Project Outcome for Academic Libraries: Data for Impact & Improvement

Presenter: Tiffany Garrett, Nevada State College
PA Forward Information Literacy Summit
July 15, 2019
Have you signed up?
Visit http://acrl.projectoutcome.org

Registration problems?
Email acrl@projectoutcome.org
Had you heard of Project Outcome before today?

http://acrl.projectoutcome.org
Outcomes for Today

• Find out how Project Outcome can help you measure meaningful learning outcomes in academic libraries.
• Learn about using the Project Outcome for Academic Libraries toolkit, from administering surveys to visualizing results.
• Get tips on how to put your data to work in improving library services and advocacy.
Today’s Agenda

- Measuring Impact
- Outcome Measures for Academic Libraries
- Project Outcome Toolkit
- Outcome Measurement Process
- From the Field: Case Studies
- Taking Action Using Results
- Q&A
What is Project Outcome for Academic Libraries?

Visit: http://acrl.projectoutcome.org
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.”
What’s a goal at your library that outcomes could help you move towards?
DISCUSSION

How is your library measuring outcomes now?
DISCUSSION

What is a *barrier* to measuring outcomes at your library?
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!
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?
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?
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</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

Follow-up Surveys
- Patron-reported adoption
- Use 4-8 weeks after completion of a program/service

Outcome Measurement Guidelines
- Long-term impact
- Use to design your own surveys and data collection methods to capture long-term impact
- Still in development
Immediate Surveys

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

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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...

<p>| | | | | | |</p>
<table>
<thead>
<tr>
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<td>Strongly Disagree</td>
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<td>Neither</td>
<td>Agree</td>
<td>Strongly Agree</td>
<td>N/A</td>
</tr>
</tbody>
</table>

1. I learned something new that will help me with my research.
2. I feel more confident about my ability to conduct my research.
3. I intend to apply what I learned to my research.
4. I am more aware of the library’s resources and services.
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.
Using Immediate Survey Outcomes

- Assess the immediate impact of a program/service
- Inform changes to the program/service
- Get a “snapshot” for reporting and advocacy
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.
Using Follow-up Survey Outcomes

- Assess the impact of a program/service after some time has elapsed
- Inform internal planning
- Measure progress towards strategic goals
- Provide evidence for advocacy
Open-Ended Responses

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 liked 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**.

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 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.

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Have more open hours (at night).

Everything is great!

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**.

Make website **more compatible** w/ phones

Keep supplying research resources for as many subjects as possible.

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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

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
- Tutorial Videos
- What is Outcome Measurement?
- Outcome Measurement Process
- Outcome Measurement Continuum

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

Data Collection
- Data Collection Roadmap
- Data Collection Team
- Building Internal 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

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

From the Field
- Case Studies
- Meet the Task Force
- Feedback Form
- Workshops
Survey Management
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.

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

Data Dashboards

Service or Survey Topic by Area of Greatest Impact
PREVIEW YOUR REPORT

Selected criteria:
Illinois, Research, Immediate, Research workshop, Research workshop - 03/29/2019, after
03/29/2019

Illinois
Survey Results and Implications

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
- 33% intend to apply what they learned
- 66% felt more confident about their ability to conduct research
- 100% were more aware of resources 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>
</tbody>
</table>

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
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?
1. Which survey would you use to measure a program / service at your library using Project Outcome?

2. Who (staff) needs to be on board?
Outcome Measurement Process
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
Outcome Measurement Process

Step 1: Set Goals
Step 2: Identify Needs
Step 3: Measure Outcomes
Step 4: Review Results
Step 5: Take Action
## 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

### Featured Resources

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#### Data Analysis
- Analyzing Qualitative Data
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#### Taking Action
- Good Practices for Communicating Data
- Advocacy Tips
- Advocacy Resources

#### From the Field
- Case Studies
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- Feedback Form
- Workshops
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:
- Nevada State College
- Iowa State University Library
- Central Piedmont Community College
Nevada State College

- 2nd fastest-growing public College in the U.S.
- Hispanic-serving institution with a largely first-generation and diverse student population
- Emphasis on improving student outcomes
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>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>19%</td>
<td>33%</td>
<td>43%</td>
<td>64%</td>
<td>27%</td>
</tr>
<tr>
<td>Confidence</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Application / New Skills</td>
<td>15%</td>
<td>85%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Awareness of Resources</td>
<td></td>
<td></td>
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</tbody>
</table>

SCORING:
- **Strongly Disagree**
- **Disagree**
- **Neither**
- **Agree**
- **Strongly Agree**
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
## Iowa State University Library Results

### 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>10 (Grey)</td>
<td>10 (Grey)</td>
<td>10 (Grey)</td>
<td>10 (Grey)</td>
</tr>
<tr>
<td>Neutral</td>
<td>15 (Blue)</td>
<td>15 (Blue)</td>
<td>15 (Blue)</td>
<td>15 (Blue)</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>55 (Green)</td>
<td>55 (Green)</td>
<td>55 (Green)</td>
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</tbody>
</table>

1 (Red) - Strongly Disagree
5 (Green) - Strongly Agree
6 (Grey) - Not Applicable
Central Piedmont Community College

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

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

• Enrollment: 18,885
  o Male: 44.8%
  o Female: 55.2%
  o African-American: 31.5%
  o Hispanic: 13.2%
  o Asian/Pacific Islander: 6.6%
  o 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.
Currently Piloting

**EVENTS/PROGRMS**
For workshops, discussions, and other academic events

**TEACHING SUPPORT**
To evaluate our No-Cost Textbook Summer Institute for teaching faculty

**RESEARCH**
As a follow-up to Meet with a Librarian consultations
Take Action Using Results
Taking Action

- Program Improvements
- Strategic Planning
- Secure Funding
- Communication & Advocacy
- Build Partnerships
WHAT’S NEXT?

What’s your plan of action at your library?

What’s the first thing you need to do to get your ducks in a row?
Further questions after today?

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