

Project Outcome for Academic Libraries: Data for Impact & Improvement



Presenter:

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Associated College Libraries of Central Pennsylvania

Harrisburg, PA

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

Schedule

9:30 am: Part I

- Introduction
- Measuring impact
- Outcome measures
- The Project Outcome toolkit

11:30 am -1:00 pm: Lunch

1:00 pm: Part II

- Data collection team
- Reviewing results
- Case studies
- Taking action
- Wrap up

3 pm: End



Have you signed up?
Visit <http://acrl.projectoutcome.org>

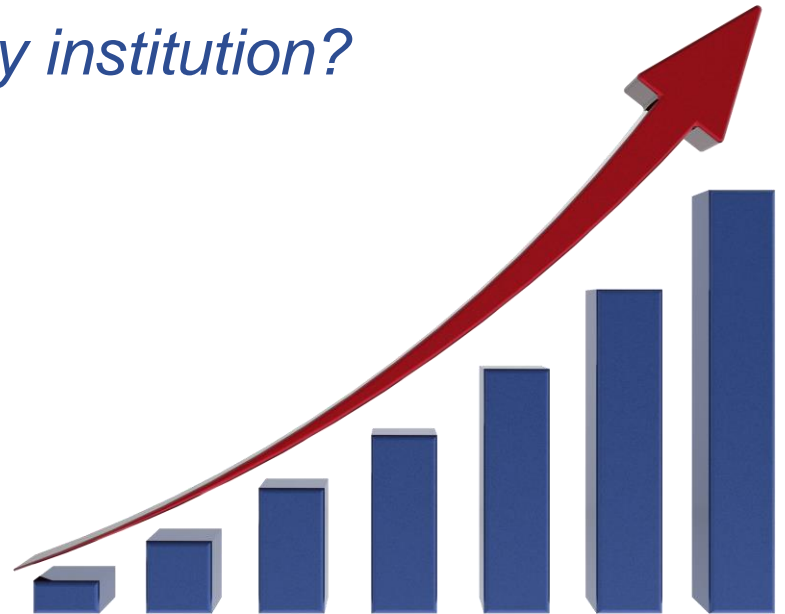
Registration problems?
Email acrl@projectoutcome.org

Had you heard of Project Outcome before signing up for this workshop?



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?*



What is Project Outcome for Academic Libraries?

project **OUTCOME**
MEASURING THE TRUE
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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

17,084

Responses collected through **academic library surveys**

Academic Library Updates

301

Academic libraries have created surveys

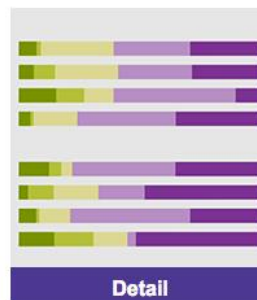
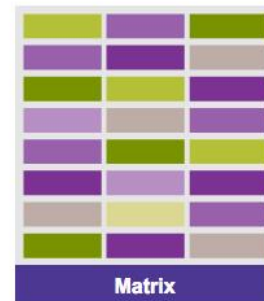
Project Outcome Live News

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

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



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.

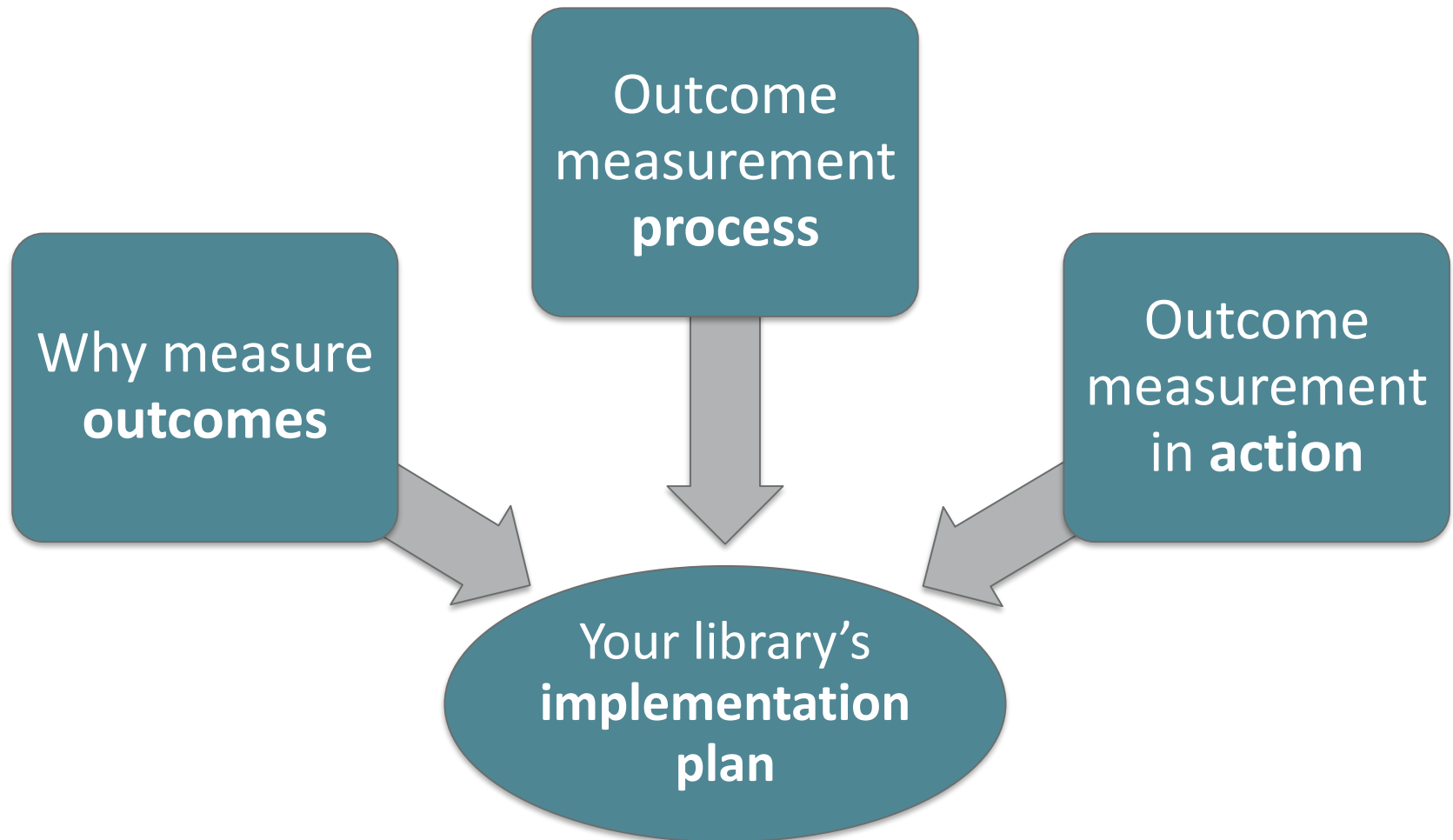
... 90% of faculty surveyed were more aware of the library's resources after attending a workshop intended to help support their teaching.

