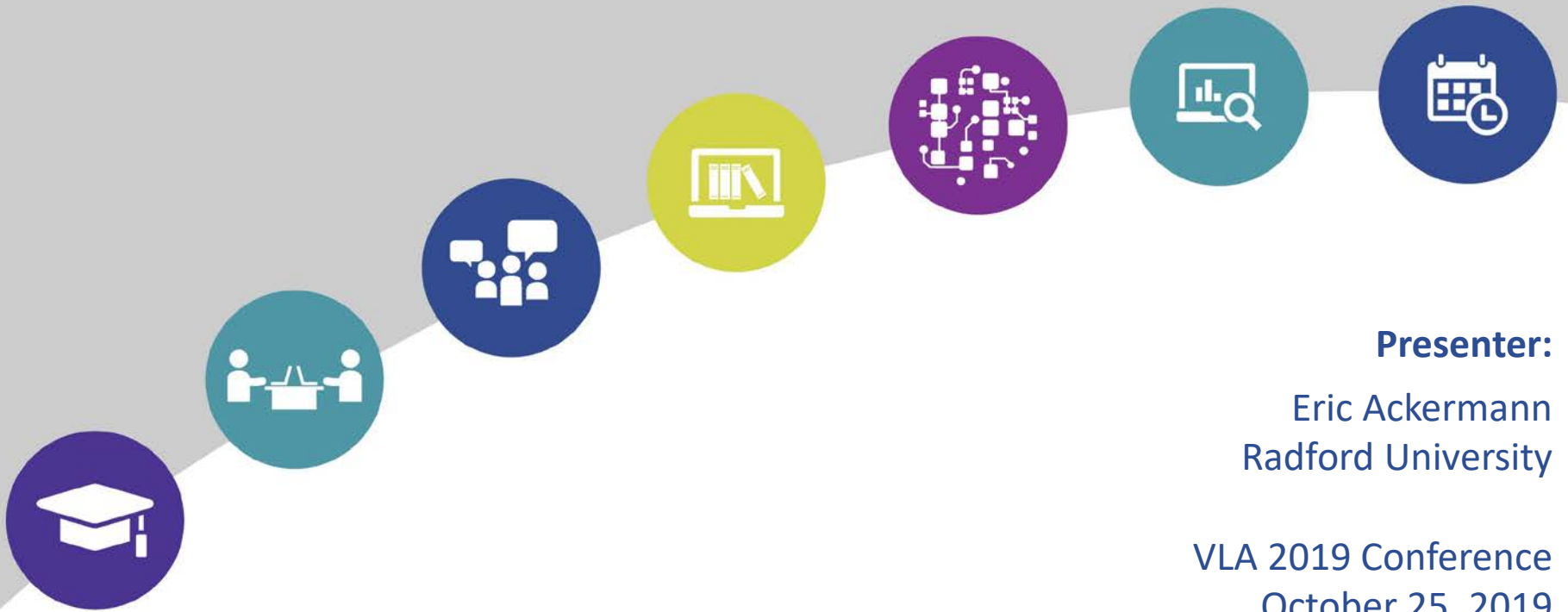


Project Outcome for Academic Libraries: Data for Impact & Improvement



Presenter:

Eric Ackermann
Radford University

VLA 2019 Conference
October 25, 2019

project | **OUTCOME**
MEASURING THE TRUE
IMPACT OF LIBRARIES

ACRL *Advancing learning
Transforming scholarship*
Association of College & Research Libraries
A division of the American Library Association



Have you signed up?

Visit <http://acrl.projectoutcome.org>



Registration problems?

Email acrl@projectoutcome.org

Had you heard of Project Outcome before today?





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?

project **OUTCOME**
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About Us Sign Up Log In

It's FREE!

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

Academic Libraries
Sign Up

Public Libraries
Sign Up

15,886

Responses collected through **academic library surveys**

[Academic Library Updates](#)

297

Academic libraries have created surveys

[Project Outcome Live News](#)



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



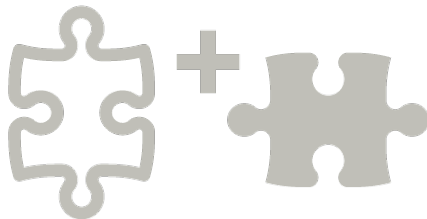
WHAT DOES OUR COMMUNITY NEED

Patron Satisfaction



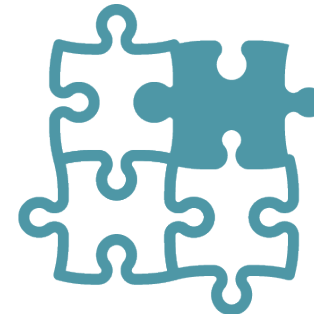
WHAT SHOULD WE DO BETTER

Outputs



HOW MUCH DID WE DO

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.”



REFLECT

What's a *goal* at your library that outcomes could help you move towards?



