Library Data & Evaluation

Info2Go March 18, 2019

Presenters: Gretchen Caserotti, Kate Lovan,
LeAnn Gelskey and Shambry Emero
Our Homework

Evaluation Project

Project Description: “………..”

Question/Problem Statement:
What is the question that needs to be answered or the problem that needs be solved?

Statement of Why:
Why does the library need this answer/solution? What will the library be able to do after it has this answer/solution?
LOGIC MODEL: if we do this, then that will occur....

INPUT  
resource perspective
- Space
- Supplies
- Funding
- Staff
- Equipment

OUTPUT  
operational perspective
- Training module
- Program
- Report
- # of Programs Held
- # of Program Attendees

OUTCOME  
user perspective
- Increased skill
- Know-how or know-that
- Change in behavior or attitude
- Change in status

IMPACT  
stakeholder perspective
- Lower dropout rates
- Increased employment levels
- Increased recovery rates

....in this current situation
Start with your stakeholders.

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>How do they measure their progress?</th>
<th>Goals &amp; objectives</th>
<th>What do we know about them? What type of stakeholder are they?</th>
<th>What do they know about our services?</th>
</tr>
</thead>
</table>

What are your strategic goals & objectives?
The Logic Model

If we do THIS > then THAT will occur
The Logic Model

Start with the end in mind

IF WE DO THIS, THEN THAT WILL OCCUR...

INPUT > OUTPUT > OUTCOME > IMPACT

resource > operational > user > stakeholder perspective
space > training module > increased skill > lower dropout rates
supplies > program > change in behavior/attitude > increased employment rates
The Logic Model

IF WE DO **THIS**, THEN **THAT** WILL OCCUR....

IN THIS CURRENT SITUATION  > *The context, environment, or situation in place*

<table>
<thead>
<tr>
<th>INPUT</th>
<th>OUTPUT</th>
<th>OUTCOME</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>What resources are required</td>
<td>What operations or activities must occur</td>
<td>What customers/users want to be able to do</td>
<td>What decision-makers want to see</td>
</tr>
</tbody>
</table>
The Data Trifecta

Identify the types of data you’ll need to address the question -- for example our Kindergarten All Stars program *could* measure/study:

INPUT - library staff, # of programs in a series, $ for cost of program, amount of time to plan & teach

OUTPUT - # of parent survey responses, IRI scores from schools/classrooms

OUTCOMES - increase in time spent reading to kids at home, increase of kids reading at grade level in 1st grade
LOGIC MODEL: *if we do this, then that will occur....*

**INPUT**
- Resource perspective
  - Space
  - Supplies
  - Funding
  - Staff
  - Equipment

**OUTPUT**
- Operational perspective
  - Training module
  - Program
  - Report
  - # of Programs Held
  - # of Program Attendees

**OUTCOME**
- User perspective
  - Increased skill
  - Know-how or know-that
  - Change in behavior or attitude
  - Change in status

**IMPACT**
- Stakeholder perspective
  - Lower dropout rates
  - Increased employment levels
  - Increased recovery rates

....in this current situation

THE CONTEXT, ENVIRONMENT OR SITUATION IN PLACE
- What decision-makers want to see
- What resources are required
- What users or customers want to be able to do
- What operations or activities must occur

