Demonstrating Library Impact with Data

Welcome!

Why?

• Some basics…
• Some key terms…
• Some myths…
Poll

What are your current evaluation practices:
1) Have an evaluation framework and use it
2) Do some evaluation for specific programs/services
3) Do evaluation as required for grants/funders or other stakeholders
4) Don’t do much or any evaluation

Plan

Collect

Data

Analyze and Reflect

Action and Improvement

Goal:
Increase family reading at home after a year of engagement with family literacy programs.

Increase user digital literacy after 2-3 training experiences.

Inputs/Resources:
Staff, money, volunteers, materials, equipment

Staff, money, technology, partners

Activities:
Storytime, early childhood fair, board books

Classes, video tutorials, one-on-one assistance

Audience/Target:
Pre-K children, caregivers, siblings

Adult library users

Outputs:
# of sessions, # attended, # of partners, circulation

Difference stage, # of classes, # attending classes

# of tutorial views, # of one-on-one sessions

Short-term:

Medium-term:

Long-term:

Assumptions:
No reading habits at home
People value reading and literacy

People want to use digital content, but are intimidated.
Adults need appropriate digital literacy.

External Factors:
Fare, money, access to library, transportation

Yes, they have environments

The Logic Model

<table>
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Collect Metrics/Data

- Setting targets
- Outcomes
- Metrics/Data
  - Quantitative vs Qualitative

Goal:
- Increase family reading at home after 1 year of engagement with family literacy programs.
- Increase user digital literacy after 2-3 training experiences.

Short-Term:
- Increased awareness of collection
- Increased positive attitude towards family reading
- Awareness of services offered
- Motivation to use a service

Metrics: Pre-/Post-Survey, Partner survey

Medium-Term:
- Increase in knowledge of eResources
- Increased motivation to use eResources
- Increase in skills to use eResources

Metrics: Pre-/Post-Survey, Skills quiz

Long-Term:

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**Collect Metrics/Data**

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Increase user digital literacy after 2-3 training experiences.

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Analyse and Report

- Using your logic model
- What you wanted to do...
- What you actually did...
- So what?
- Audience

Report Examples:
- Unitec Waitakere Library Evaluation Report
- Dolly Parton’s Imagination Library
- UNLV University Libraries
**Action and Improvement**

- Lessons learned
- Interpret results and make recommendations
  - What didn’t happen? Fixable?
  - What did happen? Fixable?
  - How close did you get?
  - Did you achieve a valuable Y instead of X?
  - What will you do differently?

**Report Examples:**
- Free Library of Philadelphia
- Manchester Metropolitan University
- FVRL Library Live and On Tour
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