Project Outcome for Academic Libraries: Data for Impact & Improvement

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McConnell Library, Radford University

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Public Library Association

Southeastern Library Assessment Conference
Have you signed up?
Visit http://acrl.projectoutcome.org

Registration problems?
Email acrl@projectoutcome.org
Had you heard of Project Outcome before signing up for this workshop?

http://acrl.projectoutcome.org
What is Project Outcome for Academic Libraries?

Outcome Measurement Made Easy

for Academic Libraries

Resources and Tools to Create Surveys and Analyze Outcome Data

Visit: http://acrl.projectoutcome.org
What if you could say that…

… 94% of students surveyed report that they learned something from a library instruction session that they will use in their classes.

… 86% of people surveyed who attended a library event intended to discuss or share what they learned with others.

… 90% of faculty surveyed were more aware of the library’s resources after attending a workshop intended to help support their teaching.
Why Project Outcome?

- Libraries know assessment matters
- We know that learning outcomes are important
- We need to be able to better tell our library’s story
- We need a consistent and convenient way to measure
- *Why reinvent the wheel at every institution?*
Project Outcome Toolkit

- Quick and simple surveys
- Easy-to-use survey management portal
- Ready-made and customizable data reports
- Interactive data dashboards
- Resources and training
- Peer discussion board

It’s FREE!
Outcomes for Today

• Measure meaningful learning outcomes using Project Outcome for Academic Libraries.
• Use the toolkit to administer surveys, analyze results, and create reports.
• Understand how other libraries have used outcome data for action.
• Identify challenges and effective means of implementing outcome measurement to improve library services and advocacy.
• Develop an action plan for successfully implementing Project Outcome at your library.
Schedule

1:30 pm: Part I
  • Introduction
  • Measuring impact
  • Outcome measures
  • The Project Outcome toolkit

3:00 pm: Break

3:30 pm: Part II
  • Roadmap
  • Case studies
  • Taking action
  • Wrap up

5 pm: End
Measuring Impact

Impact requires **more than**
- Intuition
- Gate counts or usage metrics
- Web traffic analytics
- Anecdotes

Libraries need more **data and evidence** to show their impact

The **challenge** is measuring impact when
- Library and institution needs differ
- Staff are busy
- Resources are limited
- Lack of understanding of what and why to measure
What is an outcome?

An outcome is a *specific benefit* from a library program / service that can be *quantitative* or *qualitative*, and is expressed as *changes an individual perceives* in themselves.

It answers the question: *what good did we do?*

Or, in other words: *how have learners been changed as a result of our interactions?*

An outcome should be *meaningful, achievable, observable, and actionable.*
Measuring Impact

Needs Assessment

WHAT DOES OUR COMMUNITY NEED

Outputs

HOW MUCH DID WE DO

Patron Satisfaction

WHAT SHOULD WE DO BETTER

Outcomes

WHAT GOOD DID WE DO
Taking Action

**GRANT WORK**

A library staff member explained, “[Caregivers shared] how beneficial the program was, how they're doing projects they wouldn't have thought of to do at home... using supplies that they don't have at home... So, having that information, I could write a grant that shows **this is what the community wants, and we want to provide it.** And then, I also use the survey [results] to report during the grant period, talking about what the patrons liked most about the service, or programs...and what else they'd like to see the library doing.”

**PROGRAMMING DECISIONS**

One library program manager explained, “Some of these workshops...were well-attended, but the feedback was such that we no longer offer [them]. It's a matter of making sure that **it's not just getting people in the door, but that people feel like it’s worth their time**, and it's something that they can use. That when they leave...they're in a position where they feel they're more comfortable with whatever the topic was.”

**PARTNERSHIPS**

A library partner said Project Outcome surveys tell her “**a lot about what the community needs, what each person's needs are**, what else we could bring in, as far as technology is concerned, which is important as technology is changing pretty much every day now.”

