

Measure Your Impact: Getting Started with Outcome-Based Evaluation

12/15/2016



Welcome to today's Infopeople Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by [Creative Commons 4.0](#) Non-commercial Share Alike license. Any use of this material should credit the funding source.

Measure Your Impact: Getting Started with Outcome-Based Evaluation

An Infopeople Webinar

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

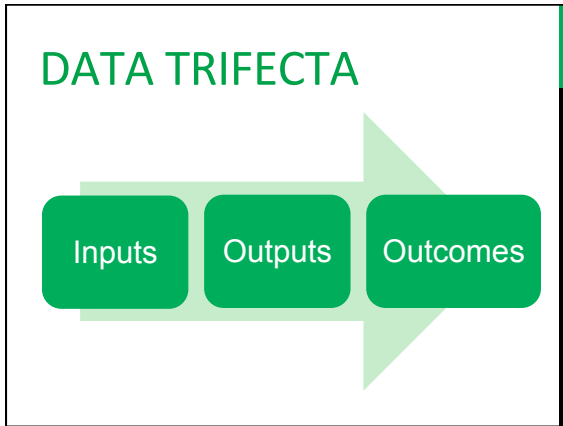
www.lrs.org | [@lrs_co](https://twitter.com/lrs_co) | [@lindahofschire](https://twitter.com/lindahofschire)

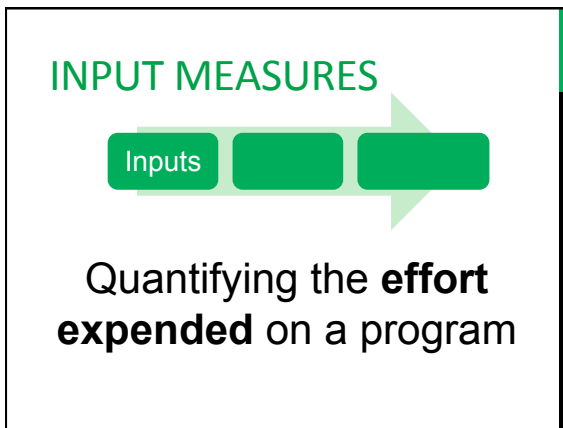
Poll Question:

Are you currently measuring outcomes in your library?

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OUTPUT MEASURES

Outputs

Quantifying the **level of services and materials** provided

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**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 Make
 Wednesday, June 10, 1-4 p.m.
 Come with a clean t-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 Rock!

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.

Outdoor Movie Event

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 Doves Are Comin'
 June 26 at 1 p.m.
 Come learn about the world of animal rescue. 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!

"Cryptids"
 July 6 at 1 p.m.
 Miami County Parks District will be here to 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!

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

Superhero Adventures

number of events offered



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Library	Circulation and Hours		
	2014	2014	2014
Agoura Public Library	200	0	600
Aliso Public Library	730	288	8,883
Alhambra Public Library	37,098	2,421	137,228
Aspen Library District	1,388,838	857,847	4,558,477
Aurora Public Library	852,830	93,212	1,398,078
Bain County Public Library	2,738	No Data	8,089
Basel Regional Library District	52,430	8,428	152,091
Berkhout Community Library District	18,848	787	68,484
Boulder Public Library	497,279	81,480	1,308,884
Broomfield/Evermore Public Library	385,409	28,307	798,317
Burlington Public Library	4,000	No Data	28,000
Calton City Public Library	48,880	18,887	188,283
Clear Creek County Library District	18,798	4,338	68,294
Clearwater Library District (Hudson-Bayview)	168,388	42,783	322,391
Combined Community Library (Olathe)	832		
Compton County Library District	18,099		
Contra Costa Public Library	28,734		
Coventry County Public Library	No Data	No Data	No Data

OUTCOME MEASURES

Outcomes

Quantifying the **effect** a **service** has on the program's stated objectives

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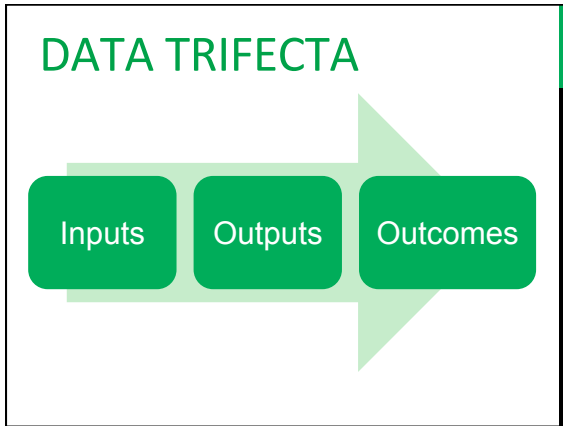




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Question:
What outcomes are you measuring?

