Linda Hofschire: Hi all! As you join us, please let us know in chat where you work/what you do. I'll start - I work at the Colorado State Library as the Director of the Library Research Service.

kathryn: I work at the Fort Worth Library. I'm the head of Acquisitions.

Kim: Digital Repository Manager, SUNY Brockport

Deanna Lyles: I work at Fontana Regional Library as the Outreach Services Librarian.

Laura Royal: I work at the Mesa Public Library in Arizona. I work in THINKspot, our makerspace.

Erica C: We're a group from the Ela Area Library in Lake Zurich, IL.

teresita: Hi. My Name is Teresita. I am a teen librarian in Los Angeles.

Linda Hofschire: Wow - good coverage of the US so far!

Renee Gimelli: Hi, my name is Renee. I work for San Jose Public Library in California.

Teresa: I work for Colorado Institutional Libraries as a consultant for libraries in juvenile correctional facilities.

Janice Garcia: Janice Garcia - I work in San Jose Public.

Mina Abdollahian: Hello from Fresno County Public Library.

melliott: Burbank Public Library, the senior Teen Librarian

Margo Tanenbaum: hello from Walnut Library

Biz 2: County of Los Angeles Public Library! :-)

Wendy Cinnamon: Hi I am the director of the Valemount Public Library.

Fiona Bruce: Hello, I work at Fort Nelson Public Library in British Columbia.

Betsy Arand: Hi, everyone. Three of us here at the Freeland branch of Sno-Isle Libraries in Washington state.

April Mazza: April from Massachusetts Library System we do trainings, ILL, delivery, and more statewide.

Todd Schlechte: Southeast Library System, NE, Assistant Director.
Karen Neville: Hi, I'm a librarian from Maryland's Eastern Shore.

Ashley Flynn: Ashley Flynn, I work at Cambria County Library in Johnstown, PA

Jane Lopez-Santillana: Sno-Isle Libraries, Oak Harbor Library on Whidbey Island

Marguerite Cullum: Hi, I am the Librarian from Crazy Horse Memorial Library in the Black Hills of South Dakota

Susan Heggestad: Susan Heggestad, Public Relations & Programming for the Edith B. Siegrist Vermillion Public Library in Vermillion, South Dakota

dianne russell: hello from the sunny southern shore of Lake Erie.

Laura B.: Sno-Isle Libraries, Marysville

Jessica Aws: Also from Sno-Isle Libraries, Oak Harbor Library on Whidbey Island

Becky: Hi, my name is Becky Martinazzi. I work as the Youth Services Coordinator at the Cambria County Library in Johnstown, PA.

mamie: Also Sno-Isle Libraries -- Mukilteo branch

johne: Hello, I'm with Sacramento Public Library's Central Library. I'm an Adult Services Librarian.

Christine Campbell: Hi, I'm Christine Campell. I'm the ILS Coordinator for Santa Cruz Public Libraries

Mark Giannuzzi: Mark Giannuzzi - Branch Manager, San Jose Public Library

guest: Hello from cold but sunny Columbus, Ohio - Upper Arlington

Jessica T.: Jessica Trujillo from the Somerset County Library System of NJ--Youth Services Manager

Linda Smith: Dean of Library Services, Menlo College

Xuemin Zhong: Jing and Xuemin from Temple City, CA

jdfj: Hello! I'm an adult services librarian for Halifax Public Libraries.
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C Marshall: Hi, I'm Charmetria from Temple City Library, Teen/Adult Services

Chris: Chris Goch, Country Coordinator at Cambria County Library, Johnstown PA

Marie: Director of Bigelow Free Public Library in Clinton, MA

Laura Royal: Low 70s :)

Charly - KDLA: Continuing Ed. Consultant, Kentucky Dept. for Libraries & Archives. COLD here!

Lauren Williams: Lauren Williams, Daniel Boone Regional Library in Missouri. Adult and Community Services Manager

Christine Campbell: Rainy in Santa Cruz

Jen Coleman: Hi, Summerville Public Library, Jefferson County

Betsy Arand: Cold for Puget Sound!

Laurie Marks: Hello! I am a Branch Circulation Supervisor at Sno-Isle Libraries in Marysville, WA. It is cold, but thankfully not snowing today!

Ryan Ricchio: I'm Ryan, Teen Librarian at the Duarte Library. It is 67 F.