**ADVOCACY**

One library board member shared, “**The [outcome] data provides an objective story**, backing up much more engaging stories from staff about serving the community with objective numbers... [and] includes things the board may not think to ask for. This adds dimensions to how the board considers the library's success in serving the community.”

**FUNDING REQUESTS**

As explained by a library leader, “**It was information from Project Outcome that gave us the confidence to ask** the Friends [to fund the program], and to justify asking for that money.”
Outcome Measurement Process

Step 1: Set Goals
Step 2: Identify Needs
Step 3: Measure Outcomes
Step 4: Review Results
Step 5: Take Action
1. What are some of your *institution’s* top priorities?

2. What are some of your *library’s* top strategic goals, initiatives, or priorities?
What’s a **goal** at your library that outcome measurement could help you move towards?

- Knowledge
- Confidence
- Application/Behavior Change
- Awareness
Setting Goals

**OK:**

- Increase by 5% the number of students who participate in library instruction.
- Evaluate a new makerspace.

**Better:**

- Improve student research skills: reach more students and increase instruction effectiveness.
- Determine the success of a new makerspace, as defined by impact on learning, frequency of usage, and type of usage.
ACTIVITY

Choose a goal to use as an example from one of the participants at your table.

Individually and as a group, brainstorm all the possible factors and forces that potentially impact that goal – use the post-it notes.

Then categorize those elements into ones you can influence or control and ones that are outside of your control.
Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action
Outcome Measures for Libraries
Survey Topic Areas

- Instruction
- Research
- Events/Programs
- Teaching Support
- Library Technology
- Digital & Special Collections
- Space
Outcome Measures

**Quantitative Data**
- Knowledge
- Confidence
- Application/Behavior Change
- Awareness

**Qualitative Data**

What did patrons like most?
What can the library do to improve?
Example: Instruction Survey

1. I **learned** something new that will help me succeed in my classes.
2. I feel more **confident** about completing my assignment(s).
3. I intend to **apply** what I just learned.
4. I am more **aware** of the library's resources and services.
5. What did you like most about this session?
6. What **else** could the library do to help you succeed in your classes?

Preview all surveys in the resources (login required):
https://acrl.projectoutcome.org/surveys-resources/outcome-measurement-survey-questions
QUESTIONS about the outcome measures?
1. What do you need to know about your patrons’ learning outcomes to achieve your goals?

2. How can you collect that information?
Outcome Measurement Process

Step 1: Set Goals
Step 2: Identify Needs
Step 3: Measure Outcomes
Step 4: Review Results
Step 5: Take Action
The Project Outcome Toolkit
## Who Has Access?

<table>
<thead>
<tr>
<th>FREE full access</th>
<th>Free limited access</th>
<th>Access at a cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academic library users</strong></td>
<td>Users who do not work in an academic or research library</td>
<td>Consultants not at a library</td>
</tr>
<tr>
<td><strong>Research library users</strong></td>
<td></td>
<td>Groups (multiple institutions in a consortium or association)</td>
</tr>
<tr>
<td><strong>Library school students</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Full access* = all resources, peer discussion, survey management, and data dashboards

*Limited access* = resources and peer discussion only

More info about user types: [https://acrl.projectoutcome.org/pages/5](https://acrl.projectoutcome.org/pages/5)
Survey Tools

Immediate Surveys
- Patron-reported learning
- Use immediately after completion of a program/service
- Inform changes
- Get a “snapshot” for reporting and advocacy

Follow-up Surveys
- Patron-reported adoption
- Use 4-8 weeks after completion of a program/service
- Inform internal planning
- Measure progress towards strategic goals
- Provide evidence for advocacy

Outcome Measurement Guidelines
- Use to design your own surveys and data collection methods
- Capture long-term impact
Immediate Surveys

- Patron-reported learning
- 4 Likert-scale questions
- Open-ended feedback
- Immediate impact
- End of program
- Less staff time

This workshop aims to help you use library resources for your research.

