Today’s Panelists

Denise Davis  
Sacramento Public Library

Rebecca Jones  
Brampton Library

Anne Murphy  
Sno-Isle Libraries

Post your questions on Twitter @ChristaWerle
Agenda

• Stats, Sensors & Outcomes
• How Project Outcome Can Help
• Assessing Strategic Plans - Sacramento Public Library
• Brampton Library
• Yes or No? Five Steps to Confident Decision-Making - Sno-Isle Libraries
• Q&A

Post your questions on Twitter @ChristaWerle
Stats, Sensors & Outcomes
Stats, Sensors & Outcomes

Measuring Impact

- Outcome Measurement
- Market Segmentation
- Technology assessments
- Benchmarking
- Patron Satisfaction Surveys
- Staff feedback

Post your questions on Twitter @ChristaWerle
Stats, Sensors & Outcomes

• So many choices!

• Where do I start?

• Do I need to reinvent the wheel? NO!
  • There are products you can use out there!
  • And even better news:
    ➢ Libraries are testing them out!

Post your questions on Twitter @ChristaWerle
How Project Outcome Can Help

Denise Davis
Sacramento Public Library
What Is Project Outcome?

Project Outcome launched in June 2015

Managed by PLA, supported by Task Force

Easy-to-use online toolkit for libraries to:

• Measure service-based outcomes
• Understand and aggregate findings
• Access tools and resources to help libraries take action

It’s all FREE!

Post your questions on Twitter @ChristaWerle
Project Outcome Website

Outcome Measurement Made Easy
Resources and Tools to Plan Surveys and Analyze Data at Your Library

New to the site?
Improve the effectiveness of library programs in your community.
Sign Up

Already a member?
Access your surveys, training resources, and data dashboards.
Sign In

www.ProjectOutcome.org

Post your questions on Twitter @ChristaWerle
Survey Topic Areas

- Early Childhood Literacy
- Digital Learning
- Education/Lifelong Learning
- Summer Reading
- Civic/Community Engagement
- Job Skills
- Economic Development

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Survey Tools

Immediate Survey
Patron-Reported Learning

Follow-Up Survey
Patron-Reported Adoption

Outcome Measurement Guidelines
Long-Term Impact

Post your questions on Twitter @ChristaWerle
Implications for Community Impact

Civic and community engagement can include a range of activities like participating in public meetings, joining a local organization, accessing government information and services, or volunteering for a cause - all of which contribute to a sense of social connectedness and personal investment in the community. There is a growing body of evidence that this leads to tangible benefits for community and economic opportunity.

- Public libraries support, for instance, they deliver conversation about community issues.
- People who participate, according to a recent survey coordinated with other local libraries, reported they have coordinated with other local libraries, 28% attend a meeting held at a library in the previous year, who did not coordinate with other local libraries the previous year.

Results

The results of the Civic and Community Engagement surveys are shown in the chart below.

Program Information

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Attendance</th>
<th>Response Rate</th>
<th>Session Date</th>
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<tbody>
<tr>
<td>Teen Town Talks</td>
<td>9</td>
<td>67%</td>
<td>February 09, 2016</td>
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<tr>
<td>Town Talks</td>
<td>12</td>
<td>58%</td>
<td>February 02, 2016</td>
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Data Reports & Visualizations

Open Response View & Export

Marion County Public Library System

SCORE SURVEY TOPIC FILTER BY: PROG. NAME DATE

SCORING

5.0 Strongly Agree

AVERAGE SCORE MATRIX

Knowledge 3.3
Confidence 3.5
Application 3.7
Awareness 3.6

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Assessing a Strategic Plan

Questions to answer (taking a really good conceptual map and applying it to our needs):

- What does our community need?
- How much did we do?
- What good did we do?
- What should we do better?

Strategic Plan  Monthly Service Measures  Patron Surveys  Patron Surveys

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Tools: Outputs, Outcomes, Demographics & Market Segmentation

1. **Community Satisfaction** – Counting Opinions

2. **Outcomes** – Project Outcome

3. **Market Segmentation** – Analytics on Demand® (Patron profiles, eBook and audio book insights, marketing action, and branch insights analysis)

Post your questions on Twitter @ChristaWerle
How These Tools Fit Together for Our Strategic Plan Assessment Strategy

Community Satisfaction Surveys (outcomes)
- Branch specific
- Useful systemwide
- Continuous collection

Community Engagement Programs / Services (outcomes)
- Branch specific
- Targeted analysis by program/service
- Useful systemwide
- May be time specific (Summer Reading)

Monthly Usage Reports (outputs)
- Branch specific
- Useful systemwide for benchmarking
- Monthly reporting
- Compare over multiple years to develop trend analysis

Market Segmentation Analysis (demographic)
- Branch specific
- Planning tool for programs/services
- Useful systemwide

Post your questions on Twitter @ChristaWerle
Strategic Plan Assessment Timeline 2016

**Tell Us What You Think!**

- **Quarterly**
  - March 2016
  - June 2016
  - September 2016
  - December 2016

**Project Outcome**

- Branch access and training begins April 2016
- April 2016 start exploring, using resources, etc.
- Implement at least one survey by July 2016
- Review results and develop summary report to share by August 2016
- Repeat!