Jen Coleman: Snowy and freezing.

kathryn: 50 today 70 saturday 20 sunday in North Texas

Wendy Cinnamon: Very cold! -27 at night (celcius)

Kim: cold, snowy with lots of whiteouts! Western NY

April Mazza: very cold and windy near Boston

Xuemin Zhong: Cloudy, 60s in southern california

Barbara Bai: from Louisville Free Public Library, Main Library, Childrens department.

Kelly: Kelly Ficker, Southern Pines, NC. Library Associate for Early Childhood Outreach. Sunny and cold

Amy Bond: Director - Lonesome Pine Regional Library in Wise, VA - Cold here! 23 degrees
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Deanna Lyles: very cold and windy

Jane Lopez-Santillana: 28 degrees on Whidbey Island in Washington

Greta: I am from Chattahoochee Valley Libraries in Columbus GA - Children's Outreach Specialist

Joyce Homan: Joyce Homan, Johnstown, PA. Reference and Teen Librarian. 7 degrees last I checked!

Mina Abdollahian: metrics Librarian, rainy here

Victoria P: Victoria from Sorensen Library in Whitter

esther vorhauer 2: Estherr Vorhauer, Reference Librarian, Cambria County Library

C Marshall: It's 64 degreees today, a little overcast

dianne russell: Avon Lake Ohio, 18 degrees, light snow showers, sun peeking though every once in a while.

Ashley Green: Ashley Green - children's librarian, Oak Harbor Library, WA

Maria Kramer: Maria Kramer

Kathryn Levenson: Kathryn Levenson, Teacher Librarian, Piedmont High School, Piedmont CA and Reference Librarian for SF Public Library

Caroline Coward: Sierra Madre PL, soon to be back at CSU Dominguez Hills.

melliott: Could an outcome also be that children's librarians received career satisfaction from a successful program?

Evena Shu: Evena Shu, Senior Librarian at Monterey Park, CA

C Marshall: Awareness of other library resources and programs

Biz 2: the impact of life skills programming on teens

Susan Heggestad: attendance, of course, but also program satisfaction in programs like SRP, story time sessions, and technology sessions

Deanna Lyles: preschool teacher use of materials available through our bookmobile
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Margaret Keys: I am a solo librarian at California Dept of Housing and Community Development. We are beginning to create metrics to measure our effectiveness.

C Marshall: Pre and Post Surveys

Charly - KDLA: For webinars - did you change something about your job? How do you think the training impacted you professionally.

Evena Shu: change of behaviior

Betsy Arand: Attendance, time spent reading, evaluation from participants

Kathryn Levenson: How are you measuring increase in reading pleasure? Is that from a number on a survey?

April Mazza: For trainings we ask what the attendee might do differently after workshop

Mark Giannuzzi: Attendance numbers; satisfaction; circulation

Christa Werle: Project Outcome surveying.

Karen Neville: program attendance, # community outreach programs

Christine Campbell: Attendance at programs, circulation, patron use of buildings.

Nate: Is it a causal leap to tie the output to the outcome? How do you know the outcome is a result of your output?

Mina Abdollahian: story times, SRP,

Christine Campbell: Use of databases.

Becky: What is something that you learned? Post-summer reading survey

Kim: public policy influence

Jane Lopez-Santillana: Partnerships with school districts to see if SRP is affecting kindergarten readiness success and early testing in the fall helping to improve and maintain skills.

Marie: no formal outcome measurement, but anecdotal

Christa Werle: Confidence, enjoyment, read more as a result of (all Summer Reading)
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Charly - KDLA: Due to training, did you change the way you present your storytimes to impact early literacy?

Todd Schlechte: Survey Question: What is one thing you learned today that you will put to use?

melliott: Nate's question is also mine--how do you tie the output to the outcome? How do you know/PROVE that the outcome is a result?

Margaret Keys: We haven't gotten to the point where we are collecting outcomes...but I am collecting data that will show how people benefit from library materials and news updates in terms of preparing for speaking engagements, meetings, and policy writing.

Becky: Yes, we do quantifiable as well as qualitative outcome measurement

Christine Campbell: User experience of web site.

kathryn: we have a few special programs that are multiple sessions their library cards are coded and we track their use during and after the programs

Kim: greater awareness of our researchers

Christa Werle: We watch Google Analytics filters before and after changes to indicate a change in digital customer behavior.

