

Measuring Outcomes

A Plan for 2017



2016 Annual Plan and Budget

XII. Determine best methods for measuring desired library district service outcomes in order to demonstrate PCCLD contribution to the success and improvement of our community



2016 Annual Plan XII

Action Steps

1. Study Public Library Association's *Project Outcome* findings and other relevant resources.
2. Determine applicability to PCCLD.
3. Communicate findings and determine model for library district adoption.
4. Implement prototype with goal to implement in 2017.



Trends in Outcome Based Metrics

How do we measure community impact?



What are Outcomes

Aren't we measuring them already?

Outputs (current standard metric)

Measure Operational Data

- Circulation
- Visits
- Program attendance
- And so on.

Outcome (future additional metric)

Measure library's impact on community

- Changes in patron's attitudes
- Improvement of patron's skills
- Increase of patron's knowledge
- Changes in patron's behavior
- Changes to a patron's status or life condition



Project Outcome

We have resources!

project **OUTCOME**

Welcome, David TOOLS & RESOURCES ABOUT US NEWS CONTACT SIGN OUT

Outcome Measurement Made Easy

Resources and Tools to Plan Surveys and Analyze Data at Your Library



What Is Project Outcome?

We help public libraries understand and share the true impact of their services and programs with simple survey instruments and an easy-to-use process to measure and analyze outcomes.



Training



Survey Portal



Data Dashboards



About Project Outcome

- 2013 - PLA starts Performance Measurement Taskforce
- 2014 - Pilot tests with 27 libraries
- June 2015 - PLA Officially launches Project Outcome
- June 2016 - Surveys released to public



Project Outcome Resources

- Established, consistent surveys (online and printable)
- Analysis tools and dashboard
- Valuable demographic data
- Support and training



Sample Survey Questions

Early Childhood Literacy

- You learned something new that you can share with your children. *(scale 1-5)*
- You feel more confident to help your children learn. *(scale 1-5)*
- You will spend more time with your children (reading, singing, talking, writing, playing). *(scale 1-5)*
- You are more aware of applicable resources and services provided by the library. *(scale 1-5)*
- What did you like most about the program?
- What could the library do to improve your children's enjoyment of reading?



Maria Kramer

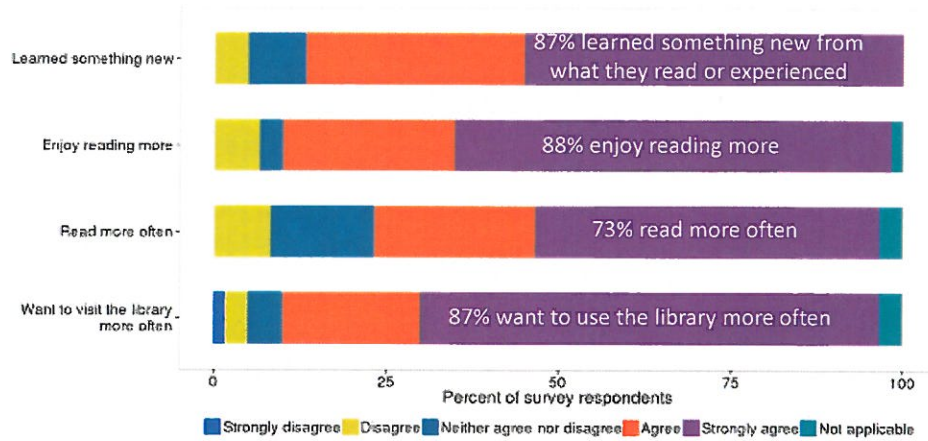
PCCLD Early Adopter

- June 2016, prepares surveys for 2016 Summer Reading Program
- 3 Surveys released: Summer Reading Adult, Summer Reading Caregiver and Summer Reading Teen
- 150 Survey responses