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

1. I learned something new that will help me with my research.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

2. I feel more confident about my ability to conduct my research.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

3. I intend to apply what I learned to my research.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

4. I am more aware of the library’s resources and services.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

5. What did you like most about this research service?

6. What else could the library do to help you with your research?

Date: __________________________ Location: Chicago State University

Thank you! Your feedback will help improve this workshop.
Follow-up Surveys

- Patron-reported adoption
- 3 yes/no questions
- Open-ended feedback
- Change of behavior
- 4-8 weeks later
- More staff time

Please take a few minutes for this brief survey and let us know if, as a result of getting research assistance from the library...

1. I used what I learned to complete a research task or goal.
   - Yes
   - No
   - N/A

   Please Explain:

2. I applied what I learned to other research tasks or goals.
   - Yes
   - No
   - N/A

   Please Explain:

3. I used another library resource or service.
   - Yes
   - No
   - N/A

   If yes, please explain: what other resource or service did you use?

5. What did you like most about this research service?

6. What could the library do to continue to help you with your research?

Date:__________________________ Location:________________________

Thank you! Your feedback will help improve library programs and services.

This survey is part of Project Outcome, a national initiative to help libraries measure the impact of their programs and services. For more information about this effort, please visit acljprojectoutcome.org.
I enjoyed how the program was tailored to our **specific assignment**. Instead of focusing on different services the library offers, she decided to focus on our major writing assignment and how we can **use the library's services** specifically to succeed on our current assignment.

I like how they give us resources to **help us succeed** and make the best work possible! It's really awesome how they give us the resources and also take time to teach us how to **use the resources efficiently** and inform us about what things to do and what things to stay away from when using each different resource.

I think that it would help if we had **these meetings in more of our classes**. Make website **more compatible w/ phones**. Keep supplying research **resources** for as many subjects as possible.

Make their website and services **more known**. Before this program, I was **unaware** of a lot of the things they offered, and I feel like the same goes for many students on campus. The library offers so many things to **help students succeed**, but students aren't utilizing these things because they are unaware.

It was really helpful when it comes to finding the correct resources and databases for information. It will help very much in **future assignments** and research.

That I **learned** a new database that I can use in my studies.

I enjoyed how interactive it was. I liked seeing what I can **use** in my potential interviews w/ **future employers**.

Everything is great! Have **more open hours (at night)**.

Nothing, I always love coming in!
Choosing the Right Survey

1. Choose Survey Topic & Type
2. Review Survey Questions
3. Choose Program
4. Identify Library Goals
5. Identify Institution Needs
6. Choose Survey Topic & Type
Outcome Measurement Guidelines

Designed to help libraries:

- Develop their own outcome measures;
- Implement data collection methods other than the existing Project Outcome standardized surveys;
- Measure outcome data over time; and,
- Develop strategies for working with partners on outcome measurement projects (e.g. contributions to institution-wide initiatives).

Share additional resources that you found useful on the peer discussion board or email us (acrl@projectoutcome.org)
# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.

![Search Project Outcome Resources](3x37 to 723x541)

## Featured Resources

### Project Outcome 101
**What to know about Project Outcome**

### Preview Surveys
Preview the standardized Project Outcome for Academic Libraries surveys

### Writing Open-Ended Survey Questions
Tips for writing your own open-ended survey questions

## Getting Started

- Project Outcome 101
- Tutorials
- What is Outcome Measurement?
- Outcome Measurement Process
- Outcome Measurement Continuum

## Surveys

- Preview Surveys
- Choosing the Right Survey
- Additional Survey Questions
- Writing Open-Ended Survey Questions
- Survey Background
- Protecting Patron Privacy
- Public Library Surveys

## Data Collection

- Data Collection Roadmap
- Data Collection Team
- Building Internet Support
- Survey Best Practices
- How to Talk to Patrons
- Following Up with Patrons
- Informed Consent
- Sample Size
- Glossary

## Data Analysis

- Analyzing Qualitative Data
- Analyzing Quantitative Data
- Framing Survey Results
- Maximize Your Results
- Visualizing Data

