

12 MONTHS TO BETTER LIBRARY DATA

A Research Institute for Public Libraries (RIPL) Webinar Series

This webinar series is made possible by
funding from the Mellon Foundation



Mellon
Foundation



12 MONTHS TO BETTER LIBRARY DATA WEBINAR SERIES



Monthly through February
2025



- 1 Identify** the purpose of your evaluation
- 2 Plan** your evaluation
- 3 Collect** data
- 4 Analyze** data
- 5 Use data** for management, strategic planning, and communicating library impact

12 MONTHS TO BETTER LIBRARY DATA WEBINAR SERIES

1st Quarter - Identify and Plan:

- Introduction to Data Equity (May 13)

2nd Quarter - Data Collection and Analysis

- Creative Survey Design: Crafting Survey Instruments to Meet Your Library's Research and Evaluation Needs (June 5)
- Building Bridges: Collecting Culturally Relevant Data (July 25)
- Exploring Public Libraries Survey Data for Peer Comparisons (August 15)

Outcomes and Beyond: A 3-Step Process to Evaluating Program Success

REBECCA TEASDALE & LINDA HOFSCHIRE
RIPL WEBINAR SERIES



Welcome!



Rebecca Teasdale
Rebecca Teasdale &
Associates
University of Illinois
Chicago
she/her



