



# Demonstrating Value and Impact: Program Outcomes and Evaluation, Toronto Public Library's Journey

Syvia Cheung, Elizabeth Glass, Michele Melady

**When:** Friday, Jan 29 | 10:30 am - 11:10 am

**Location:** ICTC Ballroom A

Days: Friday. Event Types: Session. Sectors: Public Libraries. Subjects: Impact, Libraries 2025, Outcomes, and Value.



# Project Outcome – Measuring the True Impact of Public Libraries

Rebecca Jones, Rebecca Raven

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**When:** Friday, Jan 29 | 2:05 pm - 2:45 pm

**Location:** [MTCC 104B](#)

Days: [Friday](#). Event Types: [Session](#). Sectors: [General](#). Subjects: [Libraries 2025](#) and [Measurement](#).

COUNTING



OPINIONS

# Outcomes Measurement

**2004**

**Outcomes Measurement  
Summer Reading Clubs**

# Project Outcome



## Task Force Member

<http://www.projectoutcome.org/>

project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

**PLA**  
Public Library Association  
a division of the American Library Association

# Agenda

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- What is an Outcome?
- Measuring Outcomes
- Project Outcome
- Q&A

# What is an Outcome?

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An outcome is a *specific benefit,*  
derived by a user, that results from  
using a library program or service.

Benefits to a user as measured by a  
change in their knowledge, skills,  
attitudes, behavior, condition or  
status.

# What is an Outcome?

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Outcomes can be expressed as *changes that individuals perceive in themselves.*

# What is an Outcome?

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User outcomes can be quantitative and qualitative.



# What is an Outcome?

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Descriptive statistics such as Inputs and Outputs are NOT **outcomes**.

For the purposes of our definition please don't confuse internal library

“outcomes” (meeting goals/objectives)

... these are NOT user **outcomes**.

# Traditional Library Statistics

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Inputs Acquire  
People  
Money  
Things