Margaret Keys: Measuring use of collection, electronic collection, bibliographies on housing issues, and news aggregate sent out three times a week.

Chuck OShea - Infopeople: We will save and share chat with everyone.

Amy Brunson: We do nature backpacks here at the Suffolk, VA public library as well

Joyce Homan: What is the cost of putting the backpacks together?

Joyce Homan: (input)

Kathryn Levenson: SFPL partnered with National Parks for summer program. We provided buses for field trips to various parks and had interpretive rangers with us.

Amy Brunson: Output: park attendance

Guadalupe Gomez: Input: How many times did backpacks checked out

Christa Werle: What is the intent of the service?
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guest: output: attendance

Kim: input: cost of materials

dianne russell: outcome: relationship with parks

johne: outcome: Are you more likely to visit state parks as a result of the use

Christa Werle: I mean, what did Colorado State Parks want out of it?

Charly - KDLA: output: number of times it circulated

Robin: input - staff involvement in setting it up, check outs, check ins, training on how to use the back pack, etc

Becky: output: backpack circulation numbers

melliott: input would be expense of materials, time and planning of staff to assemble the backpacks

Amy Brunson: outcome: kids pursuing careers in parks and recreation?

Nate: output: Question: Was this your first visit to a State Park?

esther vorhauer 2: How Often does the Library need to replace items.

Greta: outcome: identify and enjoy one of colorado's trees/wildflowers

melliott: output would be checkout of backpack, use of parks

Kelly 2: output: number of people that attended ESL classes; outcome: adults report that they were able to read books to children after attending

Xuemin Zhong: input - staff time in maintaining backpacks and costs; output- # of participants; outcome - satisfaction in usage; knowledge learned

Ashley Green: input - staff hours to put the backpack together

Renee Gimelli: input- staff time to check backpacks to make sure all items are included

C Marshall: outcome - easier access to a new hobby to the public
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dianne russell: outcome: visits to parks

C Marshall:*by the

Kim: outcome: if attendance increased at parks

Amy Brunson: outcome: less litter in parks and on trails

kathryn: outcome: would you visit a state park again

Caroline Coward: Outcome: State funding initiative passes.

Robin: OUTPUT: circulation of backpacks

Christa Werle: "Did you attend more state parks as a result of this pass?"

melliott: Output: More people are more careful with their trash as a result of the No Trace card

Greta: Outcome - improved health from hiking

Mark Giannuzzi: Outcome - New knowledge and/or appreciations of State Parks, flora, fauna, hiking, etc.

Charly - KDLA: Outcome: did you actually use the materials in the back?

Wendy Cinnamon: input - cost, staff time, materials output - # of use, outcome - more park visits, better knowledge of area

Margo Tanenbaum: pre and post survey to measure outcomes, including how familiar with the state parks were the users, which parks did they visit, how likely were they to visit again on their own, etc.

DMA: Outcome - increase in people hiking. Input - what does it cost and how much time does it take to prep, distribute, reclaim and turn around backpacks. Outputs - number of backpacks checked out for hikers, possibly correlated to specific trails.

Margaret Keys: Did you return to the parks later on?

melliott: Sorry, that was supposed to be "outcome" in mine.

Margaret Keys: Outcome

Christine Campbell: Checkmarks on all used items
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C Marshall: creating evaluation sheets
Ashley Green: input - cost of replacing materials
Charly - KDLA: Outcome: Increased knowledge/use of state parks
Robin: OUTCOME - program evaluation card
Christa Werle: "Are you more aware of the state parks in this area?"
Margaret Keys: Outcome: have you become a flower buff?
Ashley Green: outcome - increase knowledge of wildflowers/trees/fauna
Evena Shu: Outcome: appreciation of nature
Wubbenhorst: outcome; awareness, knowledge, appreciation of local wildlife, trees, flowers.
Ashley Green: outcome - conservation awareness and participation increased?
Caroline Coward: Output to outcome: Turn activity ideas list into a checklist, win a prize when completed.
Nate: What is library's objective in this program? Bring non-users into library?
Caroline Coward: Output: increased circulation of nature books
Caroline Coward: Input: use of makerspace materials
Robin: INPUT: cost of materials and staff time
Charly - KDLA: Input: amount of money spent on materials.
Evena Shu: Input: staff time, resources
Joyce Homan: Input: cost of materials (computers, tech tools, etc.)
Betsy Arand: Input - space for storage
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Christine Campbell: Use of space in branches.

