

Working with Partners: How to Plan for Collaborative Outcome Measurement

January 31, 2018



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

 **PublicLibrary**
ASSOCIATION

Today's Speakers



Emily Plagman
Project Manager
Public Library Association



Sarah Hamfeldt
Adult Programming &
Reference Services Manager
Jefferson-Madison Regional
Library, Virginia



Marra Honeywell
Youth Services Manager
Allen County Public Library,
Indiana



Agenda

- Project Outcome's Outcome Measurement Guidelines
- Why Collaborative Partnerships
- Planning for Collaborative Outcome Measurement
- From the Field:
 - Jefferson-Madison Regional Library, Virginia
 - Allen County Public Library, Indiana
- Announcements / Q&A



Emily Plagman
Project Manager
Public Library Association



Project Outcome's Outcome Measurement Guidelines

What is Project Outcome?

It's FREE!

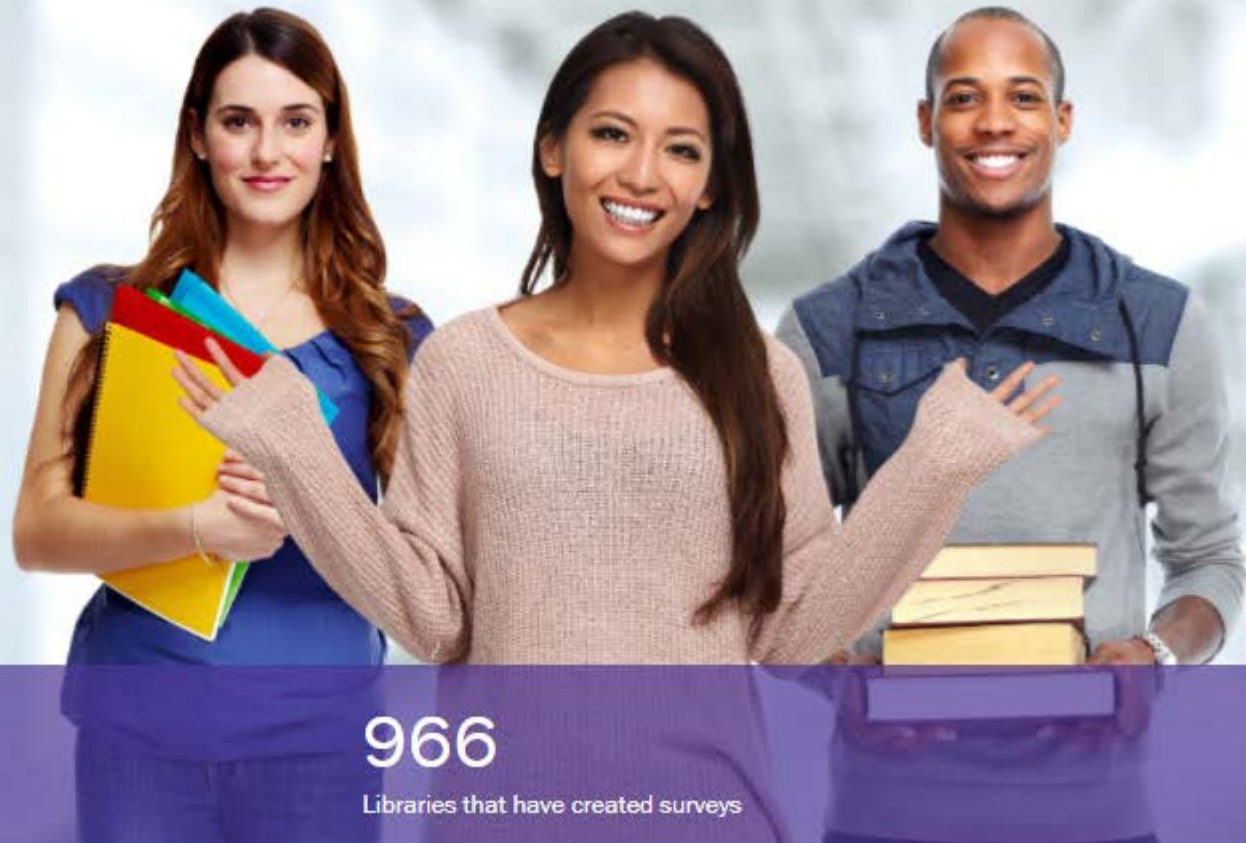
project | **OUTCOME**
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

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

Outcome Measurement Made Easy

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

[SIGN UP](#)



115,438

Responses collected through our surveys

966

Libraries that have created surveys

[Updates](#)

[Live News](#)

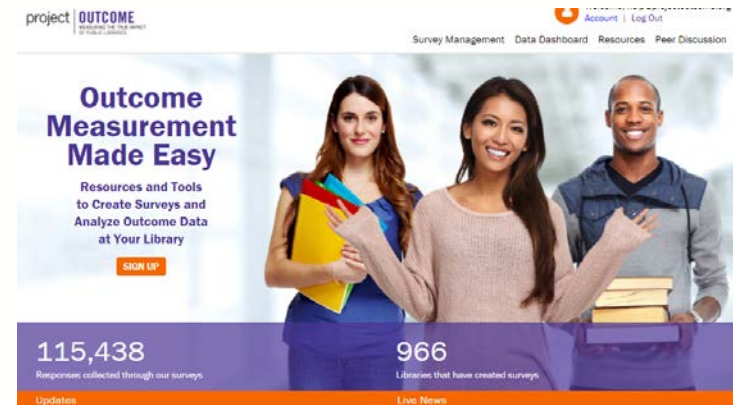
www.ProjectOutcome.org

Project Outcome Toolkit

It's FREE!

Access to:

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



Survey Topic Areas



EARLY CHILDHOOD LITERACY



DIGITAL LEARNING



EDUCATION/LIFELONG LEARNING



SUMMER READING



JOB SKILLS



CIVIC/COMMUNITY ENGAGEMENT



ECONOMIC DEVELOPMENT

Outcome Measurement Continuum



Immediate
Survey

Patron-
Reported
Learning

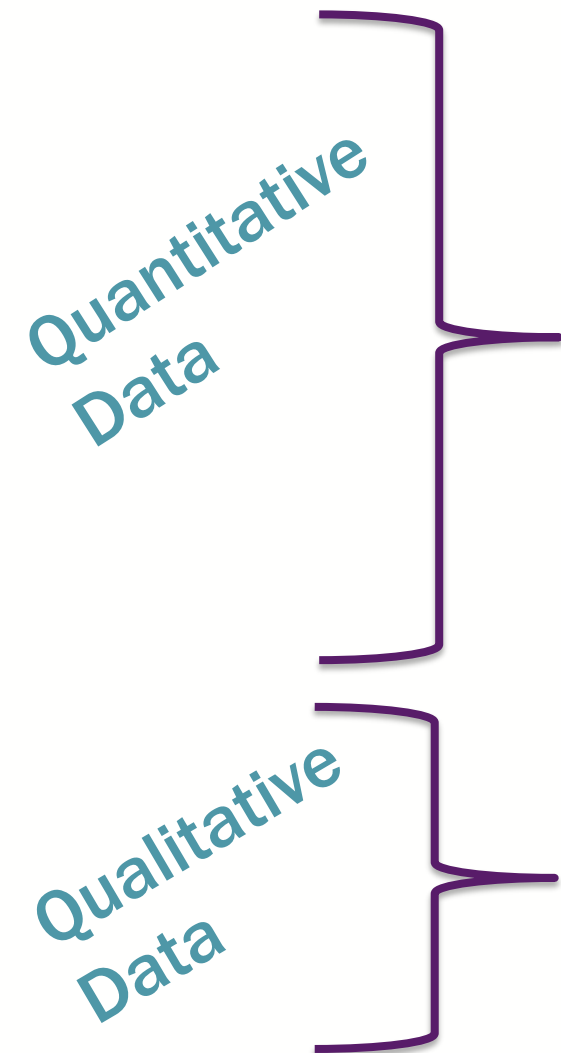
Follow-Up
Survey

Patron-
Reported
Adoption

Outcome
Measurement
Guidelines

Deeper
Analysis &
Long-Term
Benefits

Outcomes Measured



Knowledge



Confidence



Behavior Change



Awareness

What did patrons like most?

What can the library do to improve?