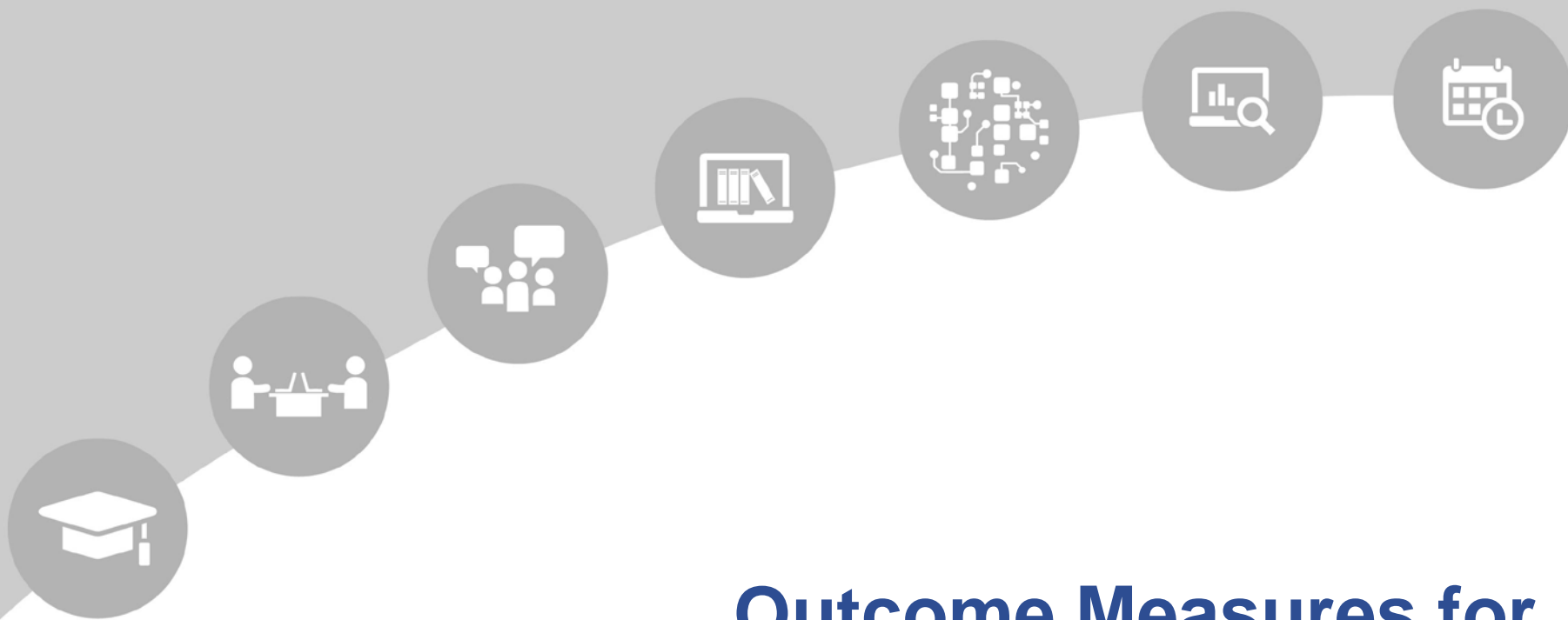
DISCUSSION

How is your library measuring outcomes now?



DISCUSSION

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

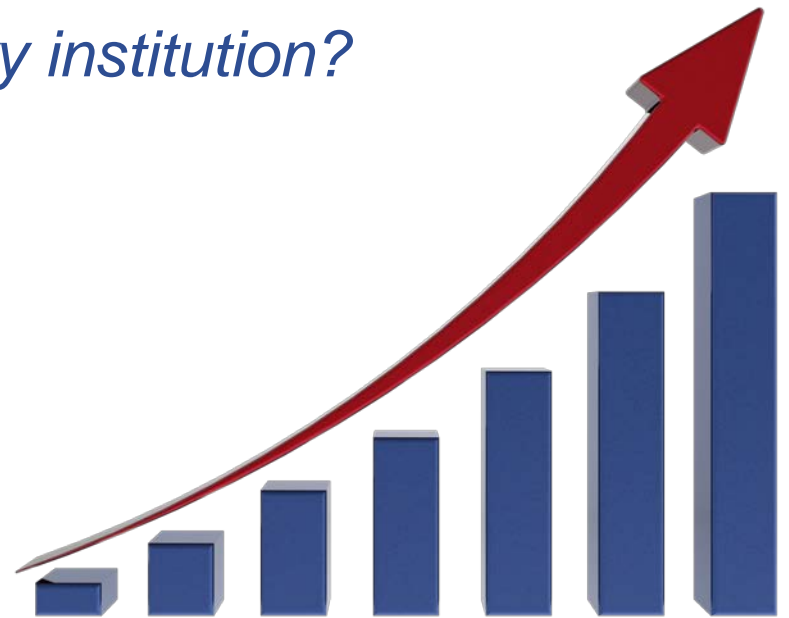


Outcome Measures for Libraries



Why Project Outcome?

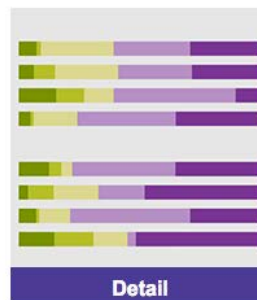
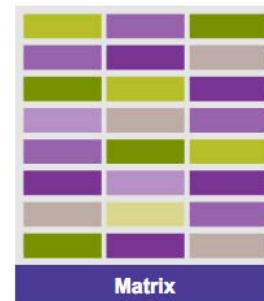
- Libraries know assessment matters
- We know that learning outcomes are important
- We need to be able to better tell our library's story
- We need a consistent and convenient way to measure
- *Why reinvent the wheel at every institution?*