Linda
Hofschire
Consultant
she/her

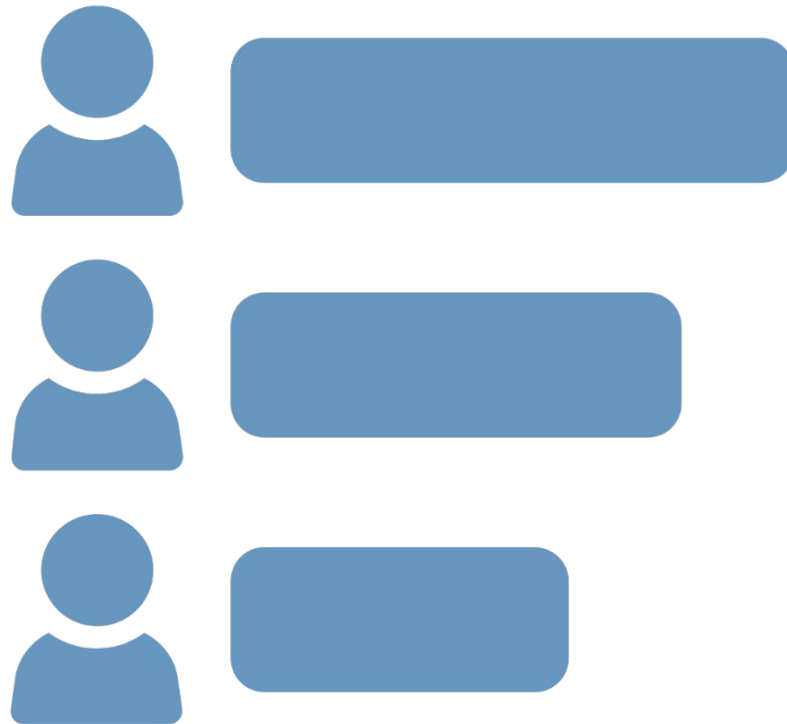


Andy Zalot
University of Illinois
Urbana-Champaign
he/him

Recording, Slides, and Resources



Poll



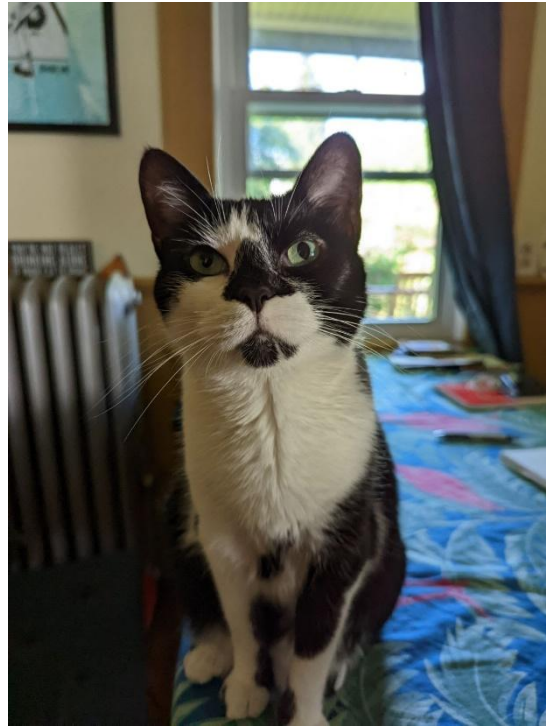


Pebble Pond Public
Library

Borrow a Buddy



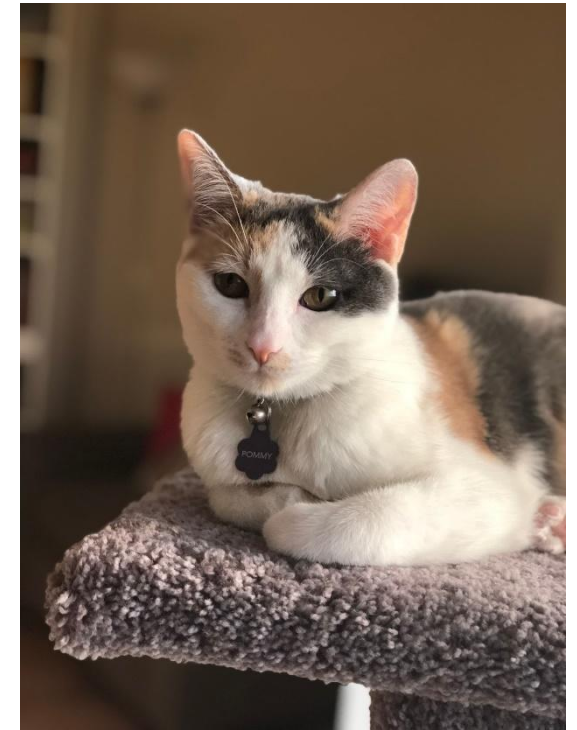
Sa
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Borrow a Buddy

Pet checkout (cats, dogs, guinea pigs, hedgehogs, iguanas, rabbits)

3-week loan period, supplies and food are provided

Intended outcomes:

- Improve wellbeing and connectedness
- Increase confidence



Fro
do

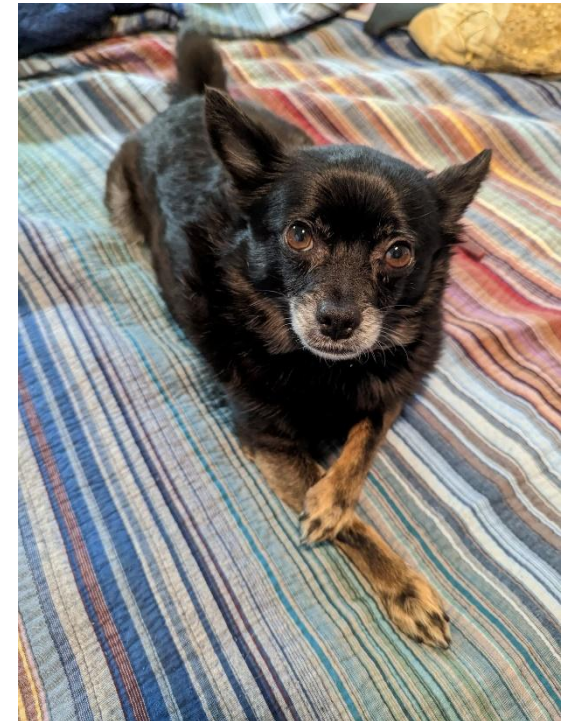
Strategic Priorities and Stakeholder Viewpoints

Strategic priorities:

- Wellbeing – the library cultivates wellbeing by supporting residents in improving their physical and mental health.