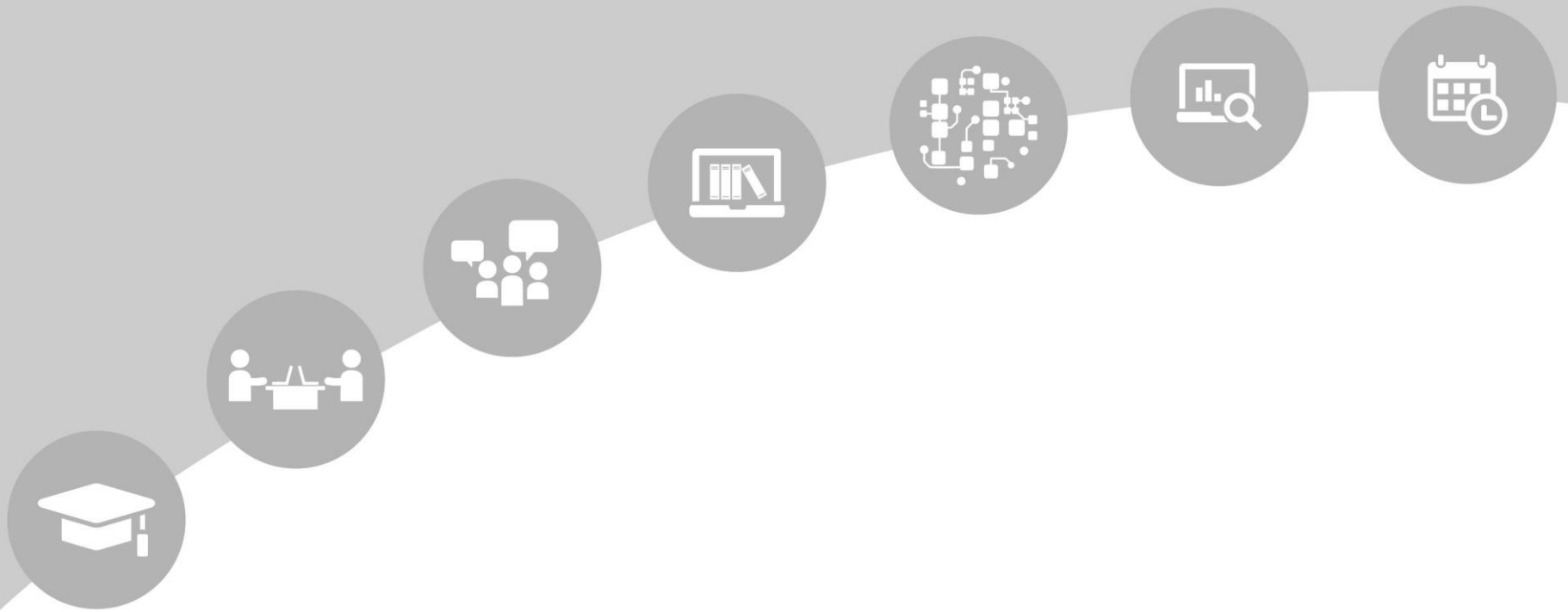


Outcomes for Today

- 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





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



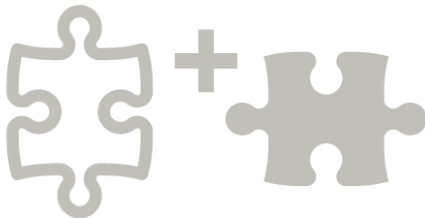
WHAT DOES OUR COMMUNITY NEED

Patron Satisfaction



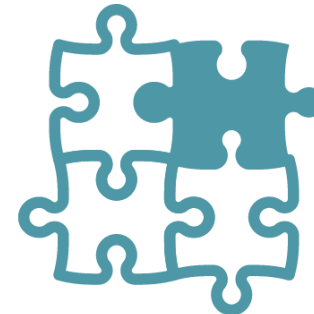
WHAT SHOULD WE DO BETTER

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.”

Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action



DISCUSS

Setting Goals: Strategic Planning

1. What are some of your *institution's* top priorities?
2. What are some of your *library's* top strategic goals, initiatives, or priorities?

