Welcome to today's Infopeople Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by Creative Commons 4.0 Non-commercial Share Alike license. Any use of this material should credit the funding source.

Measure Your Impact:
Getting Started with Outcome-Based Evaluation

An Infopeople Webinar

Linda Hofschire, Director, Library Research Service, Colorado State Library

www.lrs.org | @lrs_co | @lindahofschire

Poll Question:

Are you currently measuring outcomes in your library?

DATA TRIFECTA

Inputs Outputs Outcomes

INPUT MEASURES
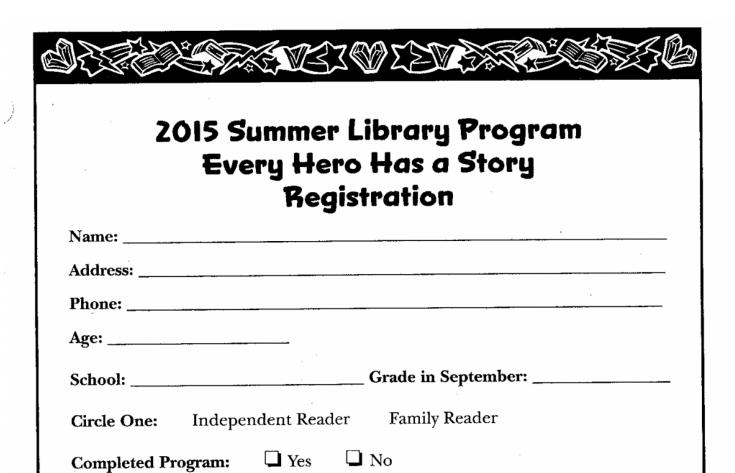
Inputs

Quantifying the **effort expended** on a program

funds expended

number of staff

Weekly Time Sheet

...rt Time	End Time	Regular Hrs.	Ove...

staff hours

OUTPUT MEASURES

Outputs

Quantifying the **level of services and materials** provided

2015 Summer Library Program
Every Hero Has a Story
Registration

Name: _____

Address: _____

Phone: _____

Age: _____

School: _____ Grade in September: _____

Circle One: Independent Reader   Family Reader

Completed Program: ❏ Yes   ❏ No

number of registered participants

2015 Summer Reading Challenge

June 8–August 7

EVERY HERO HAS A STORY

Pleasant Hill Library
Children's Programs

Library League

TROY-MIAMI COUNTY
PUBLIC LIBRARY
OAKES-BEITMAN MEMORIAL LIBRARY

Summer Reading Challenge Registration Begins!
Monday, June 8, 2015

Sled Dog Presentation
Wednesday, June 10, 6 p.m.
at the Troy library.
Join us for the Summer Reading Challenge kickoff! Musher Karen Land presents, Romano, the sled dog.

T-Shirt Mania
Wednesday, June 10, 1-4 p.m.
Come with a clean (white) shirt and design your own SUPER shirt or cape!

"Spiders"
June 15 at 1 p.m.
Miami County Park District will be here with their Spiderman Rocks!

Superhero Adventures
June 17 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

Fly A Hero Home
June 18 at 1 p.m.
Come enjoy a story and craft

Outdoor Movie Event

Superhero Adventures
Wednesday, June 24 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

The Danes Are Comin'
June 26 at 1 p.m.
Come learn about the world of animal rescues. Meet our animal friends and learn what it means to be a hero to animals.

Superhero Adventures
Wednesday, July 1 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

"Kryptonite"
July 6 at 1 p.m.
Miami County Parks District will be here come enjoy a storybook walk and other fun adventures!

Superhero Adventures
July 8 at 1 p.m.
For all ages, every Wednesday at 1 p.m.
Come enjoy a story, craft and fun hero activity!