Becky: Input: Staff time familiarizing themselves with the processes

Jane Lopez-Santillana: Input: maintenance and replacement of materials

Charly - KDLA: Output: attendance/use of makerspace

kathryn: Outcome: did your comfort level with new technology increase/decrease after your visit today

Evena Shu: Outcome: no of attendance

Robin: OUTPUT: number of attendees; projects completed

Kathryn Levenson: Training staff on running a maker space activity

C Marshall: Outcome: foster a sense of accomplishment in community youth

Ashley Green: Outcome - increase awareness, participation, and LOVE of STEM

Caroline Coward: Outcome: attendance at other library STEM/STEAM programs

Marie: Outcome: people/participants want to help run a program to show what they’ve learned

Amy Brunson: Outcome: increased interest in STEAM classes and clubs at local schools

Karen Neville: Input: cost of 3D printer supplies

Charly - KDLA: Outcome: increased knowledge of the technology?

Christine Campbell: Output; increased confidence in creative pursuits

Evena Shu: Outcome: increase knowledge of STEM

Kelly 2: Input: maintenance costs

Xuemin Zhong: Input: costs to purchase materials; staff time to prep // Output: # of attendance, # of programs held // Outcome: interest in other STEM programs, exploration of other STEM books

Sierra Campagna: Input: cost and time for staff training (3D printers)
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Chris: Input: advertising the space

Ashley Green: Input - staff hours checking items are still there

Margaret Keys: Outcome: participation in science faires or selection of engineering as college major for older students

melliott: input = writing a grant to pay for it!

Marie: input: the use of the space that can't be used for something else

kathryn: output: increase in circulation of stem/tech books/materials

Greta: outcomes participants pursue further education/experiences in technology

Becky: Outcome: How has your opinion of the library changed? (I.e., a community place)

Robin: OUTCOME- increased use of the other library resources and services

Kelly 2: input: space requirements as an opportunity costs

Mina Abdollahian: better grades in science

Ashley Green: output - circulation of tech books

Caroline Coward: Outcome: greater success rates in STEAM classes at local schools

johne: Outcome: increased awareness of a potential career

Wubbenhorst: input of time of participants for the printer to complete a 'print job'

Jane Lopez-Santillana: outcomes: work readiness and potential staff for tech industry

Deana Brown: Outcome: increased collaboration across majors

Robin: How do you know that students get better grades?

kathryn: how do you get the information about increases in school performance?

Christine Campbell: Outcome: increased sense of community.

Mina Abdollahian: partnership with schools
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Margo Tanenbaum: That would be nice but not realistic for public libraries

Jessica Aws: outcome: increased partnerships with STEAM professionals and schools

Deanna Lyles: We are working on this in my library system.

Wubbenhorst: Partnership with school district with a 3rd non-profit as the moderator with a state rep from department of ed

Robin: OUTCOME measurement might need to include a survey of local educators to find out if they know about the makerspace program and whether their students know/use it.

Caroline Coward: You can partner with local school districts on grants based on aggregate grades or other success measures.

Kathryn Levenson: Gale is doing work on this. http://www.scoop.it/t/makerspaces-libraries-and-education/p/4064019929/2016/05/19/gale-launches-new-tool-to-connect-libraries-classrooms-campus-technology

Charly - KDLA:

dianne russell:

Robin:

Evena Shu:

Jen Coleman:

Renee Gimelli: Library A

Xuemin Zhong:

Jessica Aws:

Margaret Keys:

Christine Campbell: Depends on the overall numbers; A.

Cristina:

Joyce Homan:
Margo Tanenbaum: How can you measure this without extensive pre and post reading level testing?

Mina Edmondson: I really have more questions regarding how to track long term, how do you get these statistics?

Robin: B

Xuemin Zhong: B

Kathryn Levenson: B

Evena Shu: B

Jessica Aws: B

Charly - KDLA: B

Mina Edmondson: B

Becky: And also depends on previous level of reading skills

Caroline Coward: C

Wendy Cinnamon: they were all effective but some had more numbers

Christine Campbell: Still depends, B.

