Project Outcome for Academic Libraries: Data for Impact & Improvement

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Public Library Association
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?

Looking for Project Outcome for Public Libraries? Visit the Site

Outcome Measurement Made Easy
for Academic Libraries

Resources and Tools to Create Surveys and Analyze Outcome Data

20,260 Responses collected through academic library surveys

331 Academic libraries have created surveys

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.
Today’s Agenda

- Why measure outcomes
- Outcome measurement process
- Outcome measurement in action
- Your library’s implementation plan
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
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.
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?
DISCUSS
Data Needed

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 process is marked as completed with checks next to **Step 1** and **Step 2**.
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Outcome Measurement Made Easy for Academic Libraries

Resources and Tools to Create Surveys and Analyze Outcome Data

5,361 Responses collected through academic library surveys

255 Academic libraries have created surveys

Visit: http://acrl.projectoutcome.org
## 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 aol.projectoutcome.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 enjoyed how interactive it was.

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

I liked seeing what I can **use** in my potential interviews w/ **future** employers.

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.

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.

I think that it would help if we had these meetings in **more of our classes**.

Have more open hours (at night).

have more people to help us individually

I think that it would help if we had these meetings in **more of our classes**.

Make website **more compatible** w/ phones

Nothing, I always love coming in!

Keep supplying research **resources** for as many subjects as possible.
Choosing the Right Survey

1. Identify Institution Needs
2. Identify Library Goals
3. Choose Program
4. Review Survey Questions
5. 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)
Survey Management

Create New Survey

- Date range
  - mm/dd/yyyy
- Template
- Survey
- Digital & Special Collections
- Events / Programs
- Instruction
- Library Technology
- Research
- Space
- Teaching Support

Type
- Immediate
- Follow-up

Status
- Draft
- Active
- Archived
- Deleted

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

- Instructions
  - Immediate
- Status
  - Active
  - Responses 0
  - Download

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

- Spaces
  - Immediate
- Status
  - Active
  - Responses 0
  - Download

Survey Responses Viewer
Build a Report
Get Patron Survey
Copy Survey
Get Report
Enter Paper Responses

Enter Paper Responses
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://acrlnprojectoutcome.org/responses/33359/input

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)

Need to enter your responses individually? Click the button below to enter responses one at a time.
1. What program or service would you measure at your library?

2. Which survey would you use?
Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action
Reviewing Results
Data Dashboards

Overview Dashboard

**TOPIC**

**Digital & Special Collections**
- Score: 4.3
- Total Survey Responses for System: 3
  - Carnegie Average: 4.3
  - National Average: 4.4

**Research**
- Score: 3.9
- Total Survey Responses for System: 4
  - Carnegie Average: 3.9
  - National Average: 4.4

**OUTCOME**

**Knowledge**
- Score: 4.3
- Total Responses for System: 7
  - Carnegie Average: 4.3
  - National Average: 4.3

**Confidence**
- Score: 4.1
- Total Responses for System: 7
  - Carnegie Average: 4.1
  - National Average: 4.3

**Application**
- Score: 3.8
- Total Responses for System: 7
  - Carnegie Average: 3.8
  - National Average: 4.4

**Awareness**
- Score: 4.1
- Total Responses for System: 7
  - Carnegie Average: 4.1
  - National Average: 4.5

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

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

<table>
<thead>
<tr>
<th>Space</th>
<th>Filtered Average</th>
<th>SCORING</th>
<th>STRONGLY DISAGREE</th>
<th>DISAGREE</th>
<th>NEITHER</th>
<th>AGREE</th>
<th>STRONGLY AGREE</th>
<th>Topic/Outcome Averages</th>
</tr>
</thead>
<tbody>
<tr>
<td>This space contributed to my ability to learn something new.</td>
<td>4.5</td>
<td>5%</td>
<td>5%</td>
<td>27%</td>
<td>64%</td>
<td>4.5</td>
<td>4.5</td>
<td>4.6</td>
</tr>
<tr>
<td>Using this space makes me feel more confident about my ability to achieve my goals.</td>
<td>4.7</td>
<td>27%</td>
<td>73%</td>
<td>4.7</td>
<td>4.7</td>
<td>4.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am likely to use this space again in the future.</td>
<td>4.8</td>
<td>15%</td>
<td>85%</td>
<td>4.8</td>
<td>4.8</td>
<td>4.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>After using this space, I am more aware of the library resources and services available to me.</td>
<td>4.1</td>
<td>5%</td>
<td>19%</td>
<td>33%</td>
<td>43%</td>
<td>4.1</td>
<td>4.1</td>
<td>4.4</td>
</tr>
</tbody>
</table>

### SURVEY RESPONSES BY COUNT

*W/A responses are included in the count tables below.

