

Starting Small with Project Outcome

February 5, 2019



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

 **PublicLibrary**
ASSOCIATION

Today's Agenda

- Project Outcome 101
- Common Barriers to Getting Started
- Forest Park (IL) Public Library's Experience
 - Starting Small
 - Expanding
 - Expectations
 - Recap
- Announcements / Q&A



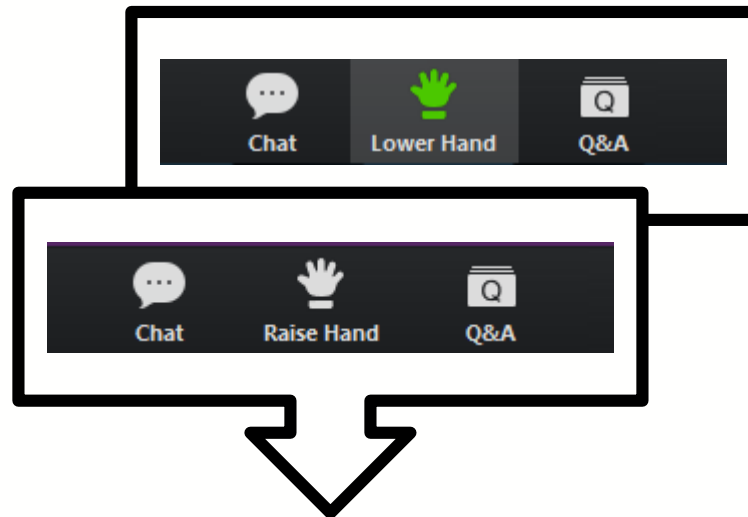
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Would you consider yourself new to Project Outcome?

Raise your hand!





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Project Outcome 101

What is Project Outcome?

FREE!

Outcome Measurement Made Easy

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

SIGN UP



209,144

Responses collected through our surveys

1,374

Libraries that have created surveys

www.projectoutcome.org

Online Toolkit

[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

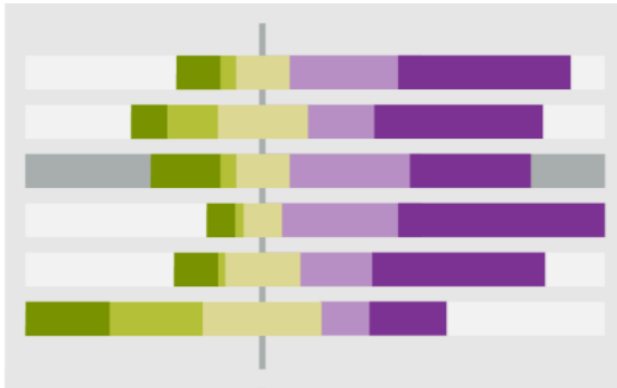
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Surveys Created

[View All Surveys](#)

Data Dashboard

[Build a Report](#)



[View Data Dashboard](#)

Resources

Project Outcome 101

Published 07/28/2015

Writing Open-Ended Survey Questions

Published 04/28/2017

Case Studies

Published 06/08/2016

[View All Resources](#)

Peer Discussion



Evaluating a toolkit

Updated 10/02/2017



Indicating Impact by Tying Children's Programs to Research

Updated 10/02/2017



Same survey, multiple branches and different start/end dates

Updated 09/19/2017

[View All Discussions](#)

Events

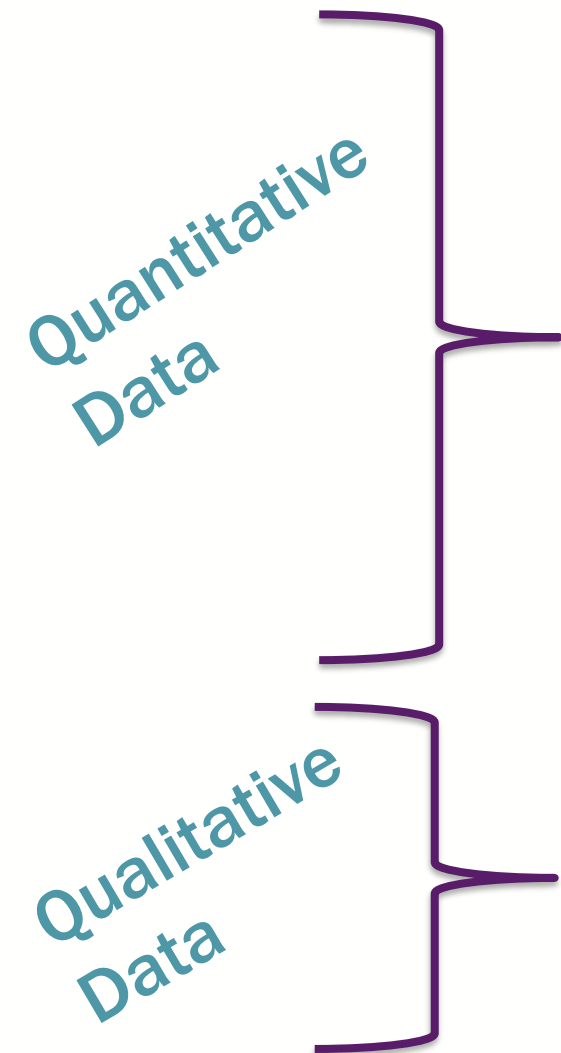
Using Project Outcome Data to Improve & Support Library Programming