Heroic Origins
July 9 at 1 p.m.
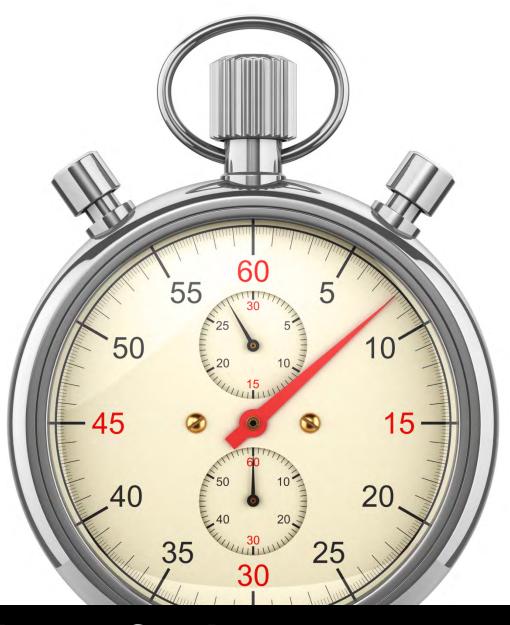Come enjoy a story and craft.

Superhero Adventures

BAM! POW! READ!

number of events offered

Please call 937-676-2731 for more information.

total attendance at events

number of minutes spent reading

Refine Results

Basic	Advanced

Year

2014 ▼

Statistic

- Address & Contact Info
- Administrative FSCS Codes
- Annual Services
- Challenges
- ● Circulation and Hours
- Collection
- Computer and Networking
- Expenditures - Collection
- Expenditures - Misc. and Total
- Expenditures - Staff
- Facilities
- Friends Groups and Foundation and Trustee Information
- Funding Measures
- General Information
- Input Measures
- Output Measures
- Profile Statistics
- Programs
- Revenue - Capital
- Revenue - Operating
- Salaries - Branch and Department Head
- Salaries - Director and Assistant Director
- Salaries - Librarian
- Salaries - Other Staff
- Staffing Information
- Summer Reading

📄 💾 💾 Master File   ∞ Link / Cite   ⊕ Definitions

Data for **2014** are preliminary.

Circulation and Hours ⊕

Library	Children's Circulation	Circulation of Electronic Materials	Total Circulation	Annual
	2014 ☐	2014 ☐	2014 ☐	
Aguilar Public Library	200	0	500	
Akron Public Library	730	298	5,683	
Alamosa Public Library	37,068	2,421	137,258	
Arapahoe Library District	1,386,838	867,847	4,508,477	
Aurora Public Library	632,830	93,212	1,065,076	
Baca County Public Library	2,738	No Data	8,069	
Basalt Regional Library District	52,430	6,429	152,091	
Berthoud Community Library District	19,648	757	65,494	
Boulder Public Library	497,279	61,490	1,305,884	
Broomfield/Eisenhower Public Library	363,409	29,307	759,317	
Burlington Public Library	4,000	No Data	28,000	
Canon City Public Library	49,590	10,667	159,283	
Clear Creek County Library District	15,799	4,339	68,294	
Clearview Library District (Windsor-Severance)	165,366	42,753	322,391	
Combined Community Library (Ordway)	932			
Conejos County Library District	16,099			
Cortez Public Library	25,734			
Costilla County Public Library	No Data	No Data	No Data	

circulation

OUTCOME MEASURES

Quantifying the **effect a service has** on the program's stated objectives

Children's enjoyment of reading increased

children maintained
or improved reading skills

children were more likely to read by choice

DATA TRIFECTA

Inputs **Outputs** **Outcomes**

Question:

What outcomes are you measuring?

Check Out Colorado State Parks

Ask about Reserving Your Free State Parks Pass and Backpack Here

Your library has been provided with 2 backpacks for check out. Each backpack contains:

- 1 state park pass hang tag for the rear-view mirror
- 1 set of binoculars
- 1 *Colorado Wildlife Guide*
- 1 *Colorado Trees and Wildflower Guide*
- 1 *Guide to Your 42 State Parks*
- 1 *Leave No Trace*™ card
- 1 activity ideas list
- 1 program evaluation card

Library A

Library B

Library C

Library A	Library B	Library C
• 100% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills

