# 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

**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

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

# What is an Outcome?

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?

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

# What is an Outcome?

User ***outcomes*** can be ***quantitative*** and ***qualitative***.

# What is an Outcome?

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

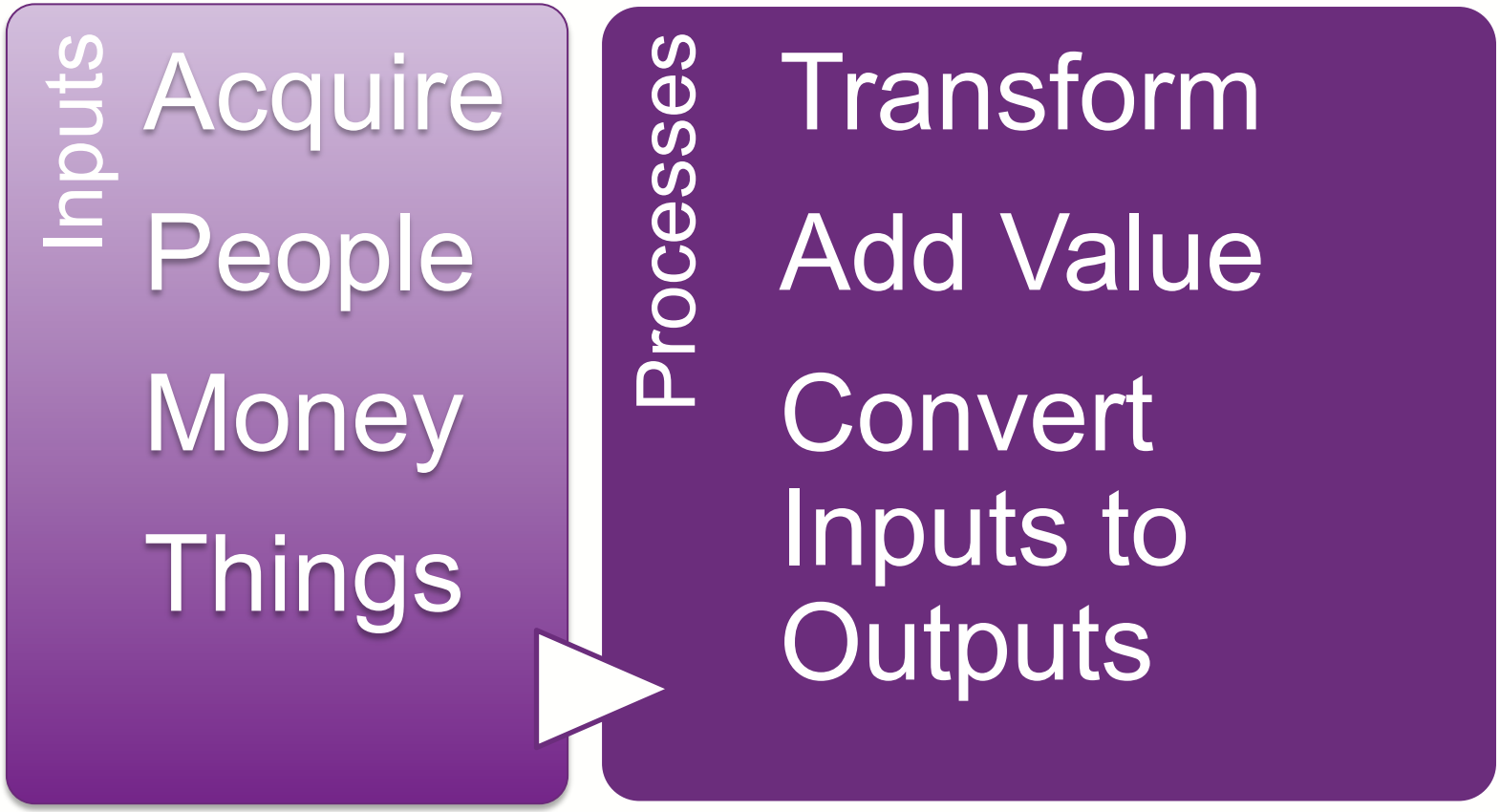
For the purposes of our definition please don't confuse internal library "outcomes" (meeting goals/objectives) … these are NOT user ***outcomes.***

