Welcome to today’s Infopeople Webinar!

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Measure Your Impact: Getting Started with Outcome-Based Evaluation

An Infopeople Webinar

Linda Hofschire, Director, Library Research Service, Colorado State Library

www.lrs.org | @lrs_co | @lindahofschire
Poll Question: Are you currently measuring outcomes in your library?
DATA TRIFECTA

Inputs

Outputs

Outcomes
INPUT MEASURES

Quantifying the *effort* expended on a program
funds expended
number of staff
## Weekly Time Sheet

<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Regular Hrs.</th>
<th>Overtime</th>
</tr>
</thead>
</table>

**staff hours**
OUTPUT MEASURES

Quantifying the level of services and materials provided
2015 Summer Library Program
Every Hero Has a Story
Registration

Name: 

Address: 

Phone: 

Age: 

School:  Grade in September: 

Circle One: Independent Reader  Family Reader

Completed Program:  Yes  No

number of registered participants
2015 Summer Reading Challenge
June 8-August 7

Every Hero Has a Story
Pleasant Hill Library
Children's Programs

Summer Reading Challenge
Registration Begins!
Monday, June 8, 2015

Sled Dog Presentation
Wednesday, June 10, 6 p.m.
at the Troy library.
Join us for the Summer Reading Challenge kickoff! Musher Karen Land presents, Romano, the sled dog.

T-Shirt Mania
Wednesday, June 10, 1-4 p.m.
Come with a clean (white) shirt and design your own SUPER shirt or cape!

“Spiders”
June 15 at 1 p.m.
Miami County Park District will be here with their Spiderman Rocks!

Superhero Adventures
June 17 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

Fly A Hero Home
June 18 at 1 p.m.
Come enjoy a story and craft

Superhero Adventures
Wednesday, June 24 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

The Danes Are Comin'
June 26 at 1 p.m.
Come learn about the world of animal rescues. Meet our animal friends and learn what it means to be a hero to animals.

Superhero Adventures
Wednesday, July 1 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

“Kryptonite”
July 6 at 1 p.m.
Miami County Parks District will be here come enjoy a storybook walk and other fun adventures!

Superhero Adventures
July 8 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

Heroic Origins
July 9 at 1 p.m.
Come enjoy a story and craft.

Outdoor Movie Event

number of events offered

Please call 937-676-2731 for more information.
total attendance at events
number of minutes spent reading
<table>
<thead>
<tr>
<th>Library</th>
<th>Children’s Circulation</th>
<th>Circulation of Electronic Materials</th>
<th>Total Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aguilar Public Library</td>
<td>200</td>
<td>0</td>
<td>500</td>
</tr>
<tr>
<td>Akron Public Library</td>
<td>730</td>
<td>298</td>
<td>5,692</td>
</tr>
<tr>
<td>Alamosa Public Library</td>
<td>37,068</td>
<td>2,421</td>
<td>137,258</td>
</tr>
<tr>
<td>Arapahoe Library District</td>
<td>1,386,838</td>
<td>867,847</td>
<td>4,508,477</td>
</tr>
<tr>
<td>Aurora Public Library</td>
<td>852,830</td>
<td>93,212</td>
<td>1,045,076</td>
</tr>
<tr>
<td>Baca County Public Library</td>
<td>2,738</td>
<td>No Data</td>
<td>8,059</td>
</tr>
<tr>
<td>Basalt Regional Library District</td>
<td>52,430</td>
<td>6,429</td>
<td>152,091</td>
</tr>
<tr>
<td>Berthoud Community Library District</td>
<td>19,848</td>
<td>757</td>
<td>65,494</td>
</tr>
<tr>
<td>Boulder Public Library</td>
<td>497,279</td>
<td>81,490</td>
<td>1,305,884</td>
</tr>
<tr>
<td>Broomfield/Eisenhower Public Library</td>
<td>363,409</td>
<td>28,307</td>
<td>759,317</td>
</tr>
<tr>
<td>Burlington Public Library</td>
<td>4,000</td>
<td>No Data</td>
<td>28,000</td>
</tr>
<tr>
<td>Canon City Public Library</td>
<td>49,690</td>
<td>10,867</td>
<td>169,233</td>
</tr>
<tr>
<td>Clear Creek County Library District</td>
<td>15,799</td>
<td>4,339</td>
<td>68,294</td>
</tr>
<tr>
<td>Clearview Library District (Windsor-Severance)</td>
<td>165,366</td>
<td>42,753</td>
<td>322,391</td>
</tr>
<tr>
<td>Combined Community Library (Crawd)</td>
<td>932</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conejos County Library District</td>
<td>16,098</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cortez Public Library</td>
<td>25,734</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Costilla County Public Library</td>
<td>No Data</td>
<td>No Data</td>
<td>No Data</td>
</tr>
</tbody>
</table>
Quantifying the effect a service has on the program’s stated objectives
Children’s enjoyment of reading increased
children maintained or improved reading skills
children were more likely to read by choice
DATA TRIFECTA

Inputs

Outputs

Outcomes
Question: What outcomes are you measuring?
Check Out Colorado State Parks

Ask about Reserving Your Free State Parks Pass and Backpack Here

| Your library has been provided with 2 backpacks for check out. Each backpack contains: |
|---------------------------------|---------------------------------|
| • 1 state park pass hang tag for the rear-view mirror | • 1 Guide to Your 42 State Parks |
| • 1 set of binoculars | • 1 Leave No Trace™ card |
| • 1 Colorado Wildlife Guide | • 1 activity ideas list |
| • 1 Colorado Trees and Wildflower Guide | • 1 program evaluation card |