Check Out Colorado State Parks
Ask about Reserving Your Free State Parks Pass and Backpack Here

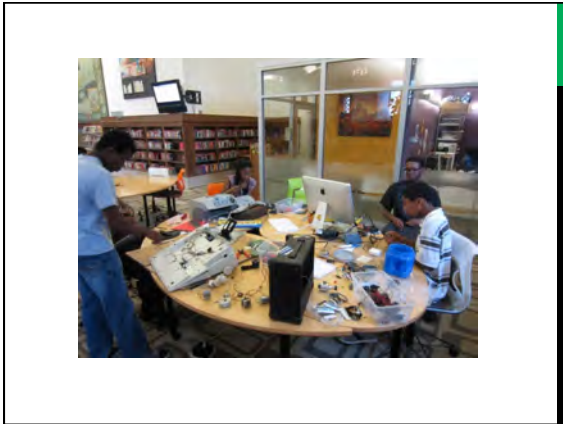
Your library has been provided with 2 backpacks for check out. Each backpack contains:

- 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

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Library A	Library B	Library C

Library A	Library B	Library C
<ul style="list-style-type: none">• 100% of participating children increased or maintained reading skills	<ul style="list-style-type: none">• 85% of participating children increased or maintained reading skills	<ul style="list-style-type: none">• 85% of participating children increased or maintained reading skills

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<ul style="list-style-type: none"> 25 children participated 	<ul style="list-style-type: none"> 100 children participated 	<ul style="list-style-type: none"> 50 children participated

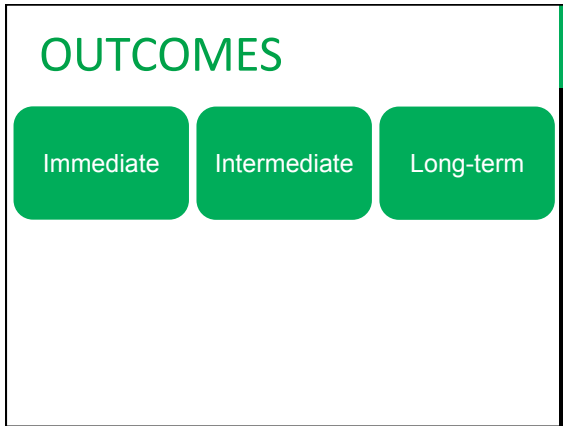
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<ul style="list-style-type: none"> \$5,000 	<ul style="list-style-type: none"> \$10,000 	<ul style="list-style-type: none"> \$2,500

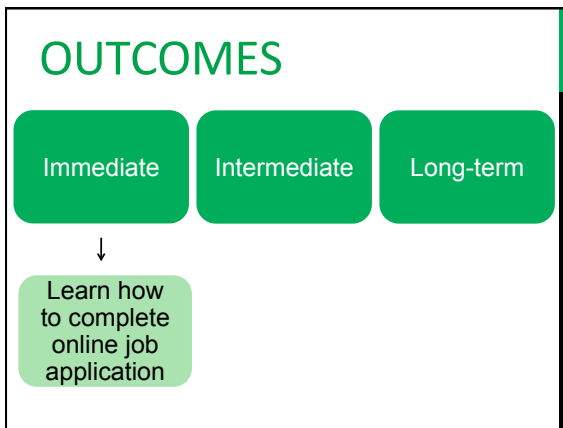
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<ul style="list-style-type: none"> \$200/child 	<ul style="list-style-type: none"> \$100/child 	<ul style="list-style-type: none"> \$50/child

