanced evaluation skills.
5
How confident are you that you can act as a leader in your organization's evaluation efforts?
Not at all confident
1
2
Confident
3
4
Very confident
5
Where do you want your organization's commitment to evaluation to be in the next 6 months?
My organization has little to no interest in evaluation.
1
2
My organization recognizes the value in evaluation but uses it sporadically.
3
4
Evaluation is central to my organization.
5

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)

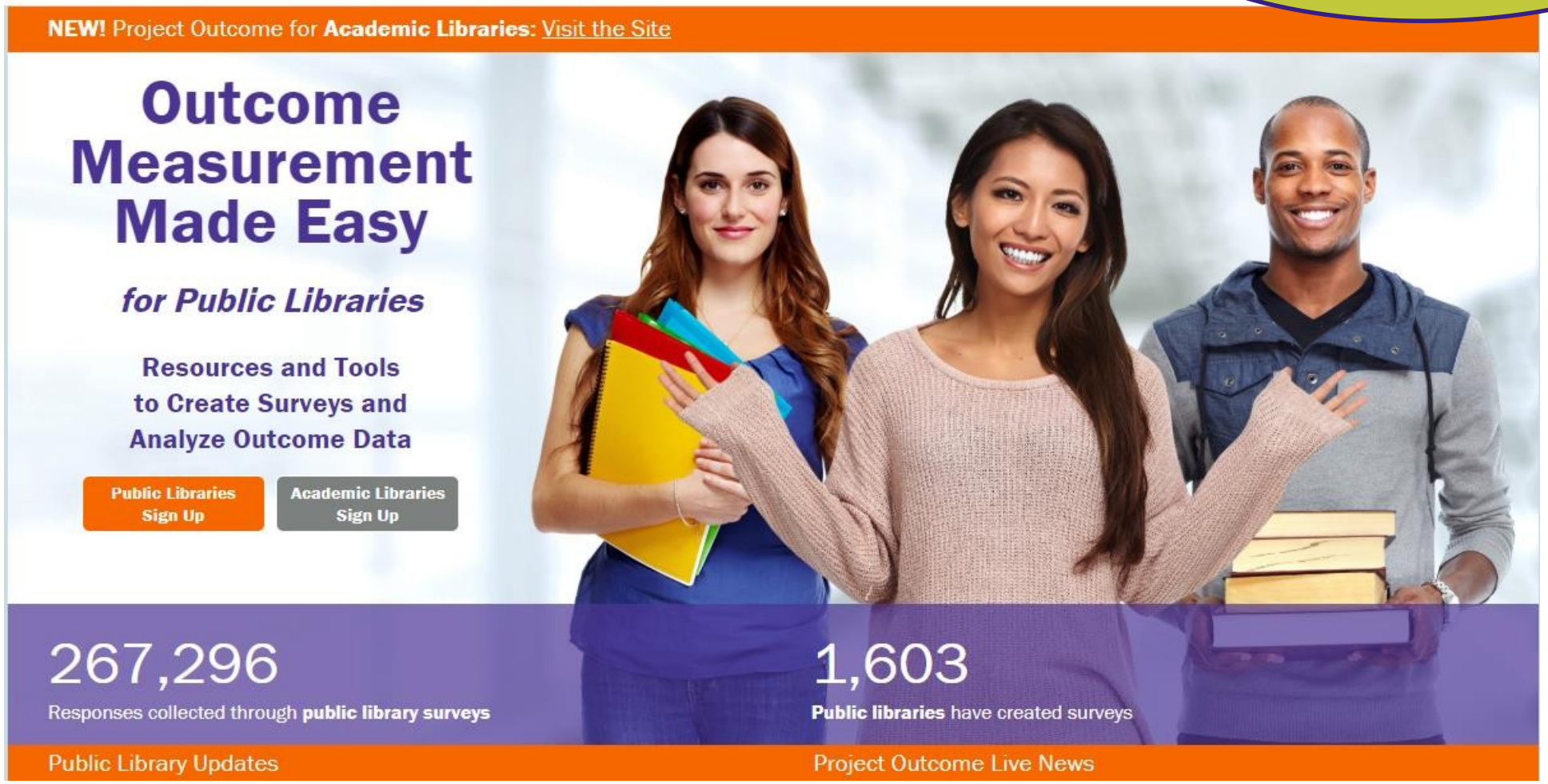
Pre-post continuum to assess confidence using technology

PLA – PROJECT OUTCOME

Project Outcome Toolkit & Data Dashboard

What is Project Outcome?

