



Telling Your Story : Outcomes, Outputs and Real Impact

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Chesterfield County Public Library

#2016vla



Agenda

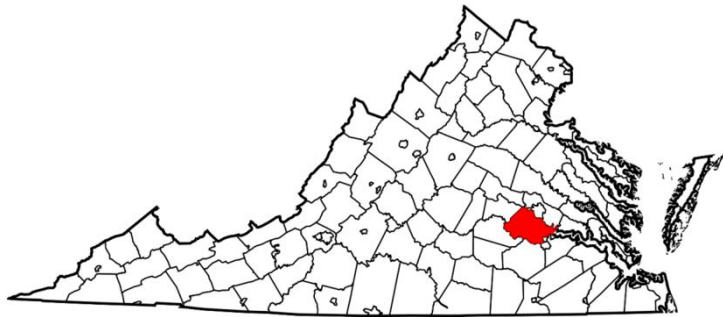
- Introduction
- Your Audience
- Outputs vs. Outcomes
- Show, Don't Tell
- Conclusion



Takeaways

- Understand the difference between and uses for outputs and outcomes
- Identify the target audience for your stories
- Employ narrative techniques to give your writing readability and impact

Chesterfield County Public Library



- Just south of Richmond, VA
- 327,000 residents
- 250,000 cardholders
- 10 branches
- 850,000 items
- 268 uses per hour in each library adds up to 6 million uses per year.
- Department of county government. No library board.



Library = Learning

- CCPL Mission: to help people transform data and information into usable knowledge
- 70% of our customers use the library for learning
- We support learning experiences through all mediums
- The library is a town square

Making a Difference – Part I



Who's Your Audience? Why?

- Funders / Grants
- Media
- Partners
- Outreach
- New Customers
- Library Staff



Outputs and outcomes

- Outputs are not outcomes
- Outputs tell us how much we've done
- Outcomes tell us how much difference we've made – the IMPACT
- Outcomes do not replace outputs, they complement them
- Both are important to provide a full picture of the activity's result

Outputs

- 3 programs held
- 65 attended

- Helped 2 customers search for jobs
- 12 clicks on a library electronic resource

- Circulation increased 5% in 658's
- > 6 hours in one-on-one business research assistance