Stakeholder viewpoints:

- Mayor – concerned about community survey results showing high levels of isolation and loneliness, especially among seniors
- Circulation staff – concerned about the logistics of providing ongoing care for pets, cost per circulation



**Captain
Josey**

3-Step Process to Evaluating Program Success:

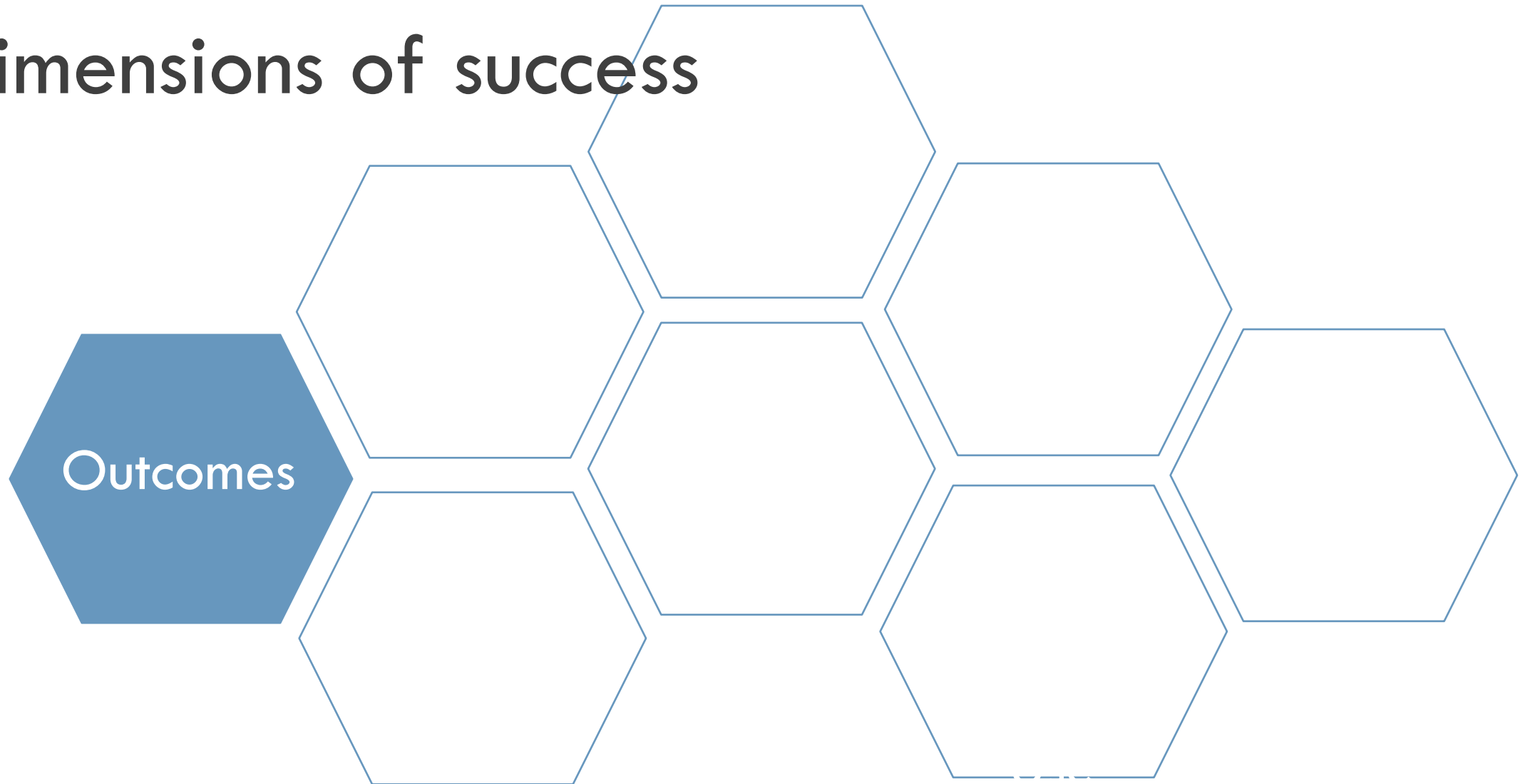
Define what “success”

