Count Your Impact

GETTING STARTED WITH OUTCOME-BASED EVALUATION

Linda Hofschire
Library Evaluation and Training Consultant

Welcome!

- Name
- Organization
- City
- What is something you are looking forward to reading, watching, or listening to this summer?

Session Outcomes

1. Recognize how outcome-based evaluation (OBE) can benefit your library and community.
2. Develop and/or deepen your understanding of OBE and how logic models are used for OBE.
3. Discover new methods and tools for measuring outcomes.
4. Recognize how OBE can be used for program improvement and advocacy.

Please share:

1. One public-facing program or service that is central to your library

2. One of your library's goals for this program or service

Logic models

To conduct outcome-based evaluation, we use a logic model.

Poll

Which of the following statements describe your previous experience with logic models? (select all that apply)

1. I'm new to logic models – no previous experience.
2. I have a basic understanding of what a logic model is but haven't created one.
3. I've attended other logic model trainings.
4. I've created a logic model.
5. I use logic models regularly in my work.

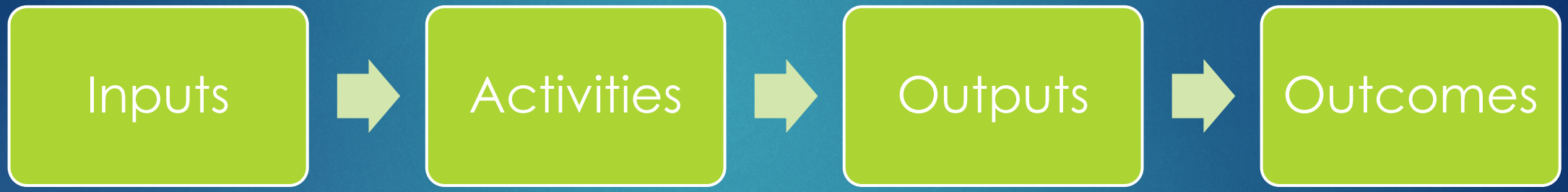
Logic model

- A graphical depiction of how a program/ service is supposed to work and what it will accomplish
- A road map
- A theory of change

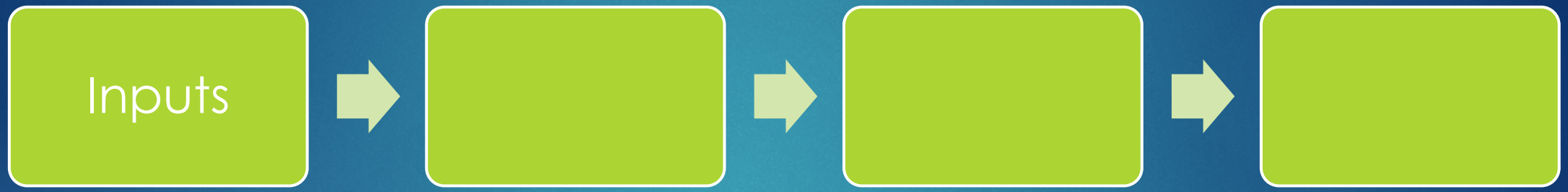
Logic model

- Answers the questions:
  - Where are we (program/service participants) going?
  - How will we (program/service participants) get there?
  - What will show that we've (program/service participants) arrived?

Logic model



Logic model



Resources used to deliver programs and services. What are we investing?