Results: Summer Reading Teen/Child Survey

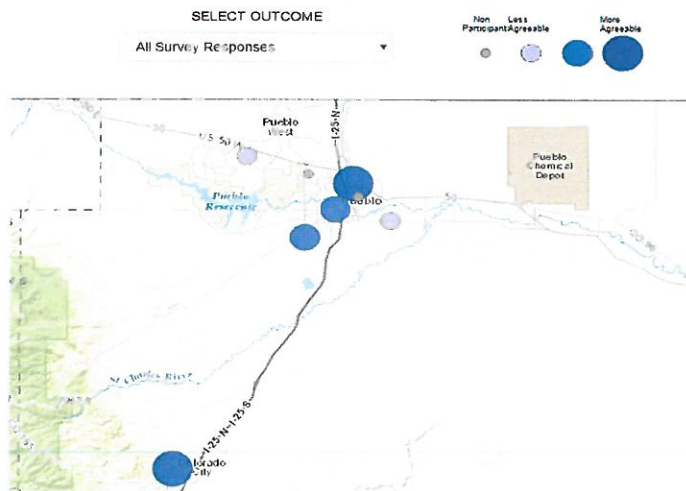
60 Responses



Wealth of Information

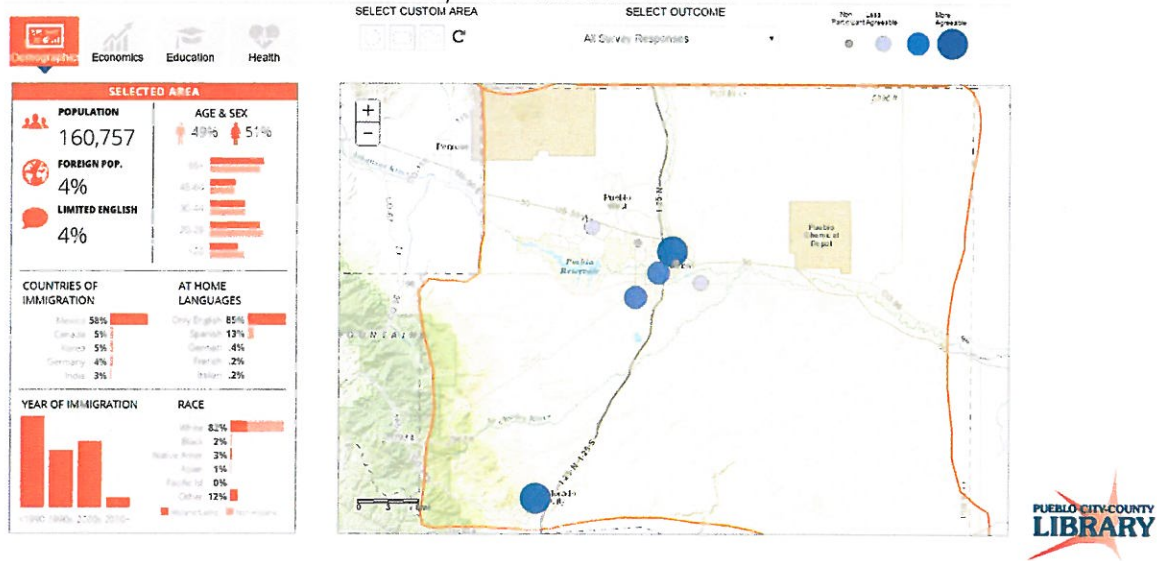
The Project Outcome Portal

PROJECT OUTCOME SCORES BY LIBRARY OUTLET



Demographic Information

The Project Outcome Portal



Next Steps - 2016

- 2016 All Pueblo Reads, 2nd pilot survey(s)
- Late 2016 compare notes with Maria Kramer and begin formal discussions and training with programming staff

2017 - Building on Success

Plan - Do - Check - Act

- Early January - Meet with managers, identify targets and select surveys
- February - Launch 1st survey set for 2017
- April - Review survey efforts and results
- April - Update survey methods based on feedback
- May - Prepare next surveys and repeat cycle



Tell Our Story