<table>
<thead>
<tr>
<th>Space</th>
<th>STRONGLY DISAGREE</th>
<th>DISAGREE</th>
<th>NEITHER</th>
<th>AGREE</th>
<th>STRONGLY AGREE</th>
<th>NOT APPLICABLE</th>
<th>TOTAL RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>This space contributed to my ability to learn something new.</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>14</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Using this space makes me feel more confident about my ability to achieve my goals.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>16</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>I am likely to use this space again in the future.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>17</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td>After using this space, I am more aware of the library resources and services available to me.</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>9</td>
<td>1</td>
<td>22</td>
</tr>
</tbody>
</table>

* — This space is included in the count tables below.

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**Filters**

*Immediate Survey* | *Follow Up Survey* | *Filter By* | Outcome | Survey Topic | Program Name | Initiative Name | Date | *Filter & Export Open-Ended Responses*

---

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Matrix Dashboard
### Demographics

**Population**
- 65,597

**Age & Sex**
- 47% Male
- 53% Female

**Foreign Pop.**
- 21%

**Limited English**
- 6%

### Countries of Immigration

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>5%</td>
</tr>
<tr>
<td>Mexico</td>
<td>4%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>2%</td>
</tr>
<tr>
<td>Italy</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
</tbody>
</table>

### Languages Spoken at Home

- Only English: 77%
- Spanish: 5%
- Chinese: 3%
- Hindi: 2%
- Russian: 1%

### Year of Immigration

- <1990: 5%
- 1990s: 20%
- 2000s: 25%
- 2010+: 50%

### Race

- White: 78%
- Black: 5%
- Native American: 0%
- Asian: 15%
- Pacific Islander: 0%
- Other: 2%

- Hispanic/Latino: 10%
- Non-Hispanic: 90%

Sources: US Census Bureau, American Community Survey (ACS) 5-year dataset, 2011-2015.
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

Illiinois Survey Results and Implications

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

ILLINOIS SURVEY WORK
Illiinois staff distributed surveys to program participants to collect data and insights about how their economic development services and programs are supporting community needs. Illiinois 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%)

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Confidence</th>
<th>Application</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>33%</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>33%</td>
<td>33%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>33%</td>
<td>33%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SCORING:  - Strongly Disagree  - Disagree  - Neither  - Agree  - Strongly Agree
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

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

Survey Responses Viewer | Build a Report

Enter Paper Responses

Get Patron Survey | Copy Survey | Get Report

Instruction Immediate

Enter Paper Responses

Space Immediate
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?
Project Outcome Roadmap

**Get Started**
- Register: Create your Project Outcome account at acrl.projectoutcome.org
- Onboard Staff: Have conversations with staff about 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 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
1. Who is on your team?

2. When will you get started?
DISCUSS

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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• Outcome Measurement Process
• Outcome Measurement Continuum

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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
Space

- Eight group study rooms (reserve-able)
- 2,300 seats (16:1 ratio)
- Open 112 hours/week
- Open 24X7 Dead and Finals week
Iowa State University Library Results

Survey results (130 responses): Study Rooms

Group Study Room Outcomes Fall 2018

- Gained Knowledge
- Gained Confidence
- Became More Aware
- Will Continue to Use

Count

- Disagree
- Agree
- NA
- Neutral
- Strongly Agree

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% felt using the space made them more confident in achieving their goals
- 100% will likely use the space again
- 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>Knowledge</th>
<th>27%</th>
<th>64%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>Application / New Skills</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>Awareness of Resources</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>43%</td>
</tr>
</tbody>
</table>

SCORING:  
- Dark Purple: Strongly Agree
- Purple: Agree
- Light Purple: Neither
- Yellow: Disagree
- Light Green: Strongly Disagree
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
Library Technology Survey

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

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<table>
<thead>
<tr>
<th>5</th>
<th>It's convenient and extremely helpful</th>
<th>I think it is sufficient enough already (suggesting keeping current setup).</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>That I am able to go anywhere within CPCC to use the technology.</td>
<td>Increase the borrow time.</td>
</tr>
<tr>
<td>5</td>
<td>It is easy to borrow.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>That I can use a laptop for H.W. &amp; have the liberty of taking it to my classroom.</td>
<td>Allow Adobe to be automatically set up in chrome.</td>
</tr>
<tr>
<td>2</td>
<td>It is convenience for students who has a short term memories to bring the laptop. It should have longer time for borrowing.</td>
<td>Nothing</td>
</tr>
<tr>
<td>5</td>
<td>I can go to different areas on campus and be able to have laptop access.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The fact that this service provides students with laptops, calculators, etc. for their tutorials/lunch &amp; learns?</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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 __________.
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.
REFLECT

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

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Wrap-up
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: https://acrl.projectoutcome.org/news_posts
- 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

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

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
QUESTIONS?

Further questions after today?
Use the peer discussion board:
http://acrlcommunity.projectoutcome.org
or email us (acrl@projectoutcome.org)
Thank you!