Project Outcome Toolkit

It's **FREE!**

- 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



Survey Topic Areas



INSTRUCTION



RESEARCH



EVENTS/PROGRAMS



TEACHING SUPPORT



LIBRARY TECHNOLOGY

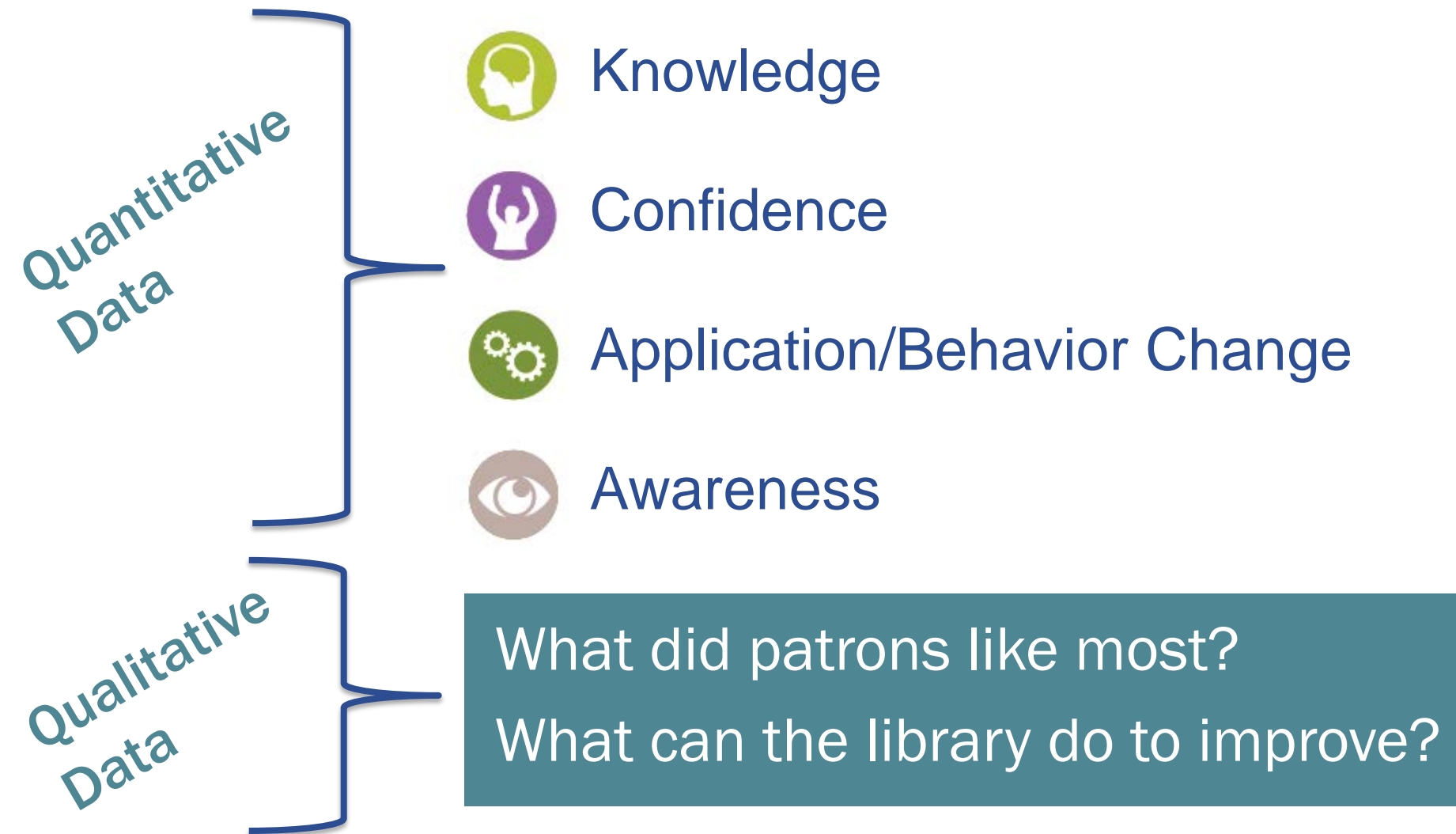


DIGITAL & SPECIAL COLLECTIONS



SPACE

Outcome Measures





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 *e/se* 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

Project Outcome for Academic Libraries Website

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[About Us](#) [Sign Up](#) [Log In](#) [Peer Discussion](#)

 [Select Language](#) ▼

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297

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Who Has Access?

Free full access	Free limited access	Access at a cost
Academic library users	Users who do not work in an academic or research library	Consultants
Research library users		Groups (multiple institutions in a consortium or association)
Library school students		

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>



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

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.



Using Immediate Survey Outcomes



WHAT GOOD DID WE DO

- 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 acrl.projectoutcome.org.





Using Follow-up Survey Outcomes



WHAT GOOD DID WE DO

- 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.

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

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.

Have **more** open hours (at night).

Everything is great!

have **more** people to help us individually

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.

Nothing, I always love coming in!