1

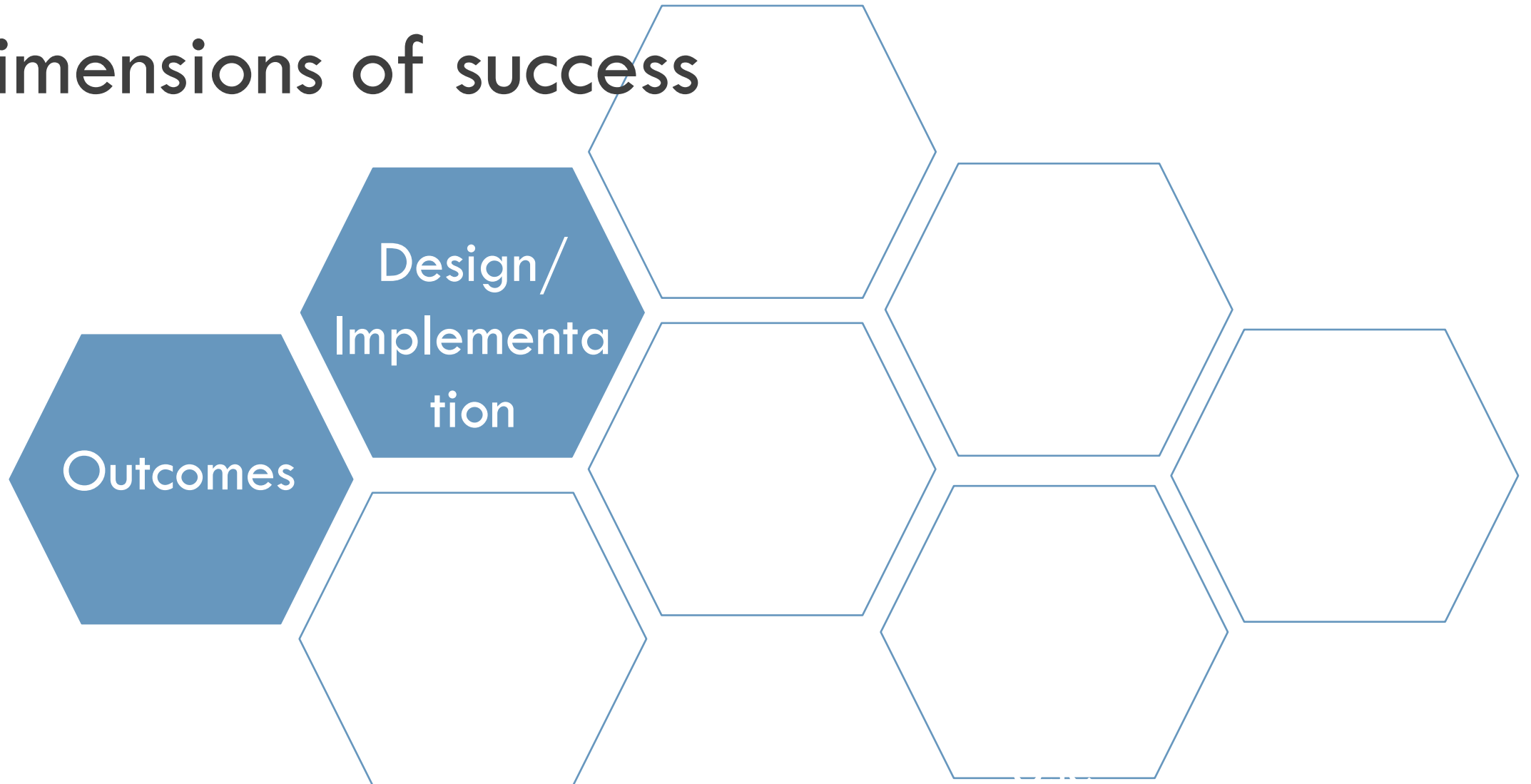
looks like

How do you determine
whether a library
program/service is
successful?

