

# Welcome!




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## Overview: Project Outcome

- A 3-year PLA project (2015-2018)
- Funded by the Bill & Melinda Gates Foundation
- Providing simple tools for libraries to:
  - Measure service-based outcomes
  - Understand and aggregate findings
  - Access tools and resources to help libraries take action

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## Overview: Project Outcome

- PLA Presidential Initiative led by Carolyn Anthony
- Task Force created in July 2013
  - Membership: public libraries, state libraries, and assessment researchers
  - Purpose: test and develop outcome surveys
  - Piloted surveys late 2014
  - Will continue to develop next level survey material
  - Chaired by Denise Davis, Sacramento Public Library
- Project Outcome initiated in January 2015

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### Outcome Measurement



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### Importance of Project Outcome



- Measure impact
- Improve services
- Support planning
- Manage resources
- Justify funding

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### Outcome Measurement Process



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What is an Outcome?

An outcome is a ***specific benefit*** that results from a library program or service designed to help patrons change their knowledge, skills, attitudes, behavior, or condition.



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What is an Outcome?

Outcomes can be ***quantitative*** or ***qualitative***.



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What is an Outcome?

Outcomes are generally expressed as ***changes individuals perceive in themselves***.



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What is an Outcome?

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An outcome statement answers the question:

**What good did we do?**

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Examples of Outcomes

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What is an Output?

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An output is a measure of the **volume** or **performance** of a library's actions. Outputs are usually **quantitative**.



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## What is an Output?

Outputs are NOT outcomes.

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## Examples of Outputs



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## Survey Development

- Three information and data gathering activities:
  - PLDS 2014 asked about current practice capturing outcomes, feedback on topical categories, importance of measuring outcomes, and ability/willingness to report outcomes measures
  - Used feedback to narrow categories, develop and test surveys (spring-fall 2014)
  - PLDS 2015 asked about strategic plans and emphasis on outcomes measurement

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## 7 Survey Areas



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## Survey Example: Early Literacy

Multiple choice questions measure:

- Learned something new
- Increased confidence
- Anticipated change in behavior
- Increased awareness



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## Survey Example: Early Literacy

Open-ended questions measure:

- General patron feedback
- Suggestions for improvement
- Program details



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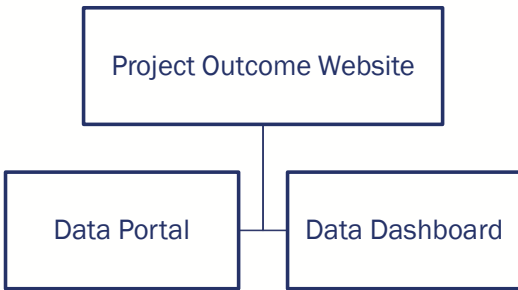
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Project Outcome Tools




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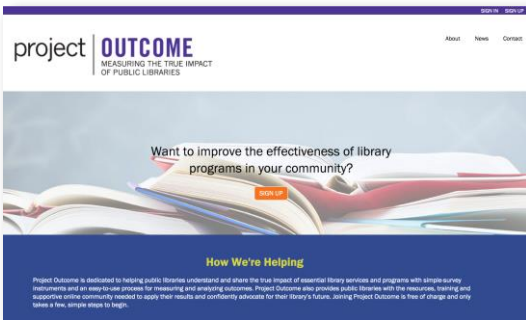
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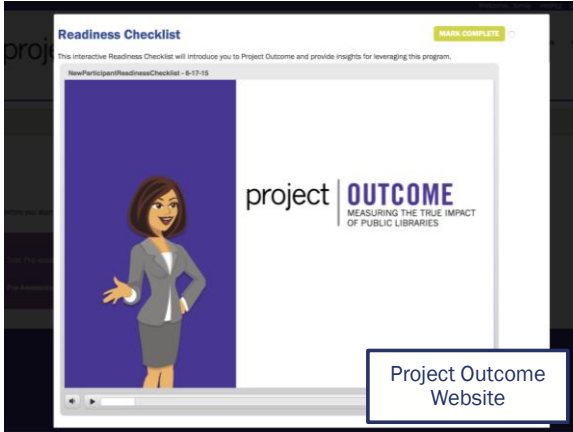
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Project Outcome Website

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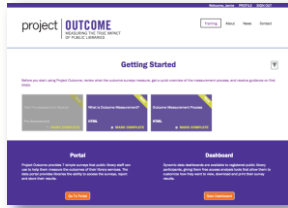
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### Using Project Outcome

Project Outcome's website will provide a one-stop-shop experience for registered users to access:

- Surveys
- Data dashboards
- Tools & resources
- Peer engagement




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### Using Project Outcome

Project Outcome will provide helpful tools and resources for libraries to confidently turn outcome data into real results

- Training videos
- Case studies
- Topic webinars
- Social media connections
- And so much more!




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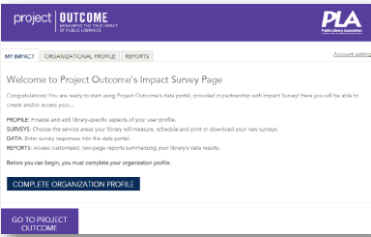
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## Using Project Outcome

Accessing and customizing surveys to fit libraries' specific outcome measurement needs will be easy and seamless.



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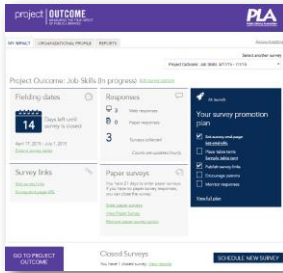
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## Using Project Outcome

The survey portal helps you easily keep track of multiple surveys and plan ahead for survey promotion.



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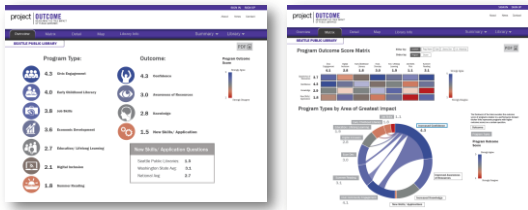
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## Using Project Outcome

Data dashboards will enable libraries to:

- Save all outcome data in one place
- Track changes over time
- See comprehensive results for every program



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## Using Project Outcome

The more libraries use Project Outcome, the more outcome statistics will be available on the local, state, and national level. Libraries will be able to see how their programs and services measure across the country.



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## Project Outcome Update

Thank you for your interest in Project Outcome!

Enrollment Webinar: July 23<sup>rd</sup> from 1-2 pm (Archived)  
[www.ala.org/pla/onlinelearning/webinars/howtoprojectoutcome](http://www.ala.org/pla/onlinelearning/webinars/howtoprojectoutcome)

To learn more please visit [www.projectoutcome.org](http://www.projectoutcome.org).

Have questions or concerns?  
Email [info@projectoutcome.org](mailto:info@projectoutcome.org)

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