Oct 19, 2017 | Online

[Register](#)

[View All Events](#)

Standardized Outcomes



Knowledge



Confidence



Behavior Change



Awareness

What did patrons like most?

What can the library do to improve?

Survey Topics



EARLY CHILDHOOD LITERACY



DIGITAL LEARNING



EDUCATION/LIFELONG LEARNING



SUMMER READING



JOB SKILLS



CIVIC/COMMUNITY ENGAGEMENT



ECONOMIC DEVELOPMENT

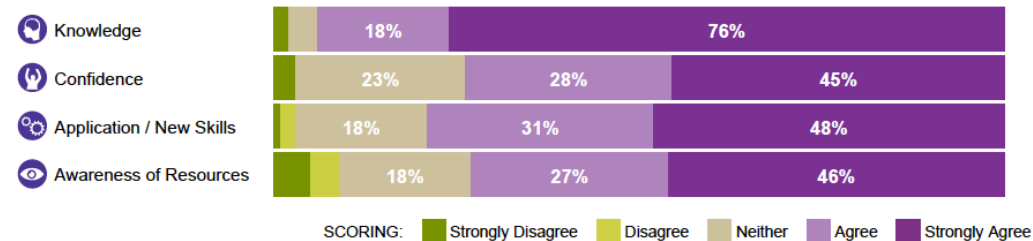
Data Dashboard

Results

A total of **121** survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:

- 94%** were more aware of issues in their community
- 79%** intend to become more engaged in their community
- 73%** felt more confident about becoming involved in their community
- 73%** were more aware of 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

Civic/Community Engagement Topic Averages

	Library	Library	State/Province	National
Knowledge	4.7	4.4	4.4	4.2
Confidence	4.1	4.2	4.2	4.2
Application / New Skills	4.2	4.1	4.1	4.1
Awareness of Resources	4.0	4.0	4.0	4.1

AVERAGES: Ranges from 1.0 (Strongly Disagree) to 5.0 (Strongly Agree)