## Taking Action

- Good Practices for Communicating Data
- Advocacy Tips
- Advocacy Resources

## From the Field

- Outcome Measurement Guidelines
- Case Studies
- On-Demand Webinars & Presentations
- Meet the Task Force
- Feedback Form
Survey Management

Create New Survey

Date range
- mm/dd/yyyy
- mm/dd/yyyy

Filters:
- Template
- Survey
- Digital & Special Collections
- Events / Programs
- Instruction
- Library Technology
- Research
- Space
- Teaching Support

Types:
- Immediate
- Follow-up

Status:
- Draft
- Active
- Archived
- Deleted

Survey Details:
- surveytest - 07/25/2019
  - Created by Unknown
  - for Student Test Library Institution
  - Status: Active
  - 0 Responses
  - 0 Attendance

Library After-Hours Access - 07/01/2019
- Created by Unknown
- for Student Test Library Institution
- Status: Active
- 0 Responses
- 0 Attendance

Options:
- Get Patron Survey
- Copy Survey
- Get Report
- Enter Paper Responses

Search Keywords

Build a Report
### Create New Survey

1. **Source, Topic & Type**
2. **Program Information**
3. **Survey Settings**
4. **Custom Questions**
5. **Administer Survey**

#### Survey Source
- Create New Survey
- Copy Existing Survey
- Use Template

#### Survey Topic
- Digital & Special Collections
- Events / Programs
- Instruction
- Library Technology
- Research
- Space
- Teaching Support

#### Survey Type
- Immediate
- Follow-up
WARNING: Project Outcome has designed the base surveys to provide a standardized set of evaluation tools, so adding questions is strongly discouraged.

The surveys have been designed to maximize patron response rates with simple wording, single-page formatting, and by preserving respondents' anonymity. Adding questions to the standardized surveys may deter patron participation and increase abandonment rates. Before adding a question to the survey, please consider the following:

- How will patrons react to this question?
- Will the extra question raise concerns about anonymity and data sharing?
- How will your library make use of the information gathered through this question?
- Is this question crucial to helping or improving the program, service, or library at large?

Do you want to add questions to the standardized survey?

Yes ☐
No ☐
Here is where you will enter responses from your paper surveys. These data entry forms are for library use only. Use the URL below to submit multiple paper surveys at once. Use the Enter Responses Online button below to submit paper surveys one at a time.

**Please Note:** Surveys cannot be edited once responses are entered. Responses cannot be edited once they are submitted.

Need to enter your responses in bulk?
1. Use the url below to submit multiple responses at once
   
   https://acrl.projectoutcome.org/responses/33359/input

Need to enter your responses individually? Click the button below to enter responses one at a time.

2. Or download an Excel template that you can fill out and upload all of your data at once.
   (Note: Each survey has its own specific upload template)

   Get Bulk Upload Template

   ![Upload Excel Data]
DISCUSSION

1. What program or service would you measure at your library?

2. Which survey would you use?
Outcome Measurement Process

1. Set Goals
2. Identify Needs
3. Measure Outcomes
4. Review Results
5. Take Action
Data Dashboards

Overview Dashboard

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital &amp; Special Collections 4.3</td>
<td>Knowledge 4.3</td>
</tr>
<tr>
<td></td>
<td>Total Survey Responses for System: 3</td>
</tr>
<tr>
<td></td>
<td>Carnegie Average: 4.3 (Total Survey Responses: 3)</td>
</tr>
<tr>
<td></td>
<td>National Average: 4.4 (Total Survey Responses: 28)</td>
</tr>
<tr>
<td>Research 3.9</td>
<td>Confidence 4.1</td>
</tr>
<tr>
<td></td>
<td>Total Survey Responses for System: 4</td>
</tr>
<tr>
<td></td>
<td>Carnegie Average: 3.9 (Total Survey Responses: 4)</td>
</tr>
<tr>
<td></td>
<td>National Average: 4.4 (Total Survey Responses: 417)</td>
</tr>
<tr>
<td></td>
<td>Application 3.8</td>
</tr>
<tr>
<td></td>
<td>Total Survey Responses for System: 4</td>
</tr>
<tr>
<td></td>
<td>Carnegie Average: 3.8 (Total Survey Responses: 4)</td>
</tr>
<tr>
<td></td>
<td>National Average: 4.4</td>
</tr>
<tr>
<td></td>
<td>Awareness 4.1</td>
</tr>
<tr>
<td></td>
<td>Total Survey Responses for System: 4</td>
</tr>
<tr>
<td></td>
<td>Carnegie Average: 4.1</td>
</tr>
<tr>
<td></td>
<td>National Average: 4.5</td>
</tr>
</tbody>
</table>

