

# Demonstrating Library Impact with Data



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**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



# 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



# Collect Metrics/Data

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



# Collect Metrics/Data

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<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> <p><b>Metrics: Pre-/Post-Survey, Partner survey</b></p>	<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> <p><b>Metrics: Pre-/Post-Survey, Skills quiz</b></p>
<b>Medium-Term:</b>		
<b>Long-Term:</b>		

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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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<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> <p><b>Metrics: Reading scores, focus groups, partner/community survey</b></p>	<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> <p><b>Metrics: User survey, focus groups</b></p>

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# Analyze 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](#)

# Wrap Up

## Q & A

### Where to find me:

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This webinar is part of the Data Informed Public Libraries (DIPL) initiative sponsored by the California State Library and implemented by Infopeople. This project is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act.