It's FREE!

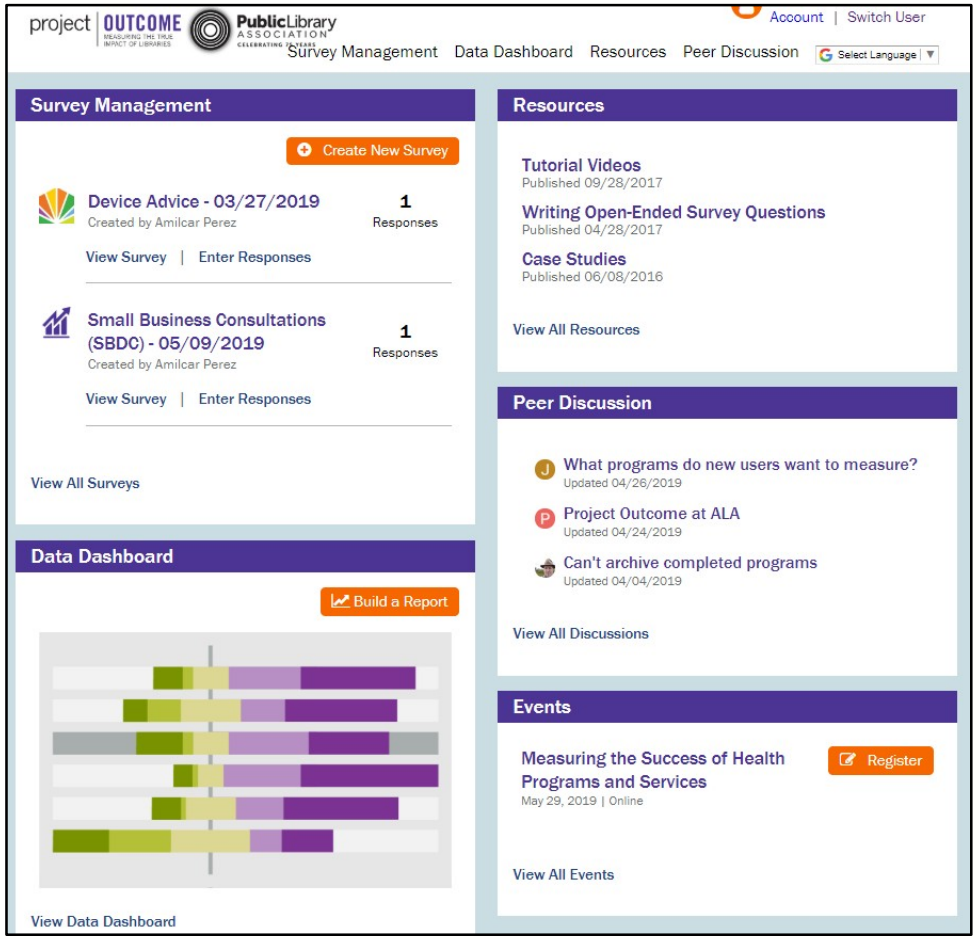


www.ProjectOutcome.org

Project Outcome Toolkit

Access to:

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



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

Quantitative Data

Knowledge

Confidence

Behavior Change

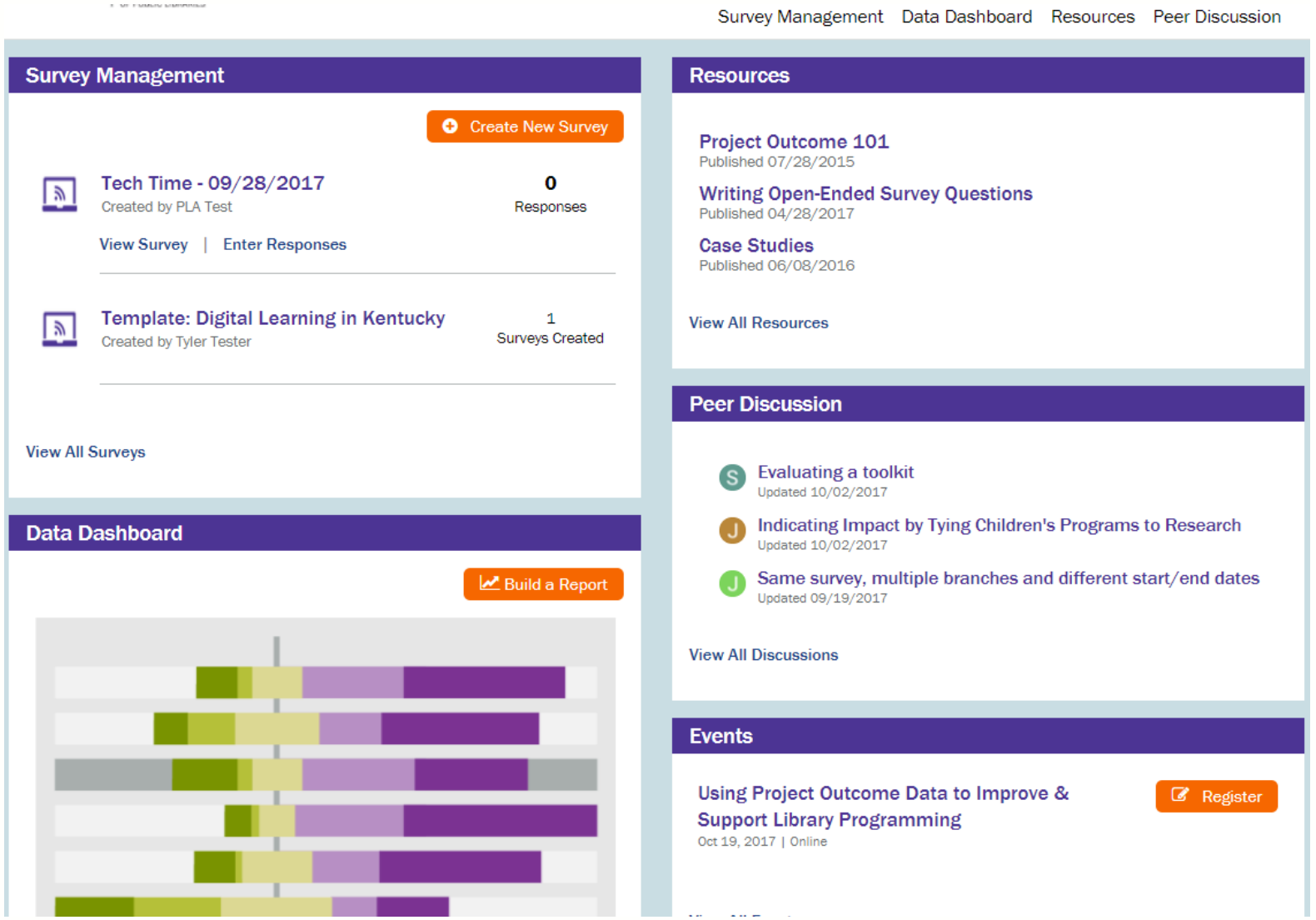
Awareness

Qualitative Data

What did patrons like most?