IMMEDIATE SURVEY FOLLOW UP SURVEY SORT BY: TOPIC SCORE FILTER BY: PROG. NAME DATE

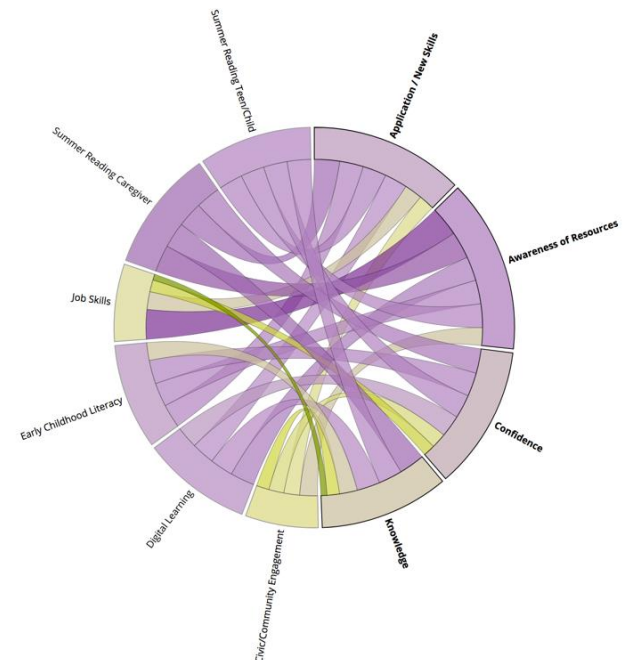
AVERAGE SCORE MATRIX

Scoring 1.0 ■ ■ ■ ■ ■ 5.0
Strongly Disagree Strongly Agree

Outcome

Topic	Increased Knowledge	Increased Confidence	Application New Skills	Awareness of Resources	Averages
Civic/Community Engagement	3.1	3.4	3.6	4.1	2.6
Digital Learning	3.1	3.4	3.6	4.1	3.9
Early Childhood Literacy	3.1	3.4	3.6	4.1	3.8
Job Skills	3.1	3.4	3.6	4.1	2.8
Summer Reading Caregiver	3.1	3.4	3.6	4.1	4.3
Summer Reading Teen/Child	3.1	3.4	3.6	4.1	4.0

Service or Survey Topic by Area of Greatest Impact



Training Resources

- Featured 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

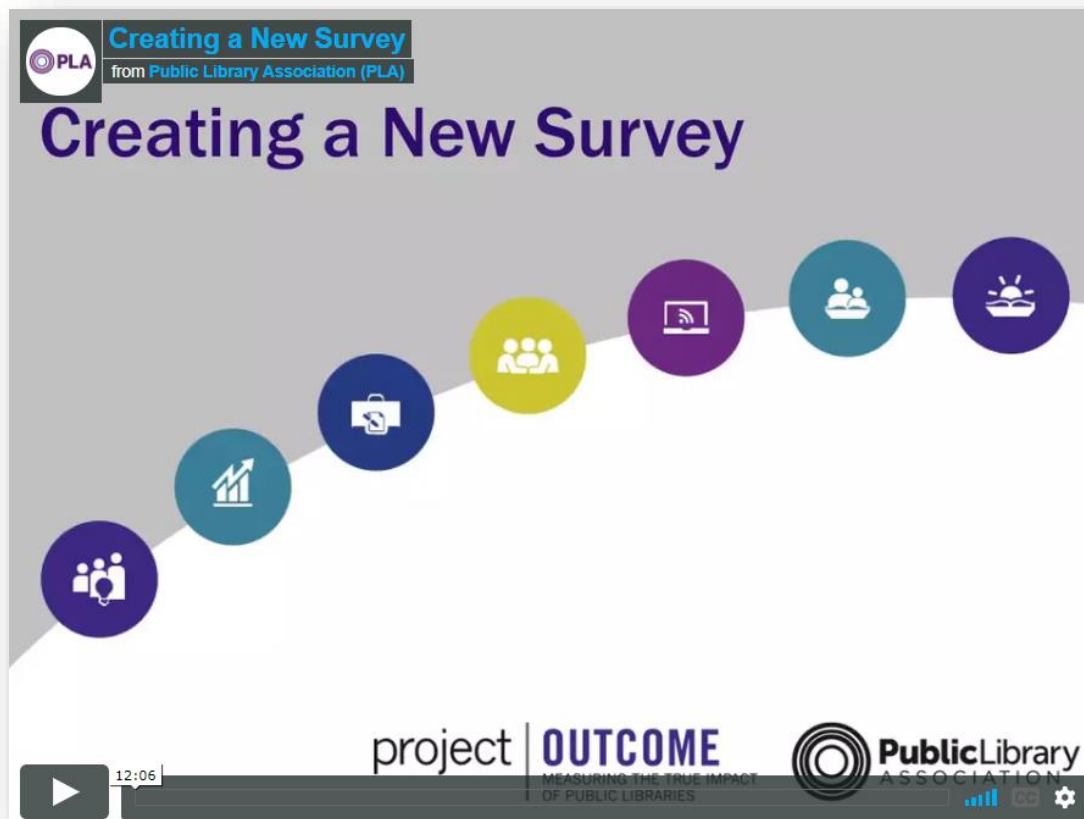
Featured Resources

- 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





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Common Barriers to Getting Started

Resources

Successful Implementation

Key findings for successful implementation, common barriers, & methods for overcoming challenges

← BACK TO RESOURCES

As part of a multi-year Project Outcome evaluation, ORS Impact conducted interviews with library staff, partners, and board members associated with libraries that have experienced success using Project Outcome, as well as libraries that have not had success using the surveys or data. Below are some of the findings discovered that can help new libraries implement Project Outcome. Visit the [Case Studies](#) to learn more about how libraries are successfully implementing Project Outcome.