Evena Shu: C

Wendy Cinnamon: C

Christine Campbell: Oops, Now it's C.

Joyce Homan: possibly C

Jessica Aws: C

Sierra Campagna: C

Kathryn: I would also like to know the demographics is C serving a large lower socioeconomic group.
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Robin: C gets the prize for ROI

Susan Heggestad: B

Caroline Coward: C got most bang for the buck

Kathryn Levenson: Depends on the budget of the library system. SFPL has lots of money to spend on such programs.

Christine Campbell: Still depends; how much they improved.

dianne russell: depends on the initial objectives

Robin: OUTPUT - continuation of or increase in funding of the program

Mina edmondson: If1 how to you get the base scores, the post scores, scores from year to year etc

dianne russell: parent survey can be very subjective

Mina edmondson: I can set an outcome but if the information is not available.. Schools are very hard to give this information

Renee Gimelli: outcomes seem to be more subjective by the very nature of surveys

Christine Campbell: A solid measure is returning attendees.

Robin: I would say you have to have the outcomes backed up by output data

C Marshall: You need a large enough sample size

Wubbenhorst: focus on one school within a district may yield better cooperation on the data piece.

kathryn: in texas we can get school specific testing scores for each year. we can also ask which school a child attends when the sign up for reading programs etc. but we wouldn't be able to draw a direct causal outcome because we wouldn't know if the kids who attended the program scored better or worse from year to year

C Marshall: Would we be able to imply we were the casuation of their getting that job?

Christa Werle: @ C Marshall - you certainly contributed to it!
melliott: One person commented that an outcome is returning attendees. Do you agree?
melliott: Love Krashen.

Christa Werle: @C Marshall - you could ask if they felt they got the job as a result of participating in the library service.

Robin: @C Marshall, if the person learned how to fill out an online job app in your program which resulted in the job, then, yes you can take some credit

C Marshall: @Christa: That's true

melliott: C Marshall makes a good point, though--what if the person has come to the library specifically for the job skills program but never returns to tell you they got the job? Nebulous.

Nate: It seems to me that we can make a causal connection based on anecdotal and pre/post surveys. Using statistical data from external sources will not provide the causal link.

C Marshall: I think there would need to be year round surveying, then to catch these people again when they wander back in the library

Robin: Although if people looking for a job keep coming back to the library, they are not employed!

Karen Neville: no

Christine Campbell: True, Robin! Maybe we need programming on how to KEEP jobs.

Robin: LOL Christine!

melliott: We are not yet formally measuring, but I am noting the effects/outcomes of my own teen programs.

Margaret Keys: I will be measuring whether or not attending a library instruction course at work increased use of library products and services, and I'm doing it with a survey of those who attended the workshops 6 and 12 months later.

C Marshall: Huh. What a good idea

Mina edmondson: Working with local agencies, they require some reporting from participants, we are hoping to dovetail on that information

Xuemin Zhong: From my manager (Jing): repetition of songs/rhymes or books at home/library
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after (many) attendances to our storytime

Margaret Keys: We all work in the same place—I am at a state agency library

Margaret Keys: It is easy for me to keep track of who attended and I have access to their emails.

Yes.

Kim: one researcher attributed their work appearing in our IR led to an increase in grants and better awareness of him as an expert in the field

Caroline Coward: Information literacy/fake news is all over the news now. We are on the front lines to offer users help with this!

Renee Gimelli: I don't think we are measuring long-term impacts at the branch level. Anecdotal evidence could be supplied by return visitors.

melliott: It's all just so anecdotal. I have a kid who got up and did a book-talk and his family was absolutely astounded he would do that. It was a great outcome, but...it's a story about one kid.

Janice Garcia: Janice: I love the focus groups idea

Christine Campbell: Yes!

Caroline Coward: Microsurveys - small, quick, easy to analyze.

Christa Werle: Yes.

Ashley Green: Yes

Caroline Coward: (also called microassessments)

Susan Heggestad: Yes - my first foray into surveying. Loved it; very user-friendly.

Margaret Keys: great

C Marshall: I think even asking these questions creates an outcome. It makes a parent think about what they can do to make these survey questions true for their child.

Christa Werle: We run the survey every other year to inform our public computing service planning.