Training Resources

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

RESOURCES

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

Search Project Outcome Resources

Featured Resources

Tutorial Videos
Quick videos to help you navigate the Project Outcome website & tools

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• Outcome Measurement Process• What Is Outcome Measurement?• Outcome Measurement Continuum• State User Guide• Successful Implementation	<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

Tutorial Videos

Getting Started with Project Outcome Online Tools

Training Resources

Tutorial Videos

Quick videos to help you navigate the Project Outcome website & tools

Overview

1. [Introduction to Project Outcome](#) (5:10)

An overview of what Project Outcome is and how it works.

- Defining an outcome
- Identifying Project Outcome survey topics and types
- Accessing the surveys, data analysis tools, and training resources

Getting Started

*login ->
resources ->
featured
resources:
tutorial
videos*

Training Resources

Outcome Measurement Guidelines

Additional support for outcome-focused data collection

Guidelines

The Outcome Measurement Guidelines are designed to help guide and support libraries with any of the following:

- Developing their own outcome measures;
- Implementing data collection methods other than the existing Project Outcome standardized surveys;
- Measuring outcome data over time; and,
- Developing strategies for working with partners on outcome measurement projects (e.g. contributions to community).

login ->
resources ->
from the field:
outcome
measurement
guidelines

	Guidelines	Additional Resources	Case Studies
Developing	<ul style="list-style-type: none">• Developing Outcome Measures	<ul style="list-style-type: none">• Outcome Based Evaluations, <i>Institute of Museum and Library Services</i>• Measuring Outcomes, <i>Strengthening Nonprofits</i>• Reading Outcomes Framework Toolkit, <i>The Reading Agency</i>	<ul style="list-style-type: none">• Project Outcome Case Study: Combining Outcome Measures• Charlotte Mecklenburg Library's

Outcome Measurement Guidelines

Designed to help guide & support libraries with:

- Developing their own outcome measures
- Implementing data collection methods
- Measuring outcome data over time
- Developing strategies for working with partners on outcome measurement projects

Outcome Measurement Guidelines

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- Developing their own outcome measures
- Implementing data collection methods
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- Developing strategies for working with partners on outcome measurement projects

Other Guidelines topics to be covered throughout 2018

Outcome Measurement Guidelines

GUIDELINES

ADDITIONAL RESOURCES

CASE STUDIES

Developing Outcome Measures

- [Developing Outcome Measures](#)
- [Writing Open-Ended Survey Questions](#)
- [Sample Survey Checklist](#)

- [Outcome Based Evaluations](#), *Institute of Museum and Library Services*
- [Measuring Outcomes](#), *Strengthening Nonprofits*
- [Reading Outcomes Framework Toolkit](#), *The Reading Agency*
- [Using Impact Data in Advocacy](#), *Turning the Page*
- [What is Outcome-Driven Innovation?](#), *Strategyn, Inc. (2014)*
- [Designing and Implementing Effective Surveys: Parts I & II](#), *Duke University Libraries (2017)*

- [Project Outcome Case Study: Combining Outcome Measures](#)
- [Charlotte Mecklenburg Library's Strategic Approach to Programming](#), *Urban Libraries Council*

Outcome Measurement Guidelines

	Guidelines	Additional Resources				
Developing Outcome Measures	<ul style="list-style-type: none"> Developing Outcome Measures Using Open-Ended Survey Questions Sample Survey Checklist 	<ul style="list-style-type: none"> Outcome Based Choice of Measures and Library Measuring Outcomes Measuring Outcomes: Research Measuring Outcomes: Practice Using Impact Data in Action: Turning the Wheel's Outcome Data Strategy, Inc. (2014) Designing and Implementing Surveys, Parts 1 & 2, OCLC Librarian (2012-7) 	<h2>Working with Partners</h2>	<ul style="list-style-type: none"> Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide 	<ul style="list-style-type: none"> Leadership Brief: Partners Achieving Community Outcomes, Urban Libraries Council Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, South Australian Community Health Research Unit Communication and Partnerships - Tools, WebJunction (March 2012) Effectively Collaborating with Other Libraries and Partners, WebJunction (March 2012) Maximize the Potential of Your Public Library, International City/County Management Association (January 2011) Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, Urban Libraries Council Partnerships: Frameworks for Working Together, Strengthening Nonprofits Asset-Based Community Development Institute, DePaul University A Step-By-Step Guide to 'Turning Outward' to Your Community, The Harwood Institute for Public Innovation 	<ul style="list-style-type: none"> Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, Project Outcome Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, Project Outcome Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, Project Outcome Public Partners for Early Literacy: Closing Opportunity Gaps, Urban Libraries Council Measuring Impact Using School Data, Columbus Metropolitan Library, Ohio, Urban Libraries Council Building Partnerships Together: Greenville County (SC) Library System, TechSoup for Libraries Summer Slide: A Partnership with Title I Schools, Virginia Beach Public Library, Virginia
Alternative Data Collection Methods	<ul style="list-style-type: none"> Alternative Data Collection Methods Informed Consent Service Site Non-Participant Data Collection 	<ul style="list-style-type: none"> Evaluation Resources Museum and Library Research Methods, US Service Public Libraries Data Research Service Arcan Institute Chicago Libraries Action Guide Institute Measures that Matter: Current Public Library Landscape, WebJunction Measures that Matter: Detailing the Case for Public Libraries, WebJunction (2012-7) Measures that Matter: Moving Toward More Measures, WebJunction Measuring Program Impact, OCLC & IFLA (2014), graphic credit Learning Group 				
Measuring Outcome Data Over Time	<ul style="list-style-type: none"> Measuring Outcome Data Over Time 	<ul style="list-style-type: none"> Outcomes, Impacts, and Library Journal How to Perform a Long-Terming Your Summer Slide, Slavery/Memory: How to Conduct a Summer Benchmarking Study, WebJunction & OCLC Logic Models, Extension 				
Working with Partners	<ul style="list-style-type: none"> Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide 	<ul style="list-style-type: none"> Open-Ended and Partner Surveys, WebJunction (March 2012) Maximize the Potential of Your Public Library, International City/County Management Association (2011) Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, Urban Libraries Council Partnerships: Frameworks for Working Together, Strengthening Nonprofits Asset-Based Community Development Institute, DePaul University A Step-By-Step Guide to 'Turning Outward' to Your Community, The Harwood Institute for Public Innovation 				



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Project Manager
Public Library Association



Why Collaborative Partnerships

Why Collaborative Partnerships

Collaborative partnering & outcome measurement helps the library and its partners identify better ways to align their work to deliver more impactful community-based services.



Poll:

Does your library currently have a collaborative partnership?



If yes – click “Raise Hand” icon

Why Collaborative Partnerships

Benefits to libraries*:

- Producing quality outcomes
- Sharing talents & resources
- Creating community connections
- Avoiding duplication of effort or activity
- Raising visibility to non-library patrons
- Reaching beyond individual outcomes toward measuring community impact
- Achieving strategic planning goals
- Identifying new ways the library can impact the community

Why Collaborative Partnerships

Examples include*:

- Sharing technology skills & costs
 - Shared program development & promotion
 - Sharing expenses
 - Building & sharing audiences
 - Business development workshops & research, career centers



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Project Manager
Public Library Association



Planning for Collaborative Outcome Measurement

Collaborative Outcome Measurement

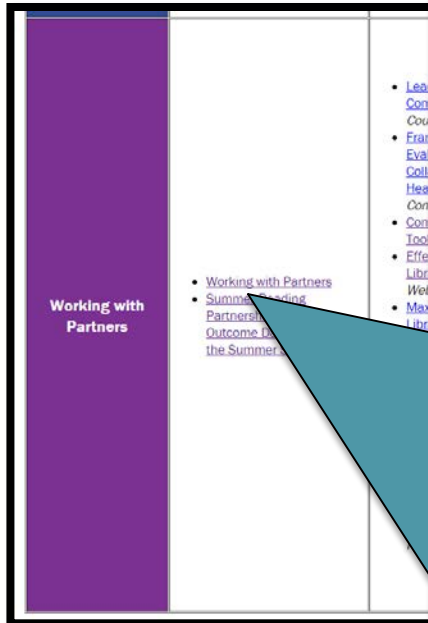
Partnerships that warrant collaborative outcome measurement will have common goals for addressing a community need.