Successful Implementation

Successful uses of Project Outcome were most likely to involve improving library programs and services to make sure they meet patron needs, and improving communication to strengthen library championship and funding prospects.

- The qualitative data from the open-ended survey questions most frequently inform decisions for program improvements.
- The quantitative data from the outcome questions (knowledge, confidence, behavior change, application) most often informed decisions about keeping a program.
- Examples of improved library communication included incorporating data into messages for their boards, community leaders, and funders that demonstrate patron impacts, library responsiveness, library needs, and/or progress made toward meeting patron needs.

Resources

Case Studies

Project Outcome data results in action

[← BACK TO RESOURCES](#)

Click the title of the case studies below to view the full details. To translate the PDF case studies, go to <https://translate.google.com/>.

[Using Project Outcome with Summer Library Program to Track Impact Across Time and Strengthen Championship](#)

Appleton Public Library, Wisconsin, first experienced the value of measuring outcomes through their ongoing use of the Impact Survey. Leadership viewed Project Outcome as an opportunity to extend outcome measurement to their Summer Library Program and support program improvement and communications with the library's Board. (Published: September 2017)

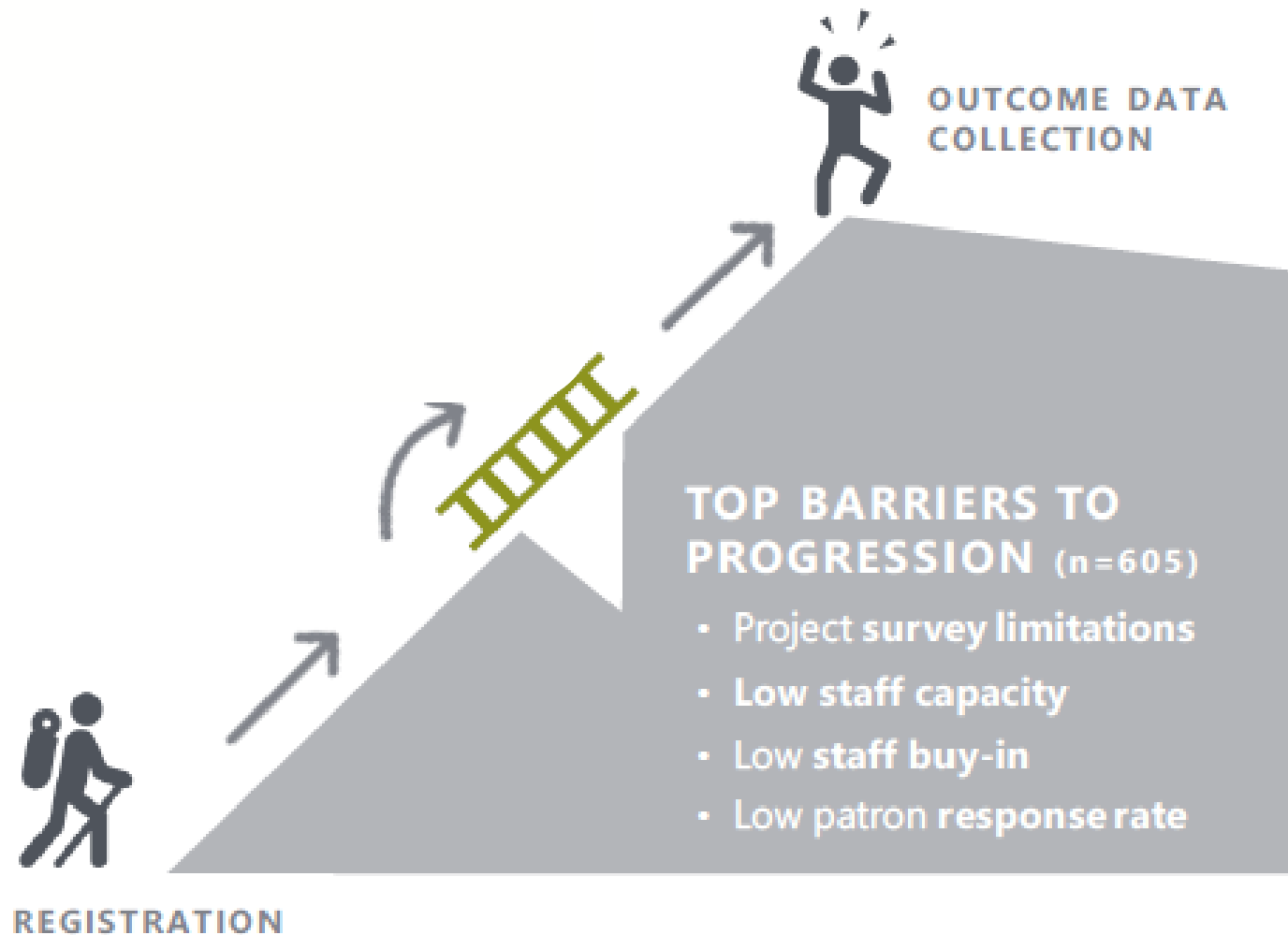
[Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library](#)