# Traditional Library Statistics

---

Inputs

Acquire

People

Money

Things

Processes

Transform

Add Value

Convert

Inputs to

Outputs

# Traditional Library Statistics

---

**Inputs**  
Acquire  
Money  
People  
Things

**Processes**  
Transform  
Add value  
Convert  
Inputs to  
Outputs

**Outputs**  
Use  
Count  
Programs  
Services

# Traditional Library Statistics

Stakeholders / Management

Inputs  
Acquire  
Money  
People  
Things

Processes  
Transform  
Add value  
Convert  
Inputs to  
Outputs

Outputs  
Use  
Count  
Programs  
Services

Administrative/Support Services

# Traditional Library Statistics

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Stakeholder/Mgmt

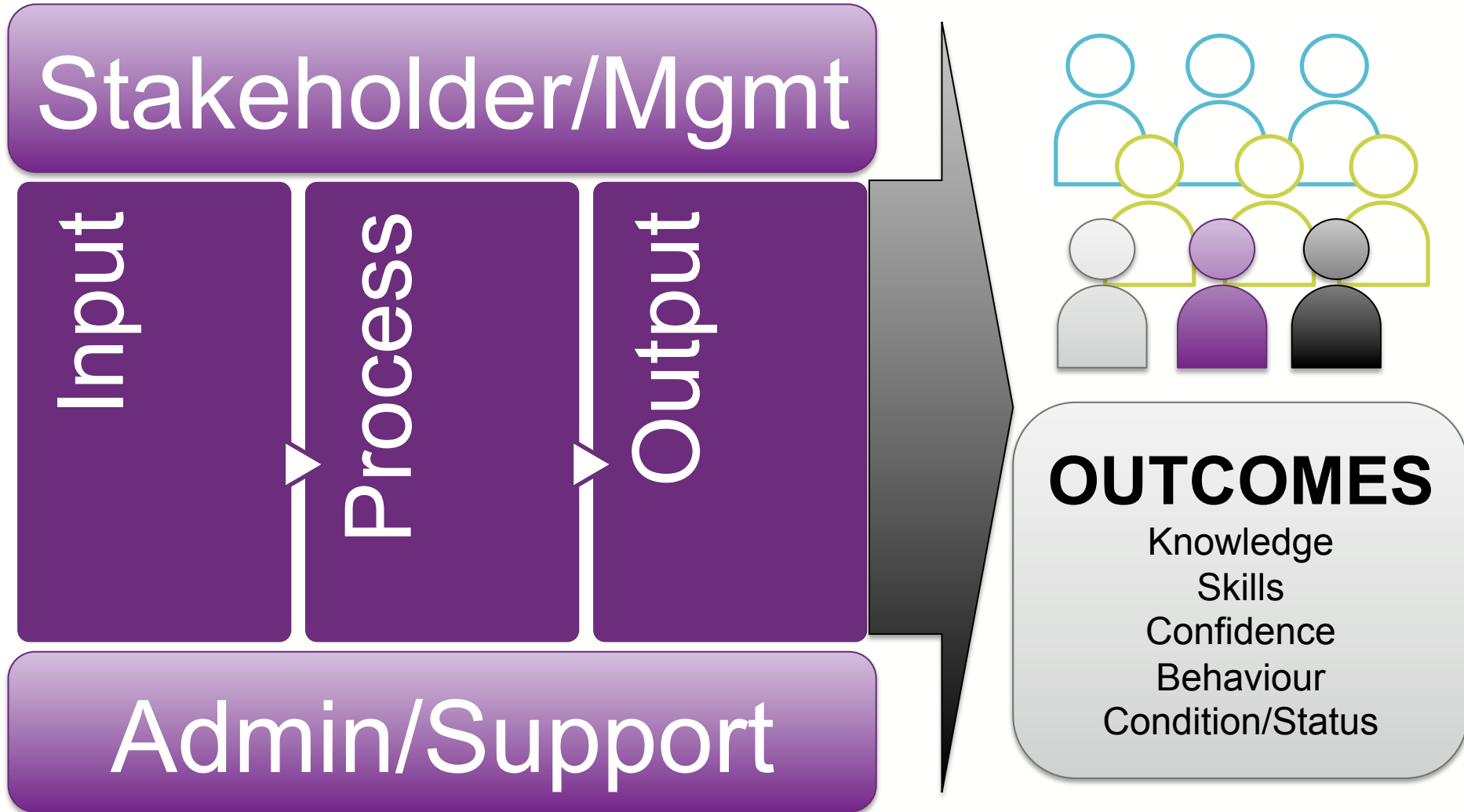
Input

Process

Output

Admin/Support

# Outcomes



# Efficiency VS Effectiveness

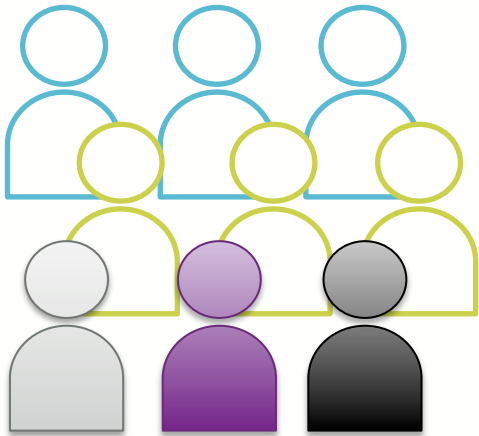
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- Traditional Library Statistics are descriptive
  - provide context
  - In combination can measure **efficiency**
- Outcomes are about **effectiveness**
  - User outcomes which more broadly and cumulatively result in community impacts
  - Combined with traditional statistics demonstrate competence and augment advocacy efforts



# Measuring Outcomes

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## OUTCOMES

Knowledge  
Skills  
Confidence  
Behaviour  
Condition/Status

### **Simple and Effective Measurement**

#### **Exit Survey**

Immediately upon consumption of a service

#### **Follow-up**

Ideally timed by and about user specific outcomes

#### **Community Partner/Data**

Cohort comparisons (relative rankings)



# Project Outcome:

# Overview: Project Outcome Timeline

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- **July 2013:** Performance Measurement Task Force (PMTF) initiated
- **June 2015:** Project Outcome launched
  - Funded by the Bill & Melinda Gates Foundation
  - Builds resources and support around PMTF work
- **Spring 2016:** PMTF to release advanced measures
- **Post-Grant (2018):** PLA management of Project Outcome continues