Library A

- 100% of participating children increased or maintained reading skills

- 25 children participated

Library B

- 85% of participating children increased or maintained reading skills

- 100 children participated

Library C

- 85% of participating children increased or maintained reading skills

- 50 children participated

Library A	Library B	Library C
• 100% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills
• 25 children participated	• 100 children participated	• 50 children participated
• $5,000	• $10,000	• $2,500

Library A	Library B	Library C
• 100% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills	• 85% of participating children increased or maintained reading skills
• 25 children participated	• 100 children participated	• 50 children participated
• $5,000	• $10,000	• $2,500
• $200/child	• $100/child	• $50/child

OUTCOMES

| Immediate | Intermediate | Long-term |

OUTCOMES

Immediate	Intermediate	Long-term

↓

Learn how to complete online job application

OUTCOMES

Immediate	Intermediate	Long-term

Learn how to complete online job application	Get an interview

OUTCOMES

Immediate	Intermediate	Long-term (impacts)
↓	↓	↓
Learn how to complete online job application	Get an interview	Get a job

OUTCOMES

Immediate	Intermediate	Long-term
↓	↓	↓
Learn how to complete online job application	Get an interview	Get a job

LINKING IMMEDIATE OUTCOMES TO LONG-TERM IMPACT

Reading for pleasure associated with:

➢ Increased empathy

➢ Improved relationships

➢ Reduced depression symptoms

➢ Reduced risk of dementia

The Reading Agency, 2015

LINKING OUTPUTS TO LONG-TERM IMPACT

Reading more associated with…

➢ Improved reading skills

➢ Better development of vocabulary, writing, and grammar

Chin & Krashen (2007)

Question:

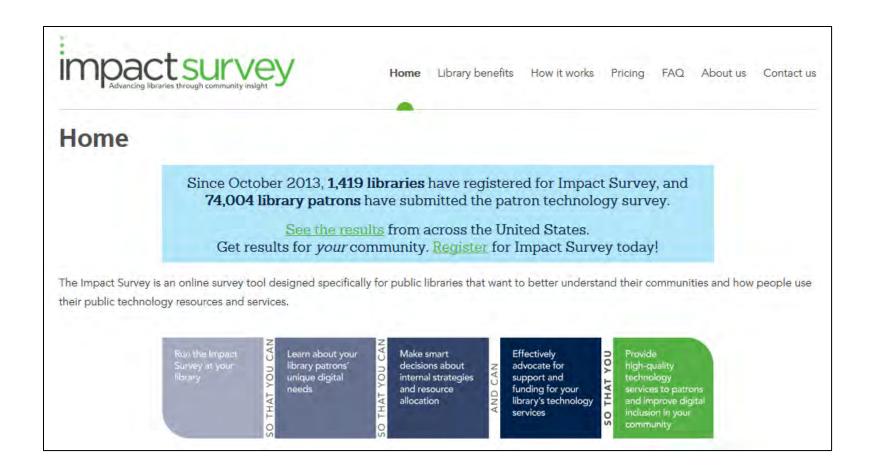Are you measuring long-term impacts? If so, how are you doing this?
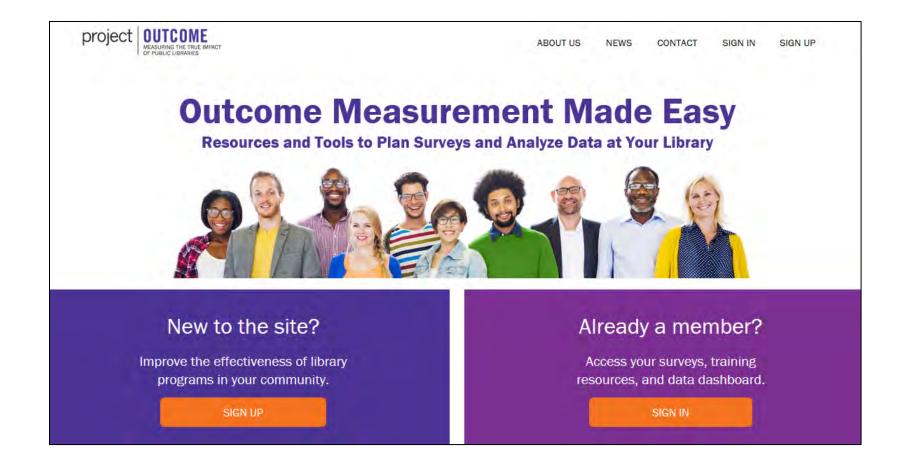
MEASURING OUTCOMES

?