Working With Partners Worksheet

	Guidelines	Additional Resources	Working with Partners	Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide	<ul style="list-style-type: none"> • Leadership Brief: Partners Achieving Community Outcomes, <i>Urban Libraries Council</i> • Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, <i>South Australian Community Health Research Unit</i> • Communication and Partnerships - Tools, <i>WebJunction (March 2012)</i> • Effectively Collaborating with Other Libraries and Partners, <i>WebJunction (March 2012)</i> • Maximize the Potential of Your Public Library, <i>International City/County Management Association (January 2011)</i> • Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> • Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> • Asset-Based Community Development Institute, <i>DePaul University</i> • A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 	<ul style="list-style-type: none"> • Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, <i>Project Outcome</i> • Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, <i>Project Outcome</i> • Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, <i>Project Outcome</i> • Public Partners for Early Literacy: Library-School Partnerships Closing Opportunity Gaps, <i>Urban Libraries Council</i> • Measuring Impact Using School Data, <i>Columbus Metropolitan Library, Ohio, Urban Libraries Council</i> • Building Partnerships Together: Greenville County (SC) Library System, <i>TechSoup for Libraries</i> • Summer Slide: A Partnership with Title I Schools, <i>Virginia Beach Public Library, Virginia</i> 								
Developing Outcome Measures	<ul style="list-style-type: none"> • Developing Outcome Measures Using Client-Engaged Survey Questions, <i>Samuel S. Patten, Checklist</i> 	<ul style="list-style-type: none"> • Outcome Based Choice of Measures and Library Measuring Outcomes, <i>Nonprofits</i> • Measuring Outcomes: Topics, The Reading4All.org, <i>Turning the Wheel's Outcome Data Strategy, Inc. (2014)</i> • Designing and Implementing Surveys, Parts 1 & 2, <i>DLI Librarian (2012-7)</i> 					Working with Partners	Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide	<ul style="list-style-type: none"> • Leadership Brief: Partners Achieving Community Outcomes, <i>Urban Libraries Council</i> • Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, <i>South Australian Community Health Research Unit</i> • Communication and Partnerships - Tools, <i>WebJunction (March 2012)</i> • Effectively Collaborating with Other Libraries and Partners, <i>WebJunction (March 2012)</i> • Maximize the Potential of Your Public Library, <i>International City/County Management Association (January 2011)</i> • Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> • Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> • Asset-Based Community Development Institute, <i>DePaul University</i> • A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 	<ul style="list-style-type: none"> • Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, <i>Project Outcome</i> • Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, <i>Project Outcome</i> • Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, <i>Project Outcome</i> • Public Partners for Early Literacy: Library-School Partnerships Closing Opportunity Gaps, <i>Urban Libraries Council</i> • Measuring Impact Using School Data, <i>Columbus Metropolitan Library, Ohio, Urban Libraries Council</i> • Building Partnerships Together: Greenville County (SC) Library System, <i>TechSoup for Libraries</i> • Summer Slide: A Partnership with Title I Schools, <i>Virginia Beach Public Library, Virginia</i> 				
Alternative Data Collection Methods	<ul style="list-style-type: none"> • Alternative Data Collection Methods, <i>Library Journal</i> • Survey Data, <i>Library Journal</i> • Non-Participant Data Collection, <i>Library Journal</i> 	<ul style="list-style-type: none"> • Evaluation Resources, <i>Museum and Library Research Methods, US Service</i> • Public Libraries Data Research Service, <i>Library Journal</i> • Athen Institute Design Library Action Guide, <i>Library Journal</i> • Measures that Matter: Current Public Library Landscape, <i>WebJunction</i> • Measures that Matter: Detailing the Case for Public Libraries, <i>WebJunction (2012-7)</i> • Measures that Matter: Moving Toward More Measures, <i>WebJunction</i> • Measuring Program Use, <i>International City & County Management Association (2014)</i>, <i>graphic credit: Learning Group</i> 									Working with Partners	Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide	<ul style="list-style-type: none"> • Leadership Brief: Partners Achieving Community Outcomes, <i>Urban Libraries Council</i> • Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, <i>South Australian Community Health Research Unit</i> • Communication and Partnerships - Tools, <i>WebJunction (March 2012)</i> • Effectively Collaborating with Other Libraries and Partners, <i>WebJunction (March 2012)</i> • Maximize the Potential of Your Public Library, <i>International City/County Management Association (January 2011)</i> • Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> • Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> • Asset-Based Community Development Institute, <i>DePaul University</i> • A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 	<ul style="list-style-type: none"> • Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, <i>Project Outcome</i> • Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, <i>Project Outcome</i> • Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, <i>Project Outcome</i> • Public Partners for Early Literacy: Library-School Partnerships Closing Opportunity Gaps, <i>Urban Libraries Council</i> • Measuring Impact Using School Data, <i>Columbus Metropolitan Library, Ohio, Urban Libraries Council</i> • Building Partnerships Together: Greenville County (SC) Library System, <i>TechSoup for Libraries</i> • Summer Slide: A Partnership with Title I Schools, <i>Virginia Beach Public Library, Virginia</i>
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Working with Partners	<ul style="list-style-type: none"> • Building Partnerships Using Outcome Data to Measure the Summer Slide, <i>Library Journal</i> 	<ul style="list-style-type: none"> • Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> • Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> • Asset-Based Community Development Institute, <i>DePaul University</i> • A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 	Working with Partners	Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide	<ul style="list-style-type: none"> • Leadership Brief: Partners Achieving Community Outcomes, <i>Urban Libraries Council</i> • Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, <i>South Australian Community Health Research Unit</i> • Communication and Partnerships - Tools, <i>WebJunction (March 2012)</i> • Effectively Collaborating with Other Libraries and Partners, <i>WebJunction (March 2012)</i> • Maximize the Potential of Your Public Library, <i>International City/County Management Association (January 2011)</i> • Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> • Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> • Asset-Based Community Development Institute, <i>DePaul University</i> • A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 	<ul style="list-style-type: none"> • Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, <i>Project Outcome</i> • Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, <i>Project Outcome</i> • Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, <i>Project Outcome</i> • Public Partners for Early Literacy: Library-School Partnerships Closing Opportunity Gaps, <i>Urban Libraries Council</i> • Measuring Impact Using School Data, <i>Columbus Metropolitan Library, Ohio, Urban Libraries Council</i> • Building Partnerships Together: Greenville County (SC) Library System, <i>TechSoup for Libraries</i> • Summer Slide: A Partnership with Title I Schools, <i>Virginia Beach Public Library, Virginia</i> 								
		<ul style="list-style-type: none"> • School Data, <i>Columbus Metropolitan Library, Ohio, Urban Libraries Council</i> • Building Partnerships Together: Greenville County (SC) Library System, <i>TechSoup for Libraries</i> • Summer Slide: A Partnership with Title I Schools, <i>Virginia Beach Public Library, Virginia</i> 					Working with Partners	Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide	<ul style="list-style-type: none"> • Leadership Brief: Partners Achieving Community Outcomes, <i>Urban Libraries Council</i> • Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, <i>South Australian Community Health Research Unit</i> • Communication and Partnerships - Tools, <i>WebJunction (March 2012)</i> • Effectively Collaborating with Other Libraries and Partners, <i>WebJunction (March 2012)</i> • Maximize the Potential of Your Public Library, <i>International City/County Management Association (January 2011)</i> • Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> • Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> • Asset-Based Community Development Institute, <i>DePaul University</i> • A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 	<ul style="list-style-type: none"> • Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, <i>Project Outcome</i> • Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, <i>Project Outcome</i> • Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, <i>Project Outcome</i> • Public Partners for Early Literacy: Library-School Partnerships Closing Opportunity Gaps, <i>Urban Libraries Council</i> • Measuring Impact Using School Data, <i>Columbus Metropolitan Library, Ohio, Urban Libraries Council</i> • Building Partnerships Together: Greenville County (SC) Library System, <i>TechSoup for Libraries</i> • Summer Slide: A Partnership with Title I Schools, <i>Virginia Beach Public Library, Virginia</i> 				

Working With Partners Worksheet



Planning for Measuring Outcomes with a Partner

Community Need: Think about why you are engaging in this partnership and how this work will help better meet a community need.

- What is the problem you are trying to solve?
- How can the LIBRARY help address this need?
- How can the PARTNER(S) help address this need?
- How will this partnership better meet this community need? [Or, How does working together meet this community need more effectively than working separately?]

Setting Goals: Outcome-based goals should relate to the increased impact you would like to have as a result of the partnership.

- What are the partnership goals? [Or, In what way(s) do you expect that your target audience will be better off as a result of this partnership?]
- How will you measure success?

Outcomes Measured: Specify the program/service outcome(s) that will help you measure success in achieving the partnership goals.

- Knowledge
- Confidence
- Behavior Change
- Application of Skills
- Awareness of Resources
- Other

Collaborative Measurement: The measurement activities are critical components to the success of an outcome-based partnership and should be mutually agreed upon beforehand.