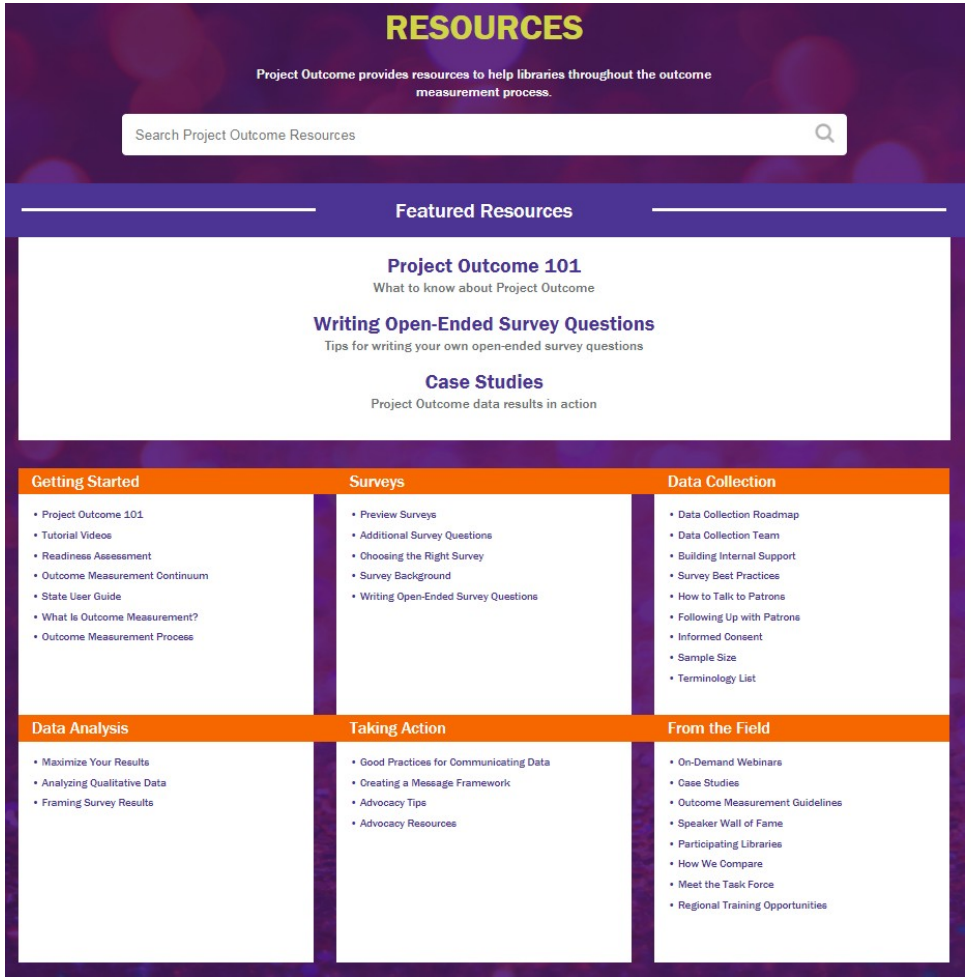
What can the library do to improve?

