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
## The Logic Model

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

Collect Data

Action and Improvement

Analyze and Reflect
Collect Metrics/Data

- Setting targets
- Outcomes
- Metrics/Data
  - Quantitative vs Qualitative
**Goal:** Increase family reading at home after a 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 |
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<td>Metrics: Pre-/Post-Survey, Partner survey</td>
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| Medium-Term: | |
|-------------| |

<p>| Long-Term: | |
|-------------| |</p>
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| **Medium-Term:** | - Increased minutes read at home  
- More books in the home  
- More trips to the library  
- Increased collaboration  |
| **Metrics:** User survey, Partner survey | - Increase in eResources statistics  
- Increase in recommending library to others  |
| **Long-Term:** | **Metrics:** User survey |
## Collect Metrics/Data

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<td>- Increase in Pre-K reading scores</td>
<td>- Increase in use of digital services</td>
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<td>- Increase in success at school</td>
<td>- Increase in quality of life</td>
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<td>- More nonprofit collaboration</td>
<td>- Increase in success in school</td>
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<tr>
<td>- Increased literacy programs for community</td>
<td><strong>Metrics:</strong> User survey, focus groups</td>
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**Metrics:** Reading scores, focus groups, partner/community survey
### Collect Metrics/Data

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| **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 | - Increase in knowledge of eResources  
- Increased motivation to use eResources  
- Increase in skills to use eResources  
**Metrics:** Pre-/Post-Survey, Skills quiz |
| **Medium-Term:** | - Increased minutes read at home  
- More books in the home  
- More trips to the library  
- Increased collaboration  
**Metrics:** User survey, Partner survey | - Increase in eResources statistics  
- Increase in recommending library to others  
**Metrics:** User survey |
| **Long-Term:** | - Increase in Pre-K reading scores  
- Increase in success at school  
- More nonprofit collaboration  
- Increased literacy programs for community  
**Metrics:** Reading scores, focus groups, partner/community survey | - Increase in use of digital services  
- Increase in quality of life  
- Increase in success in school  
**Metrics:** User survey, focus groups |
Plan

Collect Data

Action and Improvement

Analyze and Reflect
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
Plan

Collect Data

Analyze and Reflect

Action and Improvement
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

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