REFLECT

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



Knowledge



Confidence



Application/Behavior
Change



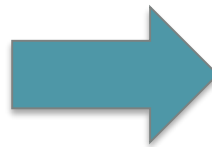
Awareness

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

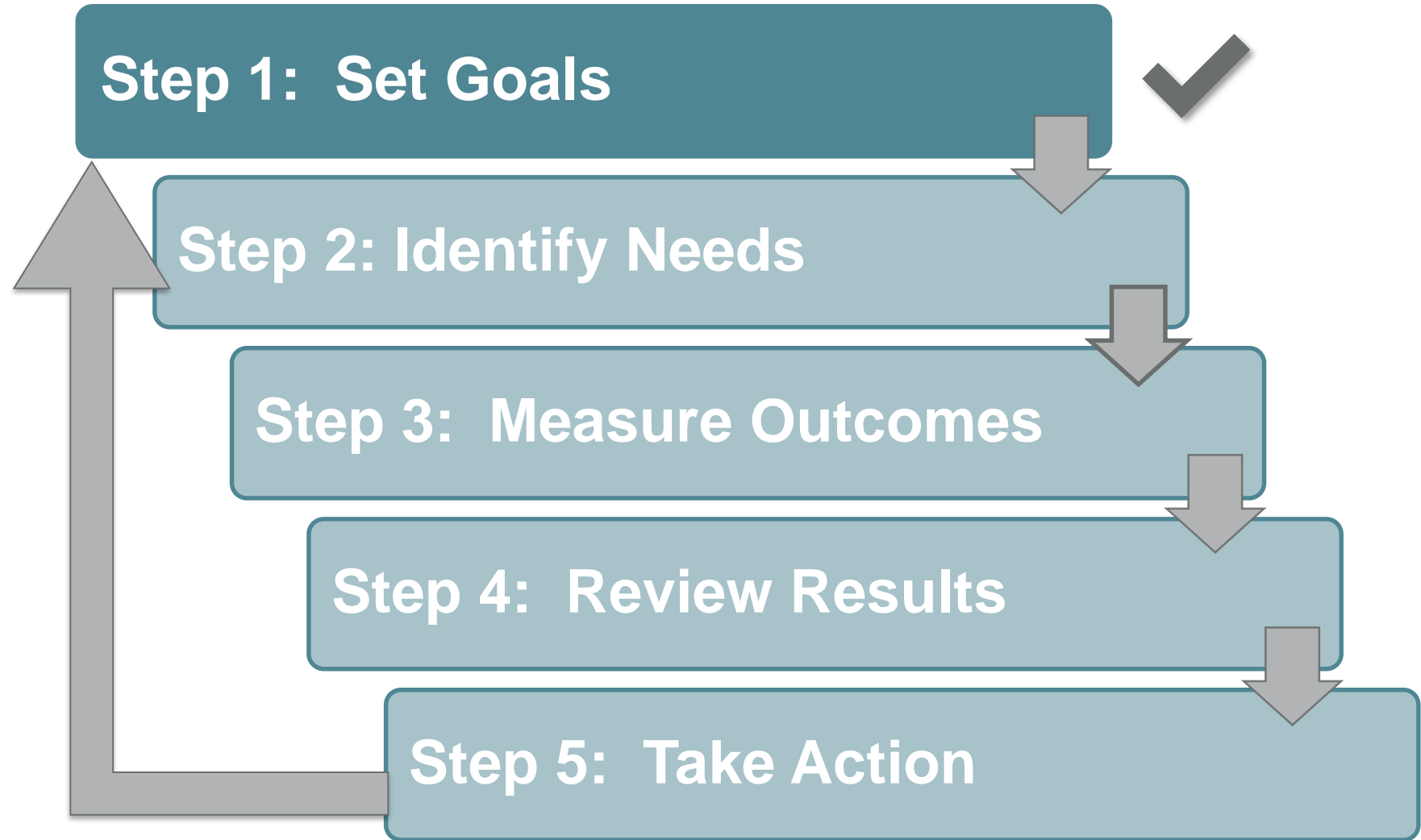


Step 2: Identify Needs

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

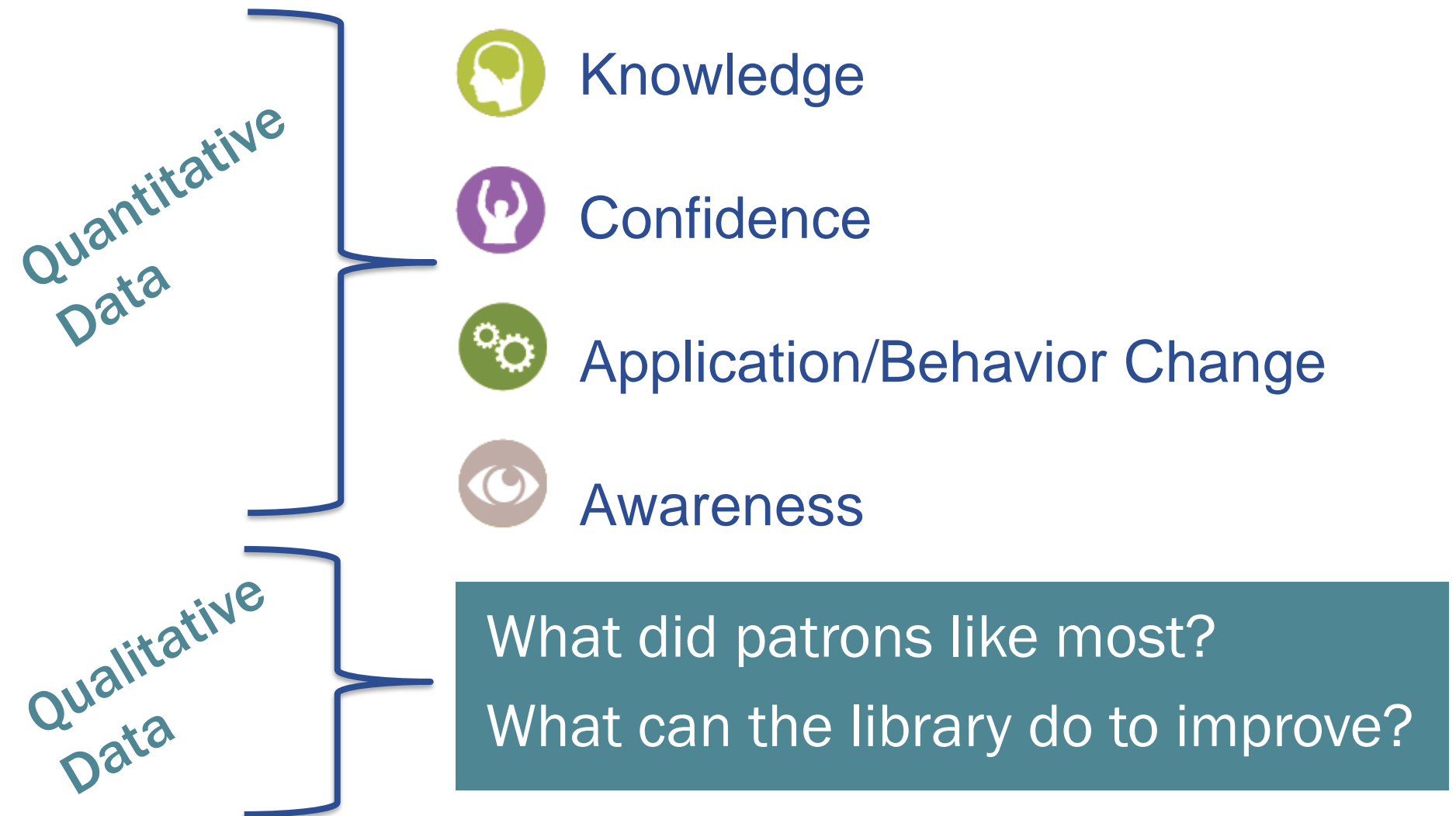


DIGITAL & SPECIAL COLLECTIONS



SPACE

Outcome Measures



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?

Preview all surveys in the resources (login required):

<https://acrl.projectoutcome.org/surveys-resources/outcome-measurement-survey-questions>

QUESTIONS

about the outcome measures?



INSTRUCTION



RESEARCH



EVENTS/PROGRAMS



TEACHING SUPPORT



LIBRARY TECHNOLOGY



DIGITAL & SPECIAL COLLECTIONS



SPACE

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

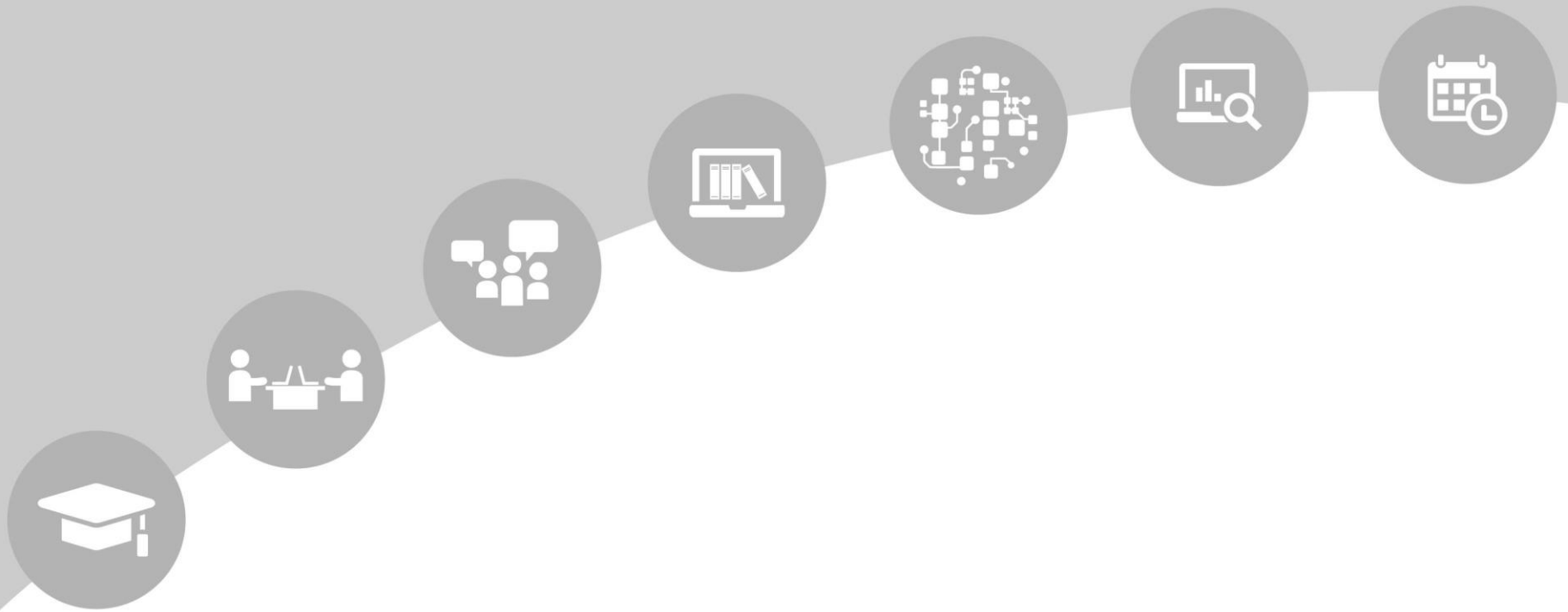


Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action






The Project Outcome Toolkit

Project Outcome for Academic Libraries Website



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

 [Select Language](#) ▼

Looking for Project Outcome for **Public Libraries**? [Visit the Site](#)

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[Academic Library Updates](#)

[Project Outcome Live News](#)

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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 not at a library
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
- 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



WHAT GOOD DID WE DO

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.



WHAT GOOD DID WE DO

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.



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!

Choosing the Right Survey



Identify Institution Needs



Identify Library Goals



Choose Program



Review Survey Questions



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)



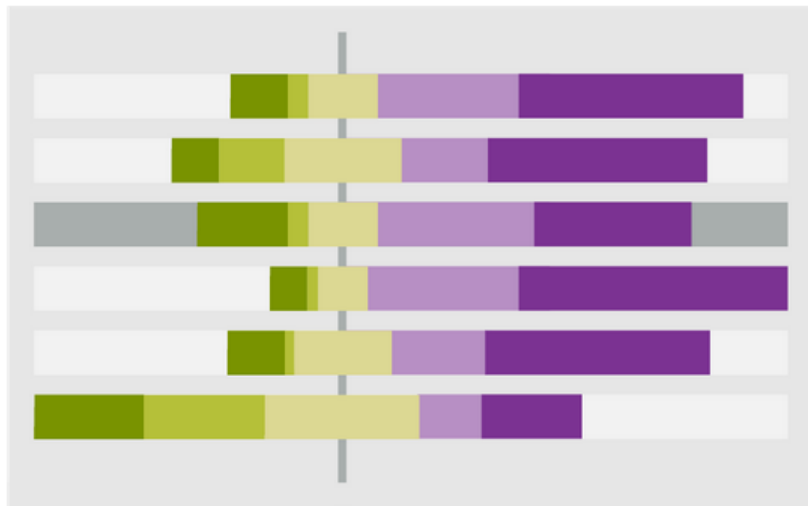
Survey Management

[Create New Survey](#)

[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



Edit Survey Post Creation

Updated 04/25/2019



Deleting surveys

Updated 04/18/2019



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

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 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
- 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

☐ Template

☐ Survey

Topic

☐ Digital & Special Collections

☐ Events / Programs

☐ Instruction

☐ Library Technology

☐ Research

☐ Space

☐ Teaching Support

Type

☐ Immediate

☐ Follow-up

Status

☐ Draft

☐ Active

☐ Archived

☐ Deleted

Search Keywords

Survey Responses Viewer

Build a Report

surveytest - 07/25/2019

Created by Unknown
for Student Test Library Institution

surveytest

07/25/2019

Status ?