funds expended

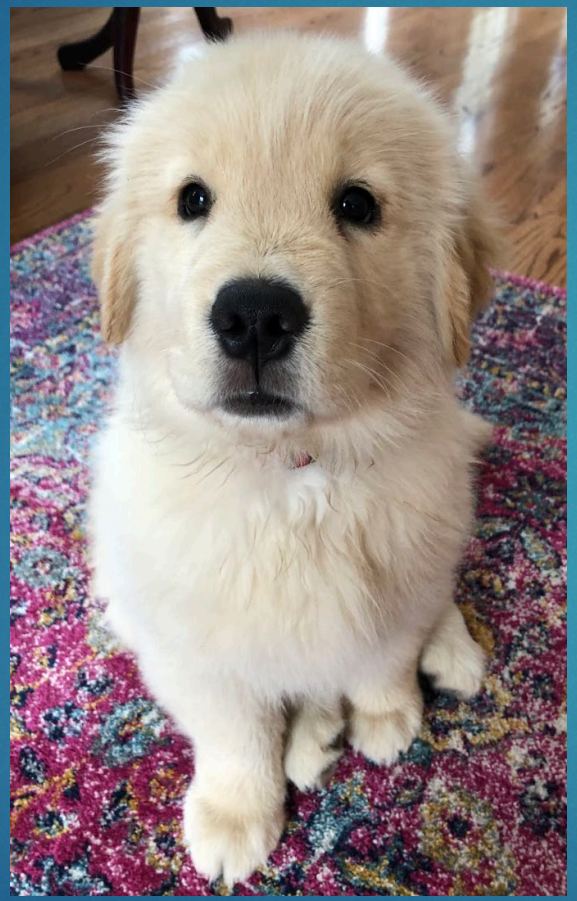
number of staff

staff hours

Let’s build a logic model

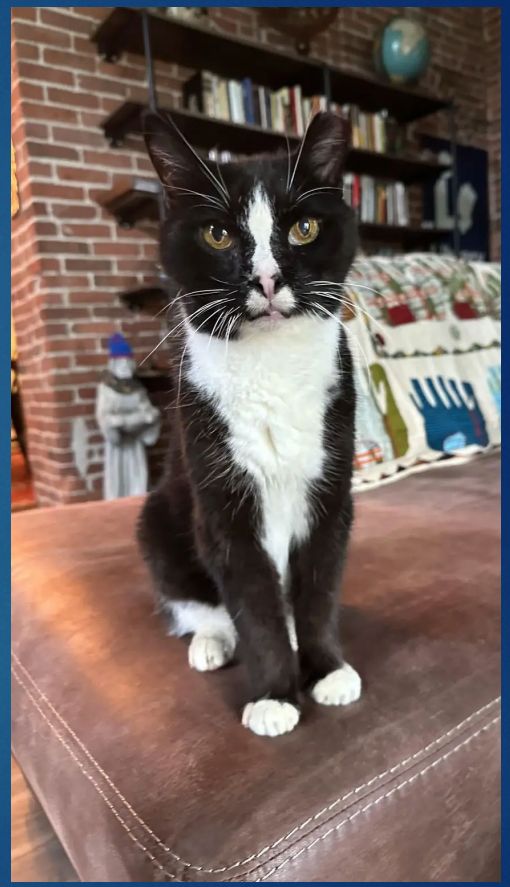
Borrow a Buddy

Caramel



Gracie

Dora



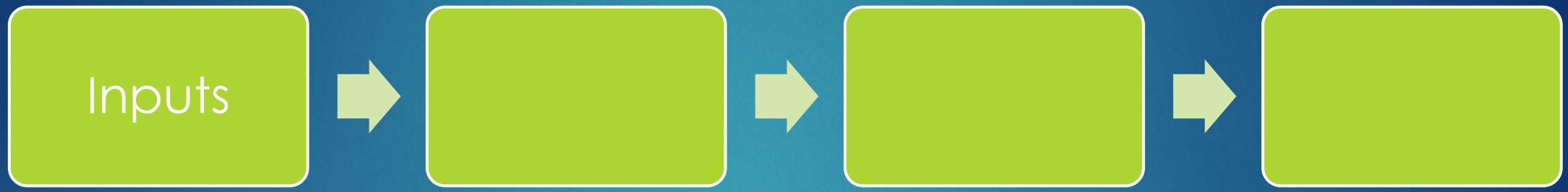
JR

Borrow a Buddy

- Pet checkout (cats, dogs, guinea pigs, hedgehogs, iguanas, rabbits)
- 3-week circulation period, supplies and food are provided
- Intended outcomes:
  - Improve wellbeing and connectedness
  - Increase confidence

Moon

Your turn: Borrow a Buddy

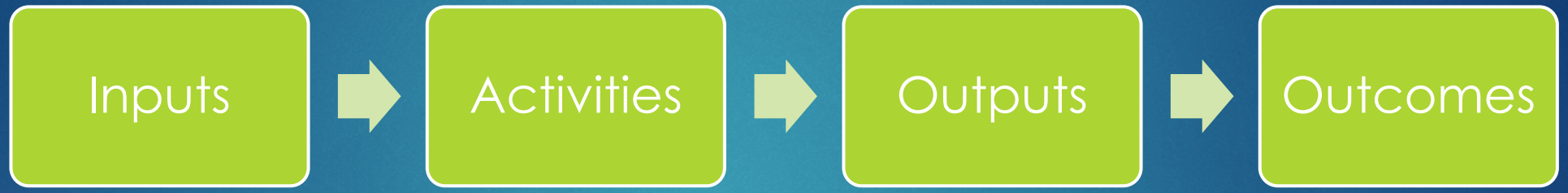


Resources used to deliver programs and services. What are we investing?

Borrow a Buddy Logic Model

Inputs	Activities	Outputs	Outcomes
Money for animal care, supplies, and equipment Staff time for developing and running the initiative Space for pets to be housed when not circulating			

Logic model



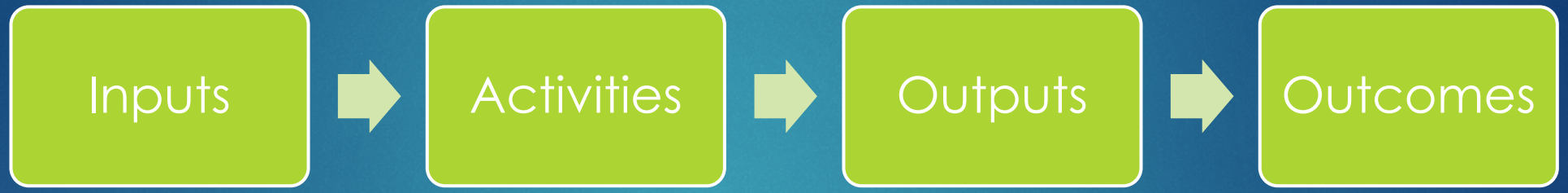
What are we doing with the resources to bring about our intended outcomes?