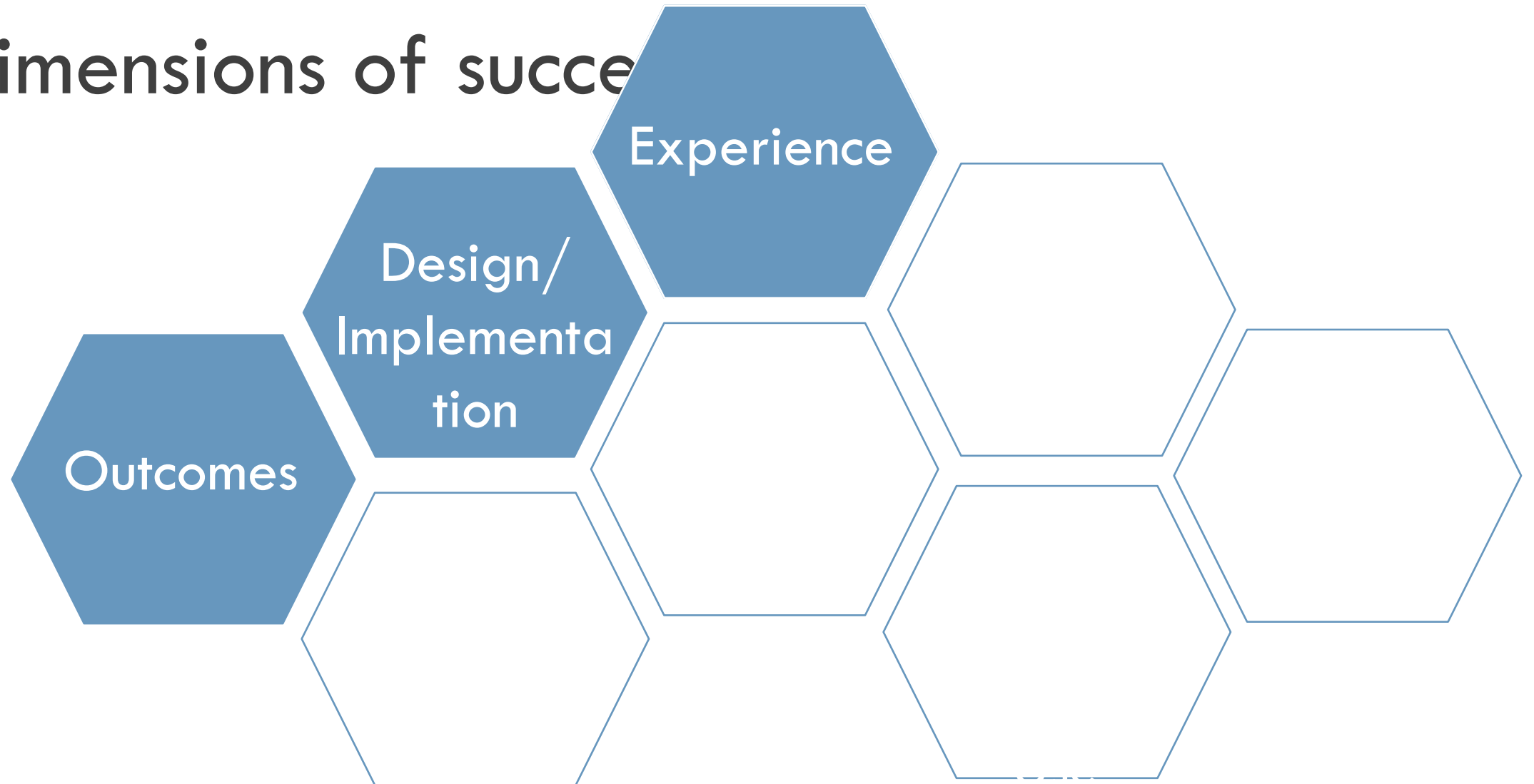
Dimensions of success