Active

0

Responses

Download

0

Attendance Update

Enter Paper Responses

Library After-Hours Access - 07/01/2019

Created by Unknown
for Student Test Library Institution

Library After-Hours Access

07/01/2019

Status ?

Active

0

Responses

Download

0

Attendance Update

Enter Paper Responses

Get Patron Survey

Copy Survey

Get Report

Instruction

Immediate

Get Patron Survey

Copy Survey

Get Report

Space

Immediate


39


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



Create New Research Immediate Survey

✓ Source, Topic & Type ✓ Program Information ✓ Survey Settings **4 Custom Questions** 5 Administer Survey

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?

[view less](#)

Do you want to add questions to the standardized survey?

Yes ☐
No ☒

Keep as Draft | Discard



test program
05/28/2019

Initiative



Digital & Special Collections
Immediate

Status ?

Active

0

Responses

Download

0

Attendance

[Update](#)

[Get Patron Survey](#)

[Program Information](#)

[Survey Settings](#)

[Custom Questions](#)

[Internal Notes](#)

[Enter Paper Responses](#)

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>

[Copy URL](#)

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](#)

[Browse...](#)

No file selected.

[Upload Excel Data](#)

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

[Enter Responses Online](#)

Data Dashboards

Overview Dashboard

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

PROJECT OUTCOME ACADEMIC LIBRARIES

SELECT CUSTOM AREA



SELECT OUTCOME

All Survey Responses

Less Agreeable



More Agreeable



Participating Libraries



Map



Topics

Total Survey Responses: 33



4.2



4.7

Outcomes



4.5



4.4



4.4



4.5

5 Mile Radius



Select Library Community for Census Data

Reports

Summary Reports

PREVIEW YOUR REPORT

Selected criteria:

Illinois, Research, Immediate, Research workshop, Research workshop - 03/29/2019, after 03/29/2019

◀ 01/02 ▶

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



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 to their research



66% felt more confident about their ability to conduct 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%)



Knowledge

33%

33%

33%



Confidence

33%

33%

33%



Application

33%

33%

33%



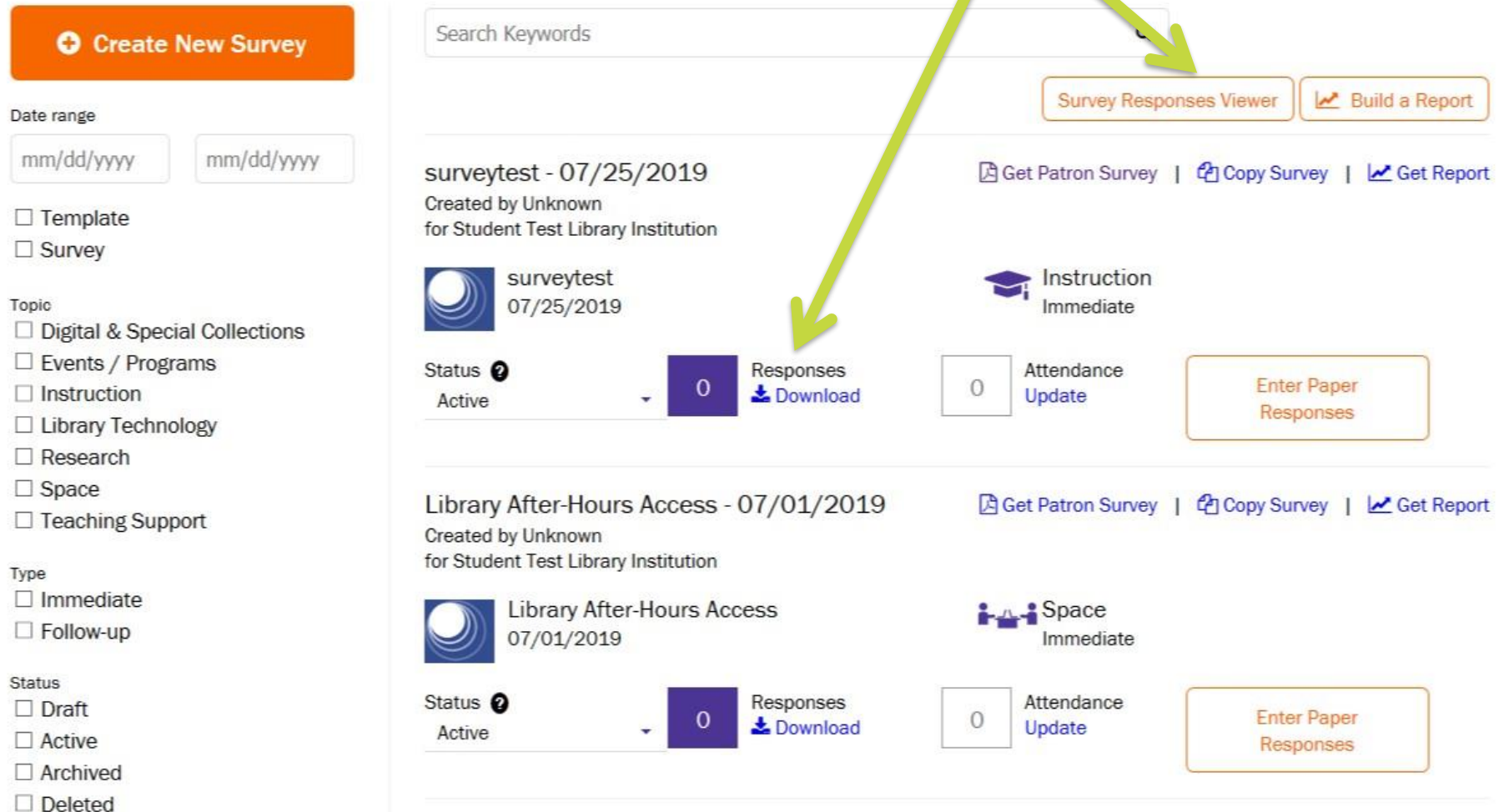
Awareness

67%

33%

SCORING: Strongly Disagree Disagree Neither Agree Strongly Agree

Accessing Raw Data



Create New Survey

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

Search Keywords


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


 surveytest
07/25/2019


Status  Active

Responses  Download




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


 Library After-Hours Access
07/01/2019

Status  Active

Responses  Download




Survey Responses Viewer **Build a Report**


 Get Patron Survey |  Copy Survey |  Get Report

 Instruction
Immediate

Attendance Update

Enter Paper Responses

 Get Patron Survey |  Copy Survey |  Get Report

 Space
Immediate

Attendance Update

Enter Paper Responses

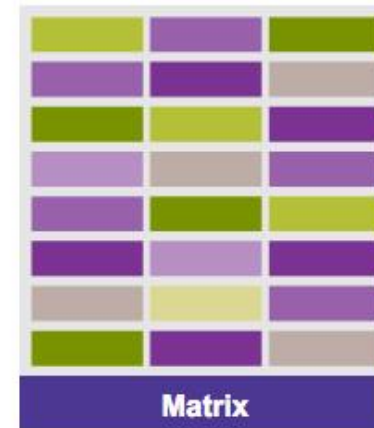
Ethics & Best Practices

As you are planning, be sure to consider:

- Protecting patron privacy
- Informed consent
- Institutional Review Boards (IRBs)
- Equity, diversity, and inclusion

QUESTIONS

about the functionality of the toolkit?



DISCUSSION

1. What program or service would you measure at your library?
2. Which survey would you use?



EVENTS/PROGRAMS



RESEARCH



DIGITAL & SPECIAL COLLECTIONS



TEACHING SUPPORT



INSTRUCTION



LIBRARY TECHNOLOGY



SPACE

Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action





Data Collection Team

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?

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

REFLECT

Implementation Process

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?