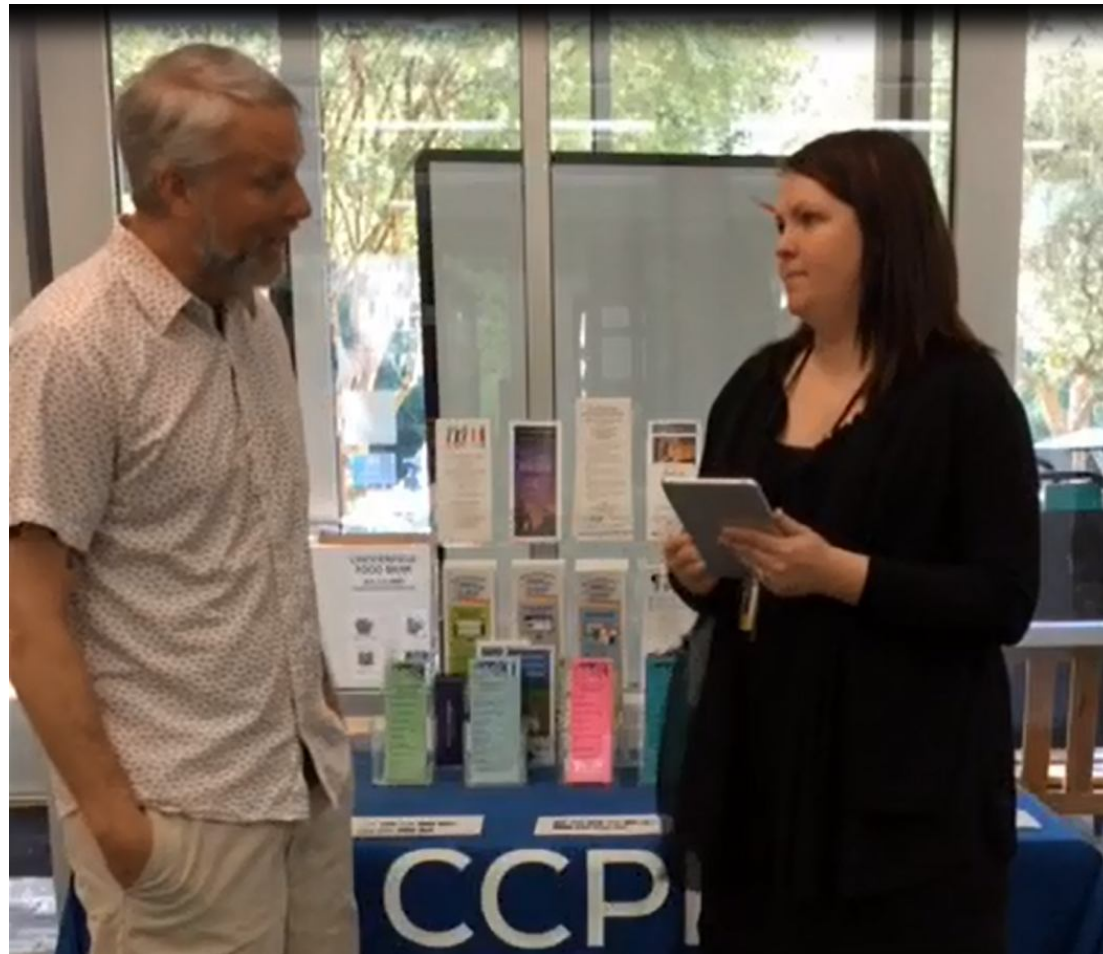
Outcomes

- Participants learned to use household objects to develop their social skills and prepare for kindergarten.

- Patron regularly uses indeed.com and monster.com to locate job ads. Success interviewing and landing a job.

- Customers use materials from the small business resource center to inform entrepreneurial decision making.

Making a Difference – Part II



Outcomes defined

A change in skill, knowledge, attitude, behavior, condition, status

Outcome	Definition	Example
Skill	What someone can do	Customer can create a budget
Knowledge	What someone knows	Participant understands citizenship process
Attitude	What someone feels or thinks about something	Attendees want more lifelong learning
Behavior	How someone acts	Student researches scholarships
Condition	How someone's life changes	English literacy rises
Status	Someone's social or professional standing	Patron promoted to a higher-paid position

Indicators

A measurable condition or behavior that shows an outcome was achieved

<Person or group>

<reports, demonstrates, exhibits>

a

<skill, knowledge, behavior>

in a specified

<quantity, timeframe, or circumstance>

Observation

Pay attention to small details in your environment and daily life

- Be mindful of your surroundings
- Slow down
- Take notes
- Focus
- Ask Questions
- Form Connections



Storytelling

Describing the outcome observation to an audience

As a
<type of user>
I want
<some goal>
so that
<some reason>

Remember, the story is about the customer, it is not details of the steps taken by the staff to get to the outcome!

Narrative Techniques

Descriptive language, lots of details

- Setting
- Backstory
- Plot
- Perspective
- Imagery
- Character



Bullseye

James came to the library asking for GED study guides.

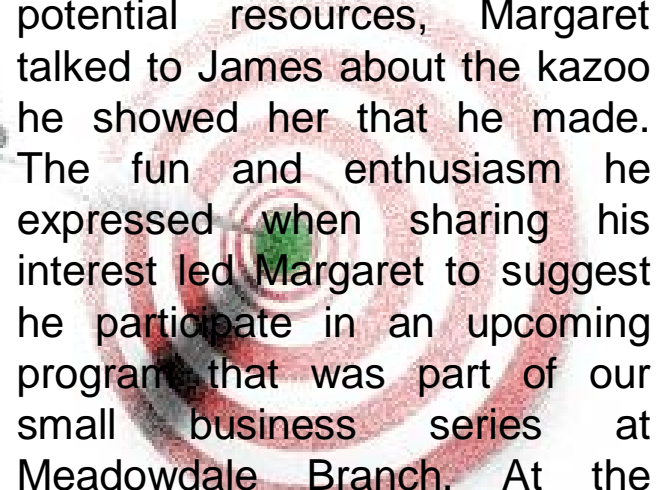
I demonstrated using the OPAC to locate 3 items, including a DVD.

I referred him to the school's office of Adult Education.

I showed him how to get to Library Learning Express on our website.

I invited him to return and let me know how he did.

He came back a month later, happy that he passed the test.



James and Margaret met weekly to prepare him for his upcoming GED test. In addition to introducing materials and potential resources, Margaret talked to James about the kazoo he showed her that he made. The fun and enthusiasm he expressed when sharing his interest led Margaret to suggest he participate in an upcoming program that was part of our small business series at Meadowdale Branch. At the program, James learned about creating an Etsy shop and now his creation has caught the eye of a distributor, who is taking it national.

Conclusion



- The real story is told with both outcomes and outputs
- Target your narrative to the correct audience
- Plan as an organization to define data more broadly
- Learn to pay attention to experiences and look for their impact
- Share stories internally

Questions?

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