- What program(s)/service(s) will be measured?
- Who will conduct the outcome measurement and for how long?
- What method(s) will be used (i.e. surveys, interviews, etc.) and who are the target audiences?
- How will data be shared between partners and for how long?

Using Data: Setting expectations for how the data will be used will help frame what action-oriented results will look like.

- Who will analyze the data?
- How will the partners use the results together? Individually?
- Who will communicate the results and to which audiences?
- Who will be responsible for making any changes to better address the community need?

Guidelines Planning Checklist

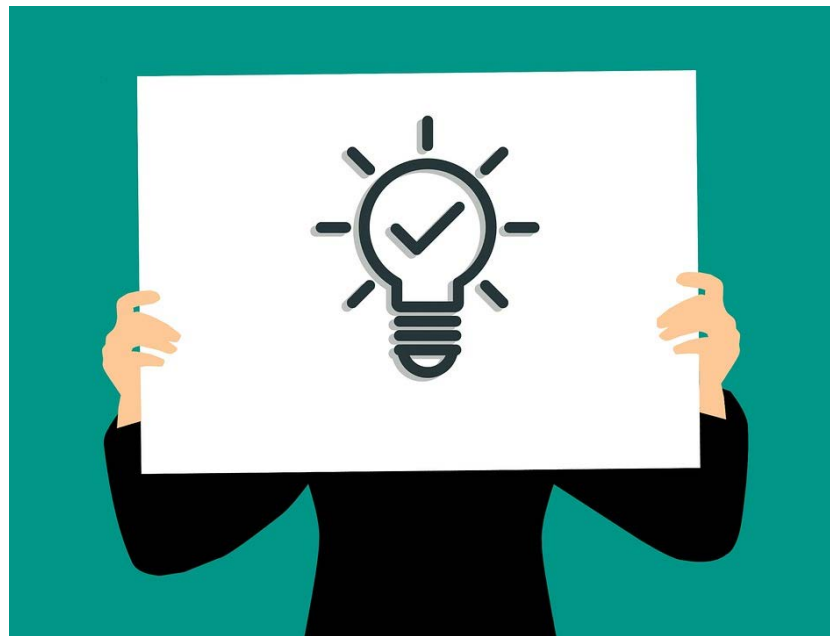
- Community Need
- Setting Goals
- Outcomes Measured
- Collaborative Measurement
- Using Data

Example: A library wants to form a partnership with a school, focusing on measuring outcomes of their summer reading program to help stop the summer slide.



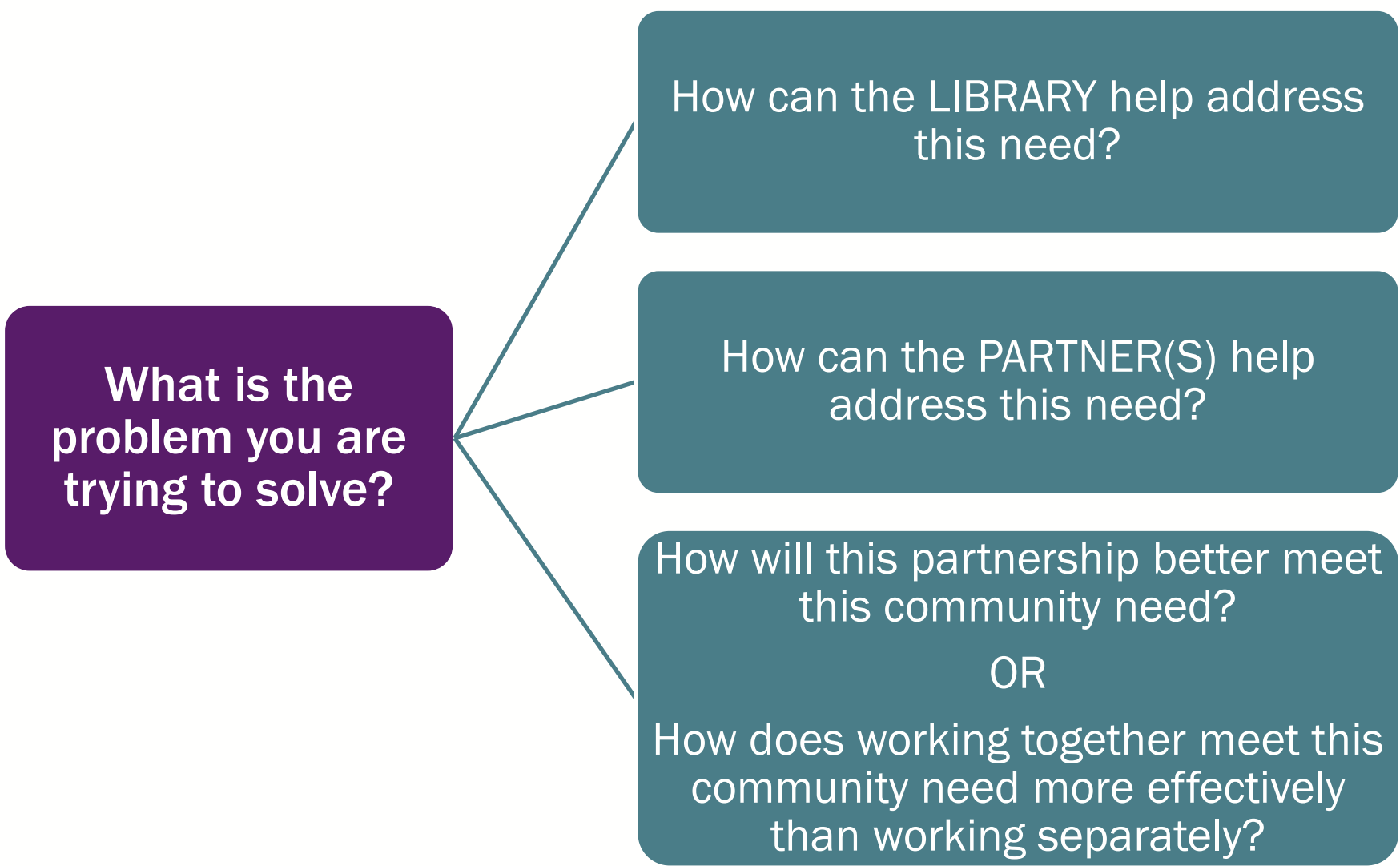
Planning: Community Need

Think about why you are engaging in this partnership and how this work will help better meet a community need.



Planning: Community Need

What is the problem you are trying to solve?



```
graph LR; A[What is the problem you are trying to solve?] --- B[How can the LIBRARY help address this need?]; A --- C[How can the PARTNER(S) help address this need?]; A --- D[How will this partnership better meet this community need? OR How does working together meet this community need more effectively than working separately?];
```

How can the LIBRARY help address this need?

How can the PARTNER(S) help address this need?

How will this partnership better meet this community need?

OR

How does working together meet this community need more effectively than working separately?

School Partnership Example

Stopping the Summer Slide

Library helps via summer reading programming

School helps by sharing reading skills levels and/or curriculum so that library can align programming

Coordinated efforts will build a stronger support network for students throughout the summer



Planning Checklist

- ✓ Community Need
- Setting Goals
- Outcomes Measured
- Collaborative Measurement
- Using Data

Planning: Setting Goals

Outcome-based goals should relate to the increased impact you would like to have as a result of the partnership.



Planning: Setting Goals

1. What are the partnership goals?
 - OR, in what way(s) do you expect that your target audience will be better off as a result of this partnership?
2. How will you measure success?

School Partnership Example

What are the partnership goals?

K-4th grade kids attending the library's Summer Reading programs will maintain or advance reading skills between school years

How will you measure success?