# Traditional Library Statistics

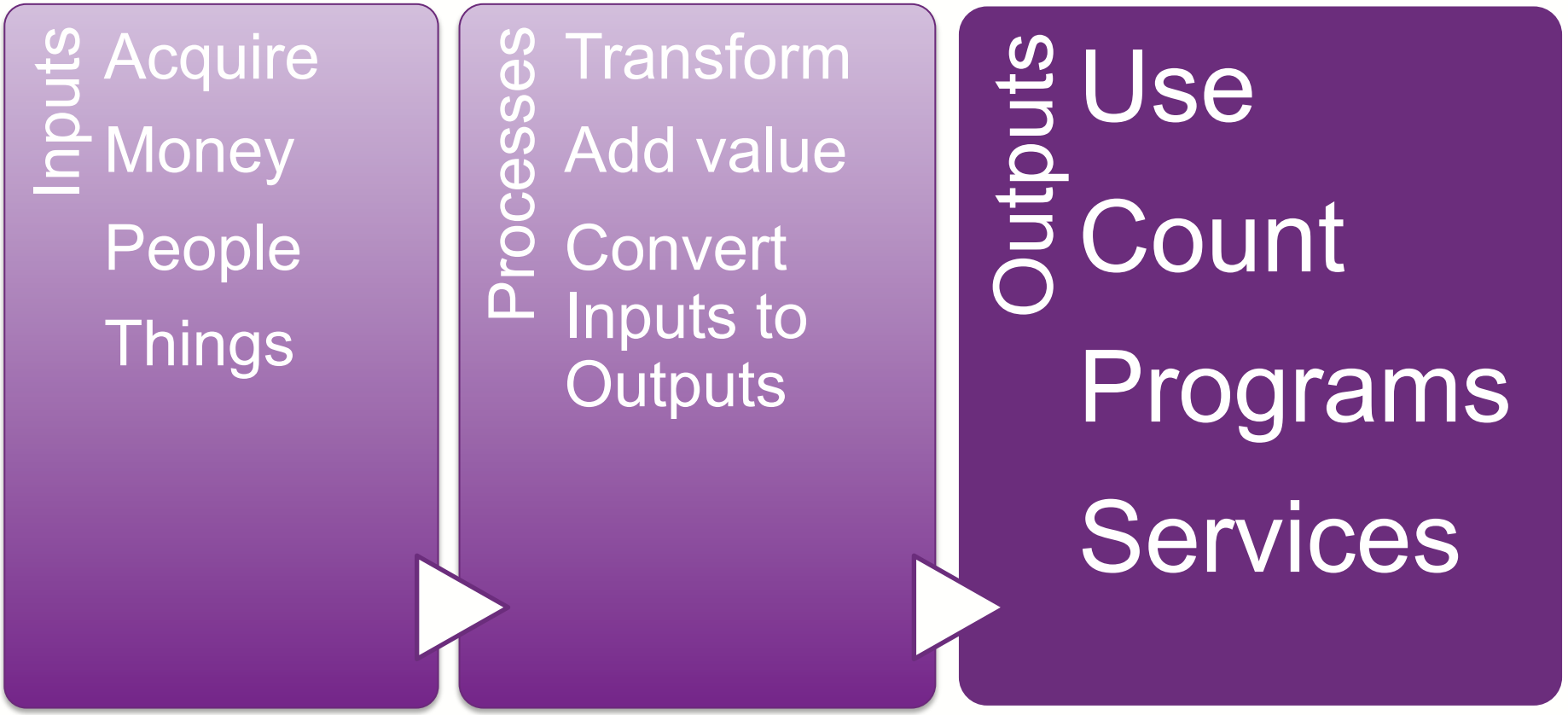
Inputs

- Acquire
- People
- Money
- Things

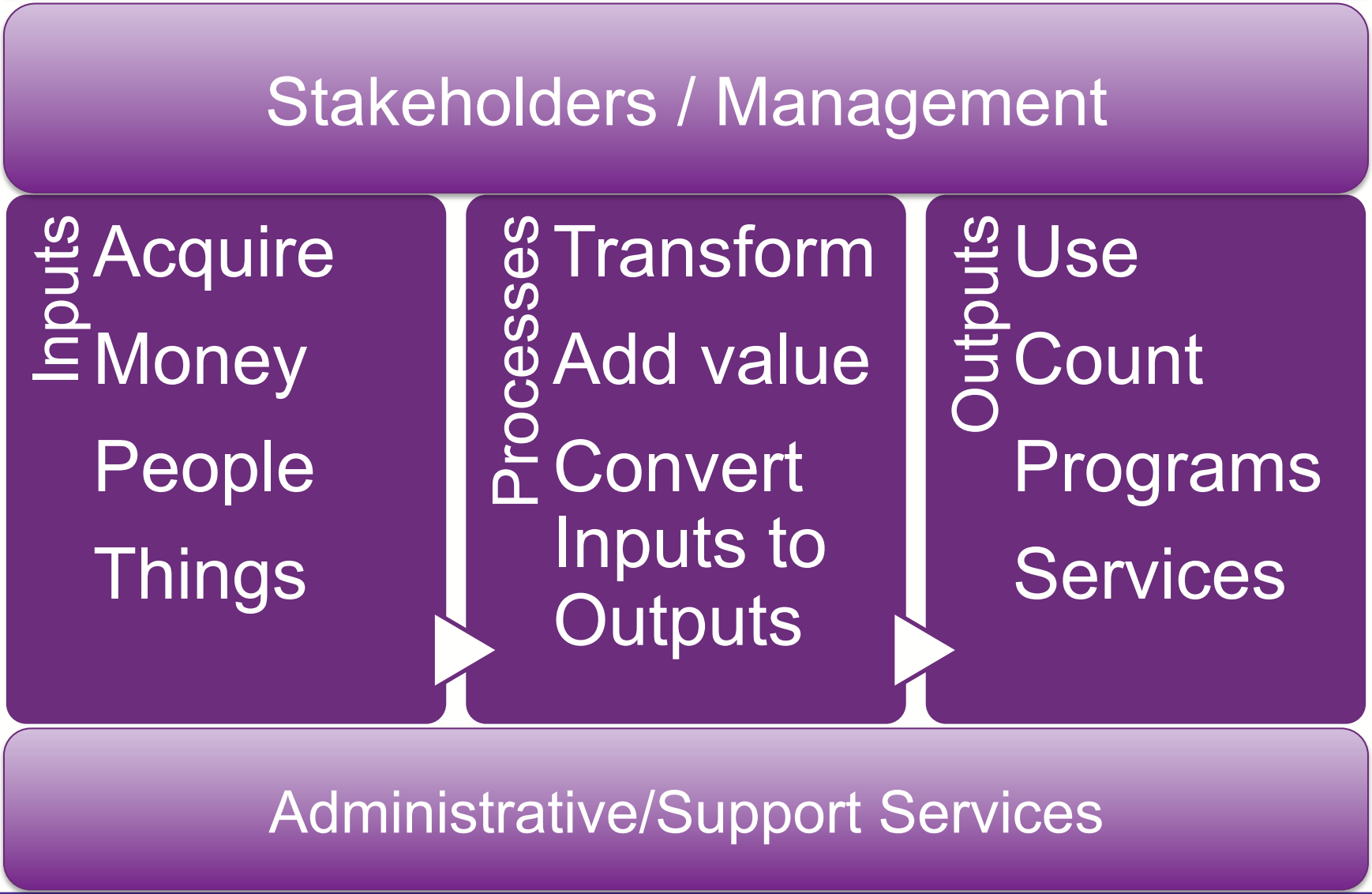
# Traditional Library Statistics



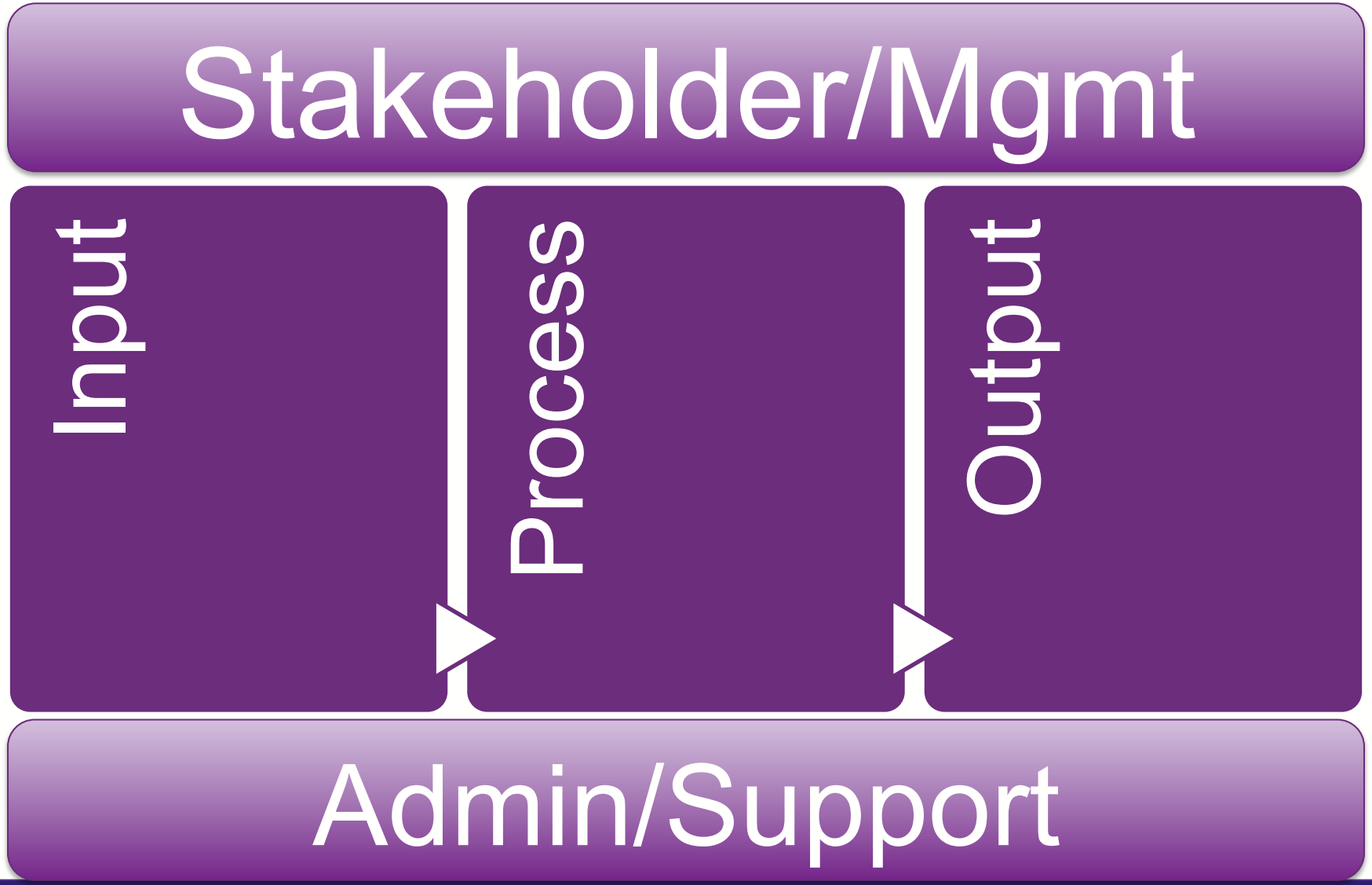
# Traditional Library Statistics



# Traditional Library Statistics



# Traditional Library Statistics



# Outcomes

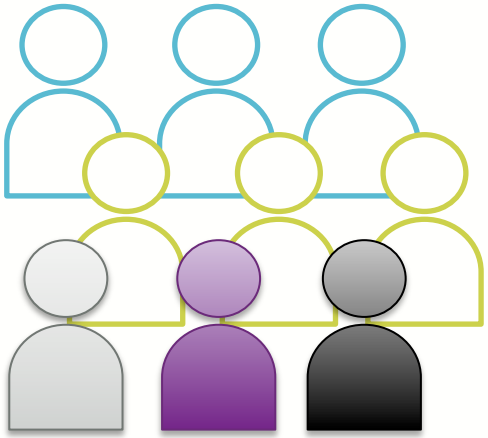
Stakeholder/Mgmt

Input

Process