RESOURCES

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



Featured Resources

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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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- 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

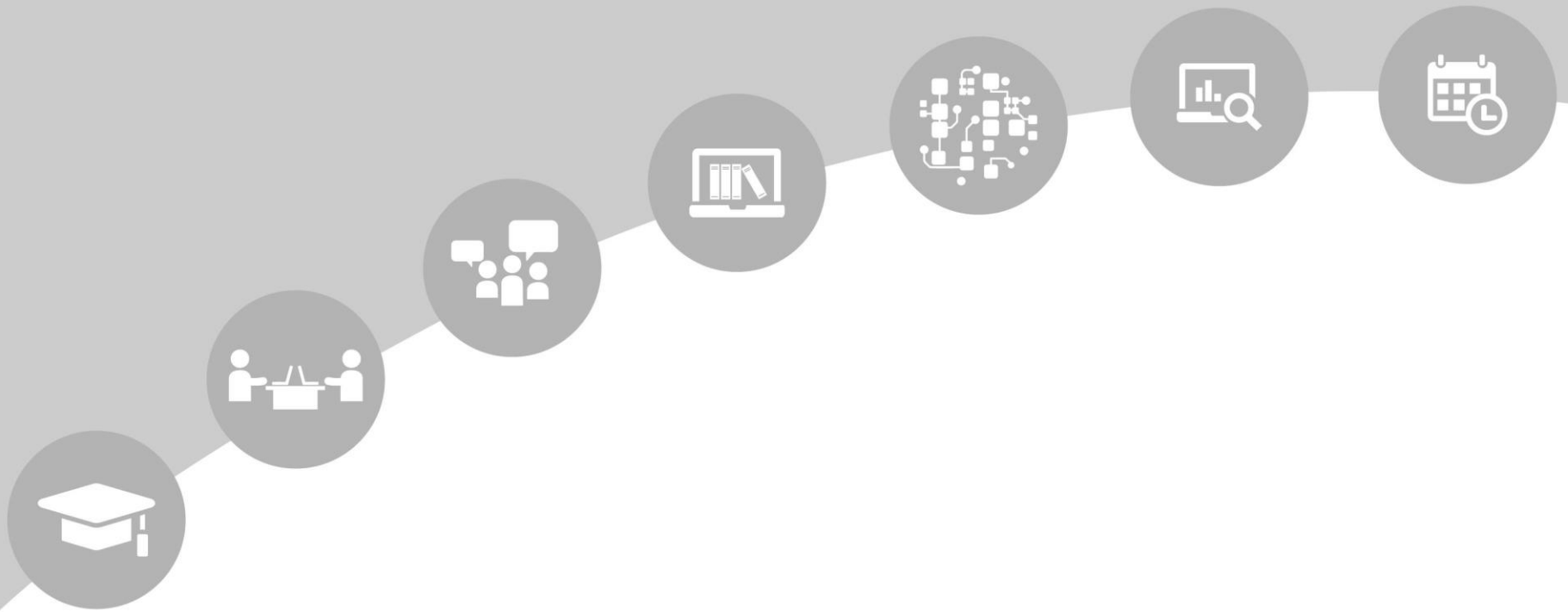
Taking Action

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

From the Field

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





Reviewing Results

Data Dashboards

Overview Dashboard

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

Detail Dashboard

Filters

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](#)

**N/A 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

Space

OUTCOME

Filtered Average
LIBRARY

SCORING

Strongly Disagree





Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Topic/Outcome Averages
LIBRARY CARNEGIE NATIONAL

 This space contributed to my ability to learn something new.	4.5	5%	5%	27%	64%	4.5	4.5	4.6
 Using this space makes me feel more confident about my ability to achieve my goals.	4.7			27%	73%	4.7	4.7	4.6
 I am likely to use this space again in the future.	4.8			15%	85%	4.8	4.8	4.7
 After using this space, I am more aware of the library resources and services available to me.	4.1	5%	19%	33%	43%	4.1	4.1	4.4

SURVEY RESPONSES BY COUNT

JUMP TO [Responses by Percent](#)

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

Space

OUTCOME

STRONGLY DISAGREE

DISAGREE





NEITHER

AGREE

STRONGLY AGREE

NOT APPLICABLE

TOTAL RESPONSES

 This space contributed to my ability to learn something new.	1	0	1	6	14	0	22
 Using this space makes me feel more confident about my ability to achieve my goals.	0	0	0	6	16	0	22
 I am likely to use this space again in the future.	0	0	0	3	17	2	22
 After using this space, I am more aware of the library resources and services available to me.	0	1	4	7	9	1	22

IMMEDIATE SURVEY

FOLLOW UP SURVEY

SORT BY:

TOPIC

SCORE

FILTER BY:

PROG. NAME

INITIATIVE NAME

DATE

AVERAGE SCORE MATRIX

Scoring 1.0

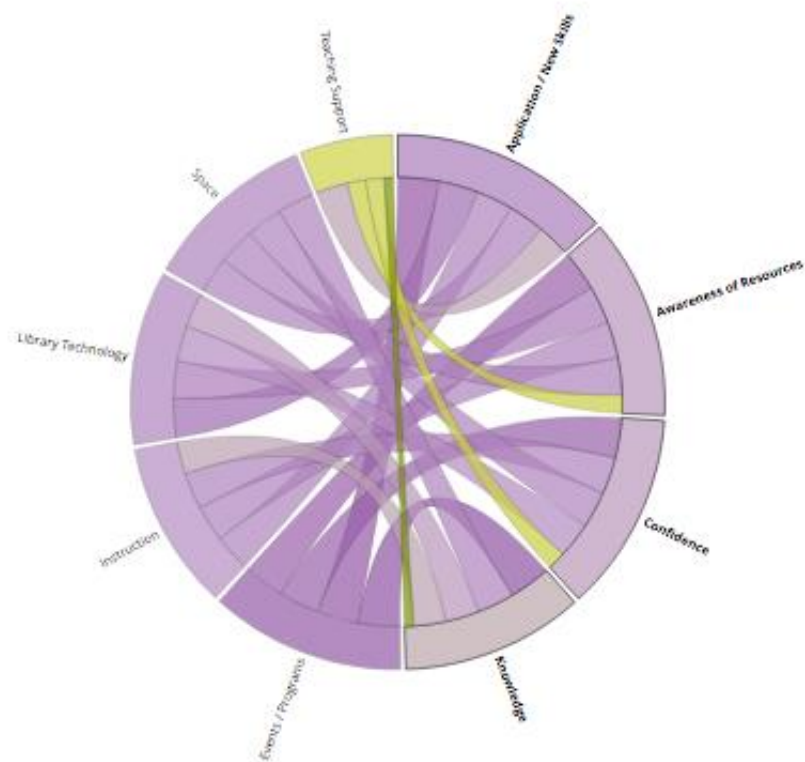


Outcome

Topic	Increased Knowledge	Increased Confidence	Application New Skills	Awareness of Resources	
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

Matrix Dashboard

Service or Survey Topic by Area of Greatest Impact



PROJECT OUTCOME ACADEMIC LIBRARIES

SELECT CUSTOM AREA



SELECT OUTCOME

All Survey Responses

Less Agreeable



More Agreeable



Participating Libraries



Map



Topics

Total Survey Responses: 33



4.2



4.7

Outcomes



4.5



4.4



4.4

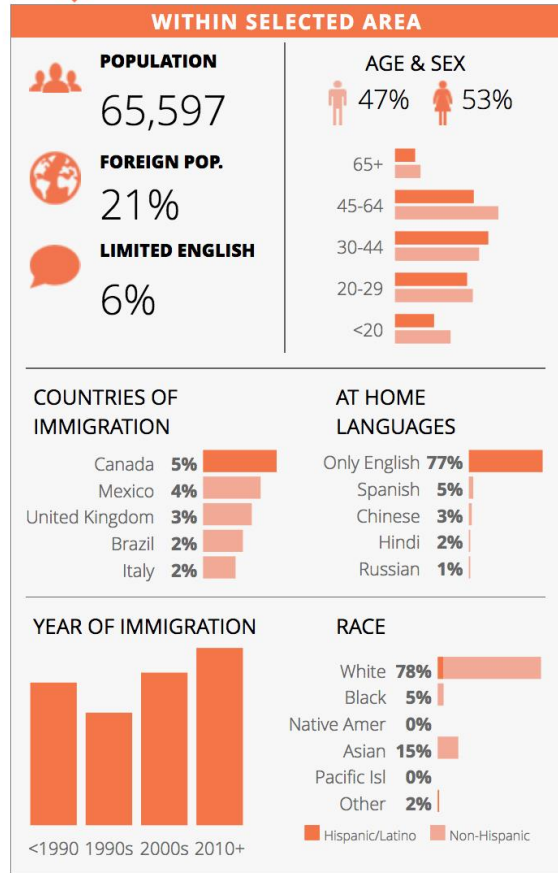
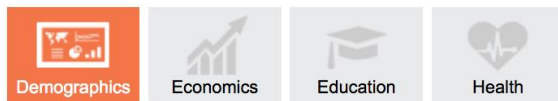