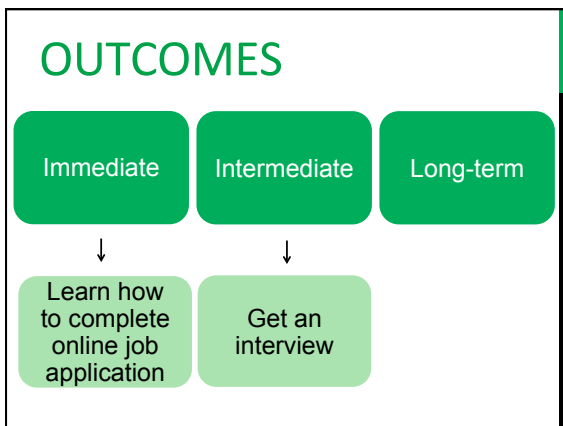
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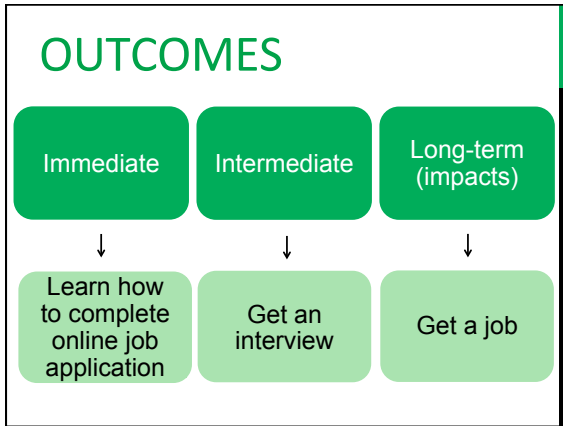


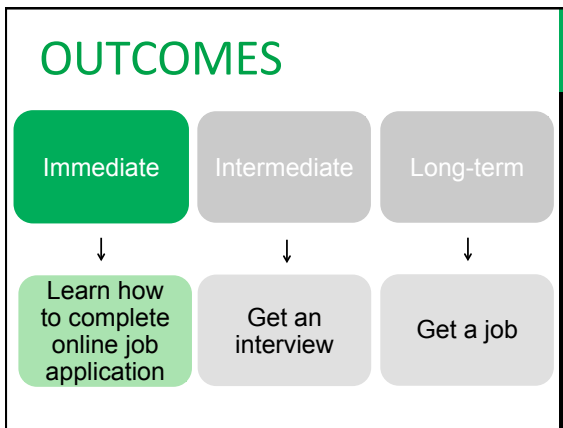


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LINKING IMMEDIATE OUTCOMES TO LONG-TERM IMPACT

Reading for pleasure associated with:

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

The Reading Agency, 2015

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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?

MEASURING OUTCOMES

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SURVEY

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:

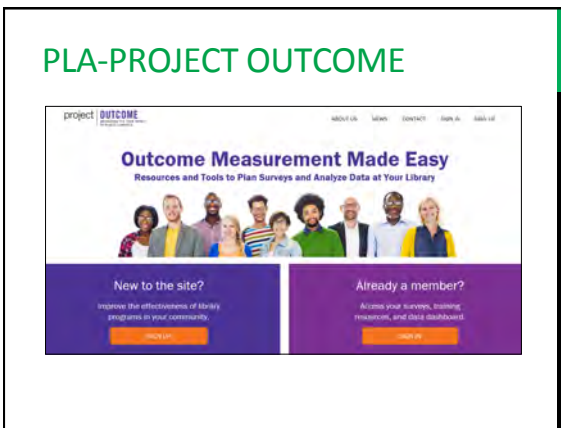
	Increased	Stayed the Same	Decreased
Enjoyment of reading			
Reading skills			
Reading by his/her choice			

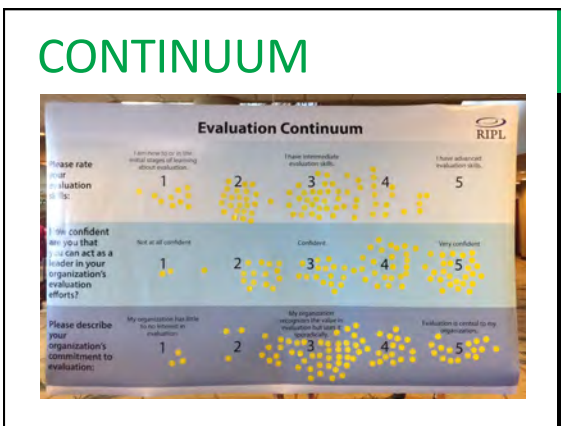
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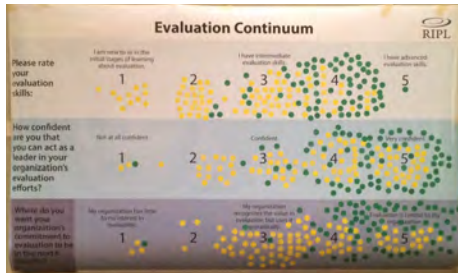