- Library: patron-reported changes
- School: reading tests @ end-of-year & beginning-of-year

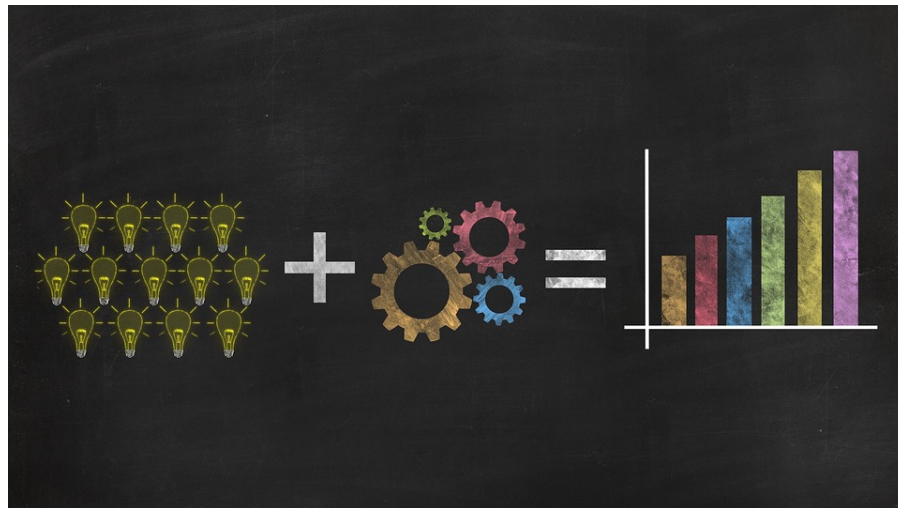


Planning Checklist

- ✓ Community Need
- ✓ Setting Goals
- Outcomes Measured
- Collaborative Measurement
- Using Data

Planning: Outcomes Measured

Specify the program/service outcome(s) that will help you measure success in achieving the partnership goals.



Planning: Outcomes Measured

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

- ✓ Knowledge
- ✓ Confidence
- ✓ Behavior Change
- ✓ Application of Skills
- ✓ Awareness of Resources
- ✓ Other



School Partnership Example

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

- ✓ Knowledge: capture self-reported learning changes of finishers
- ✓ Application of Skills: conduct a pre & post reading skills test



School Partnership Example

Project Outcome Summer Reading Caregiver Survey:

1. My child maintained or increased their reading skills
2. My child is a more confident reader
3. My child reads more often
4. My child uses the library more often
5. What did your child like most about the program/service?
6. What could the library do to help your child continue to learn more?



School Partnership Example

Project Outcome Summer Reading Adult/Teen:

1. You learned something new from what you read or experienced
2. You enjoy reading more
3. You read more often
4. You want to use the library more often
5. What did you like most about the program/service?
6. What could the library do to help you continue to learn more?



Planning Checklist

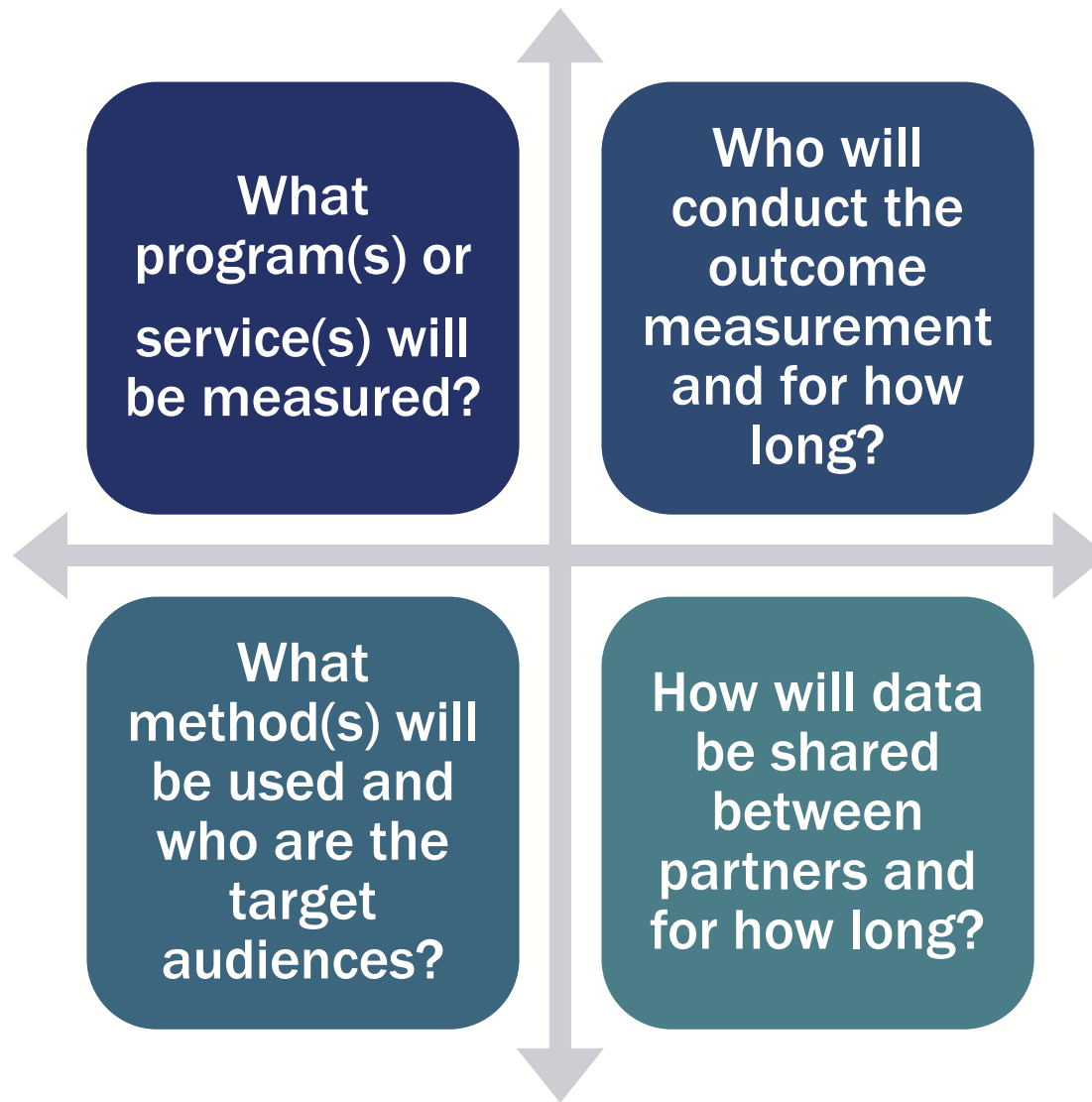
- ✓ Community Need
- ✓ Setting Goals
- ✓ Outcomes Measured
- Collaborative Measurement
- Using Data

Planning: Collaborative Measurement

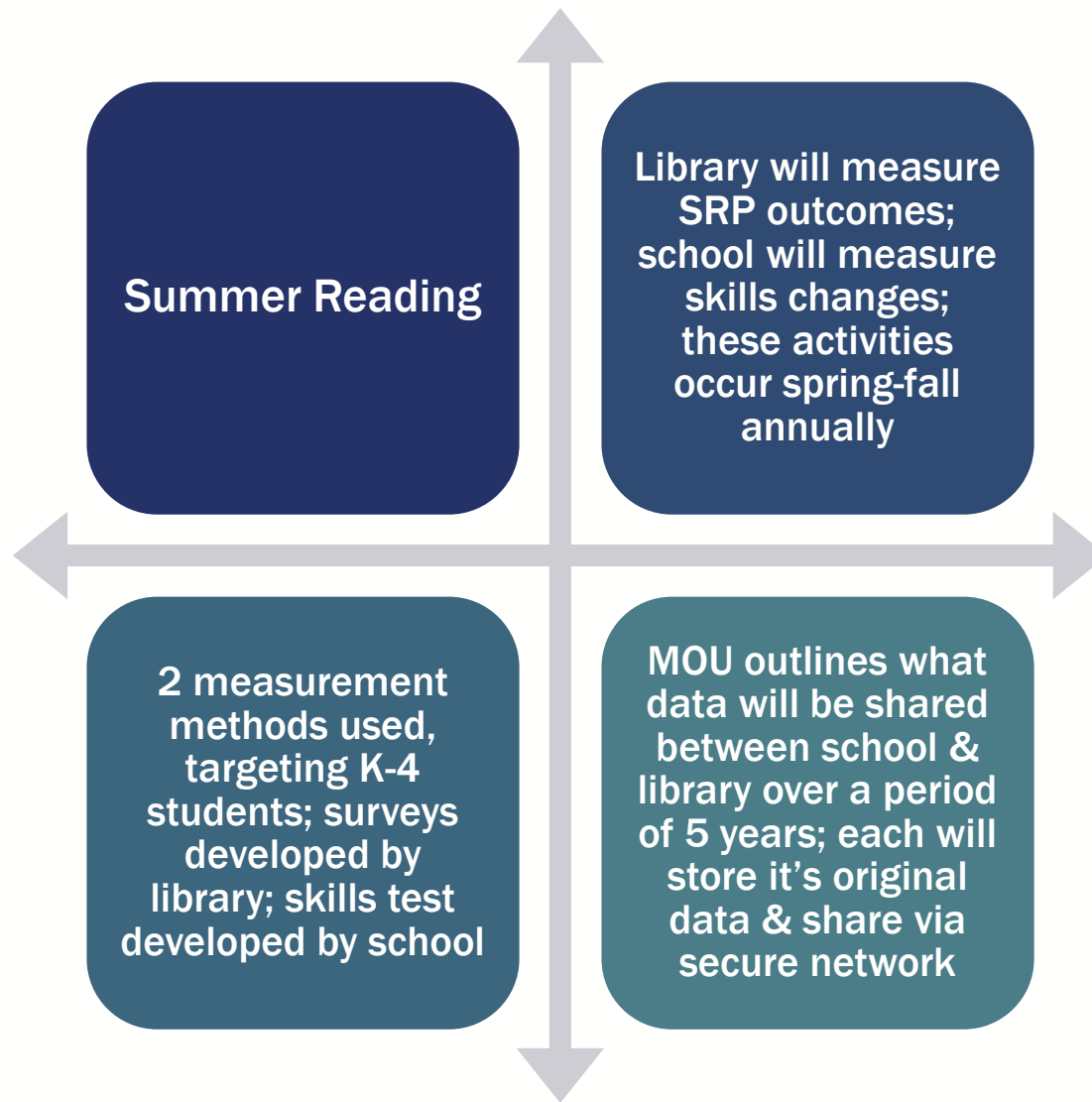
The measurement activities are critical components to the success of an outcome-based partnership and should be mutually agreed upon beforehand.