Average Score is calculated by assigning a 1-5 value to each Likert Scale answer (Strongly Disagree to Strongly Agree). Aggregated responses are then averaged by weighting to these categories to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries.
Detail Dashboard

The number of responses for each specific survey question are displayed below. Use the controls to filter or group responses by available options.

**SURVEY RESPONSES BY PERCENT**

*Note: responses are not included in charts or percentage calculations. Note that due to rounding, percentages may not add up to 100%.*

**JUMP TO** Responses by Count

- **SPACE**
  - **Outcome**:
    - **This space contributed to my ability to learn something new.**
      - Filtered Average: 4.5
        - Library: 5% strongly disagree, 5% disagree, 27% neither agree nor disagree, 64% agree, strongly agree: 64%
      - Topic/Outcome Averages:
        - Library: 4.5
        - Carnegie: 4.5
        - National: 4.6
    - **Using this space makes me feel more confident about my ability to achieve my goals.**
      - Filtered Average: 4.7
        - Library: 27% disagree, 73% agree
      - Topic/Outcome Averages:
        - Library: 4.7
        - Carnegie: 4.7
        - National: 4.6
    - **I am likely to use this space again in the future.**
      - Filtered Average: 4.8
        - Library: 15% neither agree nor disagree, 85% agree
      - Topic/Outcome Averages:
        - Library: 4.8
        - Carnegie: 4.8
        - National: 4.7
    - **After using this space, I am more aware of the library resources and services available to me.**
      - Filtered Average: 4.1
        - Library: 5% strongly disagree, 19% disagree, 33% neither agree nor disagree, 43% agree
      - Topic/Outcome Averages:
        - Library: 4.1
        - Carnegie: 4.1
        - National: 4.4

**SURVEY RESPONSES BY COUNT**

*Note: responses are included in the count tables below.*

- **SPACE**
  - **Outcome**:
    - **This space contributed to my ability to learn something new.**
      - Strongly Disagree: 1
      - Disagree: 0
      - Neither Agree Nor Disagree: 1
      - Agree: 6
      - Strongly Agree: 14
      - Not Applicable: 0
      - Total Responses: 22
    - **Using this space makes me feel more confident about my ability to achieve my goals.**
      - Strongly Disagree: 0
      - Disagree: 0
      - Neither Agree Nor Disagree: 0
      - Agree: 6
      - Strongly Agree: 16
      - Not Applicable: 0
      - Total Responses: 22
    - **I am likely to use this space again in the future.**
      - Strongly Disagree: 0
      - Disagree: 0
      - Neither Agree Nor Disagree: 0
      - Agree: 3
      - Strongly Agree: 17
      - Not Applicable: 2
      - Total Responses: 22
    - **After using this space, I am more aware of the library resources and services available to me.**
      - Strongly Disagree: 0
      - Disagree: 1
      - Neither Agree Nor Disagree: 4
      - Agree: 7
      - Strongly Agree: 9
      - Not Applicable: 1
      - Total Responses: 22
Matrix Dashboard
PROJECT OUTCOME ACADEMIC LIBRARIES

