

## Demonstrating Library Impact with Data



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## Welcome!

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## Why?

- Some basics...
- Some key terms...
- Some myths...

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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

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### The Logic Model

<b>Goal:</b>	Increase family reading at home after a year of engagement with family literacy programs.	Increase user digital literacy after 2-3 training experiences.
<b>Inputs/Resources:</b>	Staff, money, volunteers, materials, equipment	Staff, money, technology, partners
<b>Activities:</b>	Storytime, early childhood fair, board books	Classes, video tutorials, one-on-one assistance
<b>Audience/Target:</b>	Pre-K children, caregivers, siblings	Adult library users
<b>Outputs:</b>	# of sessions, # attended, # of partners, circulation	eResource usage, # of classes, # attending classes, # of tutorial views, # of one-on-one sessions
<b>Short-Term:</b>		
<b>Medium-Term:</b>		
<b>Long-Term:</b>		
<b>Assumptions:</b>	No reading habits at home. People value reading and literacy.	People want to use digital content, but are intimidated. Adults need appropriate digital literacy.
<b>External Factors:</b>	Time, money, access to library, transportation	Time, fear, lack awareness

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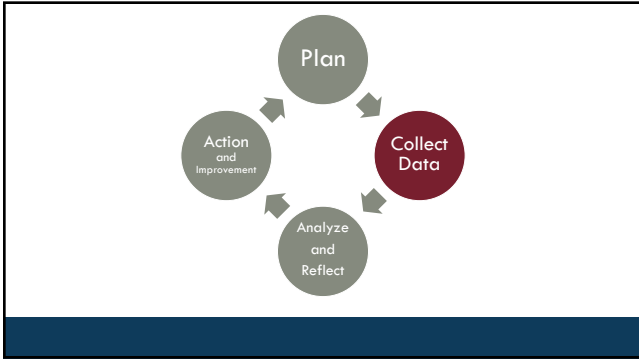
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### Collect Metrics/Data

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

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### Collect Metrics/Data

<b>Goal:</b>	Increase family reading at home after a year of engagement with family literacy programs.	Increase user digital literacy after 2-3 training experiences.
<b>Short-Term:</b>	<ul style="list-style-type: none"> <li>-Increased awareness of collection</li> <li>-Increased positive attitude towards family reading</li> <li>-Awareness of services offered</li> <li>-Motivation to use a service</li> </ul> <b>Metrics: Pre-/Post-Survey, Partner survey</b>	<ul style="list-style-type: none"> <li>-Increase in knowledge of eResources</li> <li>-Increased motivation to use eResources</li> <li>-Increase in skills to use eResources</li> </ul> <b>Metrics: Pre-/Post-Survey, Skills quiz</b>
<b>Medium-Term:</b>		
<b>Long-Term:</b>		

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Collect Metrics/Data		
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<b>Medium-Term:</b>	<ul style="list-style-type: none"> <li>-Increased minutes read at home</li> <li>-More books in the home</li> <li>-More trips to the library</li> <li>-Increased collaboration</li> </ul> <b>Metrics: User survey, Partner survey</b>	<ul style="list-style-type: none"> <li>-Increase in eResources statistics</li> <li>-Increase in recommending library to others</li> </ul> <b>Metrics: User survey</b>
<b>Long-Term:</b>		

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Collect Metrics/Data		
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<b>Short-Term:</b>		
<b>Medium-Term:</b>		
<b>Long-Term:</b>	<ul style="list-style-type: none"> <li>-Increase in Pre-K reading scores</li> <li>-Increase in success at school</li> <li>-More nonprofit collaboration</li> <li>-Increased literacy programs for community</li> </ul> <b>Metrics: Reading scores, focus groups, partner/community survey</b>	<ul style="list-style-type: none"> <li>-Increase in use of digital services</li> <li>-Increase in quality of life</li> <li>-Increase in success in school</li> </ul> <b>Metrics: User survey, focus groups</b>

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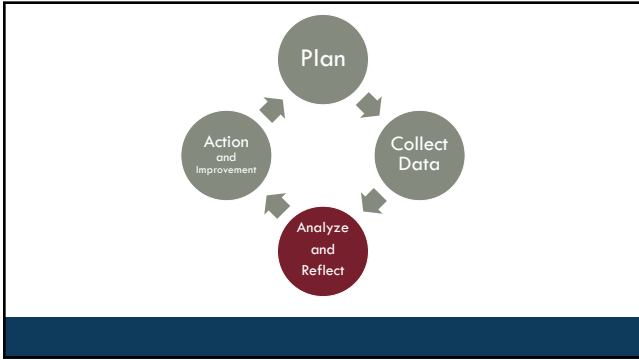
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**Analyze and Report**

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

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**Report Examples:**

- [Unitec Waitakere Library Evaluation Report](#)
- [Dolly Parton's Imagination Library](#)
- [UNLV University Libraries](#)

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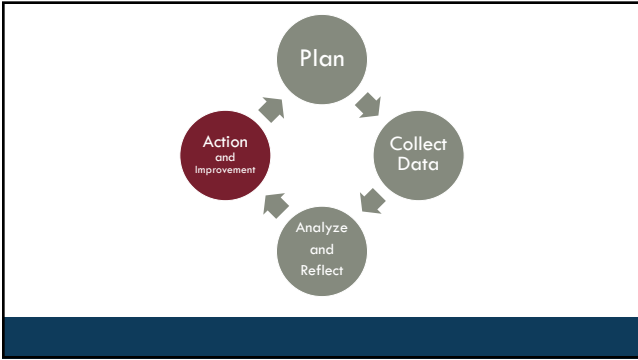
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**Action and Improvement**

- 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?

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**Report Examples:**

- [Free Library of Philadelphia](#)
- [Manchester Metropolitan University](#)
- [FVRL Library Live and On Tour](#)

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## Wrap Up

### Q & A

**Where to find me:**

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www.fastforwardlibraries.com  
amanda@standerferconsulting.com

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