4.5

5 Mile Radius



Select Library Community for Census Data



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

PROJECT OUTCOME ACADEMIC LIBRARIES

SELECT CUSTOM AREA



SELECT OUTCOME

All Survey Responses

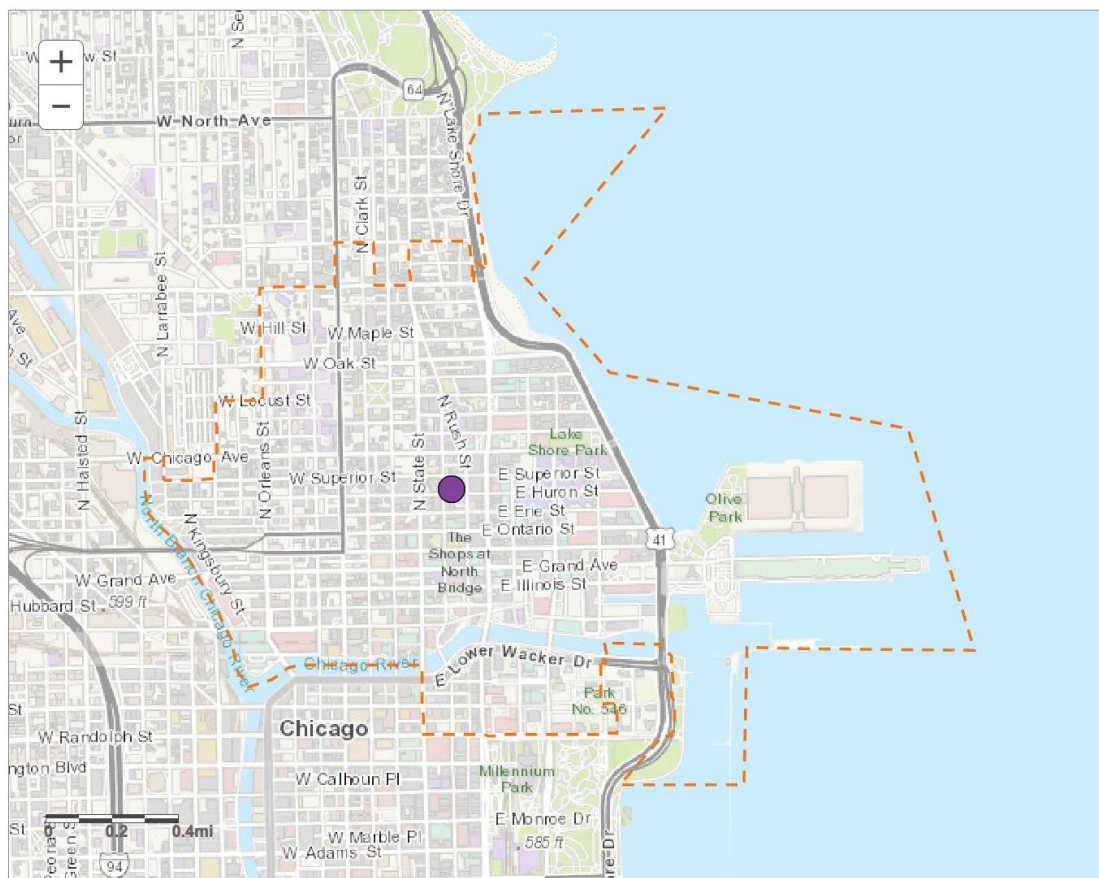
Less Agreeable



More Agreeable



Participating Libraries



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

Reports

Summary Reports

PREVIEW YOUR REPORT

Selected criteria:

Illinois, Research, Immediate, Research workshop, Research workshop - 03/29/2019, after 03/29/2019

◀ 01/02 ▶

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



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 to their research



66% felt more confident about their ability to conduct 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%)



Knowledge

33%

33%

33%



Confidence

33%

33%

33%



Application

33%

33%

33%



Awareness

67%

33%

SCORING: Strongly Disagree Disagree Neither Agree Strongly Agree

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.