Website: www.projectoutcome.org



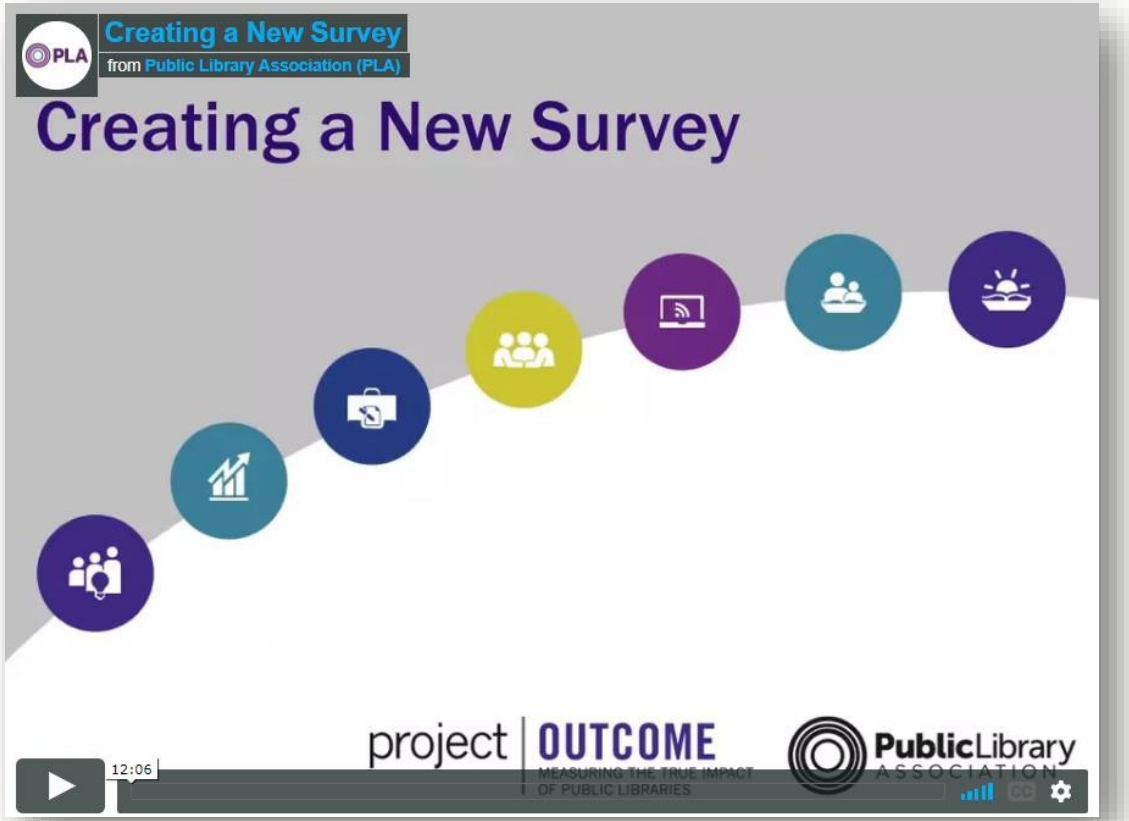
Training Resources

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

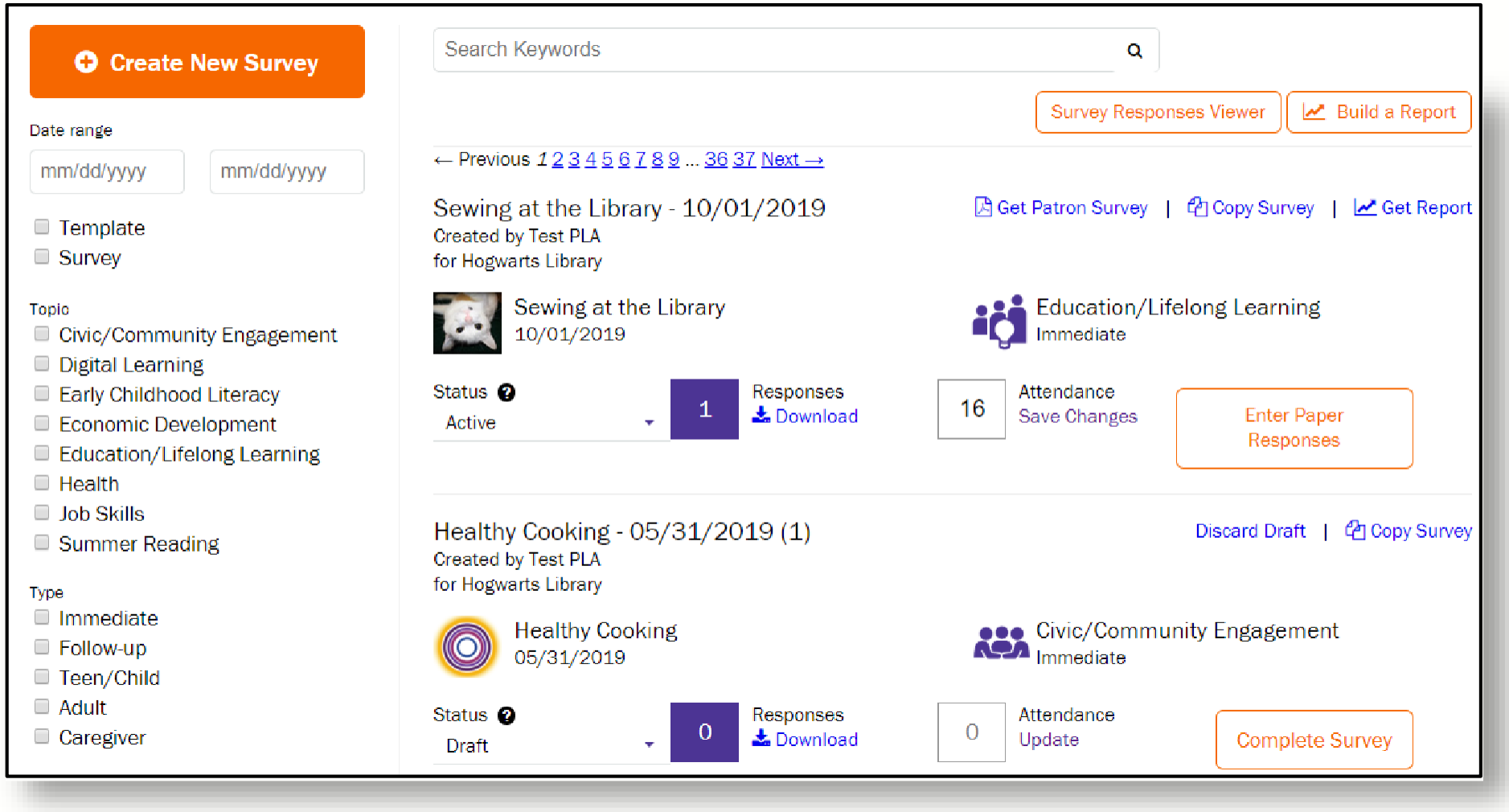


