


CLA's Outcome-Based Summer Reading Program



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What is outcome-based summer reading?



Why present outcome-based programs?

- Tell the stories behind your summer reading stats
- Develop relevant programs
- Funding
- Build capacity in the library
- Improve decision-making



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- Pre-packaged
- Relevant
- Manageable
- Ready to go!



Outcomes are changes in attitude, behavior, skill, knowledge, or status that occur for users after a purposeful action on the part of the library.



CLA's two summer reading outcomes can be applied to any age group: children, teens, adults, or families.




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Ta Da! The summer reading outcomes are:

- Children (or teens, adults, families) belong to a community of readers and library users.
- [Desired number] of [underserved target group] participate in the summer reading program.




Outcome 1


Children (or teens / adults / families) belong to a community of readers and library users.



Why this outcome?



1. People who identify as readers tend to be those who have found a social setting in which their peers also enjoy reading or those more introverted types who like the escape that reading provides.

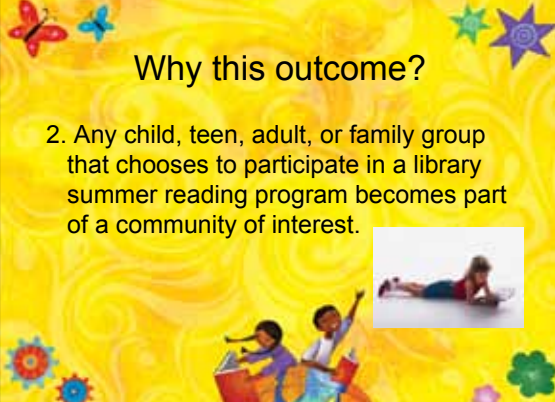


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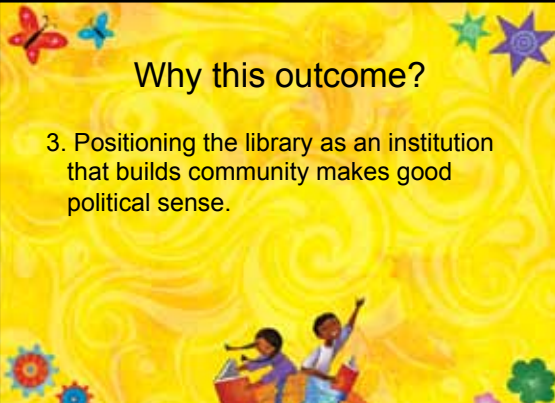
Why this outcome?

2. Any child, teen, adult, or family group that chooses to participate in a library summer reading program becomes part of a community of interest.

The slide features a yellow background with a swirling pattern and colorful decorative elements like butterflies and stars. At the bottom, there is an illustration of two children sitting on the floor reading books, and a smaller inset photo of a child lying on their stomach reading a book.

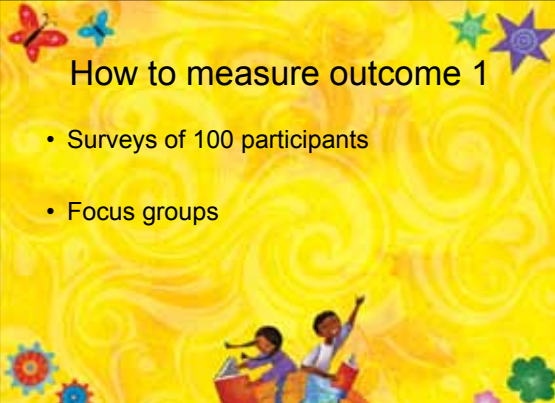
Why this outcome?

3. Positioning the library as an institution that builds community makes good political sense.

The slide features a yellow background with a swirling pattern and colorful decorative elements like butterflies and stars. At the bottom, there is an illustration of two children sitting on the floor reading books.

How to measure outcome 1


- Surveys of 100 participants
- Focus groups

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Outcome 2




[Desired number] of [underserved target group] participate in the summer reading program.




Examples

- Twenty Spanish-speaking children participate in the SRP
- Five families from the homeless shelter participate in the summer reading program.



Why this outcome?

1. Research shows almost all participants in summer reading programs are library "regulars." This outcome demonstrates our intent to reach out to new library users.