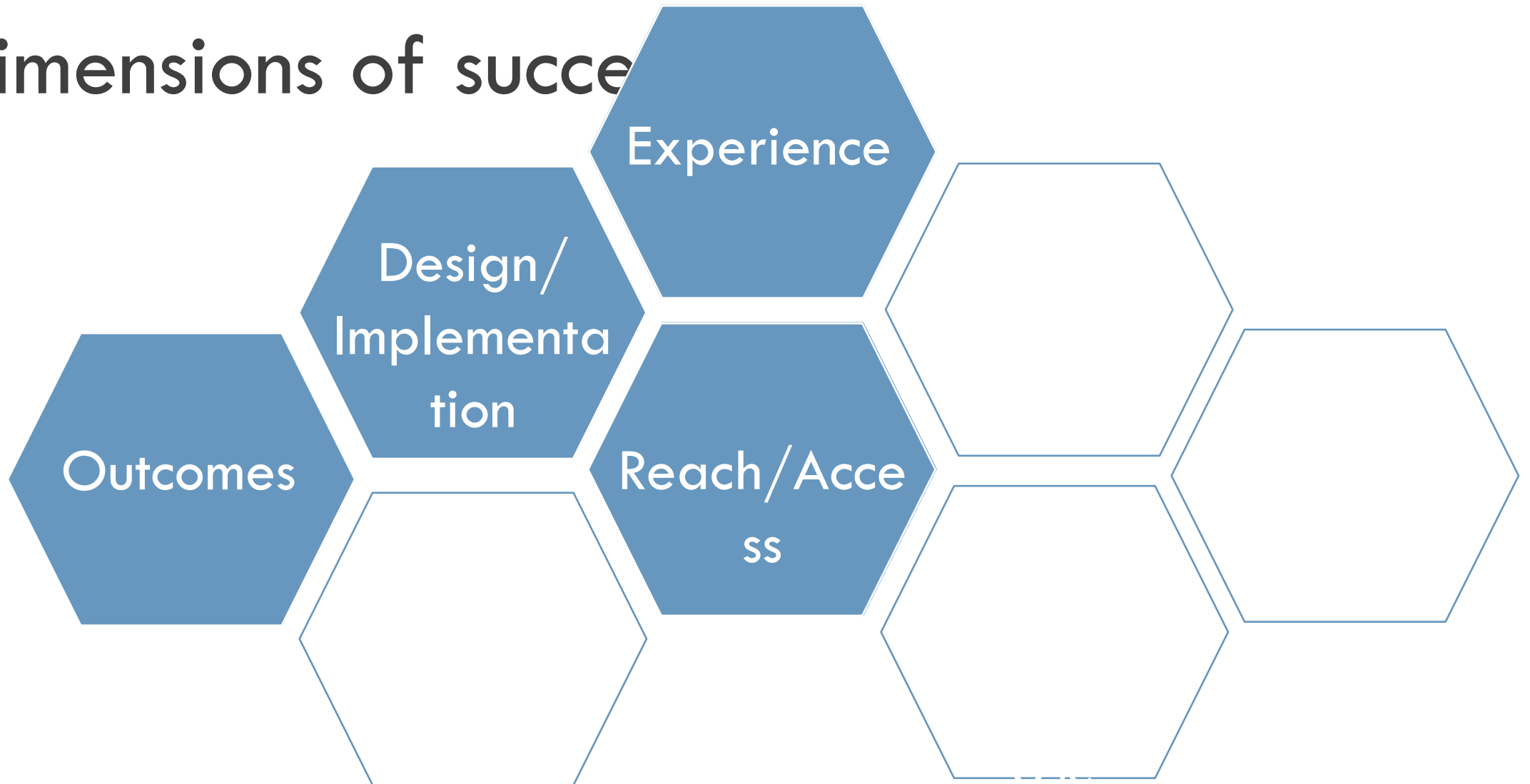
Dimensions of success