SELECT CUSTOM AREA

SELECT OUTCOME

Less Ageistable

More Ageistable

Participating Libraries

All Survey Responses

Topics

Total Survey Responses: 33

Outcomes

5 Mile Radius

Select Library Community for Census Data
Institution Info

IOWA STATE UNIVERSITY

Carnegie Designation
Doctoral Universities

Special Designation
- Land-Grant Institution

Public

Region
Plains IA KS MN MO NE ND SD

Degrees Offered
26

Annual Enrollment (2016-2017)
39729

LIBRARIES (2)

Iowa State University
IOWA STATE UNIVERSITY LIBRARY - VETERINARY MEDICAL LIBRARY
2280 College of Veterinary Medicine
Ames, IA 50011

Iowa State University
IOWA STATE UNIVERSITY LIBRARY
302 Parks Library
Ames, IA 50011-2102
PREVIEW YOUR REPORT
Selected criteria:
Illinois, Research, Immediate, Research workshop, Research workshop - 03/29/2019, after 03/29/2019

REPORT INFORMATION
Topic: Research
Program: Research workshop
Date Range: after 03/29/2019

ILLINOIS SURVEY WORK
Illinois staff distributed surveys to program participants to collect data and insights about how their economic development services and programs are supporting community needs. Illinois surveyed patrons using the Project Outcome Economic Development Survey, which measures the impact of services designed to improve business start-up and development skills. A total of 3 survey responses were collected.

Results
A total of 3 survey responses were collected. Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 66% learned something new to help with their research
- 66% felt more confident about their ability to conduct research
- 33% intend to apply what they learned to their research
- 100% were more aware of resources and services provided by the library

The full results of the survey(s) are shown below. (Note that due to rounding, percentages may not add up to 100)
Custom Reports

SELECT ONE TOPIC FOR CHICAGO STATE UNIVERSITY

This is required for generating a report.

Research

IS YOUR REPORT FOR RESEARCH IMMEDIATE OR FOLLOW-UP?

This is required for generating a report.

- Immediate
- Follow-up

Selected criteria: Chicago State University, Research, Immediate
Accessing Raw Data

- Create New Survey
- Search Keywords
- Survey Responses Viewer
- Build a Report

**surveytest - 07/25/2019**
Created by Unknown for Student Test Library Institution

- Status: Active
- Responses: 0

**Library After-Hours Access - 07/01/2019**
Created by Unknown for Student Test Library Institution

- Status: Active
- Responses: 0
Benefits of Project Outcome

✓ Short & simple surveys = higher response rates
✓ Capture snapshot data and make immediate improvements
✓ Open-ended comments are a goldmine
✓ Standardized outcome measures
✓ Aggregate, national benchmarks
✓ Ready-made reports and data visualizations do the heavy lifting for you
✓ Work at your own pace: pick & choose surveys based on program, capacity, and learning objectives
✓ Customize: add context and custom questions to surveys, and create reports that highlight the information you need
QUESTIONS about the functionality of the toolkit?
Roadmap
Project Outcome Roadmap

Get Started
- **Register**: Create your Project Outcome account at acrl.projectoutcome.org
- **Onboard Staff**: Have conversations with staff about the importance of outcomes

Plan Survey
- **Review Resources**: Review “getting started” resources
- **Choose Survey**: Choose survey topic and type based on community needs and library goals

Create Survey
- **Create Survey**: Select survey topic and type, enter program name and date, choose location, confirm survey name
- **Customize Survey**: Add library logo, internal notes, custom intro and/or footer message

Enter Data
- **Enter Responses**: Enter survey responses, include location if applicable
- **Add Attendance**: Enter program attendance to get response rates

Administer Survey
- **Distribute and Collect Surveys**: Print out surveys and access survey links; ask patrons to complete surveys after the program is complete
- **Talk to Patrons**: Explain to patrons the importance of outcomes and honest feedback
- **Reduce Bias**: Have an anonymous drop-box or ask a volunteer to collect surveys

Review Results
- **Analyze Quantitative Data and Qualitative Results**: Use survey reports and dashboards to understand your results

Take Action
- **Plan Advocacy**: Tailor advocacy messaging to your audience
- **Share Results**: Share results with internal and external audiences
Data Collection Team