Planning: Collaborative Measurement



School Partnership Example



Planning Checklist

- ✓ Community Need
- ✓ Setting Goals
- ✓ Outcomes Measured
- ✓ Collaborative Measurement
- Using Data

Planning: Using Data

Setting expectations for how the data will be used will help frame what action-oriented results will look like.



Planning: Using Data

Who will analyze the data?

How will the partners use the results together?
Individually?

Who will communicate the results and to which audiences?

Who will be responsible for making any changes to better address the community need?

School Partnership Example

Library and school will have combined data review sessions annually

Results will be used for marketing, advocacy, and fundraising and to inform future planning of the partnership

Co-author community-facing report; library will use report for grant applications and internally with staff; school shares report with board

Library will make programmatic improvements for future years SRP; school will support outreach and enrollment efforts in the future



Planning Checklist

- ✓ Community Need
- ✓ Setting Goals
- ✓ Outcomes Measured
- ✓ Collaborative
Measurement
- ✓ Using Data



Discussion:

Beyond summer reading, what collaborative outcome measurement partnerships are you interested in?

Share your answers in the chat

Outcome Measurement Guidelines

	Guidelines	Additional Resources			
Developing Outcome Measures	<ul style="list-style-type: none"> Developing Outcome Measures Using Open-Ended Survey Questions Sample Survey Checklist 	<ul style="list-style-type: none"> Outcome Based Choice of Museum and Library Measuring Outcomes Measuring Outcomes: Research Outcomes Framework: The Reading4All Study Using Impact Data in Action: Turning the Wheel's Outcome Data Strategy, Inc. (2014) Designing and Implementing Surveys, Parts 1 & 2 Libraries (2012-7) 	<p style="text-align: center;">Working with Partners</p> <ul style="list-style-type: none"> Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide 	<ul style="list-style-type: none"> Leadership Brief: Partners Achieving Community Outcomes, <i>Urban Libraries Council</i> Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, <i>South Australian Community Health Research Unit</i> Communication and Partnerships - Tools, <i>WebJunction (March 2012)</i> Effectively Collaborating with Other Libraries and Partners, <i>WebJunction (March 2012)</i> Maximize the Potential of Your Public Library, <i>International City/County Management Association (January 2011)</i> Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> Asset-Based Community Development Institute, <i>DePaul University</i> A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 	<ul style="list-style-type: none"> Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, <i>Project Outcome</i> Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, <i>Project Outcome</i> Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, <i>Project Outcome</i> Public Partners for Early Literacy: Library-School Partnerships Closing Opportunity Gaps, <i>Urban Libraries Council</i> Measuring Impact Using School Data, <i>Columbus Metropolitan Library, Ohio, Urban Libraries Council</i> Building Partnerships Together: Greenville County (SC) Library System, <i>TechSoup for Libraries</i> Summer Slide: A Partnership with Title I Schools, <i>Virginia Beach Public Library, Virginia</i>
Alternative Data Collection Methods	<ul style="list-style-type: none"> Alternative Data Collection Methods Informed Consent Service Site Non-Participant Data Collection 	<ul style="list-style-type: none"> Evaluation Resources Museum and Library Research Methods, US Service Public Libraries Data Research Service Alexis Institute Chicago, <i>Libraries Action Guide Institute</i> Measures that Matter: Current Public Library Landscape, <i>WebJunction</i> Measures that Matter: Detailing the Case for Public Libraries, <i>WebJunction (2012-7)</i> Measures that Matter: Moving Toward More Measures, <i>WebJunction</i> Measuring Program Impact, <i>WebJunction, OCLC & IFLA (2014)</i>, graphic credit: Learning Group 			
Measuring Outcome Data Over Time	<ul style="list-style-type: none"> Measuring Outcome Data Over Time 	<ul style="list-style-type: none"> Outcomes, Impacts, and Library Journal How to Perform a Long-Term, Sliding-Monday-Time, Sliding-Monday-Time, Sliding-Monday-Time Benchmarking Study Website & Design Logic Models Extension 			
Working with Partners	<ul style="list-style-type: none"> Building Partnerships Using Outcome Data to Measure the Summer Slide 	<ul style="list-style-type: none"> Building Partnerships Using Outcome Data to Measure the Summer Slide, <i>WebJunction (March 2012)</i> Maximize the Potential of Your Public Library, <i>International City/County Management Association (2011)</i> Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, <i>Urban Libraries Council</i> Partnerships: Frameworks for Working Together, <i>Strengthening Nonprofits</i> Asset-Based Community Development Institute, <i>DePaul University</i> A Step-By-Step Guide to 'Turning Outward' to Your Community, <i>The Harwood Institute for Public Innovation</i> 			

More Guidelines & Resources

Working with Partners		Guidelines	Additional Resources	Case Studies
	<ul style="list-style-type: none"> Working with Partners Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide 	<ul style="list-style-type: none"> Leadership Brief: Partners Achieving Community Outcomes, Urban Libraries Council Collaborative Partnerships Evaluation Tool, South Australian Community Health Research Unit Communication and Partnerships - Tools, WebJunction (March 2012) Effectively Collaborating with Other Libraries and Partners, WebJunction (March 2012) Maximize the Potential of Your Library, International Council of Management Associations (2011) Guidelines for Developing Partnerships: Framework for Working Together, StreetNet Nonprofits Asset-Based Community Development Institute, University A Step-By-Step Guide to 'Working Outward' to Your Community, Harwood Institute for Public Innovation 	<p>Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship, Project Outcome</p> <ul style="list-style-type: none"> Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnership, Project Outcome 	

Summer Reading Partnership: Using Outcome Data to Measure the Summer Slide



Sarah Hamfeldt
Adult Programming &
Reference Services Manager
Jefferson-Madison Regional
Library, Virginia