summer learning
programs

readers advisory

time tracking software

Your turn: Borrow a Buddy



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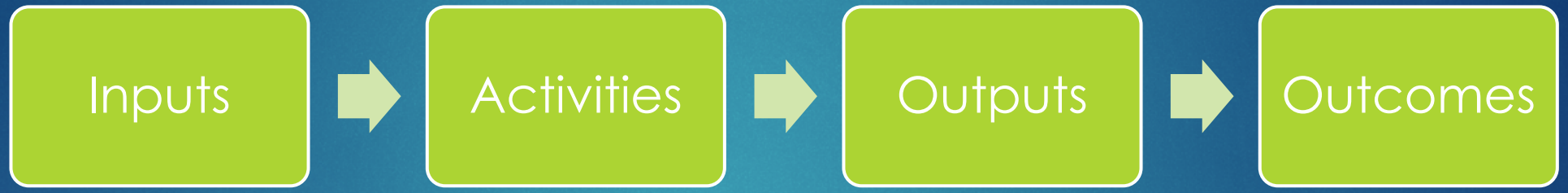
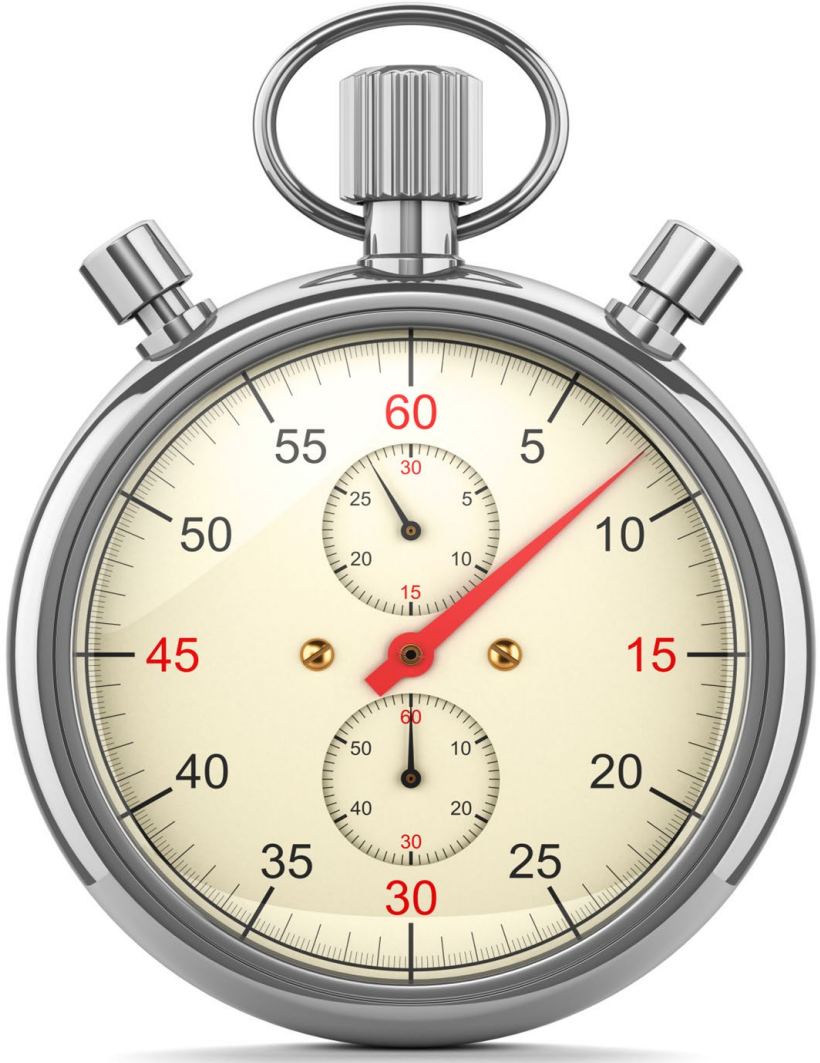
Logic model



Participation/ use of materials. How many of X were provided/ used? Who/how many people did we reach?

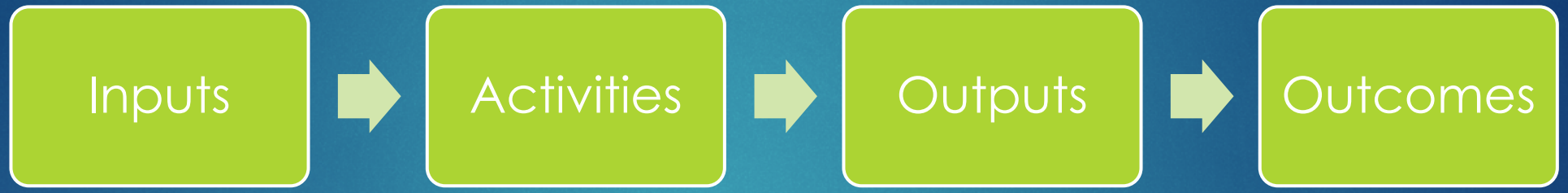
TUE
WED
THU
number of programs offered

total attendance at programs



number of minutes spent reading

Your turn: Borrow a Buddy



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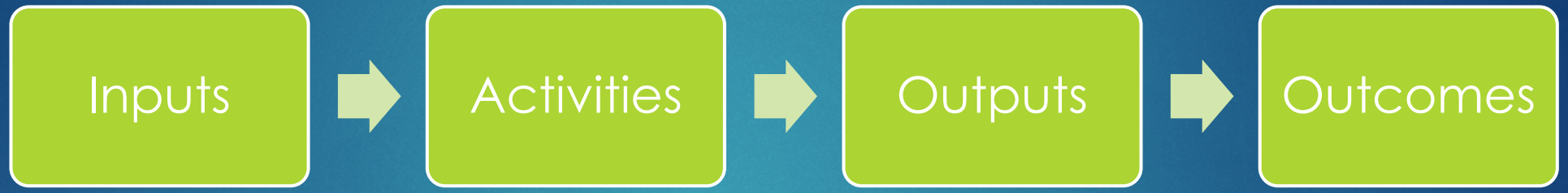
Logic model



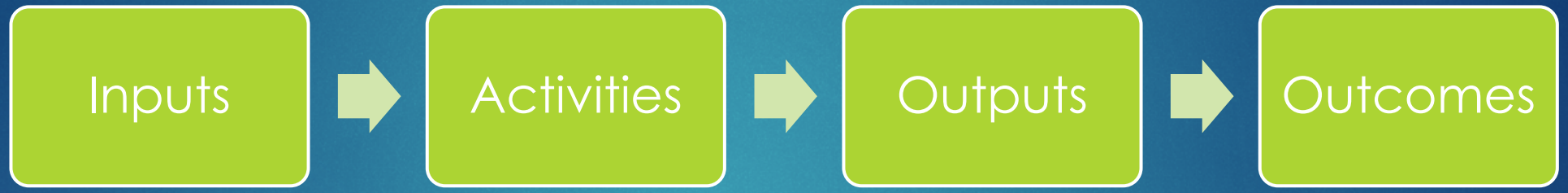
Changes in participants after experiencing program/service. What changes do we observe in terms of behaviors, knowledge, attitudes, skills, etc.?