Training Resources

Resources > Getting Started > Tutorial Videos



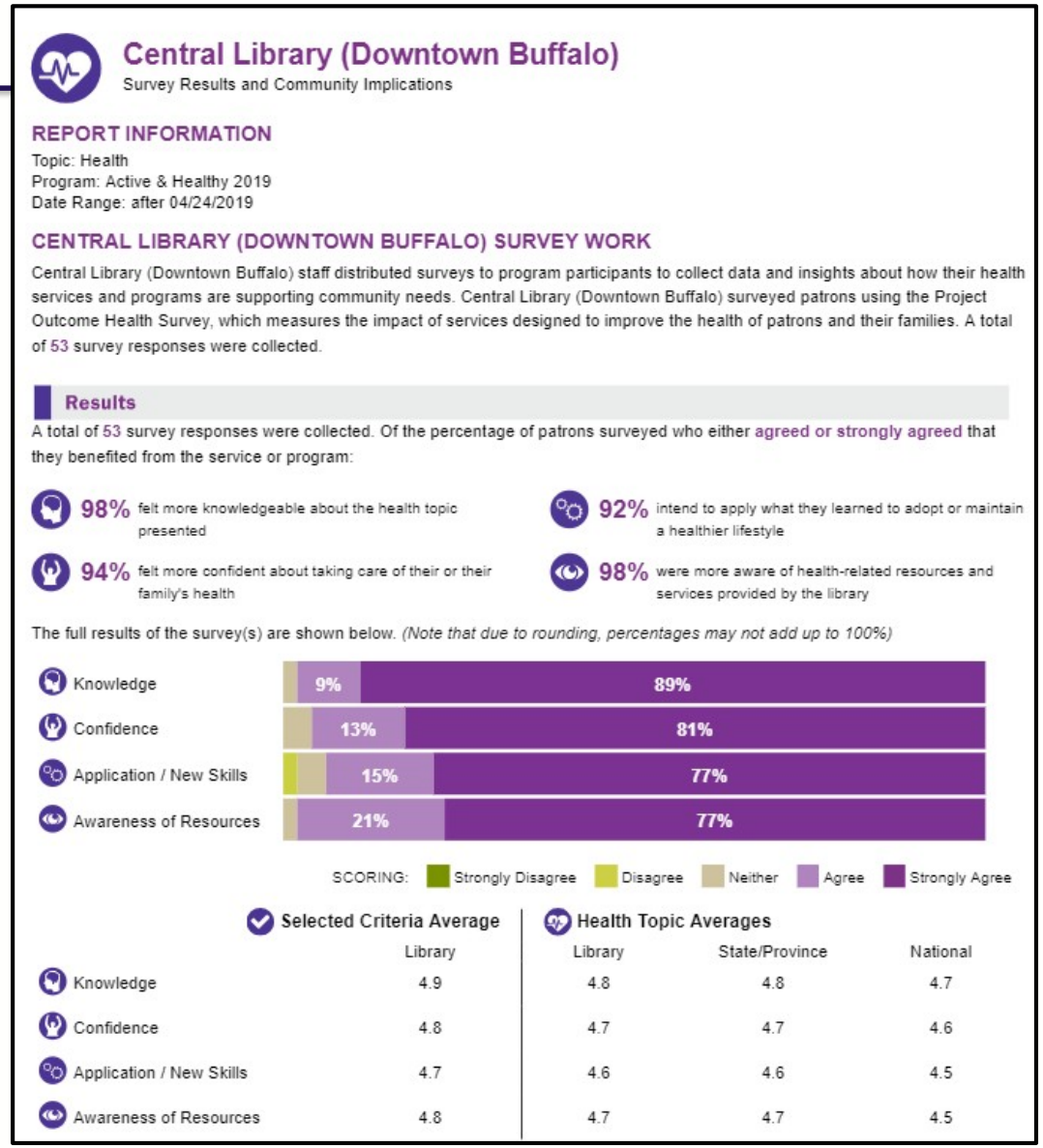
Surveys & Data All in One Place



Easy Reporting

Build custom reports and aggregate data by:

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



Central Library (Downtown Buffalo)

Survey Results and Community Implications

REPORT INFORMATION

Topic: Health
Program: Active & Healthy 2019
Date Range: after 04/24/2019

CENTRAL LIBRARY (DOWNTOWN BUFFALO) SURVEY WORK

Central Library (Downtown Buffalo) staff distributed surveys to program participants to collect data and insights about how their health services and programs are supporting community needs. Central Library (Downtown Buffalo) surveyed patrons using the Project Outcome Health Survey, which measures the impact of services designed to improve the health of patrons and their families. A total of 53 survey responses were collected.

Results

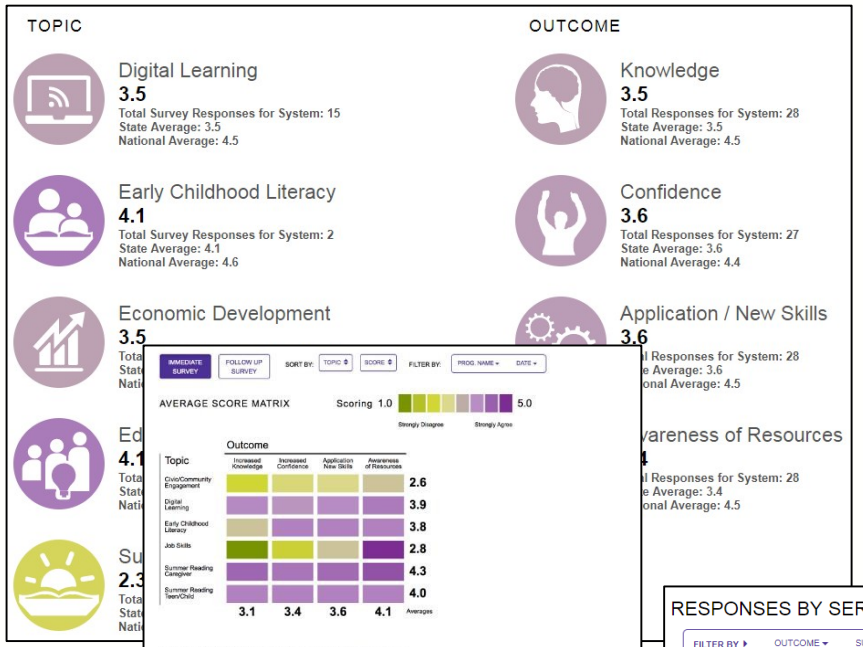
A total of 53 survey responses were collected. Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

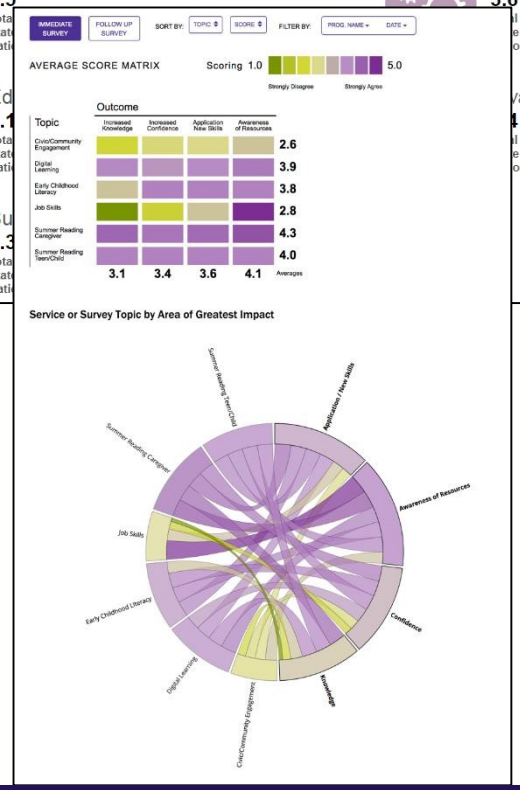
- 98% felt more knowledgeable about the health topic presented
- 92% intend to apply what they learned to adopt or maintain a healthier lifestyle
- 94% felt more confident about taking care of their or their family's health
- 98% were more aware of health-related resources and services provided by the library