DYSART & JONES ASSOCIATES
Gathering Data

Shambry Emero, DeMary Memorial Library
How do YOU get your information?
<table>
<thead>
<tr>
<th>Interviews</th>
<th>Focus Groups</th>
<th>Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Individual, deep dive, learn about unique experiences that can be</td>
<td>● Group perceptions, brainstorm and add to each other's thoughts</td>
<td>● Larger study group</td>
</tr>
<tr>
<td>investigated in more detail</td>
<td>● Group consensus and varied perspectives</td>
<td>● Can be statistically representative, depending on sampling methods</td>
</tr>
<tr>
<td>● Personal content</td>
<td>● Quicker method than interviews to get a lot of opinions or perceptions</td>
<td>● Quickest method to get a lot of opinions or perceptions</td>
</tr>
<tr>
<td>● Can tie answers more easily than focus groups to demographic, other</td>
<td>● Responses are open-ended</td>
<td>● Anonymous</td>
</tr>
<tr>
<td>individual data</td>
<td>● Ability to ask follow-up questions</td>
<td>● Typically the researcher determines the response options (close-ended</td>
</tr>
<tr>
<td>● Responses are open-ended</td>
<td>● Time-intensive for both participant and researcher</td>
<td>questions)</td>
</tr>
<tr>
<td>● Ability to ask follow-up questions</td>
<td></td>
<td>● Answer questions of what, how often, to what extent</td>
</tr>
<tr>
<td>● Time-intensive for both participant and researcher</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Answer questions of how and why</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Credit: Sharon Morris, PhD - Colorado State Library
Tips for conducting interviews and focus groups

- Diversity is key
- Record it
- Listen to how the story is told, just as much as what is said
- Be open to unexpected information
- Code for patterns and meaning
Coding Interviews

1. Read through your transcripts
2. Re-read while underlining or highlighting key words, phrases, concepts.
3. Categorize these into topics
4. It may be helpful to map concepts visually to make connections, see outliers, and note missing elements
5. Convert data into something meaningful for you and your stakeholders

Additional Reading:


Credit: Sharon Morris, PhD - Colorado State Library
Spontaneous Data Collection

Directed Storytelling - Allows you to explore personal context and relationship with the library. Can be used with journey mapping

Journey Mapping - Gives you detailed information about an experience, including lasting impressions and emotional “highs and lows”

Customer Intercepts - Brief interview, often as they are leaving, to evaluate their experience

Credit: Peter Bromberg - Executive Director, Salt Lake City Public Library
How are we using this?
Intro to Lean for Libraries: Waste, and Process Mapping
Kate Lovan, Middleton Public Library

Source Credit to David O’Connell, TECH HELP & Jane Martel at Arapahoe Libraries
House of Lean

Lean Production System

Just In Time
- Just what is needed.
- In just the amount needed.
- At just the moment needed.
- Utilize the minimum: Material, Labor, Equipment & Space

People:
Teamwork & Cross Training
Takt Time Production

Material:
Standard WIP & Kanban

Machine:
Setup Reduction & TPM

One-piece Flow
Pull System

Autonomation
- High quality, reliable, and efficient processes
- Separate human and machine work
- Respond to machine abnormalities
- Prevent reoccurrence of abnormalities

Leveled Production
5S, Standard Work and Visual Workplace

Continual Elimination of Waste
What is Waste?

- Any non value-added activity
- Adds problems
- Adds time to the process
- Interrupts the flow of value / information
- Should be minimized or eliminated
8 Forms of Waste: Wormpit

1. Waiting
2. Over-Processing
3. Rework
4. (Over) Production
5. Motion
6. Inventory
7. Intellect
8. Transportation

Credit: Jane Martel, Arapahoe Libraries
Lean Tools

• Flow / Batch Size

• Teamwork / Cross Training

• Kanban & 5S Visual Controls

• Process Mapping
Process Mapping

Draw a map > analyze it > fix problems

- makes work visible (see how each part impacts another/others)
- document institutional knowledge
- efficiency

PROCESS; a set of interrelated work activities characterized by a set of specific inputs and value added tasks that make up a procedures for a set of specific outputs

Credit: Gretchen Caserotti, Meridian Library District
Item arrives from courier delivery or patron return → Check in item (directly from source) → Is item to remain at branch? → Yes: Place item on final shelving cart → Wait for cart to "fill" → Wheel cart to floor → Shelf item → No: Transport to courier bins → Place item in correct courier bin → (Repeat process if necessary)
Donated DVD Procedure
Front Desk Staff and Pages

Is it in our Collection? (check catalog)