Children's enjoyment of reading increased

children maintained
or improved reading skills

children were more
likely to read by choice

Your turn: Borrow a Buddy



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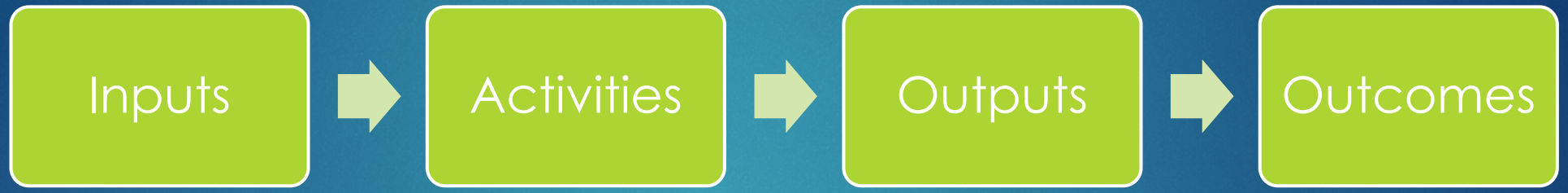
How to create a logic model



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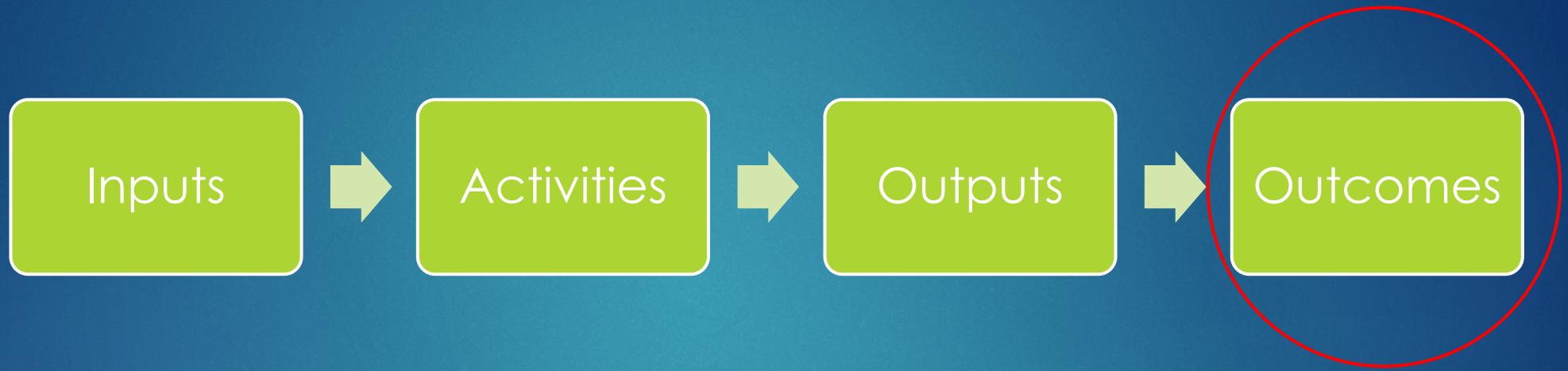


Begin at the end and work backwards

A logic model can serve as a great guide for program planning

Measuring Outcomes

Sofia

Kenny & Widow

Measuring outcomes

- Interview
- Focus Group
- Survey

Interviews and focus groups

Surveys

After participating in the Summer Reading Program, did your child's reading habits change? Please indicate if the following things increased, stayed the same, or decreased for your child:

	Increased	Stayed the Same	Decreased
Enjoyment of reading			
Reading skills			
Reading by his/her choice			