Output

Admin/Support



**OUTCOMES**

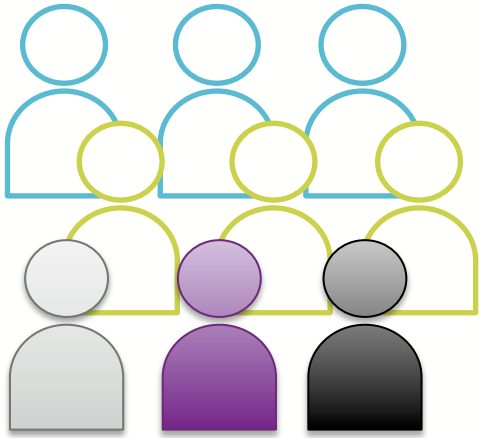
Knowledge
Skills
Confidence
Behaviour
Condition/Status

# Efficiency VS Effectiveness

- 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



**OUTCOMES**

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## 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

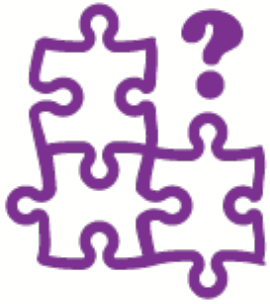
- **July 2013**: Performance Measurement Task Force (PMTF) initiated
- **June 2015:** Project Outcome launched
  - Funded by the Bill & Melinda Gates Foundation
  - Builds resources and support around PMTF work
- **Spring 2016:** PMTF to release advanced measures
- **Post-Grant (2018):** PLA management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

# Overview: Project Outcome

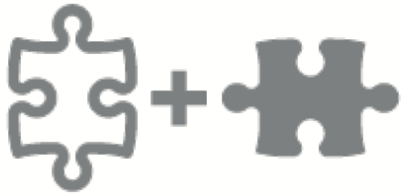
Providing simple tools for libraries to:

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

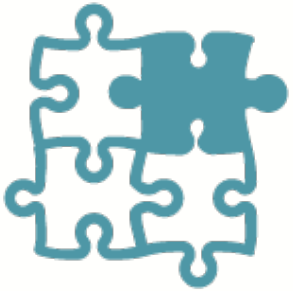
# Overview: Project Outcome



WHAT DOES OUR COMMUNITY NEED

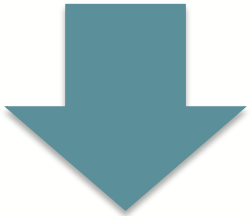


HOW MUCH DID WE DO



WHAT GOOD DID WE DO

WHAT SHOULD WE DO BETTER

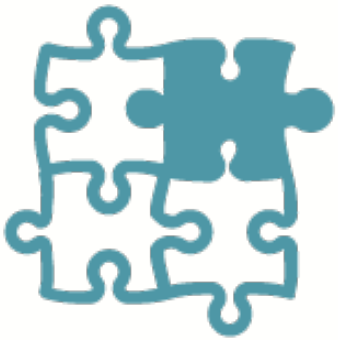


**Project Outcome**

# Overview: Project Outcome

Outcome Measurement Process

# Overview: Project Outcome Results




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

# Measuring Outcomes

# Measuring Outcomes: Survey Development

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

EARLY CHILDHOOD LITERACY

CIVIC/COMMUNITY ENGAGEMENT

EDUCATION/LIFELONG LEARNING

SUMMER READING

ECONOMIC DEVELOPMENT

JOB SKILLS

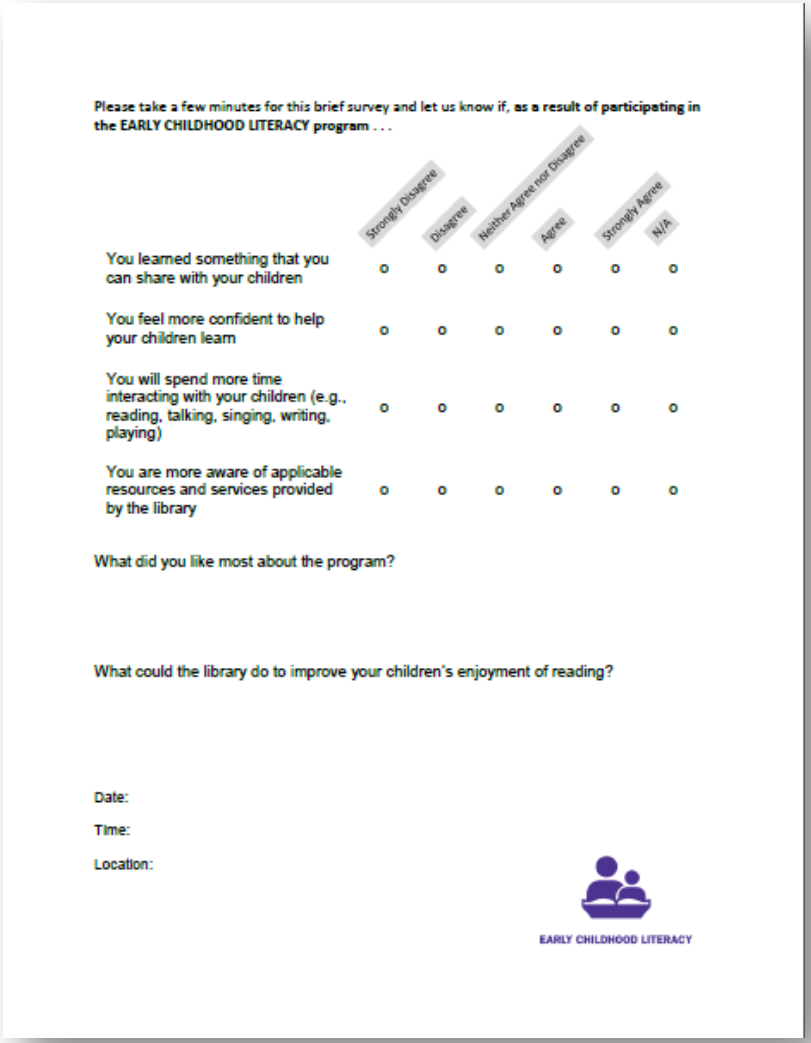
DIGITAL INCLUSION

# 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 | o | o | o | o | o | o |
| You feel more confident to help your children learn | o | o | o | o | o | o |
| You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing) | o | o | o | o | o | o |
| You are more aware of applicable resources and services provided by the library | o | o | o | o | o | o |