Burnsville Public Library (BPL), West Virginia, is an important community anchor within the rural county it serves. BPL has used Project Outcome surveys to better understand the impact of the library's programs, and has developed new partnerships and designed new programs based on community input. (Published: September 2017)

[Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Championship](#)

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

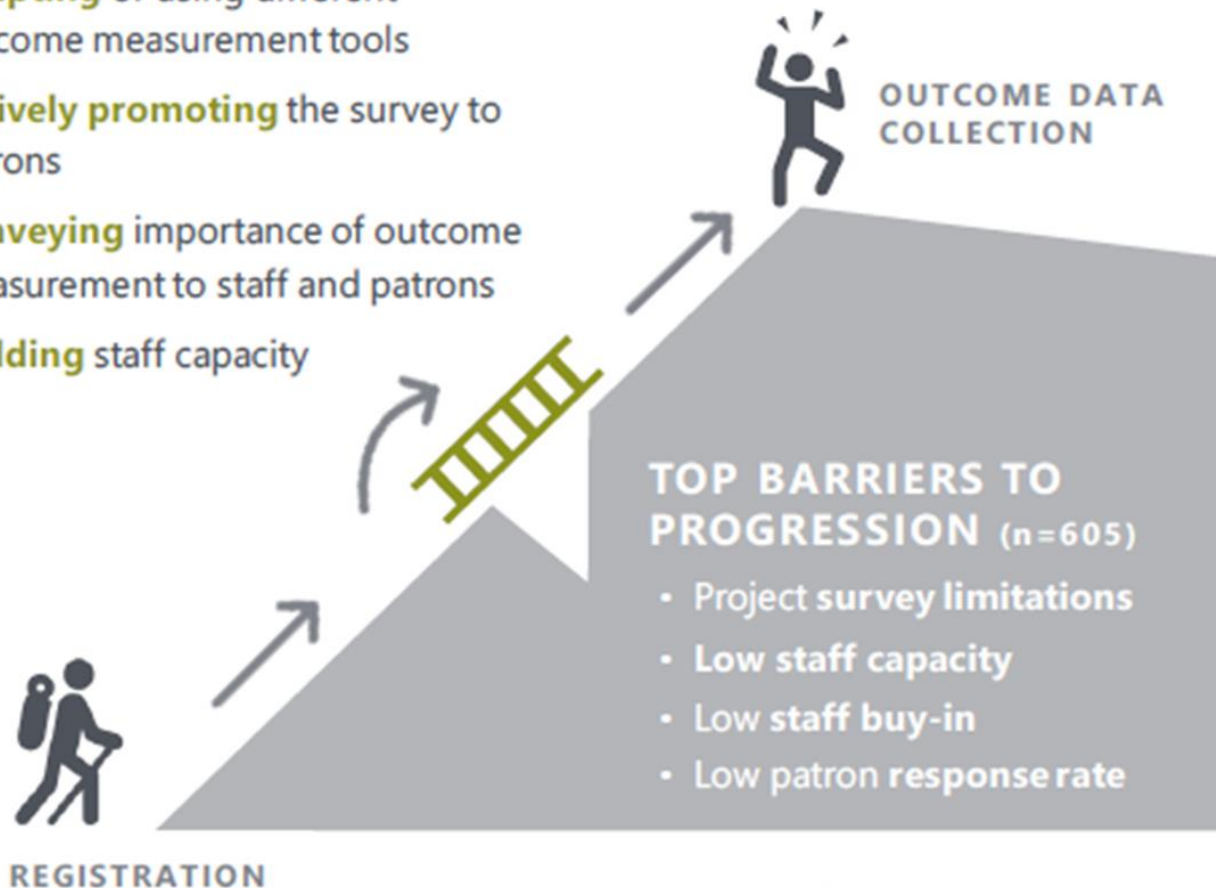
Common Barriers to Getting Started



Overcoming Barriers

TOP WAYS OVERCAME BARRIERS TO PROGRESSION (n=293)

