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
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Poll Question:
Are you currently measuring outcomes in your library?

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Measure Your Impact: Getting Started with Outcome-Based Evaluation

DATA TRIFECTA

Inputs  Outputs  Outcomes

INPUT MEASURES

Quantifying the effort expended on a program

funds expended

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**DATA TRIFECTA**

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<th>Inputs</th>
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**Question:**
What outcomes are you measuring?

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**OUTCOMES**

- Immediate
  - Learn how to complete online job application
- Intermediate
  - Get an interview
- Long-term (Impacts)
  - 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

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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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AS'K

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:

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

**PLA-PROJECT OUTCOME**

**CONTINUUM**

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POSTCARD

OBSERVE

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Questions?

Thank you!
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@lindahofschire

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