Who…

- Decides which programs to survey?
- Decides when to survey?
- Administers surveys to patrons?
- Enters survey data?
- Reviews and prepares data?
- Shares data with stakeholders?
Ethics & Best Practices

As you are planning, be sure to consider:

• Protecting patron privacy
• Informed consent
• Institutional Review Boards (IRBs)
• Equity, diversity, and inclusion
REFLECT
Implementation Process

1. Who is on your team?

2. When will you get started?
What are the benefits and challenges you might face in bringing others on board?
Strategies: Building Internal Support

- Start engagement early
- Start small
- Connect it to real life
- Identify supporters and advocates
- Show them the data
- Be upfront about what you expect to find out
# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

## Featured Resources

### Project Outcome 101
What to know about Project Outcome

### Preview Surveys
Preview the standardized Project Outcome for Academic Libraries surveys

### Writing Open-Ended Survey Questions
Tips for writing your own open-ended survey questions

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<th>Surveys</th>
<th>Data Collection</th>
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<td>• Tutorial Videos</td>
<td></td>
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<td>• What is Outcome Measurement?</td>
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<td>• Outcome Measurement Process</td>
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<td>• Outcome Measurement Continuum</td>
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<td>• Survey Background</td>
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<td>• Protecting Patron Privacy</td>
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<td>• Data Collection Roadmap</td>
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<td>• Data Collection Team</td>
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<td>• Building Internal Support</td>
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<td>• Survey Best Practices</td>
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<tr>
<td>• How to Talk to Patrons</td>
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<td>• Following Up with Patrons</td>
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<td>• Informed Consent</td>
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<td>• Sample Size</td>
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<td>• Glossary</td>
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<thead>
<tr>
<th>Data Analysis</th>
<th>Taking Action</th>
<th>From the Field</th>
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</thead>
<tbody>
<tr>
<td>• Analyzing Qualitative Data</td>
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<tr>
<td>• Analyzing Quantitative Data</td>
<td></td>
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<tr>
<td>• Framing Survey Results</td>
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<td>• Good Practices for Communicating Data</td>
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<td>• Advocacy Tips</td>
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<td>• Advocacy Resources</td>
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<td>• Case Studies</td>
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<td>• Meet the Task Force</td>
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<td>• Feedback Form</td>
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<td>• Workshops</td>
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Outcome Measurement Process

Step 1: Set Goals
Step 2: Identify Needs
Step 3: Measure Outcomes
Step 4: Review Results
Step 5: Take Action
Case Studies
Space Survey

In the field-testing process, participating institutions used the space survey to assess **group study rooms**, among other things.

Case studies:
- Iowa State University Library
- Nevada State College
- Central Piedmont Community College
Iowa State University Libraries

Aspires to be the most welcoming land grant university library

Space

• Eight group study rooms (reserve-able)
• 2,300 seats (16:1 ratio)
• Open 112 hours/week
• Open 24X7 Dead and Finals week
Survey results (130 responses): Study Rooms

Group Study Room Outcomes Fall 2018

<table>
<thead>
<tr>
<th></th>
<th>Gained Knowledge</th>
<th>Gained Confidence</th>
<th>Became More Aware</th>
<th>Will Continue to Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>1 (Red)</td>
<td>1 (Red)</td>
<td>1 (Red)</td>
<td>1 (Red)</td>
</tr>
<tr>
<td>Agree</td>
<td>5 (Green)</td>
<td>5 (Green)</td>
<td>5 (Green)</td>
<td>5 (Green)</td>
</tr>
<tr>
<td>NA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neutral</td>
<td></td>
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</tr>
<tr>
<td>Strongly Agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td>6 (Grey)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td></td>
<td></td>
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</tbody>
</table>

1 (Red) - Strongly Disagree
5 (Green) - Strongly Agree
6 (Grey) - Not Applicable
Nevada State College