ASK

SURVEY

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:

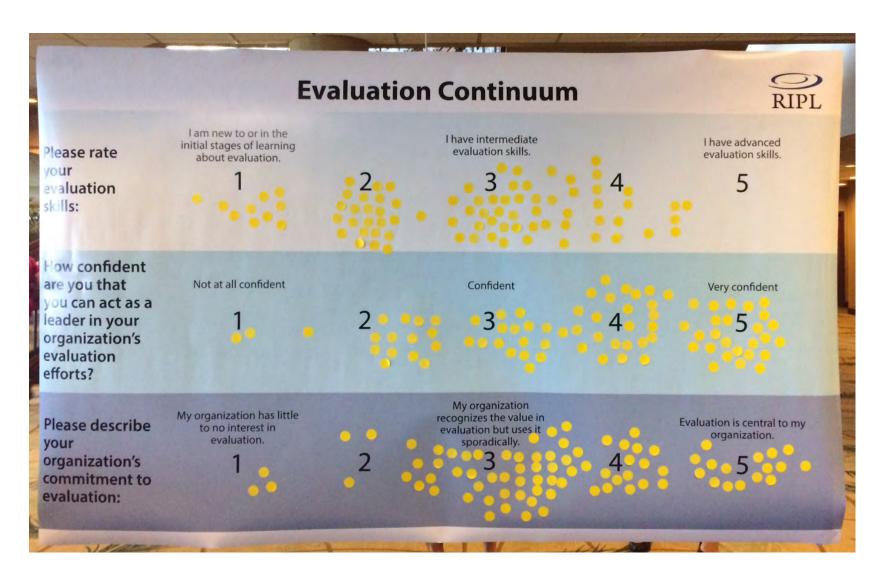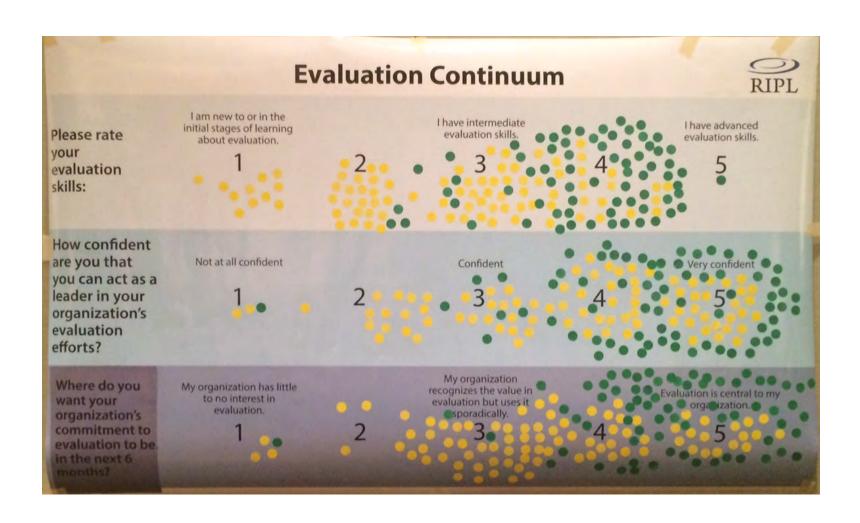|	Increased	Stayed the Same	Decreased
Enjoyment of reading			
Reading skills			
Reading by his/her choice			