# Overview: Project Outcome

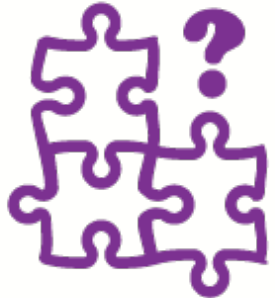
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Providing simple tools for libraries to:

- Measure service-based outcomes
- Understand and aggregate findings
- Access tools and resources to help libraries take action

# Overview: Project Outcome

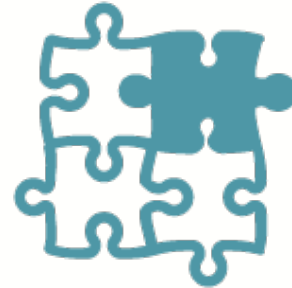
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**WHAT DOES OUR  
COMMUNITY NEED**



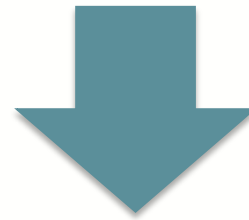
**HOW MUCH DID WE DO**



**WHAT GOOD DID WE DO**



**WHAT SHOULD WE DO BETTER**

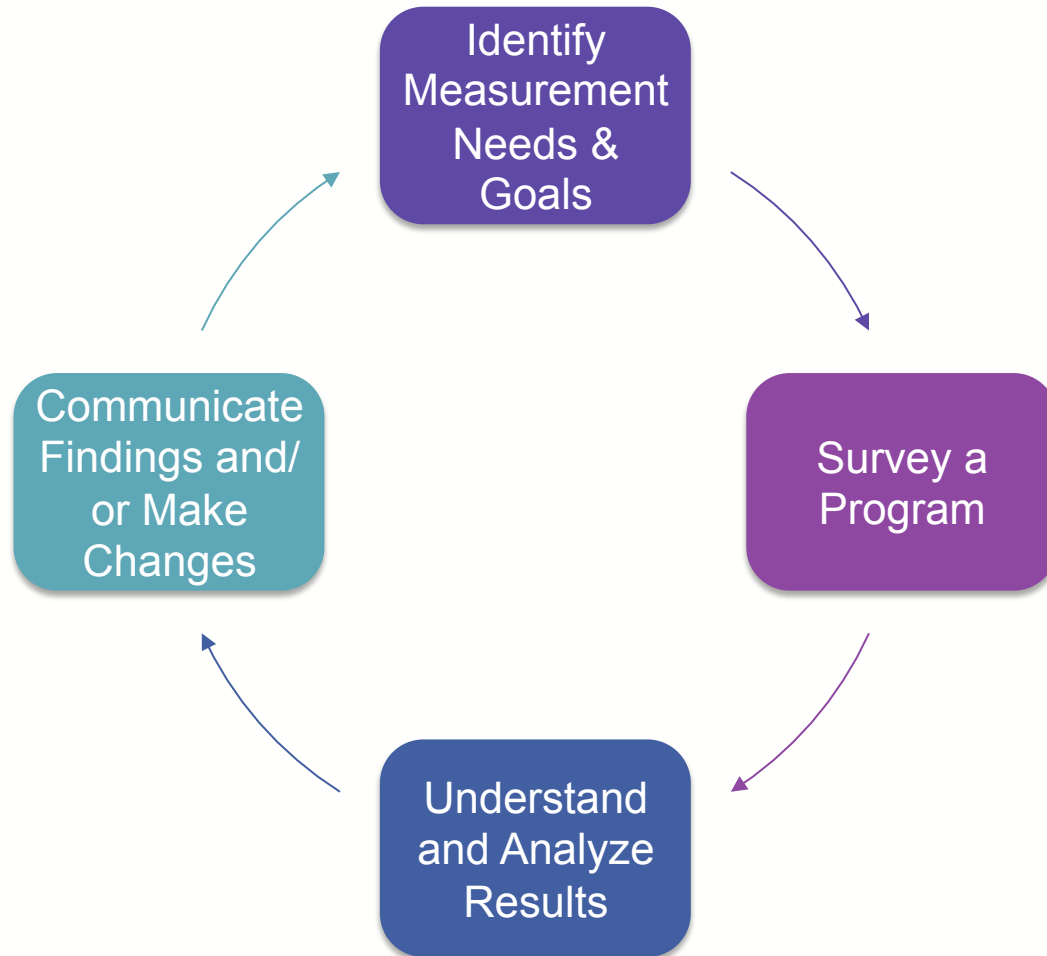


**Project Outcome**

# Overview: Project Outcome

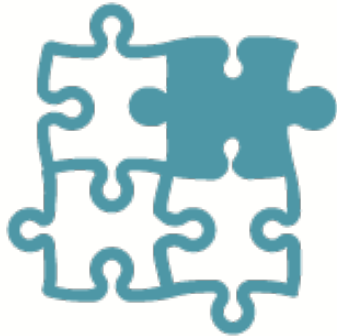
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## Outcome Measurement Process



# Overview: Project Outcome Results

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WHAT GOOD DID WE DO

- Understand your impact
- Improve services
- Support planning
- Manage resources
- Justify funding



# Measuring Outcomes



# Measuring Outcomes: Survey Development

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## Performance Measurement Task Force

- **Initiated:** July 2013
- **Membership:** public libraries, state libraries, and assessment researchers
- **Charge:**
  - Develop standardized outcome measures for widely-offered public library services & programs
  - Promote the training for implementation and use of the measures across public libraries

# Measuring Outcomes: 7 Survey Areas



**CIVIC/COMMUNITY ENGAGEMENT**



**EARLY CHILDHOOD LITERACY**



**EDUCATION/LIFELONG LEARNING**



**SUMMER READING**



**ECONOMIC DEVELOPMENT**



**DIGITAL INCLUSION**



**JOB SKILLS**

# Measuring Outcomes: Survey Development

## Performance Measurement Task Force (cont'd)

- Libraries piloted and tested surveys late 2014
- Survey design
  - simple and short
  - easy to administer
- Task Force members continue to develop new, advanced measures

# Measuring Outcomes: Early Childhood Literacy

Please take a few minutes for this brief survey and let us know if, as a result of participating in the EARLY CHILDHOOD LITERACY program . . .

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A