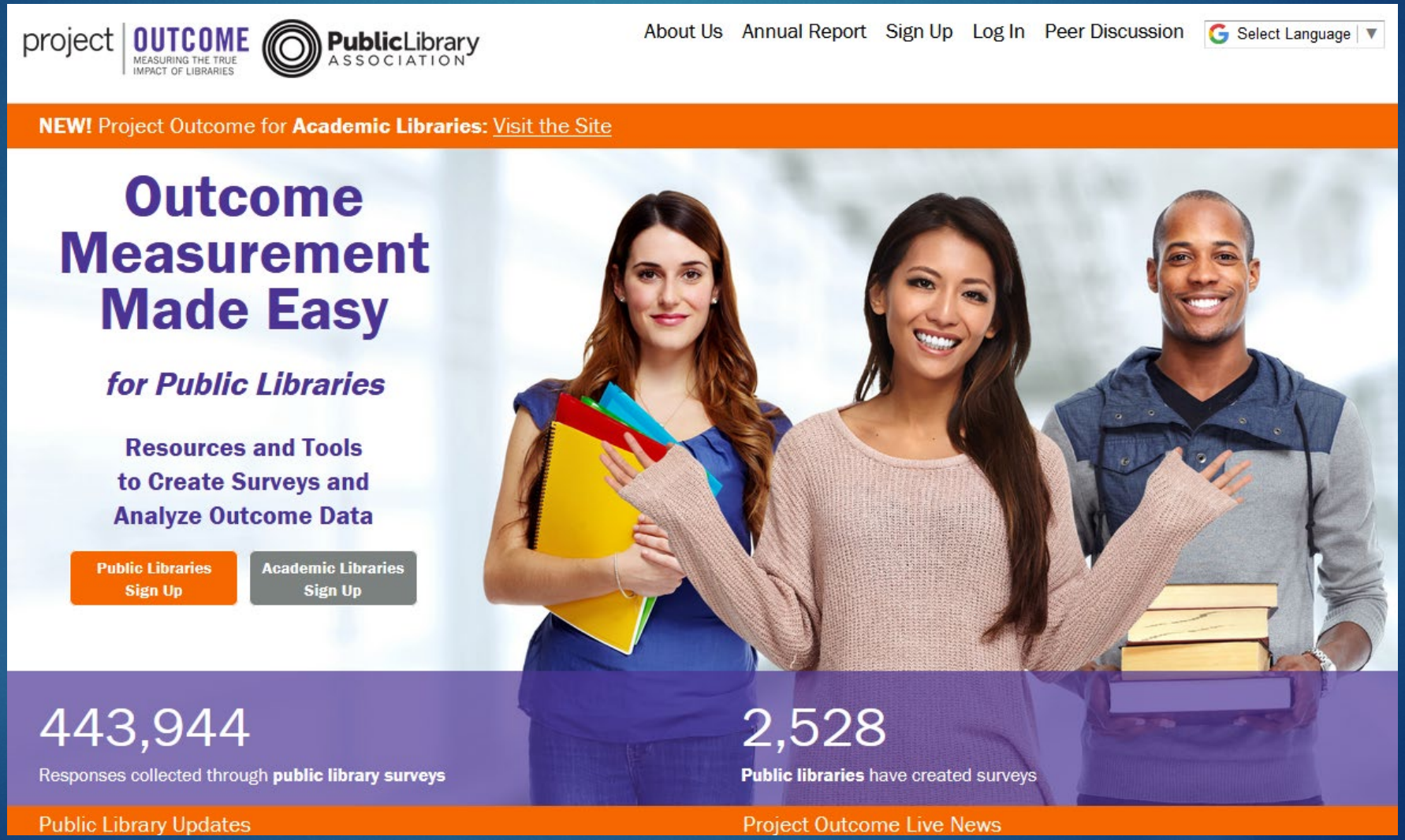
Survey— Open-ended questions

Please tell us how the computer center helps you or your community:

Probably the most valuable resource, dollar for dollar, available to community. I have found jobs… researched… located tax information, and have done schoolwork over the years. Thank you!

The access to the internet afforded by the public library is most probably the only reason I am not completely bereft of any and all computer skills. Were it not for this access, as well as the assistance rendered via classes offered, I would most likely be unemployed if not unemployable.