Maria Kramer: RCPL used PLA survey of families using the library
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Christa Werle: Yes to P.O.

Marie: just starting

Susan Heggestad: We've begun using it.

Maria Kramer: Yes Redwood City Public Library used this

Mina edmondson: e have used the Early Literacy surveys, glad they finallaly posted post surveys

Mina Abdollahian: Fresno County Public Library is using PLA project outcome.

Caroline Coward: Oooohhh I like that one!! ---->

Janice Garcia: that is a brilliant idea!

Janice Garcia: the raffle ticket, I mean

Christine Campbell: Dewey looks to be in danger.

C Marshall: Ahh, nice

Kathryn Levenson: We had weekly raffle drawings during summer reading so everytime someone came into library, they could put in a raffle ticket in the adult or child box. They had to put name and contact info. so could get idea of repeats, areas people were from, etc.

Robin: Sometimes I want to take pictures of the crowds in the library but I'm not sure I have "permission" to use them.

Janice Garcia: not at all

Robin: It's finals week here.

Caroline Coward: What's the answer to #23?

Robin: 42

April Mazza: Robin, something we do at events is give people a do not photo sticker that we make using regular labels. then when we look at the pics we don't use the ones with people that have that sticker on them.

Caroline Coward: Thanks Robin!
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Christine Campbell: It's always 42.

Mary Augugliaro - Infopeople: The slides and handouts for today’s webinar are available here https://infopeople.org/civicrm/event/info?reset=1&id=632

Robin: Great idea, April!

melliott: Ha ha, Christine.

dianne russell: 42

guest: :) Christine!

Margaret Keys: The resources look very helpful.

Caroline Coward: This was awesome!!

Wendy Cinnamon: this was great

Guadalupe Gomez: Thank you!

Christine Campbell: Excellent food for thought.

Mina Abdollahian: Thanks.

Janice Garcia: yes, indeed

Caroline Coward: Thanks Linda!

Kathryn Levenson: thank you for the resource compilation!

Wendy Cinnamon: make outcomes look more doable!

C Marshall: Can you combine output data over time to infer outcomes?

Jessica Aws: Thank you so much!

Joyce Homan: thank you!

Maria Kramer: I am interested in the chat; Are we getting it?

Sierra Campagna: Thank you - great ideas here.
Robin: Thank you!

Margaret Keys: This was really useful and helped me think about what I need to do. Thanks for everyone's input.

Xuemin Zhong: Thank you for getting us thinking!

Ashley Green: Thank you!

Mary Augugliaro - Infopeople: The webinar archive along with the chat transcript will be available here https://infopeople.org/civicrm/event/info?reset=1&id=632

Evena Shu: Very useful indeed! Thank you!

Becky: Thank you - good information to start measuring outcomes more thoroughly!

Karen Neville: What is a helpful outcome for library staff development?

Linda Smith: Great explanations. Thank you so much!

C. Marshall: Ok, but no an outcome that would reflect the customer's feelings about the program?

C. Marshall: *not

Robin: Is it more important to know the benefit of library attendance?

Mina edmondson: Staff- completion of related project

Karen Neville: Thanks.

Christine Campbell: Your outline is a useful tool for setting up a project in simple form.

Christine Campbell: *useful

melliott: Staff--greater satisfaction expressed? Once concerns are addressed and changes made?

Robin: Rather than the outcome that there was an increase in attendance

Janice Garcia: morale enhancement
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Maria Kramer: Thank you great ideas here!

Robin: yes

Wubbenhorst: as with the class room example and the class size, how is community population and numbers of card-holders & non-card holders incorporated?

Robin: SO what if they keep hanging out... why?

Christine Campbell: Thank you, Linda.

Margaret Keys: I do collect whether or not library use (usually extensive reference) helped people prepare for and deliver speeches, papers, or meeting participation.

Renee Gimelli: Thank you very much.

esther vorhauer 2: Nice introduction to the topic.

Linda Hofschire: Thanks everyone!

Chuck OShea - Infopeople: https://www.surveymonkey.com/r/9MQ7WQD

DMA: thanks!

Karen Neville: Thank you.

Charly - KDLA: Thank you, good info!

jdfj: Thank you!

Mark Giannuzzi: Wonderful presentation. Thanks.

C Marshall: Thank you!