Improve Your Services & Advocate for Your Library

Increase Your Library’s Impact, Part 1
Presented by Kelly Jo Woodside
Spring 2017

How do you know when your library has been successful?

MLS Strategic Plan

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guides.masslitsystem.org/mls-strategicplan-2017/

But first!

“Assessment is a structured process to learn about communities and evaluate how well the library supports them.”

Steve Hiller,
2016 Library Assessment Conference Co-Chair

How do you know when your library has been successful?
Outcomes Assessment

Anytown Public Library

Inputs: # books/materials purchased, $ spent, # classes held, # staff hours
Outputs: # checkouts, # resource guide hits, # workshop participants, # reference questions
Outcomes: increase in patrons’ applications, interviews, jobs

Anytown Middle School

Inputs:
Outputs:
Outcomes:
Logic Model

W. K. Kellogg Foundation Logic Model Development Guide

Funcity Public Library

**Inputs:** funding, materials, space, staff expertise, partnerships  
**Activities:** workshops, special collection, resource guide  
**Outputs:** # participants, # library cards, # checkouts, # contact hours  
**Outcomes:** change in family reading habits, change in toys or activities  
**Impact:** 3rd grade reading scores

SMART Outcomes

- Specifc
- Measurable
- Action-oriented
- Realistic
- Timed

Participants will land at least 1 interview within 8 weeks of the training.

Assessment Cycle

- Adjust program/service: continuous improvement!  
- Report to stakeholders: advocacy!

Act  ➔ Plan  ➔ Study  ➔ Do

- Needs analysis  
- Outcomes  
- Inputs: budget, staff, etc.  
- Assessment methods

- Data analysis  
- Data dashboards/sharing

- Gather baseline data  
- Conduct program, build collection, etc.  
- Collect outputs  
- Observe outcomes

Assessment Cycle

- Advocate to administration for additional funding/staff  
- Create incentives to attend advanced training

Act  ➔ Plan  ➔ Study  ➔ Do

- Improve student engagement in STEAM  
- $10,000 + .25 FTE

- Work with teachers on measures

- Workshops and open work time  
- Outputs: # students, projects produced, etc.

- Outcomes: class projects, career survey, course enrollments
7 Questions

1. **Responsibility:** Who is taking responsibility and why?
2. **Questions:** What questions do we have about our own program and why?
3. **Data:** What information do we need to answer those questions and why?
4. **Method:** How will we get it and why?
5. **Results:** Who will write the answers and why?
6. **Communication:** Who needs to see the results and why?
7. **Cycle:** What is our timeline for changes and why?


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**Action Research Methods**

**Indirect**
- Surveys
- Focus groups
- Interviews
- Case studies

**Direct**
- Tests/Quizzes
- Observation of behavior
- Artifacts

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**Return on Investment (ROI)**

**Library Value Calculator**

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**Data You Already Have**

- Historical trends
- Community/organizational data
- Benchmark data
- Textual analysis
  - Word cloud example

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**Microfeedback**

- Harvard User Research Center
- UT Austin

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**Space Planning**

**Suma**
**Storytelling**
- Sandbox Technique
- Critical Incident Technique

**Website Usability**
Thinking Aloud Protocol

**Value of Academic Libraries**
Assessment in Action

**Data Visualization**
- Excel example
- Infographics
- Piktochart

**OUTCOME**
MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES
Data Dashboards

Tableau public

Next level?

- Library Juice Academy: Everyday Statistics for Librarians
- Statistical training from MLS?
- EdX, Coursera, Udacity, etc.

Issues

- Privacy
- Ethics

GETTING TO CULTURE

Culture of Assessment

Thank you!

Coming soon:
http://guides.masslibsystem.org/assessment

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