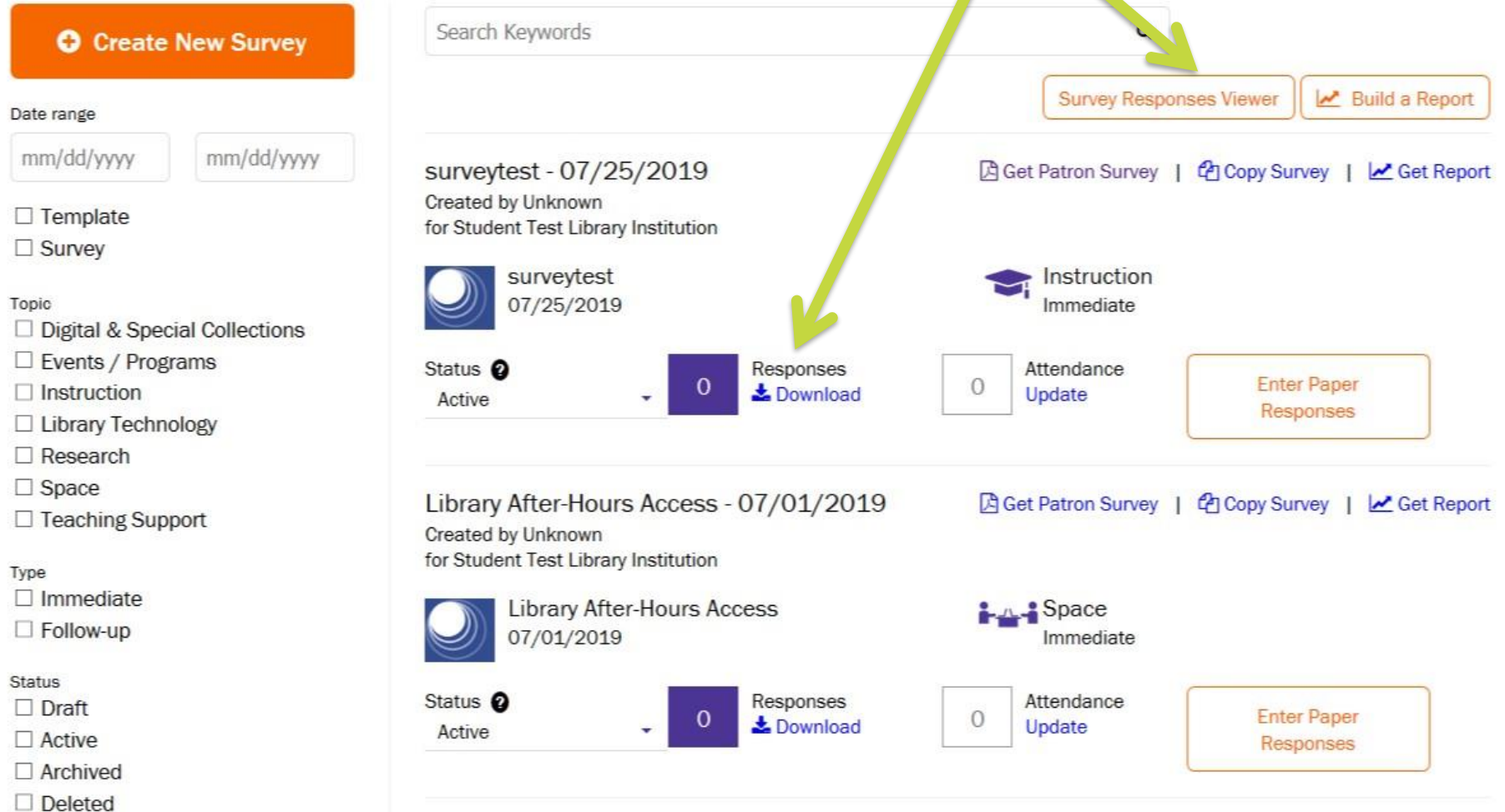
☒ Immediate ☐ Follow-up



Selected criteria: Chicago State University, Research, Immediate

Custom
Reports

Accessing Raw Data



Create New Survey

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

Search Keywords


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


 surveytest
07/25/2019


Status  Active

Responses  Download




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


 Library After-Hours Access
07/01/2019

Status  Active

Responses  Download




Survey Responses Viewer **Build a Report**


 Get Patron Survey |  Copy Survey |  Get Report

 Instruction
Immediate

Attendance Update

Enter Paper Responses

 Get Patron Survey |  Copy Survey |  Get Report

 Space
Immediate

Attendance Update

Enter Paper Responses

Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action





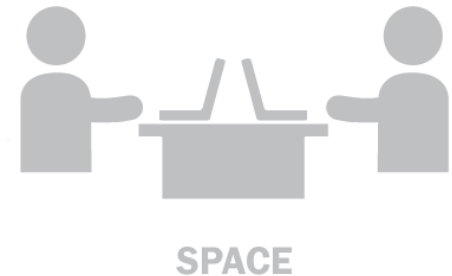
Case Studies

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

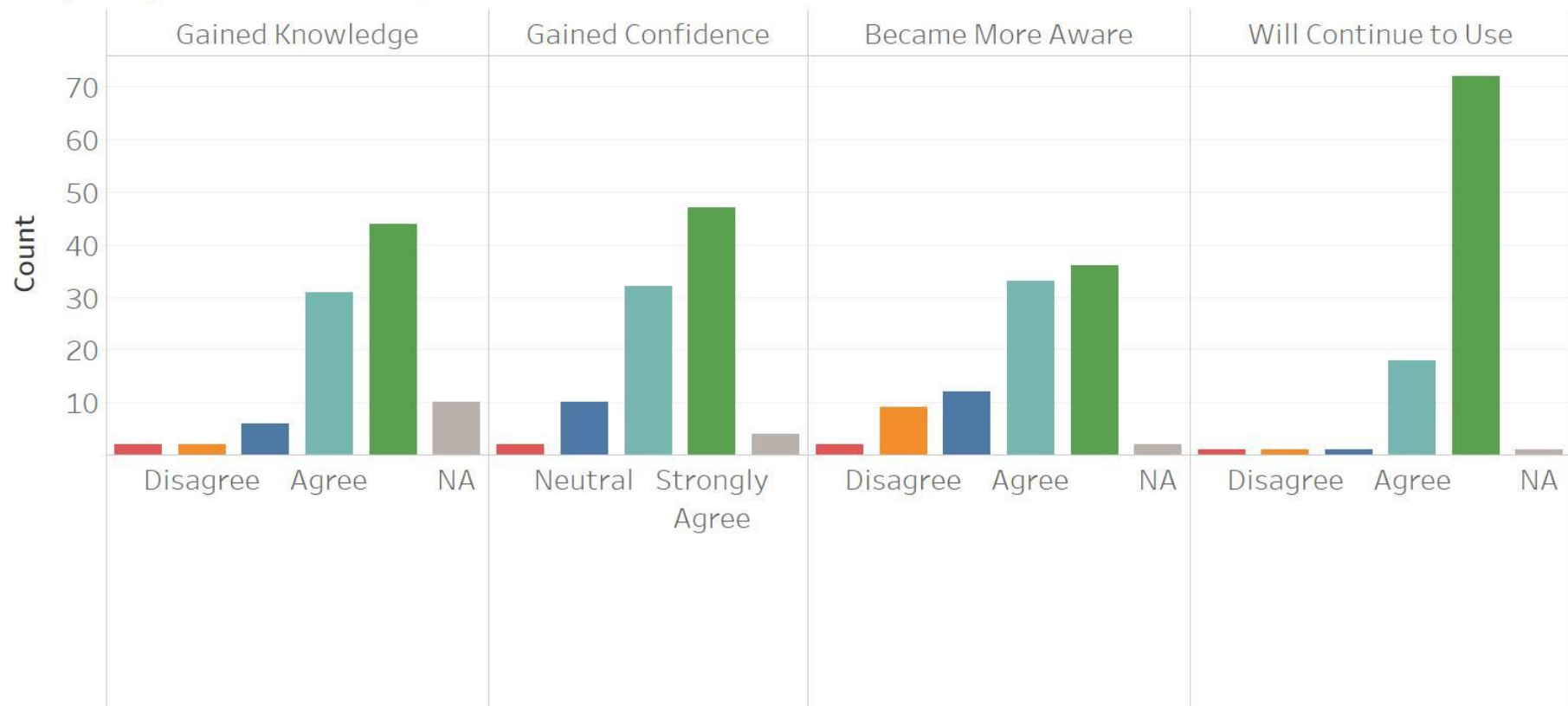
- Eight group study rooms (reserve-able)
- 2,300 seats (16:1 ratio)
- Open 112 hours/week
- Open 24X7 Dead and Finals week



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 ($M = 4.23$)





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:

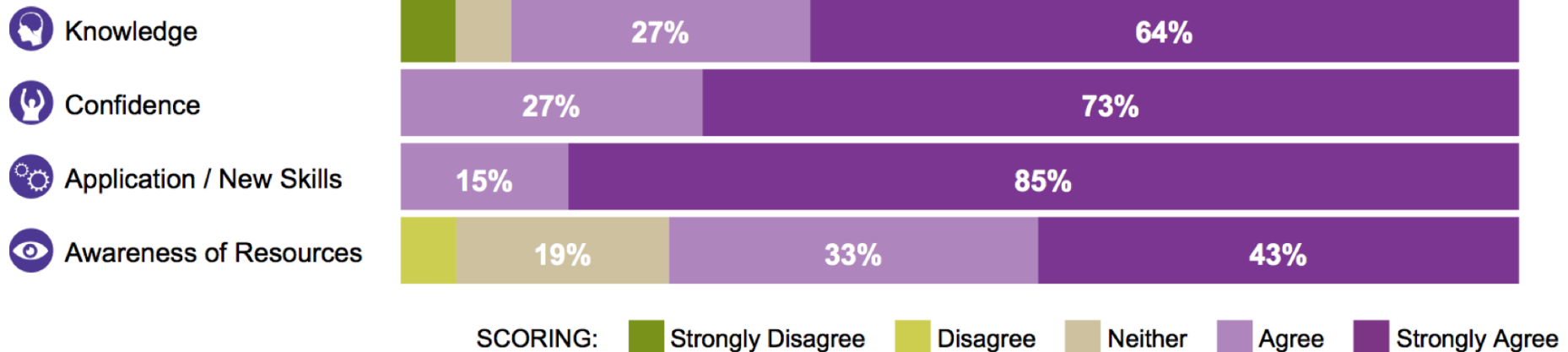
 **91%** felt the space contributed to their ability to learn something new

 **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%)*



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



LIBRARY TECHNOLOGY

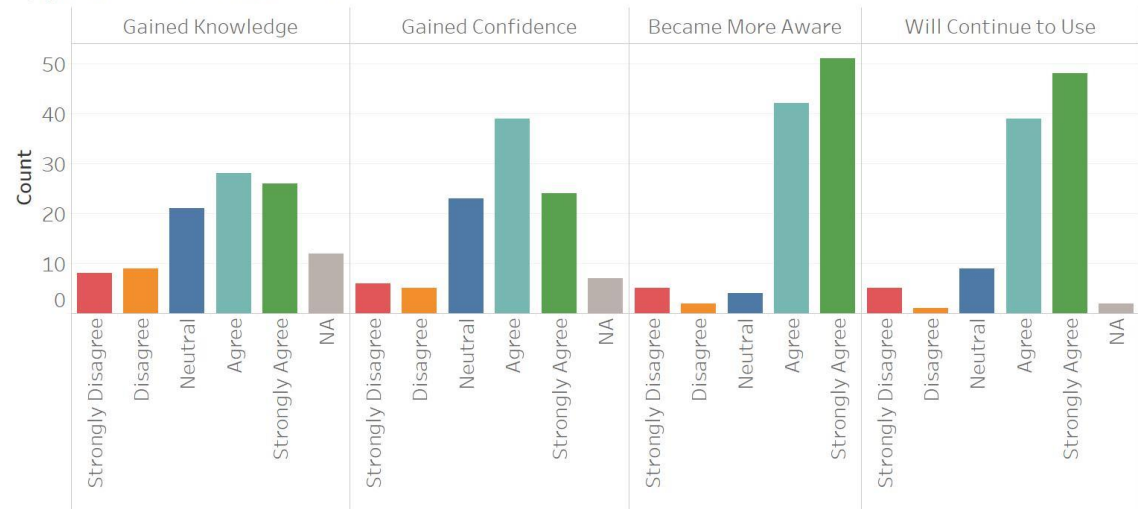
Field-testers used the library technology survey to assess use of **equipment checkouts** and **shared technology in the library**.