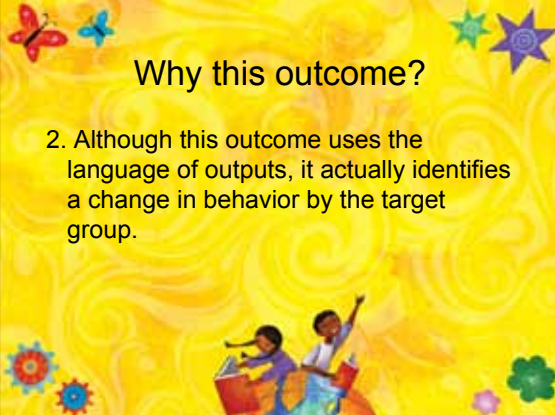


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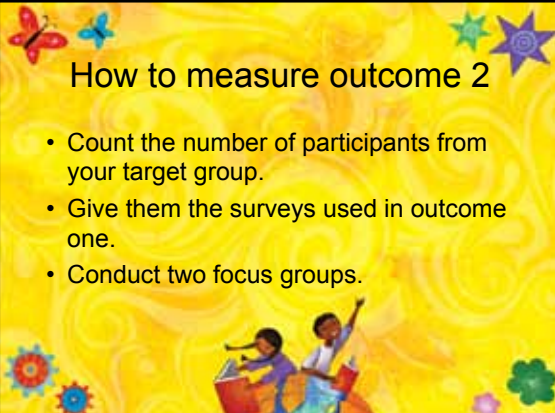
Why this outcome?

2. Although this outcome uses the language of outputs, it actually identifies a change in behavior by the target group.




How to measure outcome 2

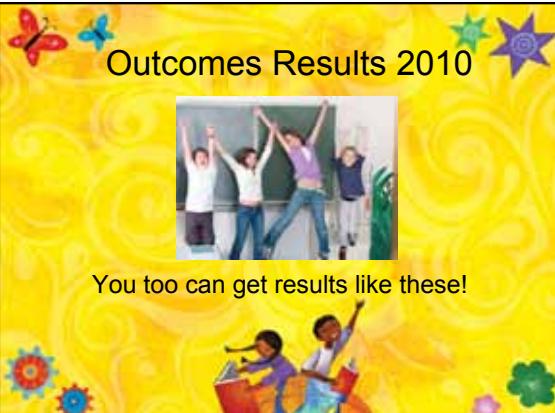
- Count the number of participants from your target group.
- Give them the surveys used in outcome one.
- Conduct two focus groups.



Outcomes Results 2010

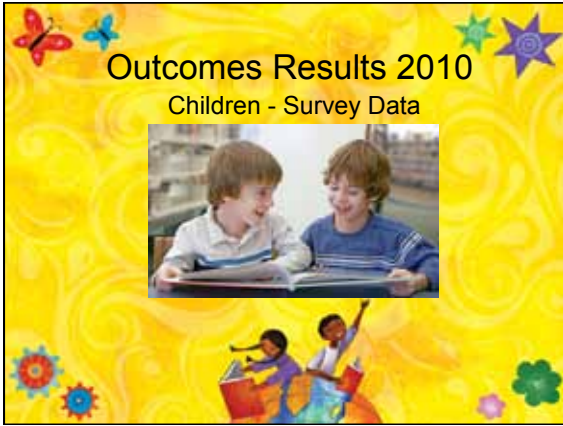


You too can get results like these!

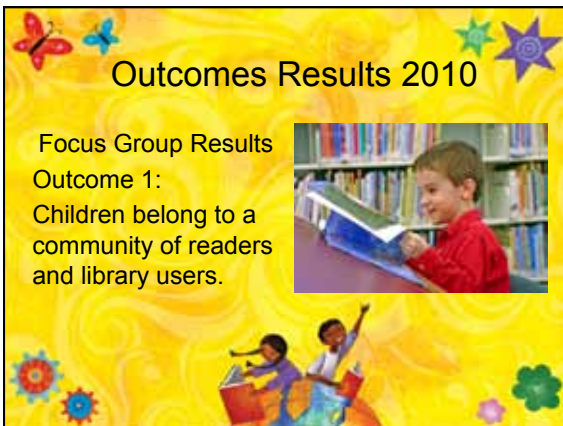


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Outcomes Results 2010





Focus Group Results
Outcome 1:
Teens belong to a community of readers and library users.




Outcomes Results 2010


Focus Group Results
Outcome 2:
[Desired number] of Children [target group] participate in the summer reading program



Outcomes Results 2010



Focus Group Results
Outcome 2: [Desired number] of Teen [target group] participate in the summer reading program



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Outcomes Results 2010

Outreach Efforts





Selecting Sites



Start small and grow



Training Staff



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Choosing underserved groups to reach out to



Reaching out and developing partnerships



Tips on surveying patrons and hosting focus groups



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Incentives for Outcomes





Reporting your data to CLA



Thank you!

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