- **Adapting** or using different outcome measurement tools
- **Actively promoting** the survey to patrons
- **Conveying** importance of outcome measurement to staff and patrons
- **Building** staff capacity



Overcoming Barriers: Starting Small

Starting small and scaling up helps libraries:

- Increase staff's comfort with and expertise in outcome measurement and surveying in general
- Learn by trial and error
- Build an internal structure (staff support, scheduling, etc.)



Overcoming Barriers: Starting Small

Start with one program to:

- See what surveying method works best
- How patrons feel about surveys
- Get staff buy-in by sharing and discussing results



Overcoming Barriers: Starting Small

Smaller programs are a majority of what's measured within Project Outcome. Out of 200,000+ surveys, on average...

- Over half of programs have less than 30 attendees
- 70% of programs have less than 10 responses

Overcoming Barriers

2 OUTCOME DATA COLLECTION

In the past six months...

79% of participating libraries measured outcomes with any tool

49% measured outcomes of libraries with a Project Outcome survey *or* tool influenced by Project Outcome

31% measured outcomes of libraries with a Project Outcome survey



3

USE OF OUTCOME DATA

92% of libraries that measured outcomes used the data for one of the five measured purposes



4

SUSTAINED COLLECTION & USE OF OUTCOME DATA

97% plan to continue measuring and using library outcome data in the future

1 REGISTRATION

4496 individuals
2156 libraries



PROGRESSION

2 is based on 895 responding libraries

3 are based on 704 responding libraries & that measured outcomes

4



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Forest Park (IL) Public Library

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Forest Park (IL) Public Library's Experience

Starting Small

The need: Assess new programs... beyond attendance stats

Project Outcome tools

- Survey categories
- Dashboard
- Additional questions
- Forum
- Best Practices

Entrepreneur Programing - Data Leverage

Identified relevant topics	<ul style="list-style-type: none">• Marketing, market research, access to capital, web dev
Identified areas of program/library Improvement	<ul style="list-style-type: none">• Clarify goals and outline for speakers• Staff training (i.e. market research)
Captured evidence for advocacy Demonstrate value	<ul style="list-style-type: none">• Partnerships

Immediate Surveys

What could the *library do better?*
Provide information on marketing research

You *intend to use what you learned...*
Enjoyed learning about trademarks, copyright and contracts. Very useful information for small businesses.

Follow-Up Surveys

I used what I learned to do something new or different...
I'm actively working on a business plan and conducting market research.

I accessed other community resources...
I've partnered with the SBA and WBDC

Benefits of Starting Small

- Test the tools
- Understand the workflow
- Communicate the purpose to audience
- Potential to start a wider conversation
 - Integration with other measurements
 - Fine-tune methodology

Expanding

The need: To assess library programs and services

- Track success
- Communicate value to stakeholders
- Support marketing campaigns
- Data-driven decision making

Opportunities & Challenges

- Enabling Collaboration
- Alternatives to Project Outcome
- Surveying challenges

Enabling collaboration

- Management Support
- Identify team strengths
- Clear context
- Logistics
- Project Outcome case studies

Alternative Methods

- Survey adaptation - Leisure/Entertainment

Alternative Methods

- Survey adaptation - Leisure/Entertainment
- Survey adaptation - Teens

We Need Your Input!

Please take a few minutes for this brief survey.

As a result of participating in this program...

You feel that your ideas were respected

You are glad you participated today

You stood up for a positive goal

You felt comfortable talking to people who are different than you

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
You feel that your ideas were respected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are glad you participated today	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You stood up for a positive goal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You felt comfortable talking to people who are different than you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about this program?

What would you change about the program?

How did you learn about this program?

- Library website Newspaper Library staff Other:
 Social Media Library newsletter Word of mouth
 Flyers in the library Online ad Don't know/Not applicable



FOREST PARK
PUBLIC LIBRARY

Date:

Program:

Location:

Survey Type:

Alternative Methods

- Survey adaptation - Leisure/Entertainment
- Survey adaptation - Teens
- Testimonial Forms - Success stories

What's Your FPPL Moment?