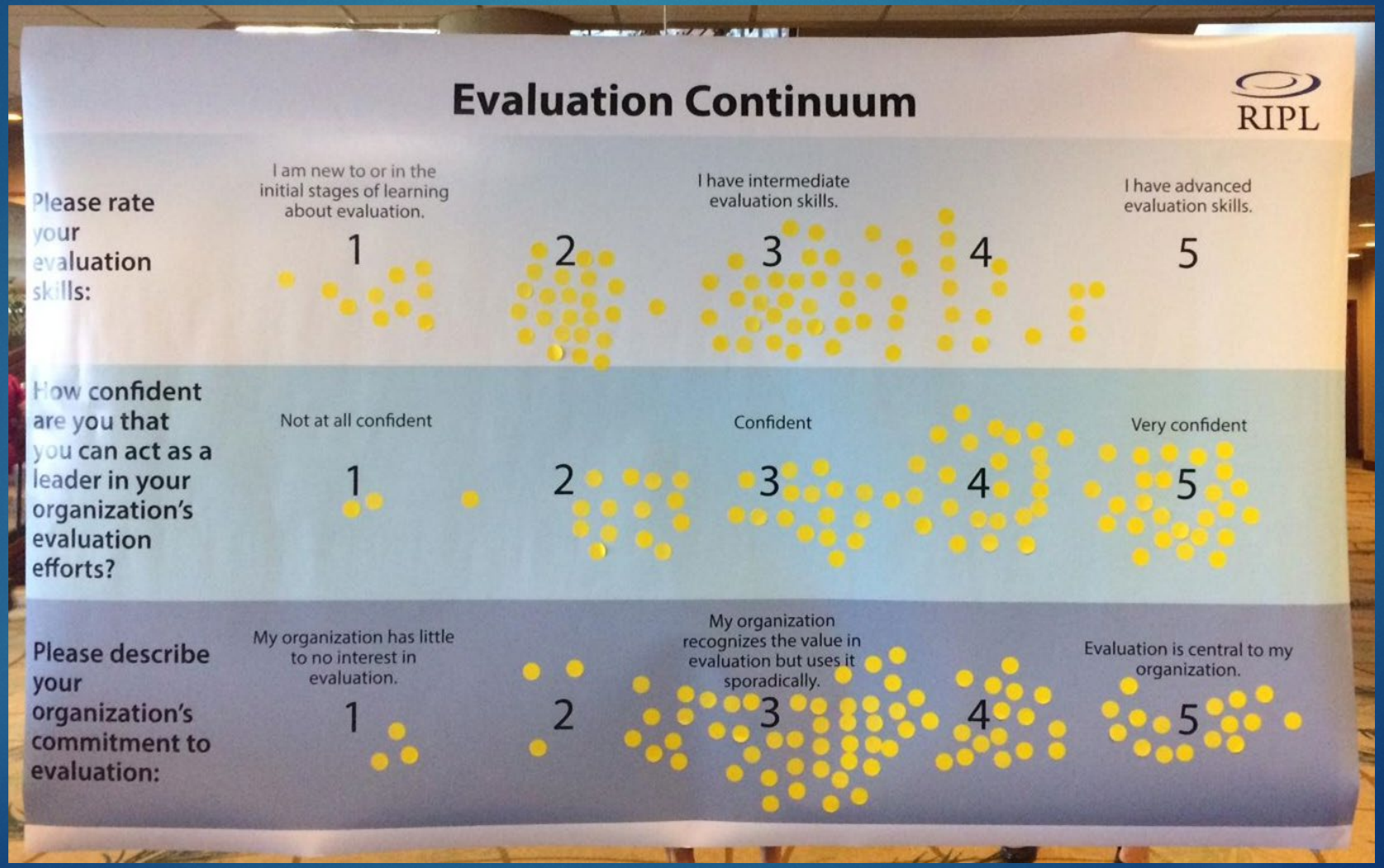
PLA - Project Outcome



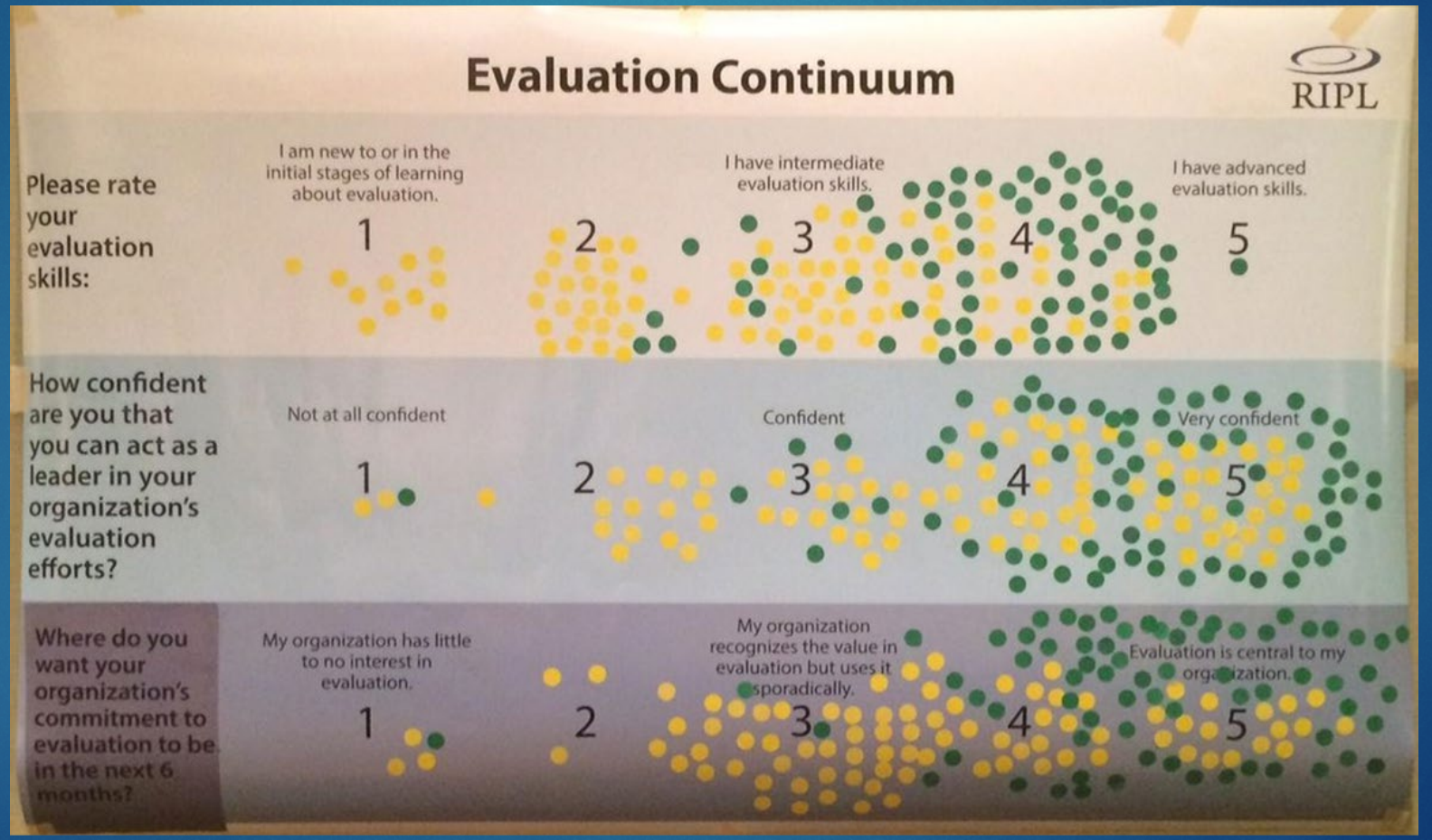
PLA - Project Outcome

- Early Childhood Literacy
- Education/Lifelong Learning
- Digital Inclusion
- Job Skills
- Economic Development
- Civic/Community Engagement
- Summer Reading
- Health

Continuum


Evaluation Continuum
RIPL
Please rate your evaluation skills:
I am new to or in the initial stages of learning about evaluation.
1
2
I have intermediate evaluation skills.
3
4
I have advanced evaluation skills.
5
How confident are you that you can act as a leader in your organization's evaluation efforts?
Not at all confident
1
2
Confident
3
4
Very confident
5
Please describe your organization's commitment to evaluation:
My organization has little to no interest in evaluation.
1
2
My organization recognizes the value in evaluation but uses it sporadically.
3
4
Evaluation is central to my organization.
5

Continuum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How confident are you that you can act as a leader in your organization's evaluation efforts?
Not at all confident
1
2
Confident
3
4
Very confident
5
Where do you want your organization's commitment to evaluation to be in the next 6 months?
My organization has little to no interest in evaluation.
1
2
My organization recognizes the value in evaluation but uses it sporadically.
3
4
Evaluation is central to my organization.
5

