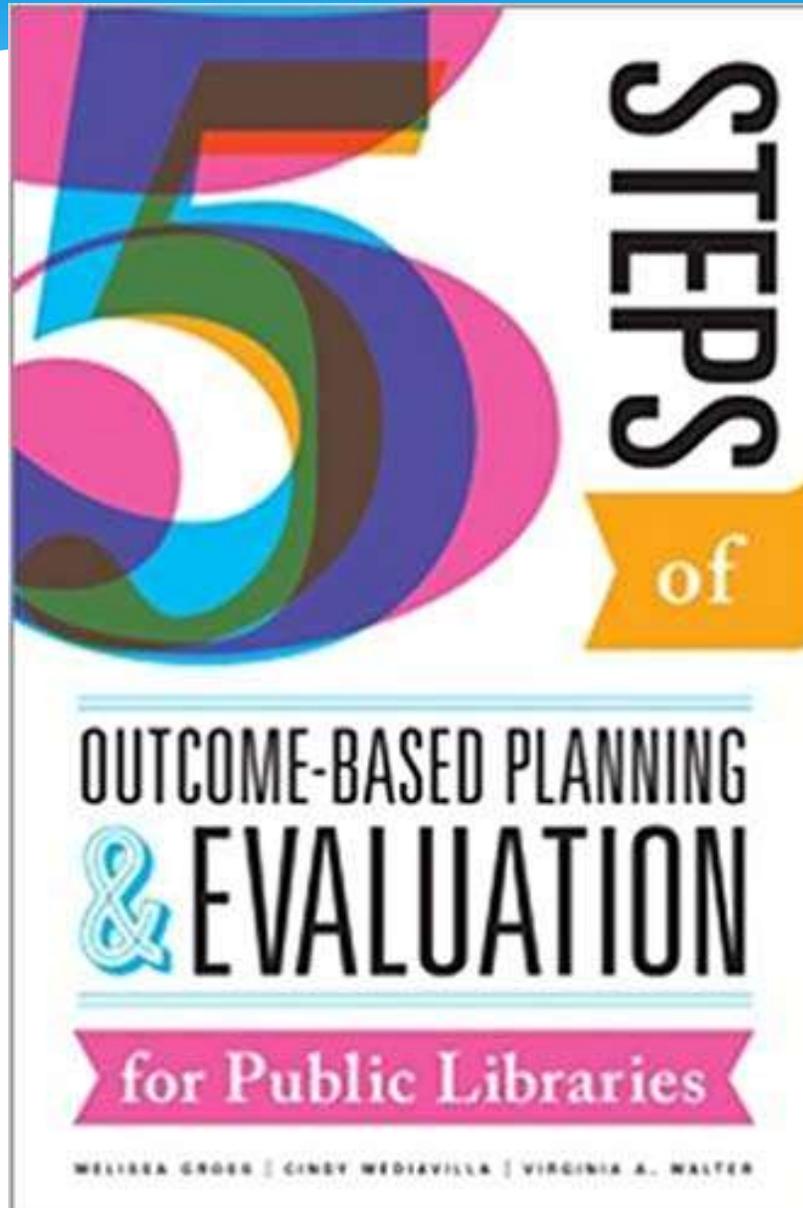


Outcome Measures

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1. Community assessment
2. Target outcomes
3. Design services/programs
4. Evaluation
5. Leverage results

(ALA, 2016)



Why are outcomes important?

Targeted goals

Basis for designing a new service/program

Basis for evaluation

Required by funders

Reflect the positive impact libraries have on the
community



Inputs are . . .

The internal resources the library uses to provide its services, including . . .

- Number of staff
- Size of collection
- Amount of equipment
- Number of conference rooms
- And more



Inputs are . . .

Usually expressed numerically

Important element in creating library and grant
budgets

BUT . . .

Quantity of resources does not, in itself, reflect the
impact of library services



Outputs . . .

Measure workload and are usually expressed numerically (i.e., library statistics)

- Circulation
- Program attendance
- Number of library visits
- Reference transactions

Important, but do not reflect the impact of library services



Outcomes . . .

Measure the positive *impact* library services have on the community and indicate change in a person's . . .

- Attitude
- Behavior
- Knowledge
- Skill
- Status and/or life condition



Sample outcomes

Older adults know how to research family history
(knowledge)

Learners are confident in their reading ability (attitude)

Teens eat healthy food (behavior)

Immigrant residents become citizens (status)

High school students acquire math skills (skills)



Outcome statement characteristics:

Positive/aspirational

Subject/verb/object

Reflects at least one outcome change area
(e.g., attitude, behavior, knowledge, skills, status/life condition)

Achievable

Focuses on target community, *not* on the library



How do we measure achievement?

Indicators!

Tangible benchmarks that can be expressed quantitatively

Define what success looks like

Every outcome should have at least one indicator



Indicators should be . . .

Expressed numerically and
include a deadline

Realistic—usually not
reasonable to target 100%
success rate

Measurable using practical
evaluation techniques



Disneyland 5K, November 2017

CASE STUDY:

“Cindy is physically fit”



Indicators of physical fitness:

Lower blood pressure

Improved cholesterol levels

Increased stamina

Improved mental outlook

Weight loss??

Sample indicators

Older adults know how to research family history

After attending the library's genealogy workshop, participants can name three resources for researching family history

Learners are confident in their reading ability

After six months in the literacy program, 55% of learners say they feel more confident in their reading ability

Teens eat healthy food

75% of teens who keep a 3-month food log report eating more vegetables

Immigrant residents become citizens

80% of immigrants who participate in the library's citizenship program become citizens within a year

High school students acquire math skills

Library homework helpers report that 45% of students using the homework center have improved math skills by the end of the fall semester



Questions??



Need more help with outcomes?

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