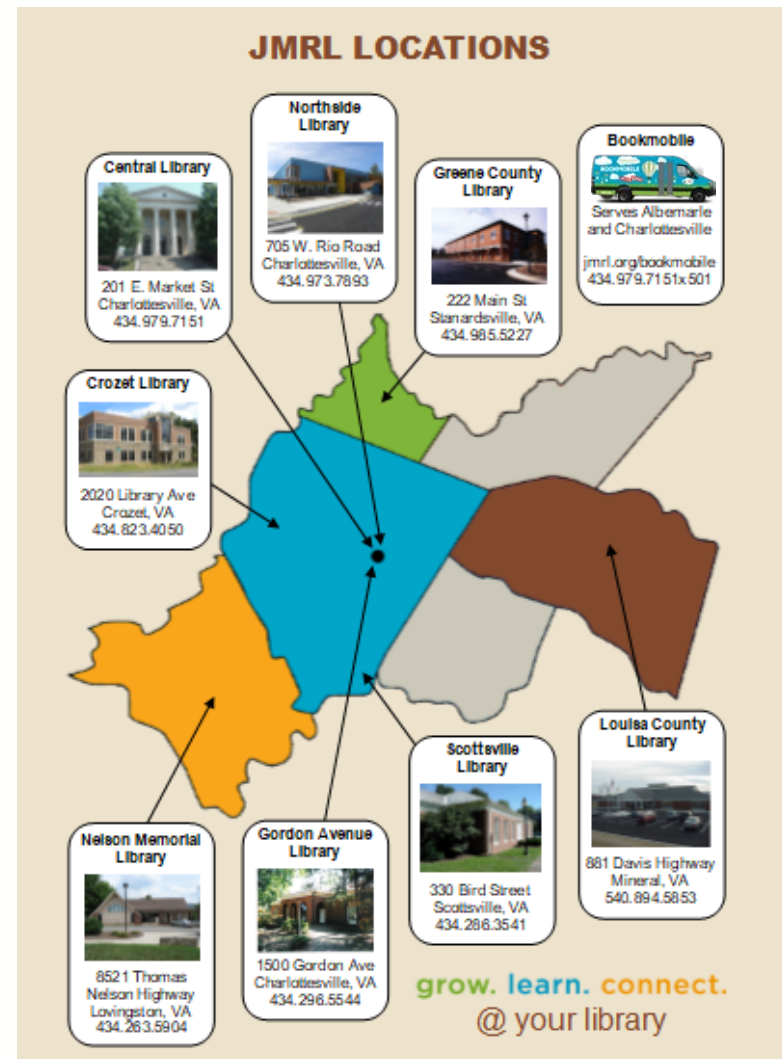


**From the Field:
Jefferson-Madison Regional
Library, Virginia**

Jefferson-Madison Regional Library



- Serves five counties and one independent city in Central Virginia with a total population of 209,000+
- Mix of rural, suburban, urban and university demographics
- 8 branches + bookmobile



Summer Reading




Revamped Program for all ages

Summer Slide Outcome v Participation Output tracked by State Library

Name: _____

JMRL SUMMER CHALLENGE - SHEET 1 of 3

Reading by Design 

Check off any FIVE challenges to earn this month's prize and a chance at the grand prize. Want more chances to win? Get one grand prize entry for each five additional challenges completed. Turn in this sheet anytime between June 1 and Aug 31, 2017.

<input type="checkbox"/> Attend a library program	<input type="checkbox"/> Read a book from the wiki or a booklist	<input type="checkbox"/> Read with someone	<input type="checkbox"/> Read something recommended to you	<input type="checkbox"/> Read in the morning
<input type="checkbox"/> Read a book that's part of a series	<input type="checkbox"/> Tell a friend about this challenge	<input type="checkbox"/> Read a book about bridges, or with the word bridge in the title	<input type="checkbox"/> Read or download a magazine	<input type="checkbox"/> Read a graphic novel
<input type="checkbox"/> Build/make/create something	<input type="checkbox"/> Read a rainbow book	<input type="checkbox"/> Visit the library	<input type="checkbox"/> Read something about space	<input type="checkbox"/> Take the Summer Challenge survey
<input type="checkbox"/> Find a constellation	<input type="checkbox"/> Use "What Do I Read Next?" bit.ly/jmrlreading	<input type="checkbox"/> Read a book about a secret hideout	<input type="checkbox"/> CHOOSE YOUR OWN CHALLENGE!	<input type="checkbox"/> Read a mysterious book
<input type="checkbox"/> Read for 30 minutes	<input type="checkbox"/> Read a food book	<input type="checkbox"/> Read a book about a place you want to visit	<input type="checkbox"/> Read to a pet or a plant	<input type="checkbox"/> Read outside

GRAND PRIZE ENTRY #1

Name: _____

Phone or email: _____

Circle one: child (birth - gr. 5) teen (gr. 6-12) adult

Age (if under 18): _____

School: _____

GRAND PRIZE ENTRY #2

Name: _____

Phone or email: _____

Circle one: child (birth - gr. 5) teen (gr. 6-12) adult

Age (if under 18): _____

School: _____

GRAND PRIZE ENTRY #3

Name: _____

Phone or email: _____

Circle one: child (birth - gr. 5) teen (gr. 6-12) adult

Age (if under 18): _____

School: _____

GRAND PRIZE ENTRY #4

Name: _____

Phone or email: _____

Circle one: child (birth - gr. 5) teen (gr. 6-12) adult

Age (if under 18): _____

School: _____

GRAND PRIZE ENTRY #5

Name: _____

Phone or email: _____

Circle one: child (birth - gr. 5) teen (gr. 6-12) adult

Age (if under 18): _____

School: _____

Internal Partners



- Staff
- Friends of the Library
- Funding agencies

IT ENCOURAGES ME TO
EXPLORE THE RESOURCES
AVAILABLE AT THE LIBRARY.
I'VE DISCOVERED NEW
THINGS!

I THINK JMRL DOES A GREAT
JOB IT'S ALWAYS MY FIRST
CHOICE FOR SOMETHING
NEW TO READ.

THIS IS THE FIRST PLACE MY
GRANDCHILDREN WANT TO
VISIT WHEN THEY COME TO
VISIT ME FROM OUT OF
STATE.

External Partners



- Boys and Girls
- Parks and Rec
- Expand School Partnerships







**I LIKE THAT IT
HELPS US LEARN
NEW THINKS!**

Hotspots



Results



TOPIC	OUTCOME
 <p>Digital Learning 38% Total Survey Responses for System: 13 State Average: 38% (Total Survey Responses: 13) National Average: 81% (Total Survey Responses: 388)</p>	 <p>Applied Knowledge 20% Total Responses for System: 10 State Average: 20% National Average: 89%</p>
	 <p>Applied New Skills 50% Total Responses for System: 10 State Average: 50% National Average: 94%</p>
	 <p>Applied Awareness of Library Resources 45% Total Responses for System: 11 State Average: 45% National Average: 61%</p>

THANK YOU FOR THE OPPORTUNITY TO COMMENT AND FOR ATTEMPTING THIS INITIATIVE.

WHILE GOOD IN THEORY THIS PROGRAM DOES NOT WORK FOR THOSE OF US THAT CAN NOT CELL PHONE RECEPTION FROM OUR HOMES.

IN AN AREA WHERE INTERNET SERVICE ISN'T GREAT USING THE HOTSPOT REALLY HELPED. I HAD GREAT SERVICE WITH IT AND WAS ABLE TO DO WHAT I NEEDED.

Future Partnerships



Funding

I WILL SAY THE WAIT TO USE THE HOT SPOT WAS ABOUT A MONTH OR SO. I WAS IN NO RUSH BUT FOR STUDENTS OR SOMEONE WHO REALLY NEEDED IT SOONER HAVING MORE WOULD BE HELPFUL. ESPECIALLY SINCE WE LIVE IN AN AREA WITHOUT A LOT OF INTERNET OPTIONS.

Technology

THE HOT SPOT PROGRAM ALLOWED US TO ACCESS THE INTERNET. IT WAS NOWHERE NEAR WHAT I WOULD CALL HIGH-SPEED. IF YOUR HOME IS SURROUNDED BY TOO MANY TREES OR YOU HAVE A METAL ROOF THERE SEEM TO BE ISSUES WITH THE EFFECTIVENESS OF THE HOT SPOT DEVICE.

Power of Partnerships



- Responsive Programming
- University of Virginia librarians
- Outcome-based language in partnership pitches

August 16, 2017

Community Pop-Up Programs

Leave a comment

#CVILLESTRONG

In the wake of the events and tragic violence over the weekend of August 12 JMRL has decided to create Pop-Up Programs at the Central Library in downtown Charlottesville to create space for the community to come together and facilitate discussion and healing. Below is the schedule of events. We will list programs as we confirm them. All programs are free and do not require registration. We hope you will join us to begin moving forward together.

Past Programs

Music On The Steps
August 17, 2017 at 12pm

Drop by for a Pop-up Music on the Library Steps with Bob Bennetta and Friends featuring the legendary Pianist with Susanna Rosen on Vocal, Tom Mix on Clarinet and Lesly Gourdet on Contrebasse focusing primarily on the great American songbooks and Jazz standards flavored by a few New Orleans swing.

Coloring
August 19, 2017 all day, while supplies last

Come practice your mindfulness with some peaceful coloring. All coloring sheets and colored pencils will be provided.

SPCA's Pawsitive Pet Therapy Team
August 19, 2017 at 2-4pm

Join us in the children's area and let your little ones hang out and pet the very large, very fluffy, Philemone the dog.

CATEGORIES

- Book Discussions
- Databases & Resources
- JMRL Events & Programs
- Reader's Advisory
- Themed Book Lists

THANK YOU FOR FOLLOWING JMRL!