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

SIGN IN SIGN UP

project | OUTCOME
MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES

About News Contact

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

SIGN UP

## How We're Helping

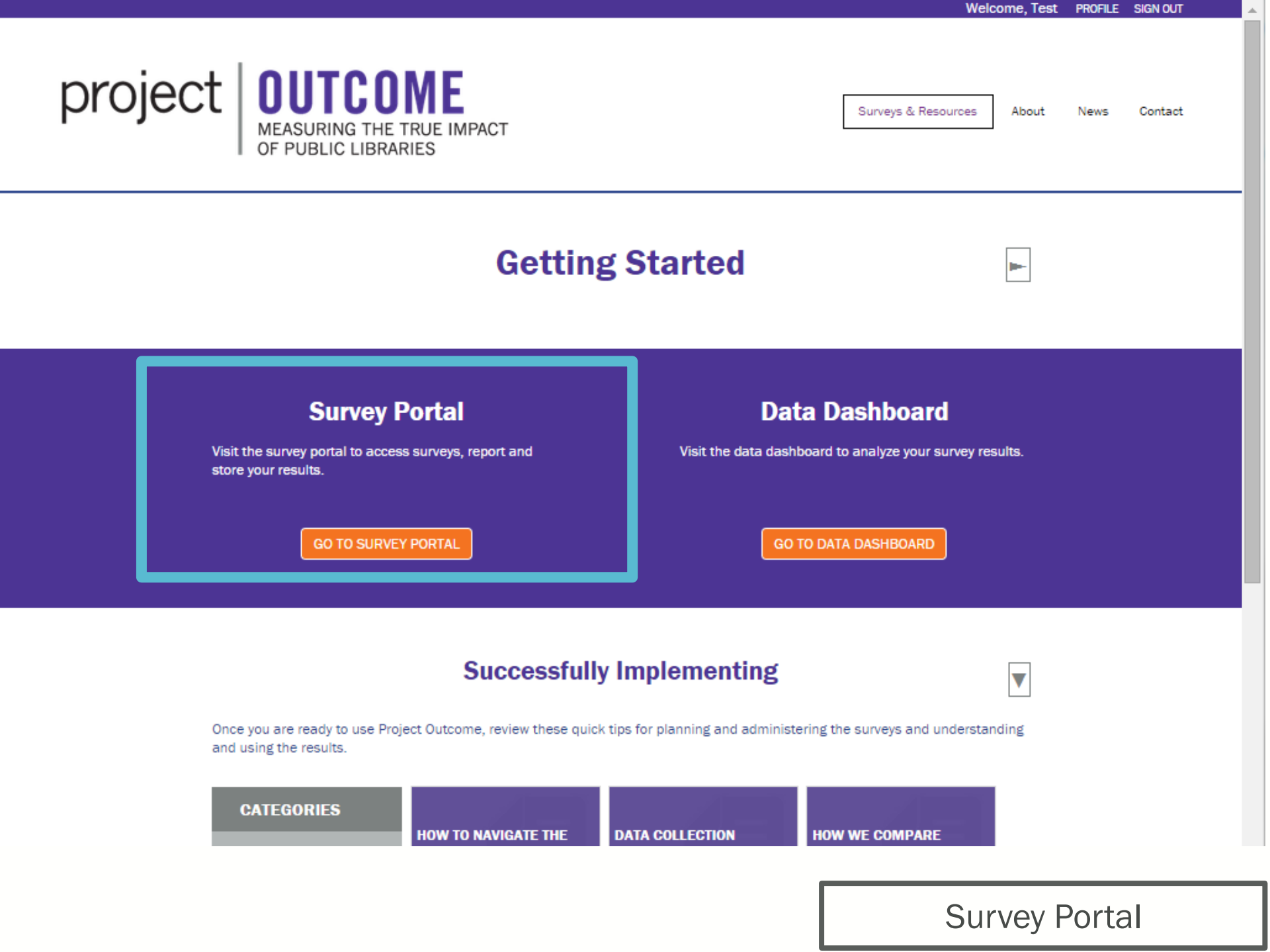
Project Outcome is dedicated to helping public libraries understand and share the true impact of essential library services and programs with simple survey instruments and an easy-to-use process for measuring and analyzing outcomes. Developed by library leaders, researchers, and data analysts, Project 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,

Project Outcome Website