For every person who loves libraries, there is a story about what the library means to them. Share your story with us!

The library helped me....

Find _____

Understand _____

Become _____

Learn _____

Create _____

Share your story on the back!

We want to collect and share your library moments with the community in our newsletter and online. Tell us your story below. If you want to include your name and contact info, we would love to say thank you.

Tell Your Story:

Name _____

Email _____

Phone _____

Alternative Methods

- Survey adaptation - Leisure/Entertainment
- Survey adaptation - Teens
- Success story (testimonial cards)
- Observational reports

Assessment Toolkit

	Immediate surveys (PO)	Follow-up Surveys (PO)	Testimonial Card	Sign-In Sheets (G.Forms)	Observation Report (G. Forms)
Service Desks					
Public Interaction					
Programs					
Website					

PO – Project Outcome
G.Forms – Google Forms

Surveying Challenges

- Survey Fatigue : Recurring participants

Surveying Challenges

- Survey Fatigue : Recurring participants
- Setting is not conducive to answer surveys

Surveying Challenges

- Survey Fatigue : Recurring participants
- Setting is not conducive to answer surveys
- How to collect emails for follow-up surveys

Surveying Challenges

- Survey Fatigue : Recurring participants
- Setting is not conducive to answer surveys
- How to collect emails for follow-up surveys
- Conveying purpose to participants

Recap

- Start small
 - Project Outcome as a launch platform
 - Build a case for expansion
- Expand
 - Enable collaboration
 - Identify areas of opportunity for data collection
 - Identify alternative methods



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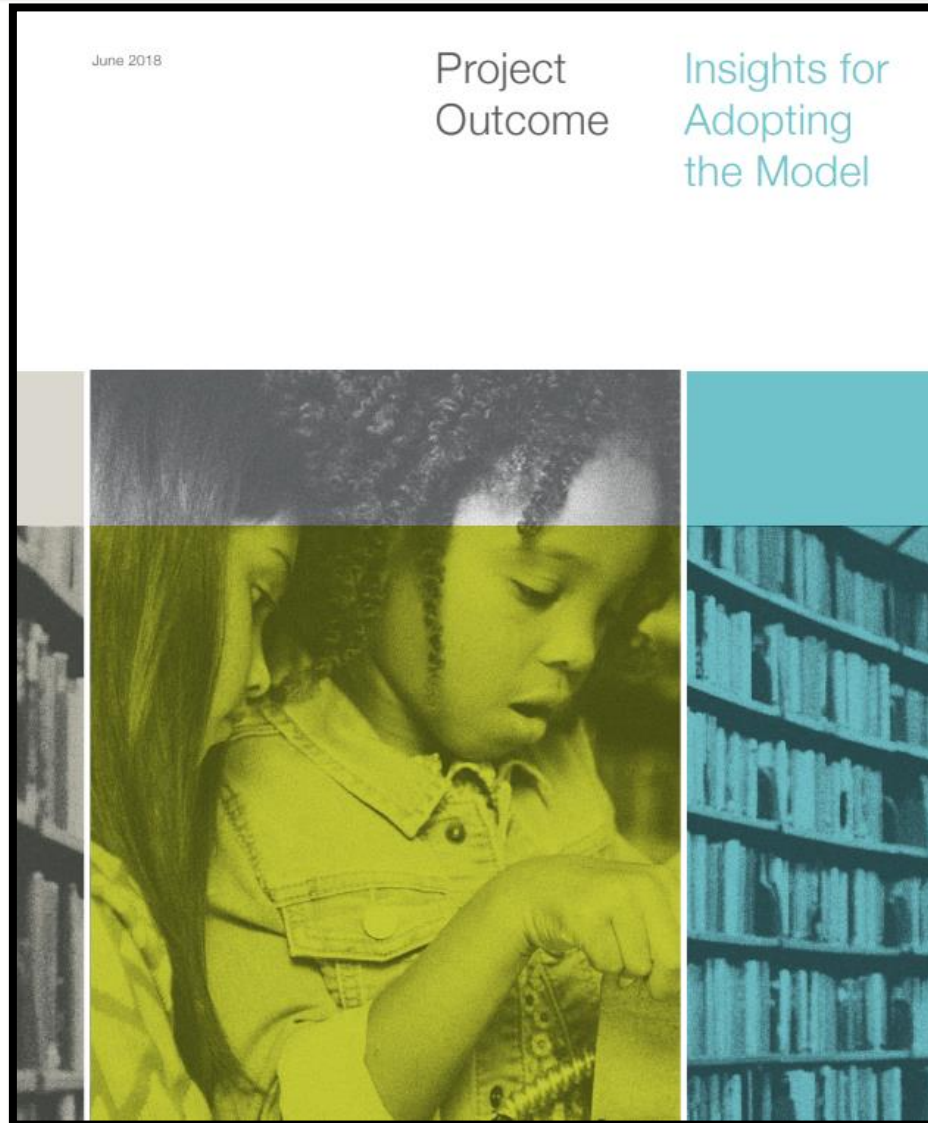