**Patron Profiles**

- Branch reports updated March 2016
- Posted to Sharepoint site March 2016
- Staff review, comparing with 2015 reports
- Use demographics and Mosaic Profiles to inform Project Outcome survey category

Post your questions on Twitter @ChristaWerle
Outcomes say how
Stats say how many, where & when
Sensors add descriptors
We put the story & the evidence together for decision-makers & staff
The story: Meeting students’ needs

- Brampton is young: median age: 34 years
- 51% born outside of North America
- Growing @ 5%/year
- 600,000 people with 6 Library Branches
August 23 – September 21st: Study area
August 23 – September 21st
Students journey in:

Jones describes how Brampton is investigating customer journeys by integrating its Project Outcomes data with customer borrowing and entry statistics, plus the indicators obtained through LiveGauge, a system that helps measure the impact of library spaces and merchandising.
As a result of participating in the Summer Reading Challenge:
75% of Teens say they maintained or increased their reading skills
As a result of participating in the Summer Reading Challenge:

Less than 50% of Teens say they learned something new

NOTE: This was not their goal or even their expectation
As a result of participating in the Summer Reading Challenge:

62.5% of Teens enjoy reading more; 27.5% were unmoved

NOTE: The reality is that this audience already self-identifies as readers
As a result of participating in the Reading Challenge:

72.5% of Teens want to use the Library more often

AND

Would recommend to friends
What impact did the program have for them?

• I stayed off my phone longer and it helped me find a book that I REALLY enjoyed.

• I stayed home most of the summer, and instead of playing video games like I did prior summers, I was reading books. Not only did I learn more while reading these books, I began to like reading a lot more.

• It strengthened my writing skills and reading skills. Because of the program, I read numerous books which wired my brain regarding grammar and punctuation.
Decisions being underpinned

- Plans for more youth reading programs
- Signage in the study areas about Lynda.com & relevant e-resources for courses
- Merchandising displays with relevant, appealing books & digital ads moved to study areas
- After Hours Study Hall during exam periods
- Staff approaching them in study area
Yes or No? Five Steps to Confident Decision-Making
By the numbers

- 2 counties (2,260 square miles)
- 21 community libraries plus online services and Library on Wheels
- 460 full- and part-time employees
- 728,745 district residents
- 1,060,000 books, CDs, DVDs, and eBooks available
- $5,100,000 materials budget (2016)
- 6,700,000 items borrowed (2015)
Idea Management @ Sno-Isle Libraries

= Innovation from All Employees

- Inclusive
- Transparent
- Peer-reviewed
- Strategic alignment
- Decision-making
- Implementation

Post your questions on Twitter @ChristaWerle
Sno-Isle Libraries & Project Outcome

= re-designing programming services with outcomes & impact

- Introduction/Project Alignment in Fall 2015
- Piloted Follow-Up Surveys in Spring 2016
- Currently using Immediate & Follow-Up Survey tools for baseline measures
- Will influence scope & design of programming services in 2017 and beyond
It All Begins...

- Seattle Public Library
- Staff suggestion
- Verizon and T-Mobile

Post your questions on Twitter @ChristaWerle
Great Idea!

- **WHAT** – circulate wireless hotspots
- **WHY** – provide internet connectivity to customers without access
- **OUTCOME** – digital divide barriers smashed!

Post your questions on Twitter @ChristaWerle
This Calls for an Investigation!

So many questions...

- Who would use them?
- What will they do with them?
- How much will it cost?
- How will we fund it?
- Is it sustainable through time?
- How many do we need?
- How will we know if we’re impacting the people we want to reach?
- Will they work in rural areas?
- How many people can we impact?
- Is this really what our customers need?
- Is it true people will take them to Yellowstone?*

Post your questions on Twitter @ChristaWerle
Valuable Information Sources

- Seattle Public Library
- Verizon and T-Mobile representatives
- Government reports on broadband and internet use
- Other library wireless hotspot lending programs
- Sno-Isle data

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I Learned a Lot!

Seattle Public Library

- 200-400 GB monthly data usage
- Contractual complexities
- 30% of users did not have internet at home

T-Mobile

- 25% loss rate

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What about Yellowstone?

Keith Morris, a library regular, was one of the first to hear about the new offering in Spring Hill. He checked out a hot spot for a family road trip to the West Coast.

"We got pretty good reception in Yellowstone, so that was kind of exciting," he says.

“For Internet to Go, Check the Library”
– NPR All Tech Considered (January 3, 2016)

http://www.npr.org/sections/alltechconsidered/2016/01/03/460962121/for-internet-to-go-check-the-library
Show Me the Money!

## Verizon

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<th>10 units</th>
<th>50 units</th>
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<tr>
<td>Initial one time cost for devices</td>
<td>$500</td>
<td>$2,500</td>
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<tr>
<td>Monthly service plan cost</td>
<td>$400</td>
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<td>Service Plan – 12 month total</td>
<td>$4,800</td>
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<td>$48,000</td>
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<td>Total – first year</td>
<td>$5,300</td>
<td>$26,500</td>
<td>$53,000</td>
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## T-Mobile

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<th>10 units</th>
<th>50 units</th>
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<td>Initial one time cost for devices</td>
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<td>Monthly service plan cost</td>
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<tr>
<td>Service Plan – 12 month total</td>
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<td>$18,000</td>
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<tr>
<td>Total – first year</td>
<td>$4,350</td>
<td>$21,750</td>
<td>$43,500</td>
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Crunch the Numbers...

- 147,454 active cardholders over 18
- 100 circulating units
- 4 week circulation period

Post your questions on Twitter @ChristaWerle
The Final Answer...

Post your questions on Twitter @ChristaWerle
High Cost, Low Impact

- .07% of active users over 18 reached at any one time

- 1300 checkouts per year

- .9% of active users over 18 reached during the course of a year
Five Easy Steps!

1. IDENTIFY
2. GATHER INFORMATION
3. EVALUATE & ANALYZE
4. DECIDE
5. DOCUMENT
Questions?

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THANK YOU!