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)



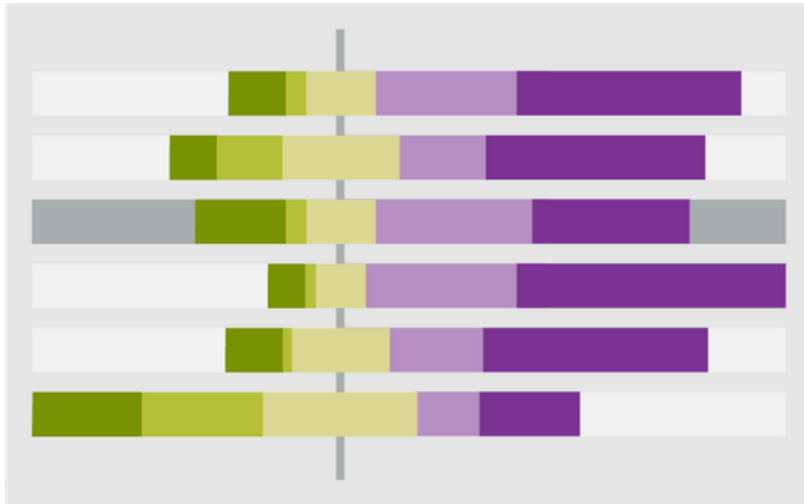
Survey Management

[+ Create New Survey](#)

[View All Surveys](#)

Data Dashboard

[Build a Report](#)



[View Data Dashboard](#)

Resources

Project Outcome 101

Published 07/28/2015

Preview Surveys

Published 07/24/2015

Writing Open-Ended Survey Questions

Published 04/28/2017

[View All Resources](#)

Peer Discussion

A Edit Survey Post Creation

Updated 04/25/2019

J Deleting surveys

Updated 04/18/2019

A Welcome to Project Outcome

Updated 03/18/2019

[View All Discussions](#)

Events

Webinar on April 30

Apr 30, 2019 | Online

[Register](#)

RESOURCES

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



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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Taking Action

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

From the Field

- Case Studies
- Meet the Task Force
- Feedback Form
- Workshops

+ Create New Survey

Search Keywords

Build a Report

Date range

mm/dd/yyyy

mm/dd/yyyy

- Template
- Survey

Topic

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

Type

- Immediate
- Follow-up

Status

- Draft
- Active
- Archived
- Deleted

Research workshop - 03/29/2019

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

Created by D H
for Chicago State University



Research workshop
03/29/2019



Research
Immediate

Status ⓘ
Active

4

Responses
[Download](#)

5

Attendance
Update

[Enter Paper Responses](#)

unnamed - 03/11/2019

[Discard Draft](#) | [Copy Survey](#)

Created by D H
for Chicago State University



Program Name TBD
Date TBD



Digital & Special Collections
Immediate

Status ⓘ
Draft

x - 02/22/2019

Created by D H
for Chicago State Uni



x

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

[Help me choose](#)

Digital & Special Collections

Events / Programs

Instruction

Library Technology

Research

Space

Teaching Support

Survey Type

Immediate

Follow-up



Survey Management

IMMEDIATE SURVEY | **FOLLOW UP SURVEY** | Scoring 1.0 5.0

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.

TOPIC

Digital & Special Collections
4.3
 Total Survey Responses for System: 3
 Carnegie Average: 4.3 (Total Survey Responses: 3)
 National Average: 4.4 (Total Survey Responses: 28)

Research
3.9
 Total Survey Responses for System: 4
 Carnegie Average: 3.9 (Total Survey Responses: 4)
 National Average: 4.4 (Total Survey Responses: 417)

OUTCOME

Knowledge
4.3
 Total Responses for System: 7
 Carnegie Average: 4.3
 National Average: 4.3

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

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

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

IMMEDIATE SURVEY | **FOLLOW UP SURVEY** | SORT BY: TOPIC | SCORE | FILTER BY: PROG. NAME | INITIATIVE NAME | DATE

AVERAGE SCORE MATRIX | Scoring 1.0 5.0

Outcome

Topic	Increased Knowledge	Increased Confidence	Application New Skills	Awareness of Resources	Average
Events / Programs					4.5
Instruction					3.9
Library Technology					4.0
Space					4.0
Teaching Support					2.1
	3.4	3.7	4.1	3.7	Averages

Service or Survey Topic by Area of Greatest Impact

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 | JUMP TO [Responses by Count](#)

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

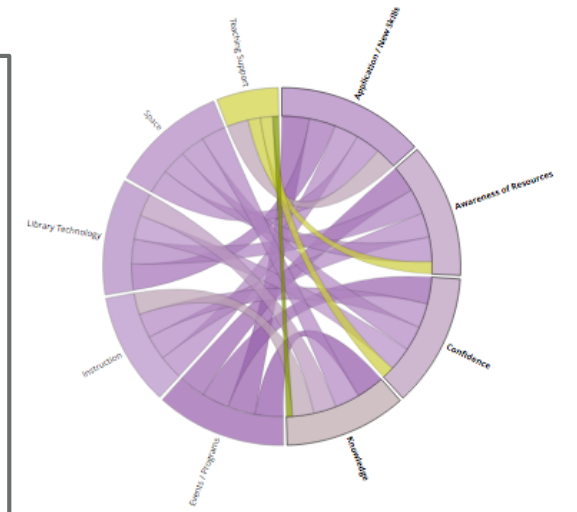
IMMEDIATE SURVEY | **FOLLOW UP SURVEY** | FILTER BY: OUTCOME | SURVEY TOPIC | PROG. NAME | INITIATIVE NAME | DATE | [Filter & Export Open-Ended Responses](#)

Digital & Special Collections

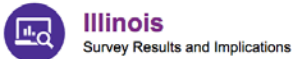
Research

Filtered Average LIBRARY | SCORING | Topic/Outcome Averages STATE | NATIONAL

I feel more knowledgeable about the topic supported by the resource I used.	4.7		4.7	4.4
I feel more confident about my ability to use this resource or collection.	4.5		4.5	4.3
I intend to apply what I just learned from the resource I used.	4.0		4.0	4.3
I am more aware of the library's resources and collections.	4.0		4.0	4.5
I learned something new that will help me with my research.	4.0		4.0	4.3
I feel more confident about my ability to conduct my research.	3.4		3.4	4.3
I intend to apply what I learned to my research.	3.6		3.6	4.5
I am more aware of the library's resources and services.	4.0		4.0	4.5



