IOWA STATE UNIVERSITY
University Library

2020 CADRE Conference
Building Data and Digital Competencies for the Future
April 17, 2020

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Project Outcome

Project Outcome is a FREE online toolkit designed to help libraries understand and share the impact of essential library programs and services by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes.
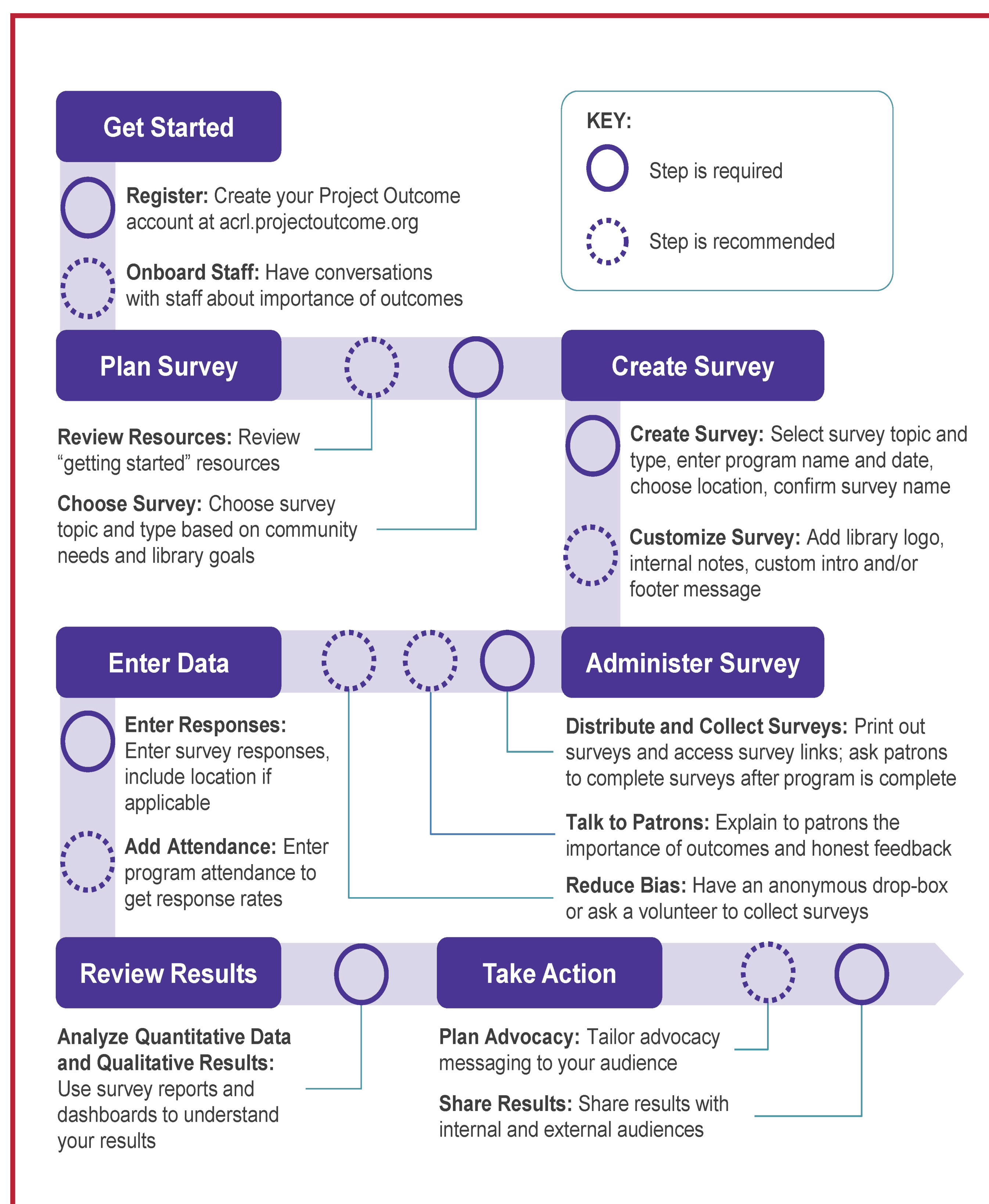
Academic libraries have free access to standardized outcome measures that allow them to measure consistently within their institution and library and with participating institutions across the country, being able to compare data over time and a national level.

While many academic libraries collect data about their programs and services, like needs assessments, patron satisfaction surveys and output measures, what is often lacking are the data to support the learning that happens in libraries and the benefits programs and services provide to patrons.

That's where measuring outcomes can help. An outcome is a specific benefit a patron receives from a library program or service. Outcomes can be quantitative or qualitative, and are expressed as changes that individuals perceive in themselves.

Project Outcome's surveys help libraries quantify what good they did by measuring if patrons learned something new, gained confidence, changed their behavior, or increased awareness of library resources. Libraries will also learn what their patrons liked most and what the library can do to improve.

Combined, these outcomes help libraries determine whether and how their programs and services benefit patrons and make an impact on their lives.

Get Started

Register: Create your Project Outcome account at acrl.projectoutcome.org

Onboard Staff: Have conversations with staff about importance of outcomes

KEY:
Step is required
Step is recommended

Plan Survey

Review Resources: Review "getting started" resources

Choose Survey: Choose survey topic and type based on community needs and library goals

Create Survey

Create Survey: Select survey topic and type, enter program name and date, choose location, confirm survey name

Customize Survey: Add library logo, internal notes, custom intro and/or footer message

Enter Data

Enter Responses: Enter survey responses, include location if applicable

Add Attendance: Enter program attendance to get response rates

Administer Survey

Distribute and Collect Surveys: Print out surveys and access survey links; ask patrons to complete surveys after program is complete

Talk to Patrons: Explain to patrons the importance of outcomes and honest feedback

Reduce Bias: Have an anonymous drop-box or ask a volunteer to collect surveys

Review Results

Analyze Quantitative Data and Qualitative Results: Use survey reports and dashboards to understand your results

Take Action

Plan Advocacy: Tailor advocacy messaging to your audience

Share Results: Share results with internal and external audiences

Data is collected for four outcome measurements

What Good Did We Do?

Helping Libraries Measure Four Key Outcomes

Knowledge | Confidence | Application | Awareness

Sample: The out-of-the-box Project Outcome Digital Services Survey

Please take a few minutes for this brief survey and let us know if, as a result of using this collection or resource...

1. I feel more knowledgeable about the topic supported by the resource I used.

Strongly disagree | Disagree | Neither | Agree | Strongly agree | N/A

2. I feel more confident about my ability to use this resource or collection.

Strongly disagree | Disagree | Neither | Agree | Strongly agree | N/A

3. I intend to apply what I just learned from the resource I used.

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 resource or collection?

6. What *else* could the library do to help you better use its resources and collections?

DIGITAL & SPECIAL COLLECTIONS | INSTRUCTION | SPACE

EVENTS/PROGRAMS | TEACHING SUPPORT | LIBRARY TECHNOLOGY | RESEARCH

Project Outcome provides surveys for seven key library service areas, including Digital & Special Collections

Project Outcome Project Site
acrl.projectoutcome.org

project | OUTCOME
MEASURING THE TRUE IMPACT OF LIBRARIES

Survey results can be reviewed and reported using the Project Outcome Data Dashboard

Build Report | Overview | Matrix
Detail | Map | Institution Info