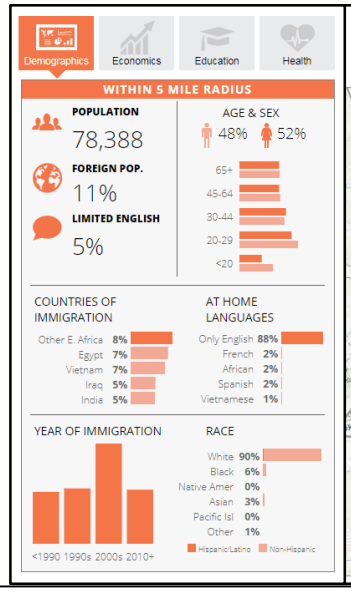
The full results of the survey(s) are shown below. *(Note that due to rounding, percentages may not add up to 100%)*

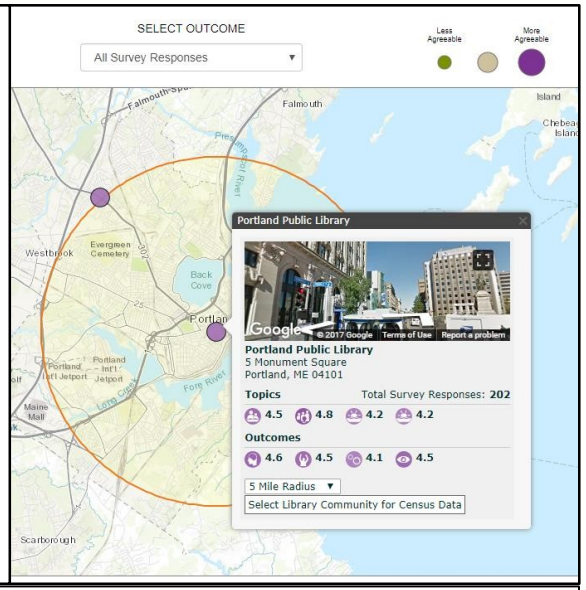
	Selected Criteria Average	Health Topic Averages		
	Library	Library	State/Province	National
Knowledge	4.9	4.8	4.8	4.7
Confidence	4.8	4.7	4.7	4.6
Application / New Skills	4.7	4.6	4.6	4.5
Awareness of Resources	4.8	4.7	4.7	4.5

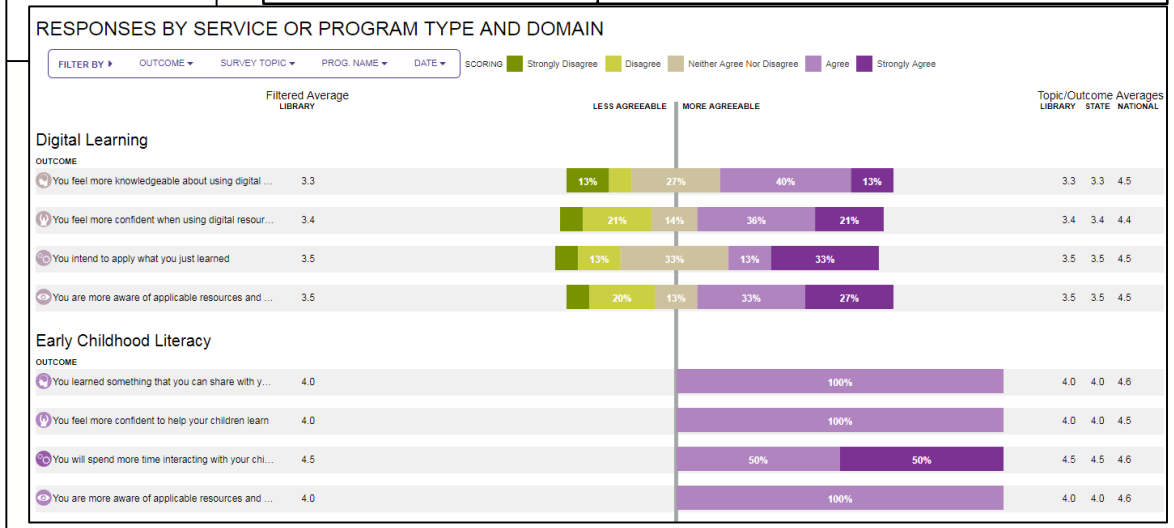
Data Dashboard











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