Iowa State University

Equipment checkout
results (top): 64
responses

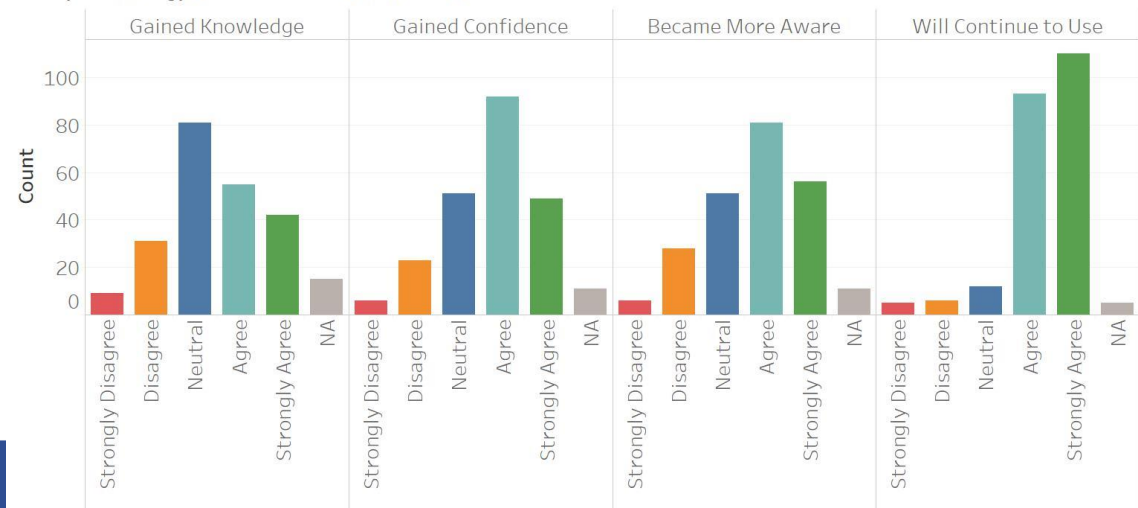
Shared technology
(bottom): 264
responses

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



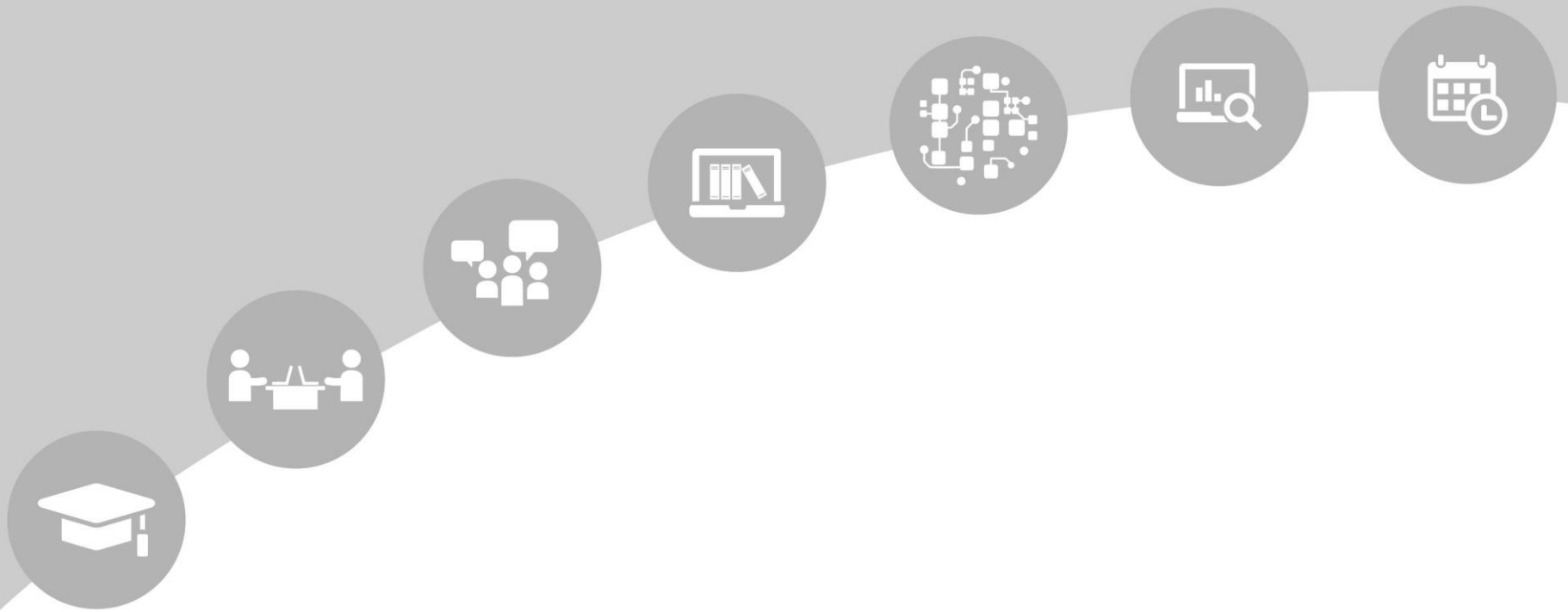
1 (Red) - Strongly Disagree 5 (Green) - Strongly Agree 6 (Grey) - Not Applicable

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



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 _____.



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.



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

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action





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:
- 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.

QUESTIONS?

Further questions after today?

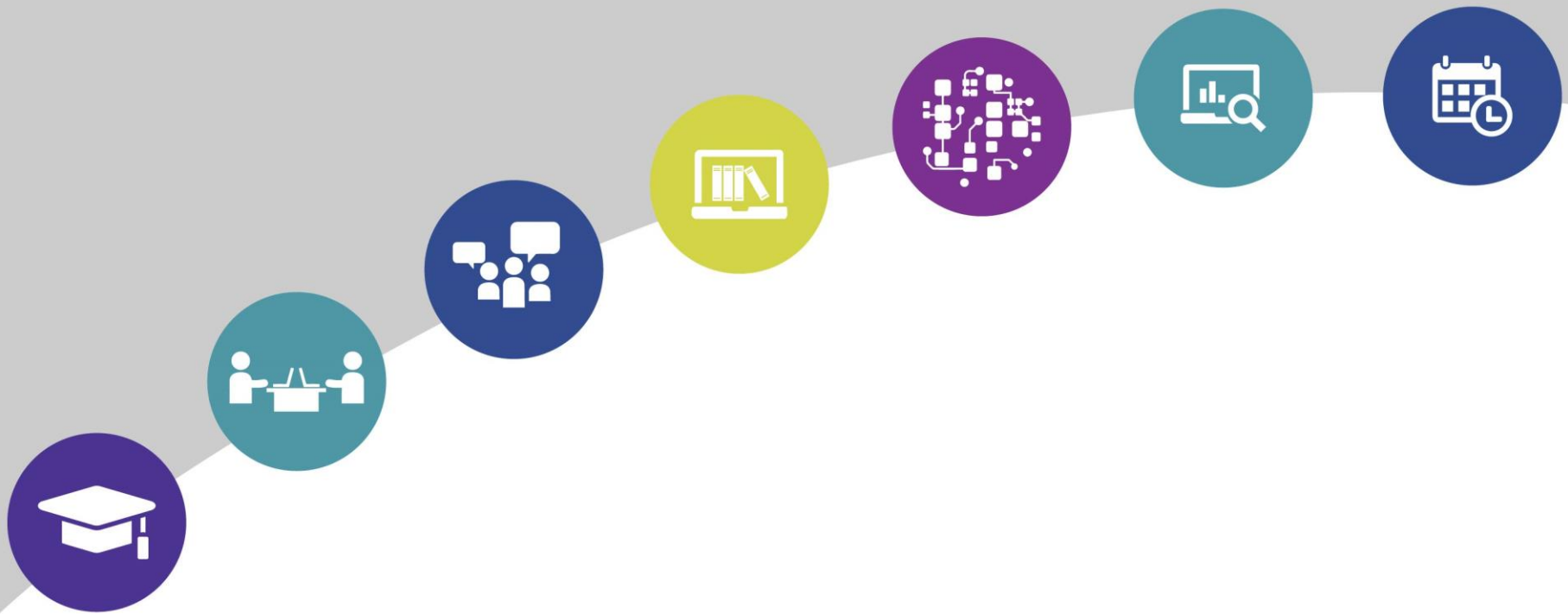
Use the peer discussion board:

<http://acrlcommunity.projectoutcome.org>

or email us (acrl@projectoutcome.org)



Thank you!



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