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

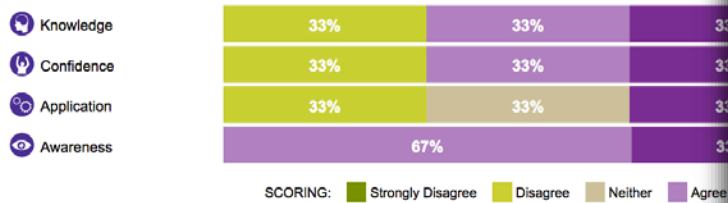
Illinois staff distributed surveys to program participants to collect data and insights about how their economic development services and programs are supporting community needs. Illinois surveyed patrons using the Project Outcome Economic Development Survey, which measures the impact of services designed 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
- 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%)



Print

Add or Export Open-Ended Responses

To save report as PDF, please click the Print button and select "Microsoft Print to PDF" or "Save as PDF" as your printer. Click on the button below for more details.

PDF & Printing Instructions

Build New Report Print Past Reports

- 1 Select Report Location
- 2 Select Topic
- 3 Select Date Range and/or Program(s)
- 4 Select Survey(s)
- 5 Write Custom Narrative
- 6 Select Logo
- 7 Preview

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

Reports

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?



Build Report



Overview



Matrix



Detail



Map



Institution Info

DISCUSSION

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?