- YES
  - Is it brand new and unopened?
    - NO
      - Is it in LIKE NEW condition?
        - NO
          - Adult
            - In Collections – To Be Reviewed Adult
              - Shelf Back Office
        - YES
          - Adult
            - In Collections – To Be Reviewed Adult
              - Shelf Back Office
    - YES
      - Children’s
        - In Collections – To Be Reviewed Adult
          - Shelf Back Office
  - NO
    - Friends of the Library

- NO
  - NO
    - Friends of the Library
  - YES
    - Put in “Reviewed Donated Items” cupboard in Tech Svc office
Benefits of LEAN
Process Mapping @ MPL

1. 50% decrease in processing time
2. Training Efficiency
3. Increased Capacity in Junior Staff
4. Staff Satisfaction and Empowerment
Telling My Library Story

LeAnn Gelskey - Hailey Public Library
How do YOU share statistics?
Service Area:
Population of legal service area grew from 8,082 to 8,218
Registered users grew from 5,557 to 5,637
Non-Resident users grew from 822 to 846

Library Revenue:
Grant funding was accurately reported on line 5.5c in the amount of $19,860

Library Expenditures:
Unexpended balance was $14,031
Grant funding was dumped into Public Programming at the end of the fiscal year—$8,734 unexpended
Out of that grant money, $4,045 was carried over into the current fiscal year (located in a city liability account)
Actual unexpended amount $1,252

Library Collection:
Less physical items were purchased and less physical items were culled.
More audio was provided, both physical and downloadable.
Video materials increased.
Ebooks skyrocketed from 4,073 to 13,148!
Consortia ebooks were the same—3,969 to 13,148!
Magazines were balanced between print and digital.

Library Services:
We increased hours of operation from 48 hours per week to 51 hours per week. LYNX Consortium standard is 48 hours per week.
With the installation of the RFID system, attendance tracking is more accurate. Total library visits are up from 67,225 to 101,238 annually. That's an average of 337 patron visits per day.

Circulation:
Adult circulation was down but circulation of children’s materials doubled!
Ematerials increased from 4,229 to 4,984
Interlibrary loans also grew.

Programs:
Total number of programs was up from 148 to 188 as was total attendance from 3,040 to 3,221.

Internet:
Computer usage remained comparable to last year.
Wi-Fi use doubled from 5,060 to 9,937
New Items Added: 4,270

Books & Materials
Items Checked Out: 101,462
Print+Media+E-media

Expenditures: 15 Grants: $12,425

Computer Usage
14,147 Total Users
12,521 Wireless Users
11 Public Computers

97,880 Patron Visits

Have a ?
Visit our website at: www.haileypubliclibrary.org
Like us on Facebook: @HaileyPublicLibrary

592 Volunteer Hours

489 Programs
3939 People
Things to Remember

Put numbers in context
Choose the appropriate chart
Simplify & establish a focal point
Don’t make people work too hard to find info

Use colors strategically!

Design Guidelines

KISS
Show/don’t tell
Colors & Fonts
How do YOU tell YOUR story?
Storytelling Techniques

1. Use a real person
2. State the problem
3. How did the library intervene?
4. State a fact
5. Use a ‘phrase that pays’
LeAnn’s Personal Example:
Putting it All Together

Want to connect with others interested in public library data and evaluation?

Join the RIPL Online Community of Practice--open to all, not just RIPL Alumni!
- Quarterly Webinars--May 23, 2019
- Discussion forums
- Opportunities for file-sharing (such as infographics, surveys, etc.)

ARSL Pre Conference--September 2019
Consider attending RIPL Montana--Oct. 7 and 8, 2019
Any Questions?

Thanks for listening!

LeAnne Gelsky  
Hailey Public Library  
lgelskey@haileypubliclibrary.org

Shambry Emero  
DeMary Memorial Public Library  
demary@pmt.org

Gretchen Caserotti  
Meridian Library District  
gretchen@mld.org

Kate Lovan  
Middleton Public Library  
klovan@mymiddletonlibrary.org