You learned something that you can share with your children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel more confident to help your children learn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are more aware of applicable resources and services provided by the library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What did you like most about the program?

What could the library do to improve your children's enjoyment of reading?

Date:

Time:

Location:



EARLY CHILDHOOD LITERACY

# Measuring Outcomes: Early Childhood Literacy

Multiple choice questions measure:

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

# Measuring Outcomes: Early Childhood Literacy

Open-ended questions measure:

- General patron feedback
- Suggestions for improvement



**EARLY CHILDHOOD LITERACY**

## Want to improve the effectiveness of library programs in your community?

SIGN UP



### How We're Helping

Project Outcome is dedicated to helping public libraries understand and share the true impact of essential library services and programs with simple survey instruments and an easy-to-use process for measuring and analyzing outcomes. Developed by library leaders, researchers, and data analysts, Project Outcome surveys, resources, training, and supportive online community provide public libraries with everything they need to apply their results and confidently advocate for their library's future. Joining Project Outcome is free of charge and only takes a few simple steps to begin.



CIVIC / COMMUNITY  
ENGAGEMENT



DIGITAL  
INCLUSION



EARLY CHILDHOOD  
LITERACY



ECONOMIC  
DEVELOPMENT



EDUCATION / LIFELONG  
LEARNING



JOB  
SKILLS



SUMMER  
READING

### Early Childhood Literacy

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime,

## Getting Started



### Survey Portal

Visit the survey portal to access surveys, report and store your results.

GO TO SURVEY PORTAL

### Data Dashboard

Visit the data dashboard to analyze your survey results.

GO TO DATA DASHBOARD

## Successfully Implementing



Once you are ready to use Project Outcome, review these quick tips for planning and administering the surveys and understanding and using the results.