EVENTS/PROGRAMS



RESEARCH



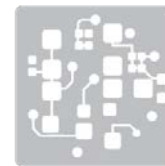
DIGITAL & SPECIAL COLLECTIONS



TEACHING SUPPORT



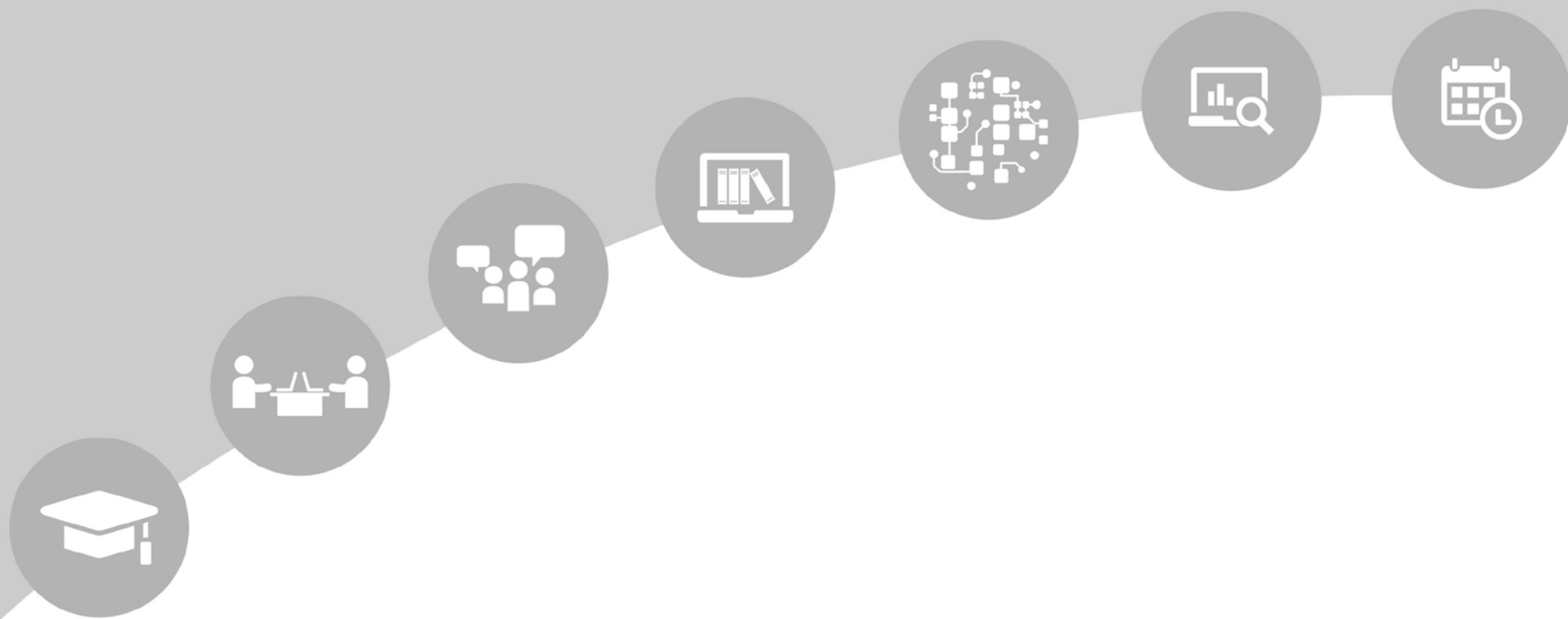
INSTRUCTION



LIBRARY TECHNOLOGY

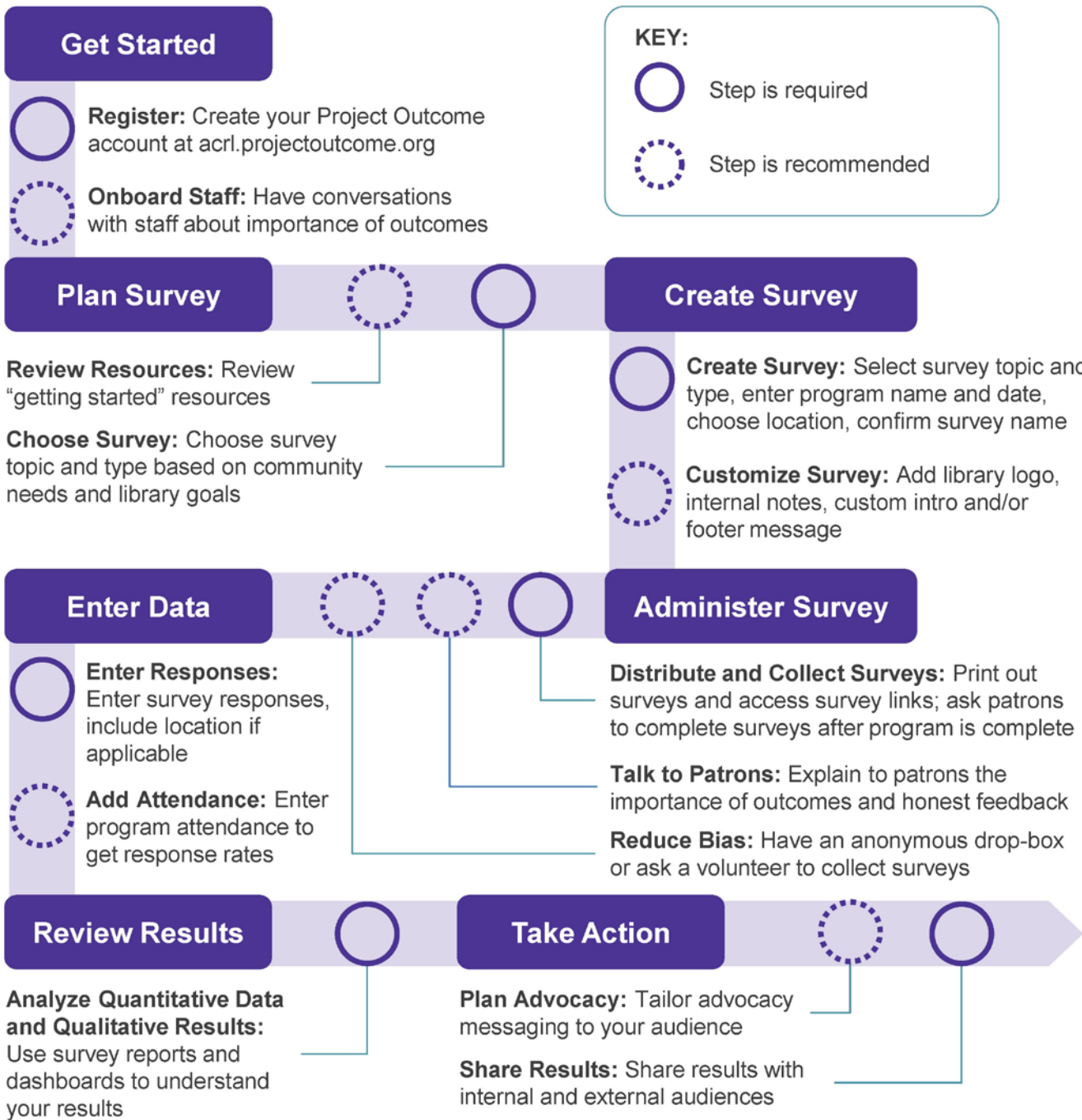


SPACE



Outcome Measurement Process

Project Outcome Roadmap





Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action



RESOURCES

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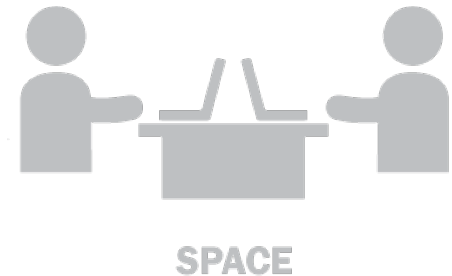
Case Studies