Survey Portal

impact survey
Advancing libraries through community insight



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MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES

PLA Public Library Association

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...

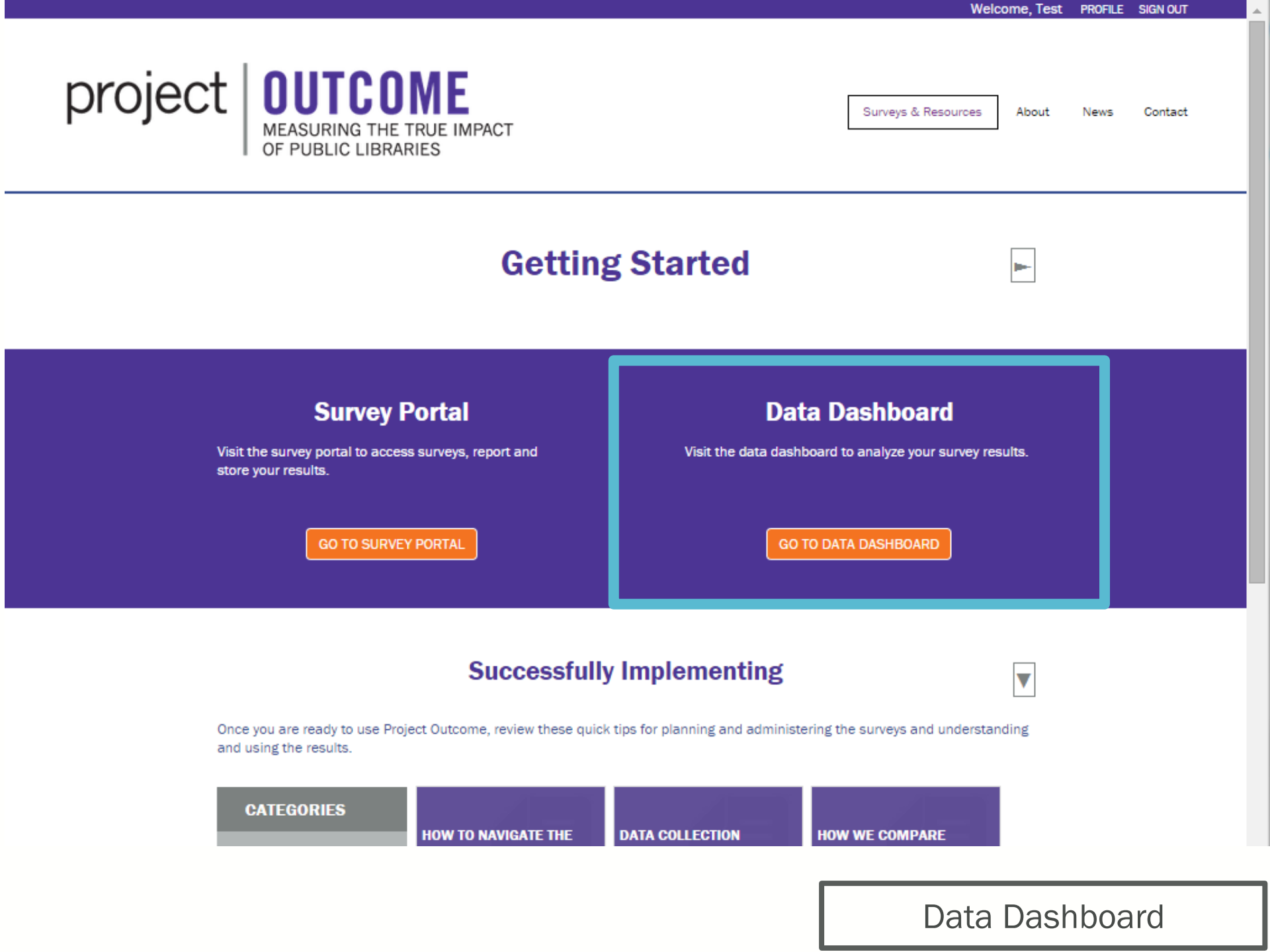
**PROFILE:** Finalize and edit library-specific aspects of your user profile.
**SURVEYS:** Choose the service areas your library will measure, schedule and print or download your new surveys.
**DATA:** Enter survey responses into the data portal.
**REPORTS:** Access customized, two-page reports summarizing your library's data results.