- CATEGORIES
- HOW TO NAVIGATE THE
- DATA COLLECTION
- HOW WE COMPARE

Survey Portal



MY IMPACT

ORGANIZATIONAL PROFILE

REPORTS

[Account settings](#)

## Welcome to Project Outcome's Impact Survey Page

Congratulations! You are ready to start using Project Outcome's data portal, provided in partnership with Impact Survey! Here you will be able to create and/or access your...

**PROFILE:** Finalize and edit library-specific aspects of your user profile.

**SURVEYS:** Choose the service areas your library will measure, schedule and print or download your new surveys.

**DATA:** Enter survey responses into the data portal.

**REPORTS:** Access customized, two-page reports summarizing your library's data results.

Before you can begin, you must complete your organization profile.

[COMPLETE ORGANIZATION PROFILE](#)

[GO TO PROJECT  
OUTCOME](#)

[Survey Portal](#)

## Getting Started



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- HOW TO NAVIGATE THE
- DATA COLLECTION
- HOW WE COMPARE

Data Dashboard

# Successfully Implementing



When you are ready to start Project Outcome, review these resources for planning and administering the surveys and understanding and using the results.

CATEGORIES	<b>INTRODUCING IMPACT SURVEY</b> Video <input type="checkbox"/> Mark complete	<b>HOW TO MAXIMIZE YOUR RESULTS</b> Interactive <input type="checkbox"/> Mark complete	<b>HOW TO USE THE SURVEY PORTAL</b> Interactive <input type="checkbox"/> Mark complete
#FAQ #TAKING ACTION #ADMINISTRATION #PLANNING #ADVOCACY <b>#DATADASHBOARDS</b> <b>#SURVEYPORTAL</b> #HELP #CASESTUDIES #SURVEYDESIGN	<b>PROJECT OUTCOME SURVEY QUESTIONS</b> Text <input type="checkbox"/> Mark complete	<b>HOW TO NAVIGATE THE SURVEY PORTAL</b> Text <input type="checkbox"/> Mark complete	<b>HOW WE COMPARE</b> Text <input type="checkbox"/> Mark complete
FILE TYPES	<b>HOW TO TALK TO PATRONS ABOUT SURVEYS</b> Text <input type="checkbox"/> Mark complete	<b>PROJECT OUTCOME: AN OVERVIEW</b> Video <input type="checkbox"/> Mark complete	<b>DATA COLLECTION TEAM</b> Text <input type="checkbox"/> Mark complete

Project Outcome Website

## News & Events



### The Power of Performance: The PLA Performance Measures Initiative

Date: April 07, 2016 (10:45 AM) • Location: PLA Conference, Denver, Colorado

If you are interested in understanding your community by using a simple and straightforward measurement process, come hear from colleagues that have been trained on and implemented a powerful one.

[READ MORE >](#)



### Project Outcome: An Integral Part of the Planning Process

Date: December 10, 2015 (01:00 PM) • Location: ONLINE

This webinar is designed to teach participants how to effectively include Project Outcome in the library planning process as it relates to strategic goals, decision making, and program evaluation.

[READ MORE >](#)



### ALA Launches "Libraries Transform" Campaign

November 06, 2015

[READ MORE >](#)



### New Project Outcome Features: Impact Survey for Public Technology & Access Measurement

Date: November 12, 2015 (01:00 PM) • Location: Online

This webinar is designed to introduce you to the Impact Survey technology survey and new Project Outcome features. Impact Survey is an online survey tool for libraries that want to better understand how people use their public technology resources and services.

## Upcoming Events

- PROJECT OUTCOME: AN INTEGRAL PART OF THE PLANNING PROCESS
- PROJECT OUTCOME ENROLLMENT WORKSHOP: SIMPLE TOOLS TO MEASURE OUR TRUE IMPACT ON THE PEOPLE WE SERVE
- THE POWER OF PERFORMANCE: THE PLA PERFORMANCE MEASURES INITIATIVE

## Categories

- #FAQ
- #TAKINGACTION
- #ADMINISTRATION
- #PLANNING
- #ADVOCACY
- #DATADASHBOARDS
- #SURVEYPORTAL
- #HELP
- #CASESTUDIES
- #SURVEYDESIGN

[REMOVE FILTER](#)

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