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

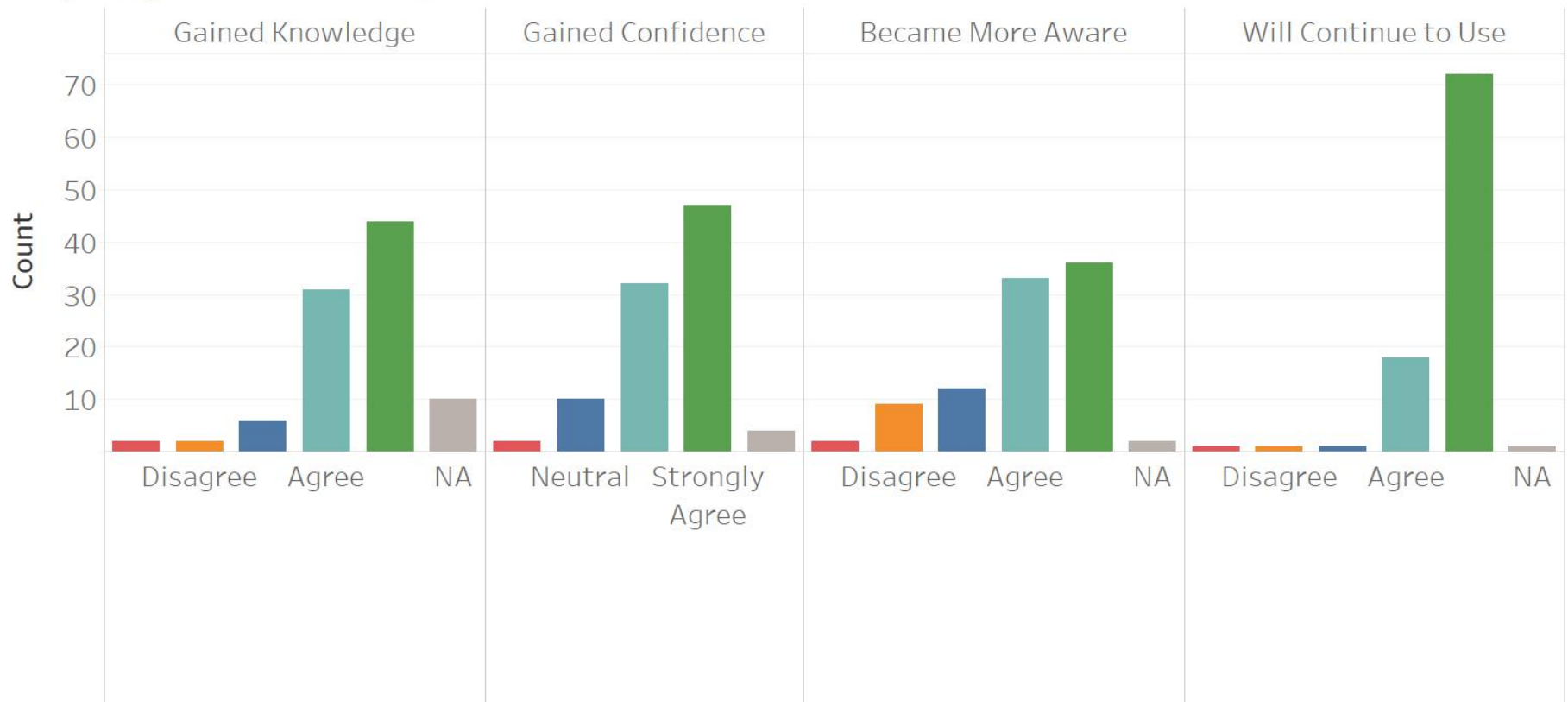
- Eight group study rooms (reserve-able)
- 2,300 seats (16:1 ratio)
- Open 112 hours/week
- Open 24X7 Dead and Finals week



Iowa State University Library Results

Survey results (130 responses): Study Rooms

Group Study Room Outcomes Fall 2018



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 ($M = 4.23$)