Announcements / Q&A

If You Haven't Already...

- 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

White Paper Now Available



Find Your Data Pathway



[DATA PATHWAYS](#)

[DATA COMPETENCIES](#)

[MEET THE TEAM: EL GROUP I](#)

[ABOUT](#)

[SUGGESTIONS](#)



DATA PATHWAYS

[CLICK HERE TO FIND YOUR PATHWAY](#)



ABOUT

The EL Team, under the advisement of project leaders, created this resource guide of pathways for public library staff, administrators, and managers to gain the skills necessary for working with library assessment data.

[Learn More](#)



THE PURPOSE

As library professionals it has become increasingly important to be able to gather, analyze, and communicate data in order to navigate a data-rich world and make data-driven decisions related to funding, policies and other resources needed to support the communities we serve.

[Learn More](#)



THE AUDIENCE

This project is intended to serve the needs of all library staff including but not limited to librarians, assistants, clerks, aides, pages, managers, and administrators.

[Learn More](#)

<https://ripl.lrs.org/data-pathways/>

PLA Interest Groups on ALA Connect

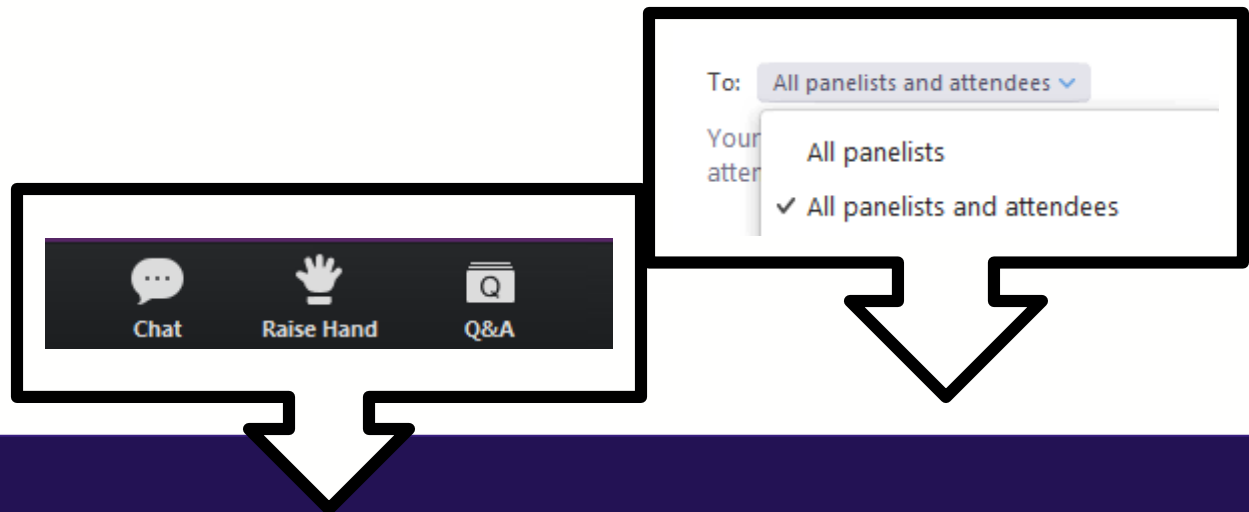
PLA Interest Group: Data and Measurement

Available to PLA members



Questions?

Share in the chat!



What's Your FPPL Moment?

For every person who loves libraries, there is a story about what the library means to them.

Share your story with us!

The library helped me....

Find _____

Understand _____

Become _____

Learn _____

Create _____

Share your story on the back!

We want to collect and share your library moments with the community in our newsletter and online. Tell us your story below. If you want to include your name and contact info, we would love to say thank you.

Tell Your Story:

Name _____

Email _____

Phone _____