Space

- This space contributed to my ability to learn something new. ($M = 4.45$)
- Using this space makes me feel more confident about my ability to achieve my goals. ($M = 4.73$)
- I am likely to use this space again in the future. ($M = 4.95$)
- After using this space, I am more aware of library resources and services ($M = 4.23$)
NSC: Summary Report

Results
A total of 22 survey responses were collected. Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 91% felt the space contributed to their ability to learn something new
- 100% will likely use the space again
- 100% felt using the space made them more confident in achieving their goals
- 76% were more aware of resources and services provided by the library

The full results of the survey(s) are shown below. (Note that due to rounding, percentages may not add up to 100%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>27%</td>
<td></td>
<td></td>
<td>64%</td>
<td></td>
</tr>
<tr>
<td>Confidence</td>
<td>27%</td>
<td></td>
<td></td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Application / New Skills</td>
<td>15%</td>
<td></td>
<td></td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Awareness of Resources</td>
<td>19%</td>
<td>33%</td>
<td></td>
<td>43%</td>
<td></td>
</tr>
</tbody>
</table>

SCORING:  
- Strongly Disagree
- Disagree
- Neither
- Agree
- Strongly Agree
Central Piedmont Community College

Large, urban, multi-campus institution located in Charlotte and Mecklenburg County, NC

- CPCC Libraries
  - 7 libraries on 6 campuses
  - 32 full-time staff and 14 part-time staff

- Enrollment: 18,885
  - Male: 44.8%
  - Female: 55.2%
  - African-American: 31.5%
  - Hispanic: 13.2%
  - Asian/Pacific Islander: 6.6%
  - White: 43.7%

Space survey results
- Led to changes in group study room policies
- Informed process of designing a new library

Future use
- Comparisons / benchmarking
- Trends
- Continuous improvement and advocacy
- Telling the story of what the library does and what it means to students
Field-testers used the library technology survey to assess use of equipment checkouts and shared technology in the library.
Equipment checkout results (top): 64 responses

Shared technology (bottom): 264 responses
Central Piedmont Community College

Only 30 responses, but enabled evidence-informed decision making in changes to circulating laptops

Allow Adobe to be automatically set up in chrome.
Taking Action
Communicating Data

- Results based on # of survey respondents
- Surveys measure a patron’s perceived change
- Data is a snapshot
Reporting

What evidence do you need to communicate and to who?

**For example:** fill-in-the-blanks reporting

In fall 2019 the library delivered $X$ instruction sessions to $Y$ undergraduate students. Of those $Y$ students, $Z$ responded to a survey asking them about their learning. $A\%$ said they learned something new and $B\%$ said they intend to use what they learned in future classes.

Survey comments pointed to $C$ aspect of the instruction as the most valuable. One student said “___”.

Based on student feedback the library improved the instruction curriculum by changing __________.
Program Improvements

Strategic Planning

Communication & Advocacy

Secure Funding

Build Partnerships

Taking Action
YOUR TURN!

In your groups, brainstorm at least 3 ways you might put outcome data to use.

Assume you are working towards the goal from today’s earlier brainstorming activity.
What’s your plan of action at your library?

What are the first things you need to do to get your ducks in a row?
Outcome Measurement Process

Step 1: Set Goals
Step 2: Identify Needs
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Step 5: Take Action
Keep in touch…

• Watch the resources page, as more will be added

• Keep up with news and events – including upcoming workshops and webinars – on the website:

• If you are a registered user, you’ll get occasional email updates (opt-out available)

• Follow Project Outcome on Facebook and Twitter (@ProjectOutcome)
Learn More: ACRL RoadShows

Assessment in Action

Develop your skills in designing and implementing assessment initiatives so you can demonstrate your library's impact to campus stakeholders.

Standards for Libraries in Higher Education

Learn to use the Standards for Libraries in Higher Education to demonstrate your library's value and document its contributions to overall institutional effectiveness.

http://www.ala.org/acrl/roadshows
Further questions after today?

Use the peer discussion board: http://acrlcommunity.projectoutcome.org

or email us (acrl@projectoutcome.org)
Thank you!