IMPACT SURVEY

PLA-PROJECT OUTCOME

CONTINUUM

CONTINUUM

PRIZE DRAWING

VOTING

POSTCARD

OBSERVE

DEMONSTRATE

3. (A) (B) (C) (D) (E)
4. (A) (B) (C) (D) (E)
5. (A) (B) (C) (D) (E)
6. (A) (B) (C) (D) (E)
7. (A) (B) (C) (D) (E)
8. (A) (B) (C) (D) (E)
9. (A) (B) (C) (D) (E)
10. (A) (B) (C) (D) (E)
11. (A) (B) (C) (D) (E)
12. (A) (B) (C) (D) (E)
13. (A) (B) (C) (D) (E)
14. (A) (B) (C) (D) (E)
15. (A) (B) (C) (D) (E)
16. (A) (B) (C) (D) (E)
17. (A) (B) (C) (D) (E)
18. (A) (B) (C) (D) (E)
19. (A) (B) (C) (D) (E)

39. (A) (B) (C) (D) (E)
40. (A) (B) (C) (D) (E)
41. (A) (B) (C) (D) (E)
42. (A) (B) (C) (D) (E)
43. (A) (B) (C) (D) (E)
44. (A) (B) (C) (D) (E)
45. (A) (B) (C) (D) (E)
46. (A) (B) (C) (D) (E)
47. (A) (B) (C) (D) (E)
49. (A) (B) (C) (D) (E)
50. (A) (B) (C) (D) (E)
51. (A) (B) (C) (D) (E)
52. (A) (B) (C) (D) (E)
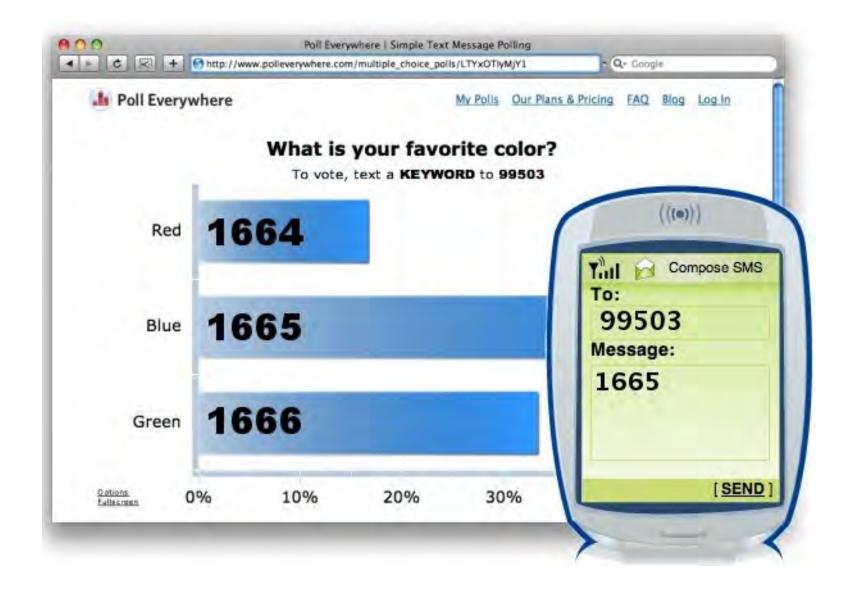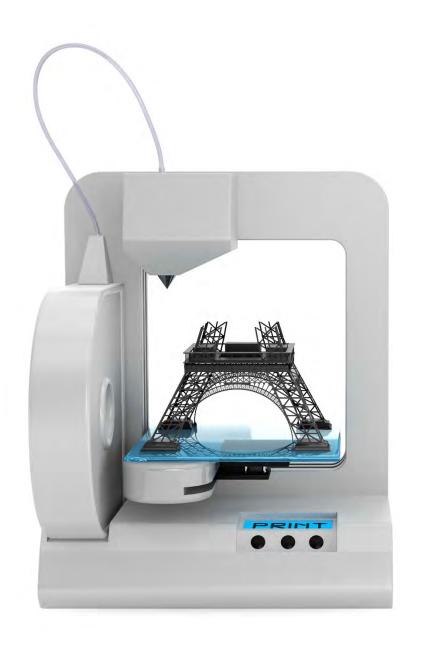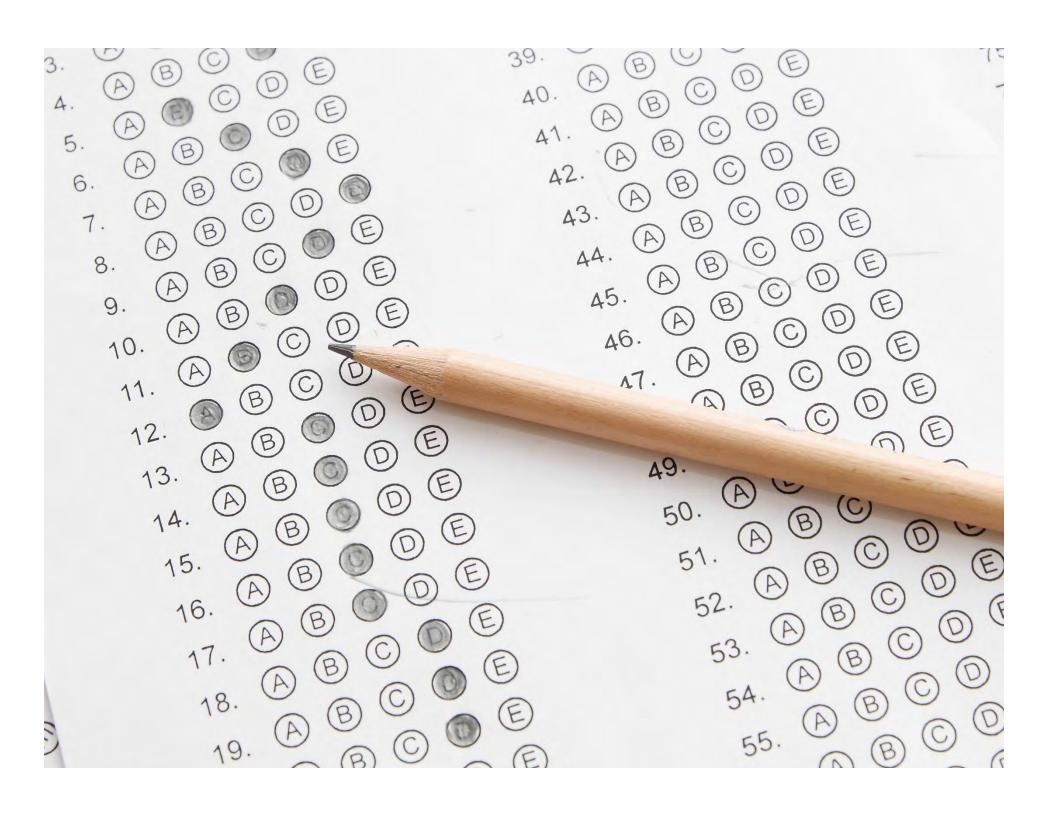53. (A) (B) (C) (D) (E)
54. (A) (B) (C) (D)
55. (A) (B) (C)