You are following this blog, along with 101 other amazing people (manage).

TOP POSTS

- "Beauty resides entirely in the crumbling city walls"
- From Page to Screen in 2018
- About

ARCHIVE

Select Month

LIKE US ON FACEBOOK

JMRL Jefferson-Madison...
4.6K likes



Marra Honeywell
Youth Services Manager
Allen County Public Library,
Indiana



From the Field: Allen County Public Library, Indiana



ALLEN COUNTY PUBLIC LIBRARY

FORT WAYNE, INDIANA



Population 370,000
14 library locations

WHO HEARS OUR STORY?



just one more page

Summer at the ACPL | June 1–July 31, 2017



Everyone.

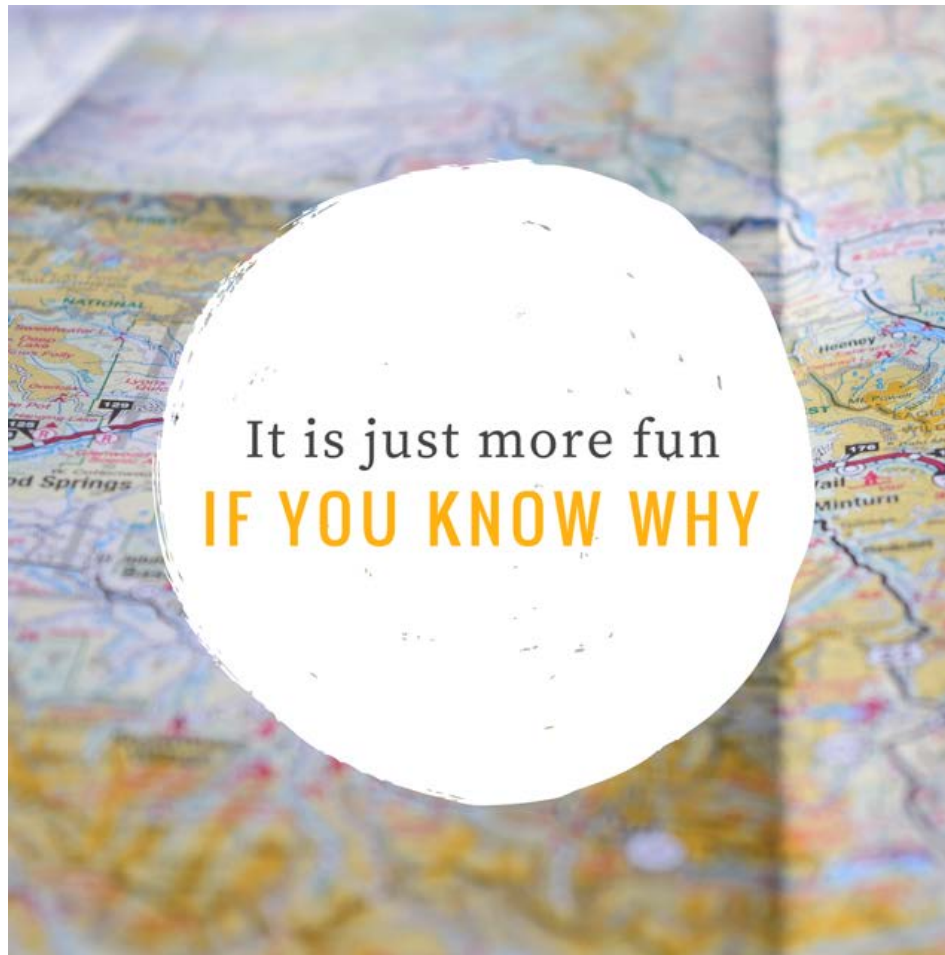
Partners and key investors here are funders, staff, and community.

HOW DO WE TELL OUR STORY?



the work that we do is
more compelling than just
the numbers

WHAT IS THE VALUE?



It is just more fun
IF YOU KNOW WHY



Emily Plagman
Project Manager
Public Library Association



Announcements / Q&A

PLA 2018 – March 20-24

Project Outcome programs:

- Project Outcome in Practice: Using Outcome Data to Measure & Improve Impact, 3/24 @ 10:45AM
- Utilizing Project Outcome and Dashboard Software to Facilitate Data-Driven Programming Decisions, 3/23 @ 4PM

PUBLIC LIBRARY ASSOCIATION

PLA 2018

MARCH 20-24, 2018

PHILADELPHIA



www.placonference.org

2018 Webinars

Outcome Measurement Guidelines

- Developing their own outcome measures
 - Implementing data collection methods
 - Measuring outcome data over time
- Developing strategies for working with partners on outcome measurement projects



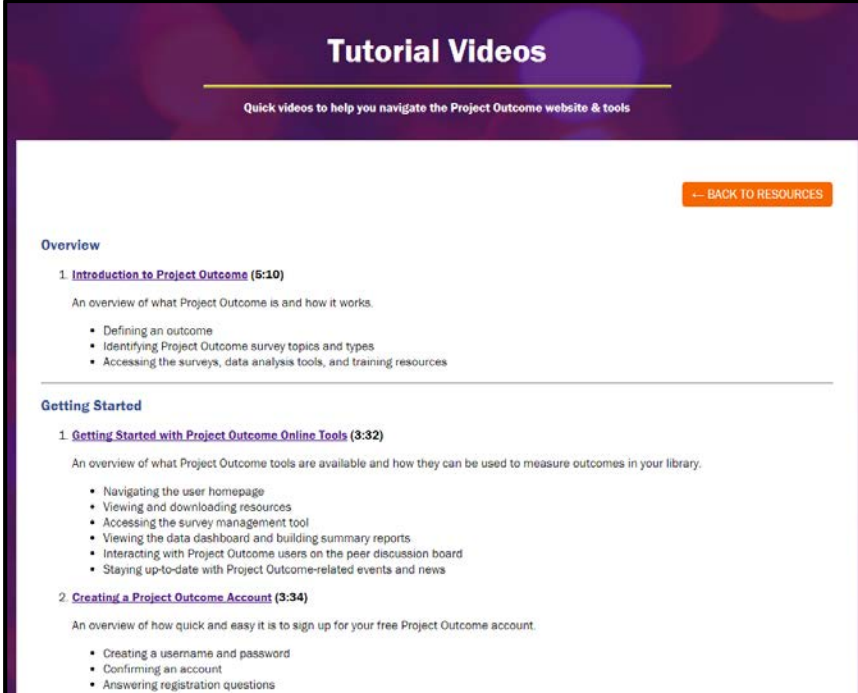
Regional Training

- Project Outcome trainer
- Full-day workshop (60 participants)
- Workshop materials
- Quarterly online forums
- Cost: \$7,000
- Contact: slopez@ala.org or info@projectoutcome.org



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



The screenshot shows a webpage titled "Tutorial Videos" with a subtitle "Quick videos to help you navigate the Project Outcome website & tools". A "BACK TO RESOURCES" button is in the top right. The page is organized into sections: "Overview" with a link to "Introduction to Project Outcome (5:10)" and a list of topics; "Getting Started" with a link to "Getting Started with Project Outcome Online Tools (3:32)" and a list of topics, followed by a link to "Creating a Project Outcome Account (3:34)" and a list of topics.

Tutorial Videos

Quick videos to help you navigate the Project Outcome website & tools

[← BACK TO RESOURCES](#)

Overview

- 1 [Introduction to Project Outcome \(5:10\)](#)

An overview of what Project Outcome is and how it works.

 - Defining an outcome
 - Identifying Project Outcome survey topics and types
 - Accessing the surveys, data analysis tools, and training resources

Getting Started

- 1 [Getting Started with Project Outcome Online Tools \(3:32\)](#)

An overview of what Project Outcome tools are available and how they can be used to measure outcomes in your library.

 - Navigating the user homepage
 - Viewing and downloading resources
 - Accessing the survey management tool
 - Viewing the data dashboard and building summary reports
 - Interacting with Project Outcome users on the peer discussion board
 - Staying up-to-date with Project Outcome-related events and news
- 2 [Creating a Project Outcome Account \(3:34\)](#)

An overview of how quick and easy it is to sign up for your free Project Outcome account.

 - Creating a username and password
 - Confirming an account
 - Answering registration questions

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?



Emily Plagman
Project Manager
Public Library Association



Sarah Hamfeldt
Adult Programming &
Reference Services Manager
Jefferson-Madison Regional
Library, Virginia



Marra Honeywell
Youth Services Manager
Allen County Public Library,
Indiana