[Image of a scenic view and people giving peace signs]
<table>
<thead>
<tr>
<th>Library A</th>
<th>Library B</th>
<th>Library C</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 100% of participating children increased or maintained reading skills</td>
<td>- 85% of participating children increased or maintained reading skills</td>
<td>- 85% of participating children increased or maintained reading skills</td>
</tr>
<tr>
<td>Library</td>
<td>Statistics</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>---------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Library A</td>
<td>• 100% of participating children increased or maintained reading skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 25 children participated</td>
<td></td>
</tr>
<tr>
<td>Library B</td>
<td>• 85% of participating children increased or maintained reading skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 100 children participated</td>
<td></td>
</tr>
<tr>
<td>Library C</td>
<td>• 85% of participating children increased or maintained reading skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 50 children participated</td>
<td></td>
</tr>
<tr>
<td>Library A</td>
<td>Library B</td>
<td>Library C</td>
</tr>
<tr>
<td>-----------</td>
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</tr>
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</tr>
<tr>
<td>• 25 children participated</td>
<td>• 100 children participated</td>
<td>• 50 children participated</td>
</tr>
<tr>
<td>• $5,000</td>
<td>• $10,000</td>
<td>• $2,500</td>
</tr>
</tbody>
</table>
Library A
- 100% of participating children increased or maintained reading skills
- 25 children participated
- $5,000
- $200/child

Library B
- 85% of participating children increased or maintained reading skills
- 100 children participated
- $10,000
- $100/child

Library C
- 85% of participating children increased or maintained reading skills
- 50 children participated
- $2,500
- $50/child
OUTCOMES

Immediate
Intermediate
Long-term
OUTCOMES

Immediate

Intermediate

Long-term

Learn how to complete online job application
OUTCOMES

Immediate: Learn how to complete online job application
Intermediate: Get an interview
Long-term:
OUTCOMES

Immediate
Learn how to complete online job application

Intermediate
Get an interview

Long-term (impacts)
Get a job
OUTCOMES

Immediate

Learn how to complete online job application

Intermediate

Get an interview

Long-term

Get a job
LINKING IMMEDIATE OUTCOMES TO LONG-TERM IMPACT

Reading for pleasure associated with:

- Increased empathy
- Improved relationships
- Reduced depression symptoms
- Reduced risk of dementia

The Reading Agency, 2015
LINKING OUTPUTS TO LONG-TERM IMPACT

Reading more associated with…

- Improved reading skills
- Better development of vocabulary, writing, and grammar

Chin & Krashen (2007)
Question:
Are you measuring long-term impacts? If so, how are you doing this?
After participating in the Summer Reading Program, did your child’s reading habits change? Please indicate if the following things increased, stayed the same, or decreased for your child:

<table>
<thead>
<tr>
<th></th>
<th>Increased</th>
<th>Stayed the Same</th>
<th>Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoyment of reading</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reading skills</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reading by his/her choice</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IMPACT SURVEY

Since October 2013, 1,419 libraries have registered for Impact Survey, and 74,004 library patrons have submitted the patron technology survey.

See the results from across the United States. Get results for your community. Register for Impact Survey today!

The Impact Survey is an online survey tool designed specifically for public libraries that want to better understand their communities and how people use their public technology resources and services.
Outcome Measurement Made Easy
Resources and Tools to Plan Surveys and Analyze Data at Your Library

New to the site?
Improve the effectiveness of library programs in your community.
SIGN UP

Already a member?
Access your surveys, training resources, and data dashboard.
SIGN IN
PRIZE DRAWING
Learning Station: Alternative Methods to the Survey

Dewey
Try your hand at a quick poll, one alternative to the survey. Answer the age-old library riddle: Dewey or no Dewey? Use a pom-pom to tell us what you think by dropping it in one of the jars provided. We’ll use the results to settle the score once and for all.

No Dewey
POSTCARD
OBSERVE
DEMONSTRATE
What is your favorite color?
To vote, text a **KEYWORD** to **99503**

- Red: **1664**
- Blue: **1665**
- Green: **1666**
Question:
How are you measuring outcomes in your library?
NEXT STEPS

- Evaluation Project Handout
- Resources Handout
Outcome-Based Evaluation Project

Project name:

Description:

Data types:

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
</table>

How will you measure outcomes?

1) Ask:

2) Observe:

3) Demonstrate:

What data does your library already collect?

What data does your library need to start collecting?
Outcome-Based Evaluation (OBE) Project

Project name: Senior Technology Class Series

Description: My library offers a class series for seniors that covers basic technology skills

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds expended:</td>
<td>Number of events offered</td>
<td>Digital literacy</td>
</tr>
<tr>
<td>• Copies of handouts</td>
<td>Number of registrants</td>
<td>Confidence using technology</td>
</tr>
<tr>
<td>• Marketing campaigns at local</td>
<td>Number of attendees</td>
<td></td>
</tr>
<tr>
<td>senior centers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff hours:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Curriculum development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Instruction</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How will you measure outcomes?

1) Ask: Survey to assess confidence using technology

2) Observe: Class participants using the mouse

3) Demonstrate:

Skill demonstrations:
1. Class attendee is able to send an email with an attachment to the instructor
2. Class attendee is able to create a Facebook account and like the library Facebook page

What data does your library already collect?
- Funds expended
- Number of events offered
- Number of attendees

What data does your library need to start collecting?
- Staff hours
- Digital literacy
- Confidence using technology
Questions?
Thank you!

Linda Hofschire
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@lindahofschire