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CONTINUUM



PRIZE DRAWING



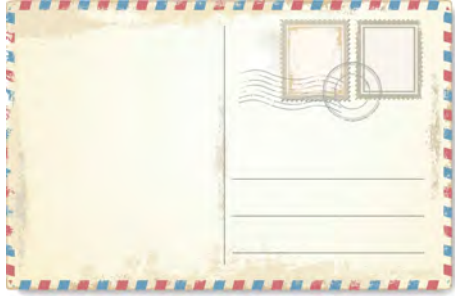
VOTING



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POSTCARD



OBSERVE



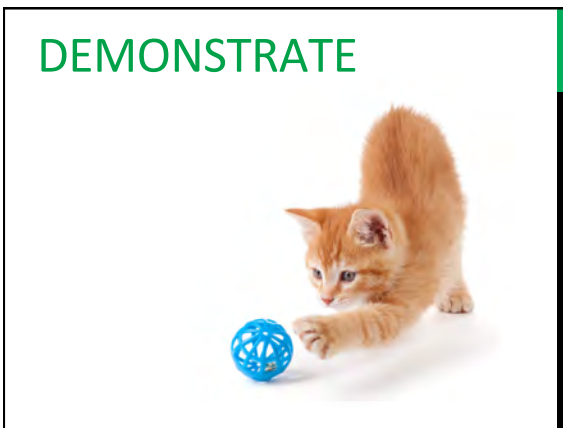


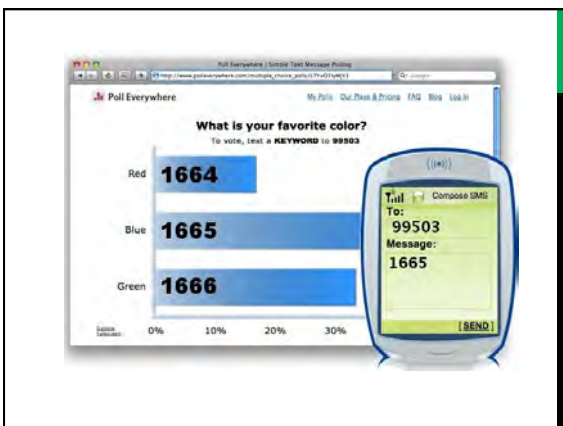
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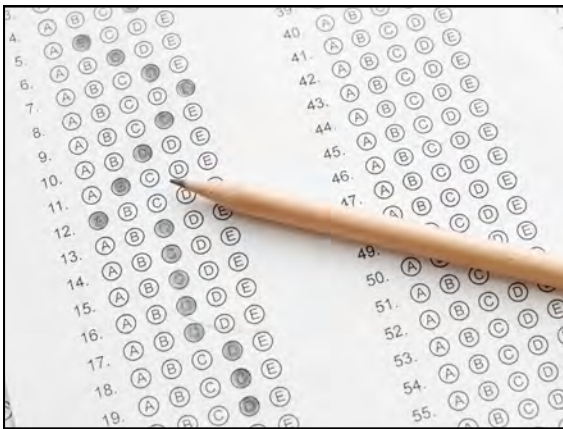


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Question:
How are you measuring outcomes in your library?

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NEXT STEPS

- Evaluation Project Handout
- Resources Handout

Outcome Based Evaluation Project

Project name:

Description:

Data Types:

Inputs	Outputs	Outcomes

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 [201] Project

Project name: [Senior Technology Train Series](#)

Description: [My library offers a class series for seniors that covers basic technology skills.](#)

Inputs	Outputs	Outcomes
<ul style="list-style-type: none">Library equipmentTrainers of SeniorsMarketing strategies at local senior centers	<ul style="list-style-type: none">Number of seniors attendingNumber of requestsNumber of attendees	<ul style="list-style-type: none">Digital literacyConfidence using technology

Staff Roles:

- Community Development
- Marketing

How will you measure outcomes?

1) Ask: [Survey to assess confidence using technology](#)

2) Observe: [Class participation using new device](#)

3) Demonstrate:

Self-demonstrations

- Class attendees to able to send an email with an attachment to the instructor
- Class attendees to able to create a Facebook comment and like the library Facebook page

What data does your library already collect?

- Class names
- Number of requests
- Number of attendees

What data does your library need to start collecting?

- Class names
- Digital literacy
- Confidence using technology

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Questions?

Thank you!

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@lindahofschire