Voting

Voting

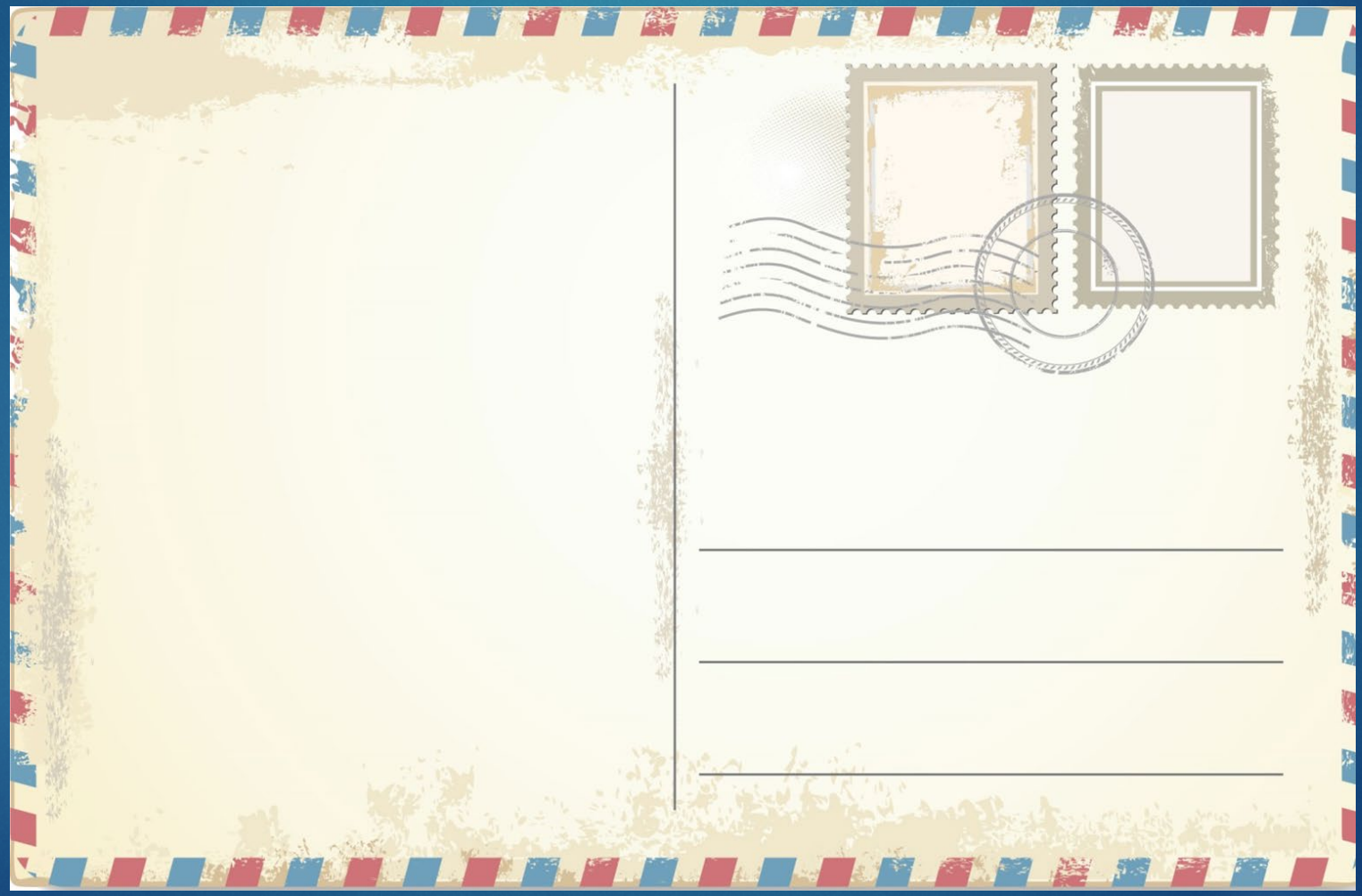
Learning Station:
Alternative Methods to the Survey
Dewey
Try your hand a quick poll, one alternative to the survey. Answer the age-old library riddle: Dewey or no Dewey? Use a pom-pom to tell us what you think by dropping it in one of the jars provided. We'll use the results to settle the score once and for all!
No Dewey

I like living here because of the
Places to see
Facilities
Shops

Post-it Note Feedback

Quick iPad Poll

Postcard



Value of OBE

- Program improvement
- Demonstrating impact

Program improvement

Borrow a Buddy evaluation results

Intended Outcomes	Actual Outcomes
Participants gain increased confidence caring for a pet	
Participants gain higher levels of wellbeing	

Borrow a Buddy evaluation results

Intended Outcomes	Actual Outcomes
Participants gain increased confidence caring for a pet	Very few participants reported increased confidence. Borrow a Buddy staff reported high levels of participant questions and early returns for cats and dogs.
Participants gain higher levels of wellbeing	

Borrow a Buddy evaluation results

Intended Outcomes	Actual Outcomes
Participants gain increased confidence caring for a pet	Very few participants reported increased confidence. Borrow a Buddy staff reported high levels of participant questions and early returns for cats and dogs.
Participants gain higher levels of wellbeing	Participants reported higher levels of happiness and connection to the community after participating.

Borrow a Buddy Logic Model

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Demonstrating impact

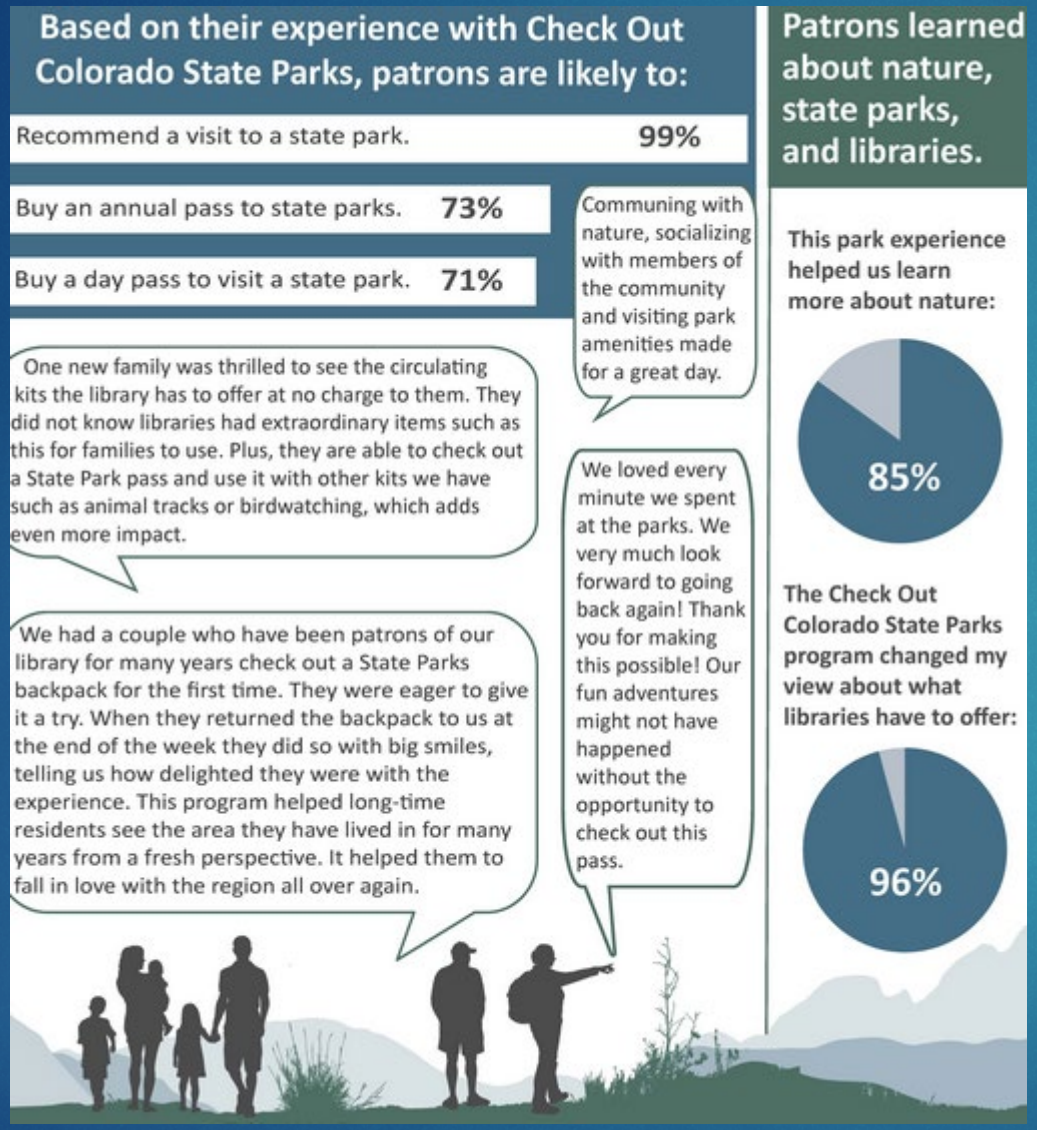
"Friendliness of staff and bumping into neighbours makes me feel less lonely."