Question:

How are you measuring outcomes in your library?

NEXT STEPS

➢ Evaluation Project Handout

➢ Resources Handout

Outcome-Based Evaluation Project

Project name:

Description:

Data types:

Inputs	Outputs	Outcomes

How will you measure outcomes?

1) Ask:

2) Observe:

3) Demonstrate:

What data does your library already collect?

What data does your library need to start collecting?

Outcome-Based Evaluation (OBE) Project

Project name: Senior Technology Class Series

Description: My library offers a class series for seniors that covers basic technology skills

Inputs	Outputs	Outcomes
Funds expended: • Copies of handouts • Marketing campaigns at local senior centers Staff hours: • Curriculum development • Instruction	Number of events offered Number of registrants Number of attendees	Digital literacy Confidence using technology

How will you measure outcomes?

1) Ask: Survey to assess confidence using technology

2) Observe: Class participants using the mouse

3) Demonstrate:

Skill demonstrations:
1. Class attendee is able to send an email with an attachment to the instructor
2. Class attendee is able to create a Facebook account and like the library Facebook page

What data does your library already collect?
Funds expended
Number of events offered
Number of attendees

What data does your library need to start collecting?
Staff hours
Digital literacy
Confidence using technology

Questions?

Thank you!

Linda Hofschire

Hofschire_L@cde.state.co.us

@lindahofschire