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

COMPLETE ORGANIZATION PROFILE

GO TO PROJECT OUTCOME

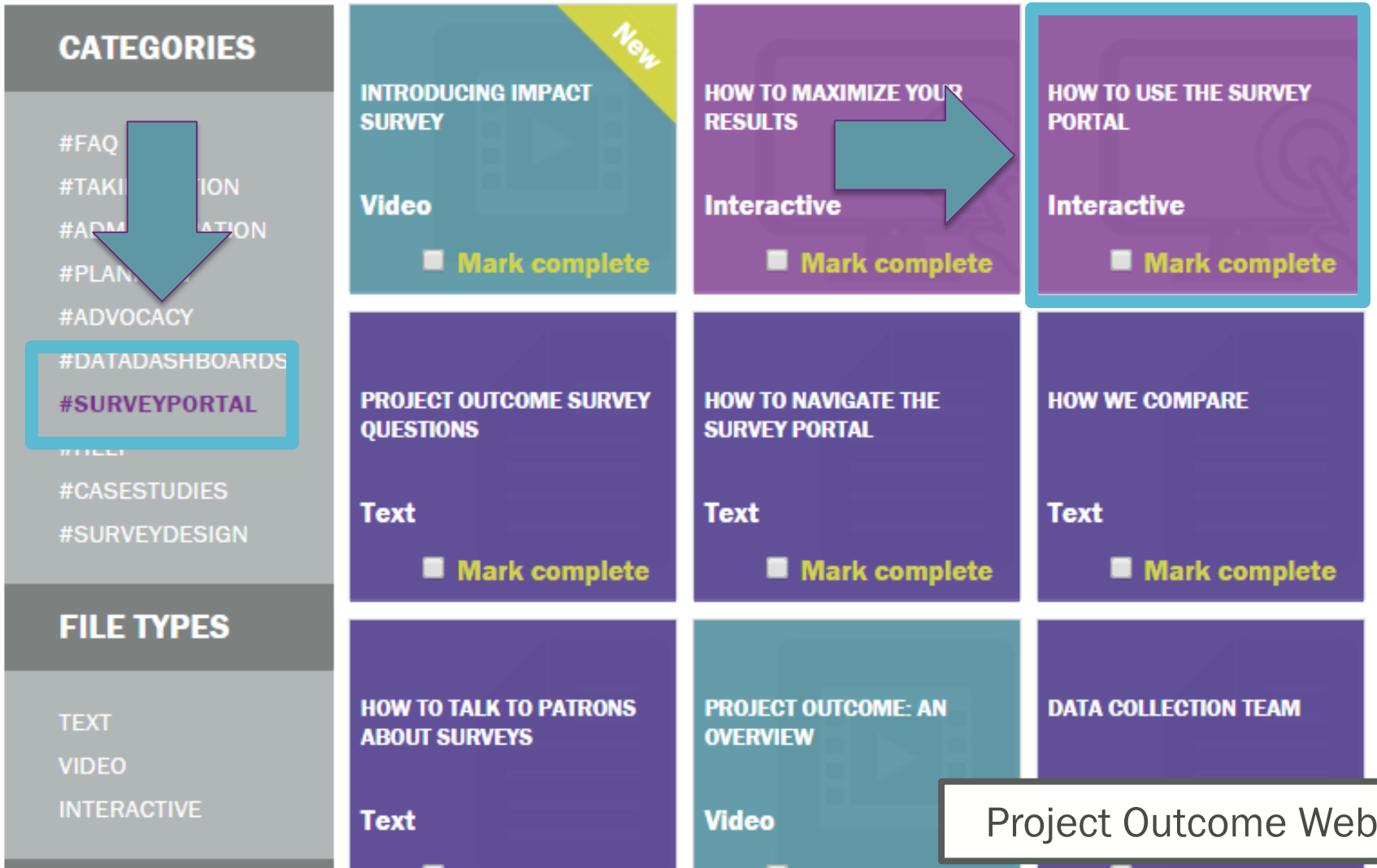
Survey Portal



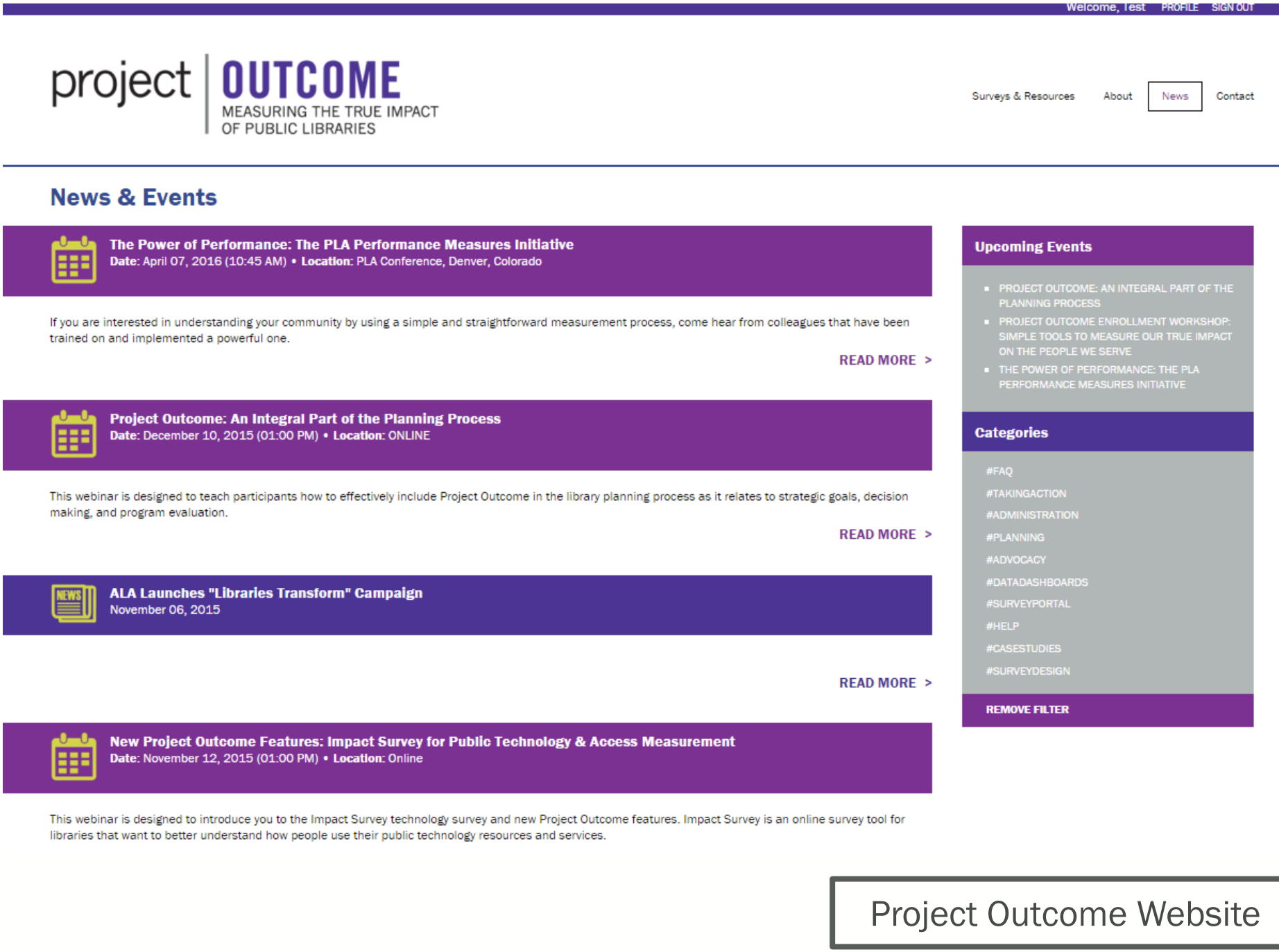

Data Dashboard

# 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.




Project Outcome Website




Project Outcome Website

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