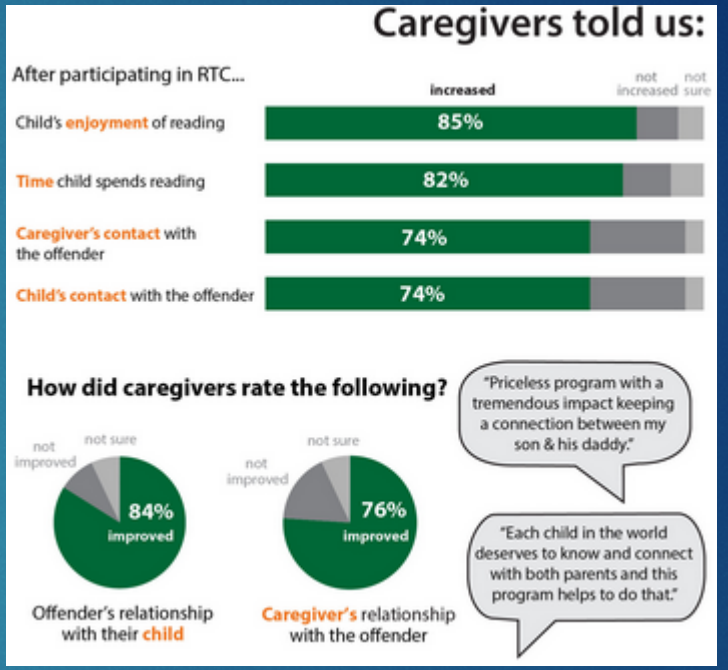
"It provides a meeting place to connect with neighbours and helps me sleep well each night by providing a book to read that helps me to relax and unwind."

"Having the library visit has lessened feelings of isolation and brings the wider world to my door. The internet is no substitute for the warmth, and interest of someone really interested in my requirements. Keeps my brain alive." (Quotes from mobiles library users61)

- *88% said the programme increased their opportunities for social contact*
- *94% of the participants rated their experience as good or excellent, with important social and personal outcomes such as confidence, feeling included, opportunities for social contact and meeting new people.*
- *88% of Reading Friends participants appreciated the increased social contact*
- *88% of participants felt it added purpose to their week*[63]

"One of the most important things these case studies show is that public libraries, which exist in every community in every part of the country, are **a population-scale platform** *for meeting the* **population-scale challenges** *of ageing. There are very few other public services which achieve regular personal contact with over one-third of the 75+ population."(emphasis in original)*


Based on their experience with Check Out Colorado State Parks, patrons are likely to:
Recommend a visit to a state park. 99%
Buy an annual pass to state parks. 73%
Buy a day pass to visit a state park. 71%
Communing with nature, socializing with members of the community and visiting park amenities made for a great day.
One new family was thrilled to see the circulating kits the library has to offer at no charge to them. They did not know libraries had extraordinary items such as this for families to use. Plus, they are able to check out a State Park pass and use it with other kits we have such as animal tracks or birdwatching, which adds even more impact.
We had a couple who have been patrons of our library for many years check out a State Parks backpack for the first time. They were eager to give it a try. When they returned the backpack to us at the end of the week they did so with big smiles, telling us how delighted they were with the experience. This program helped long-time residents see the area they have lived in for many years from a fresh perspective. It helped them to fall in love with the region all over again.
We loved every minute we spent at the parks. We very much look forward to going back again! Thank you for making this possible! Our fun adventures might not have happened without the opportunity to check out this pass.
Patrons learned about nature, state parks, and libraries.
This park experience helped us learn more about nature:
85%
The Check Out Colorado State Parks program changed my view about what libraries have to offer:
96%


Caregivers told us:
After participating in RTC...
increased
not increased
not sure
Child's enjoyment of reading 85%
Time child spends reading 82%
Caregiver's contact with the offender 74%
Child's contact with the offender 74%
How did caregivers rate the following?
not improved
not sure
84% improved
Offender's relationship with their child
not improved
not sure
76% improved
Caregiver's relationship with the offender
"Priceless program with a tremendous impact keeping a connection between my son & his daddy."
"Each child in the world deserves to know and connect with both parents and this program helps to do that."

Let's revisit:

1. One public-facing program or service that is central to your library

2. One of your library's goals for this program or service

Let's revisit:

1. One public-facing program or service that is central to your library

2. One of your library's goals for this program or service

3. List inputs, outputs, and activities for your program or service

4. Create one open-ended question to measure outcomes for your program or service.

Questions?

Other learning opportunities:

- 12 Months to Better Library Data Webinar Series
- Library Evaluation 101 Videos

Slides and resources

Thank You!

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