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.**

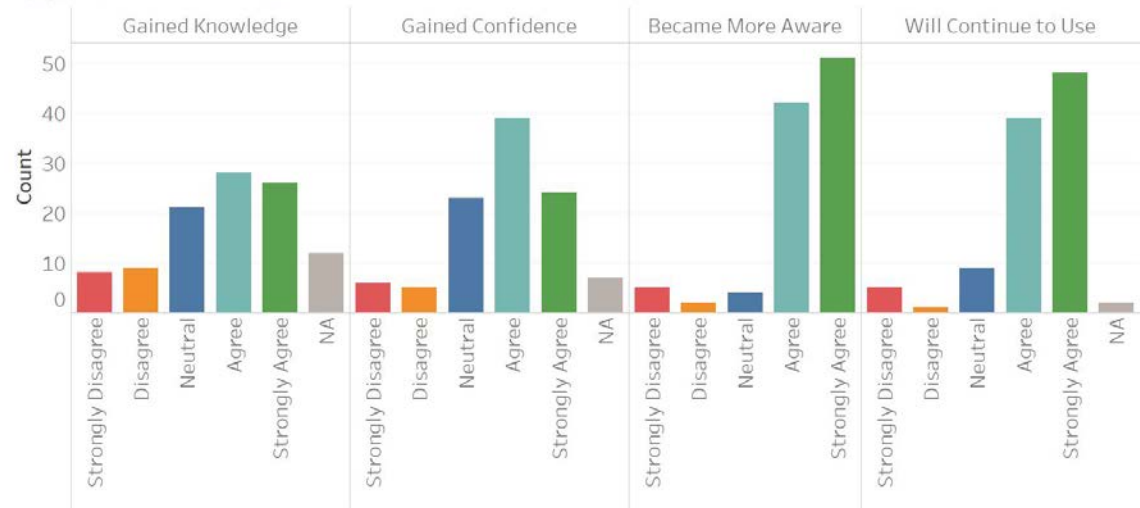
LIBRARY TECHNOLOGY

Iowa State University

Equipment checkout results (top): 64 responses

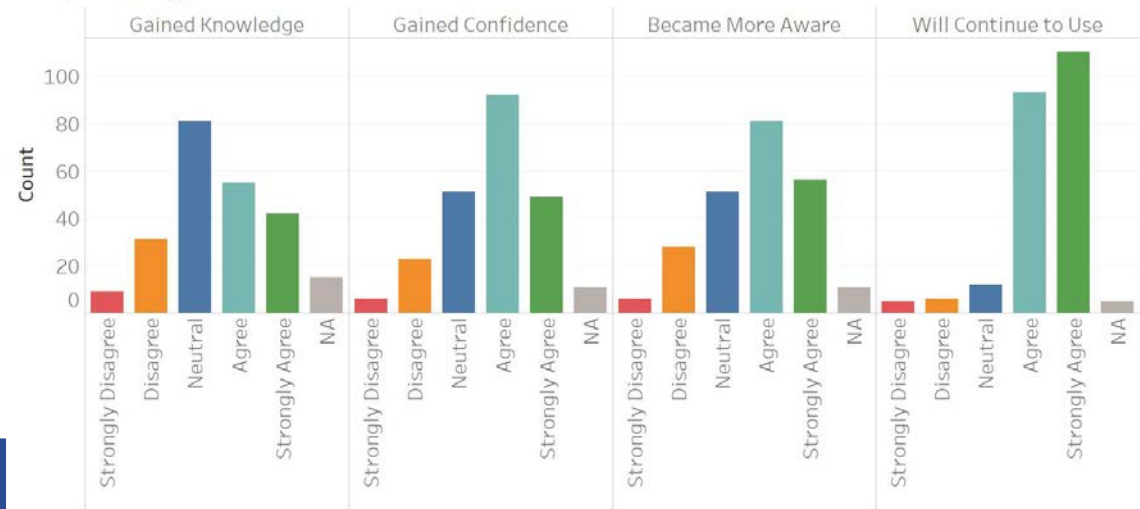
Shared technology (bottom): 264 responses

Equipment Checkout Outcomes Fall 2018



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

Library Technology for Public Use Outcomes Fall 2018



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

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.

5	It's convenient and extremely helpful	It is sufficient enough already (sm
5	That I am able to go anywhere within CPCC to use the technology.	
5	It is easy to borrow.	Increase the borrow time.
5	That I can use a laptop for H.W. & have the liberty of taking it to my classroom.	Allow Adobe to be automatically set up i
0		
2	It is convenience for students who has a short term memories to bring the laptop	It should have longer time for borrowing
5	I can go to different areas on campus and be able to have laptop access.	Nothing
5	The fact that this service provides students with laptops, calculators, etc. for their	tutorials/lunch&learns?
5	The convenience	N/A



Take Action Using Results





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?



QUESTIONS?

Further questions after today?

Use the peer discussion board
(<http://acrlcommunity.projectoutcome.org>)

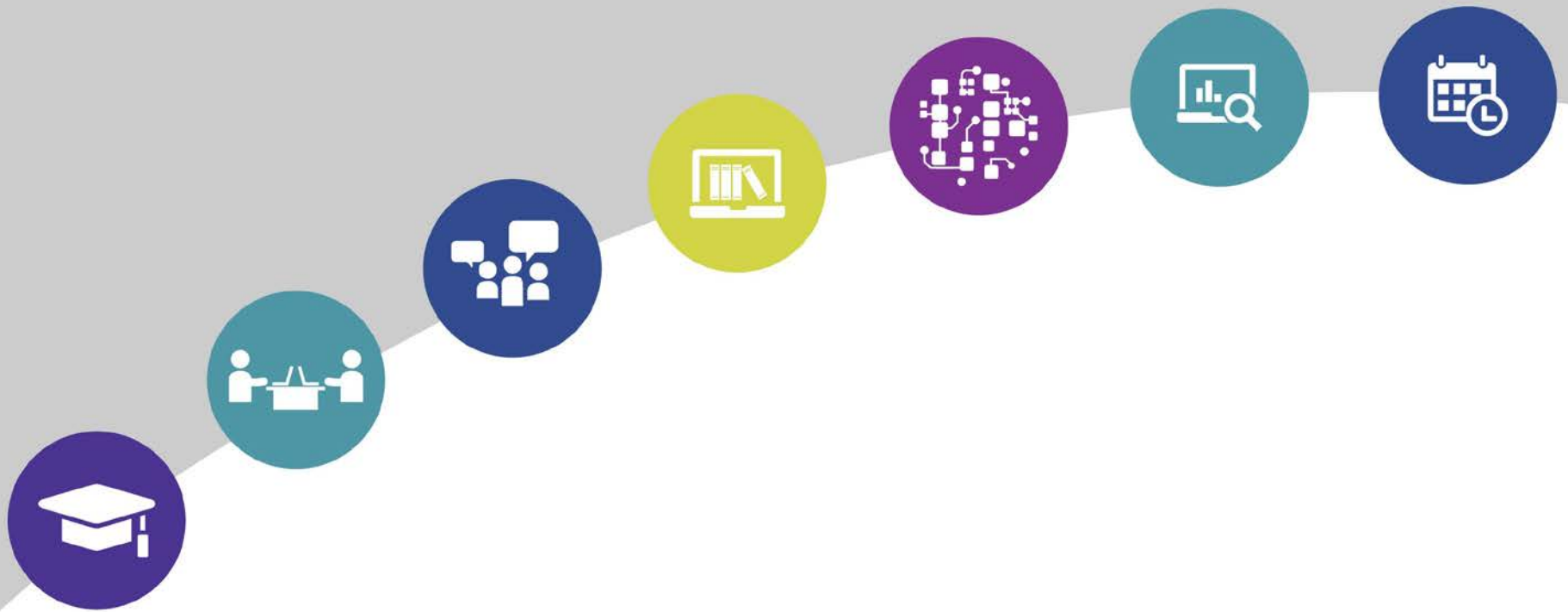
or email us (acrl@projectoutcome.org)



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!



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MEASURING THE TRUE
IMPACT OF LIBRARIES

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Transforming scholarship*
Association of College & Research Libraries
A division of the American Library Association