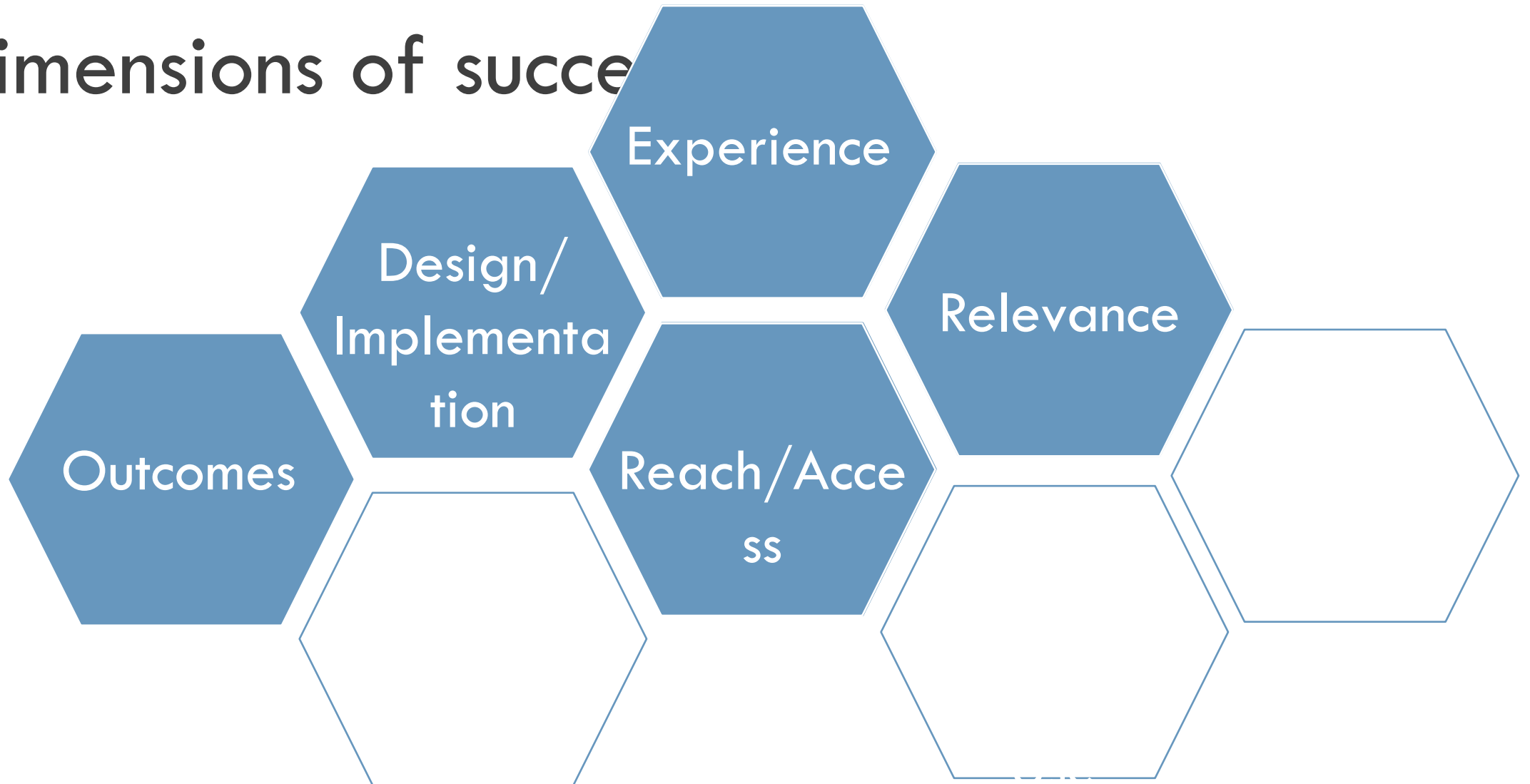
Dimensions of success



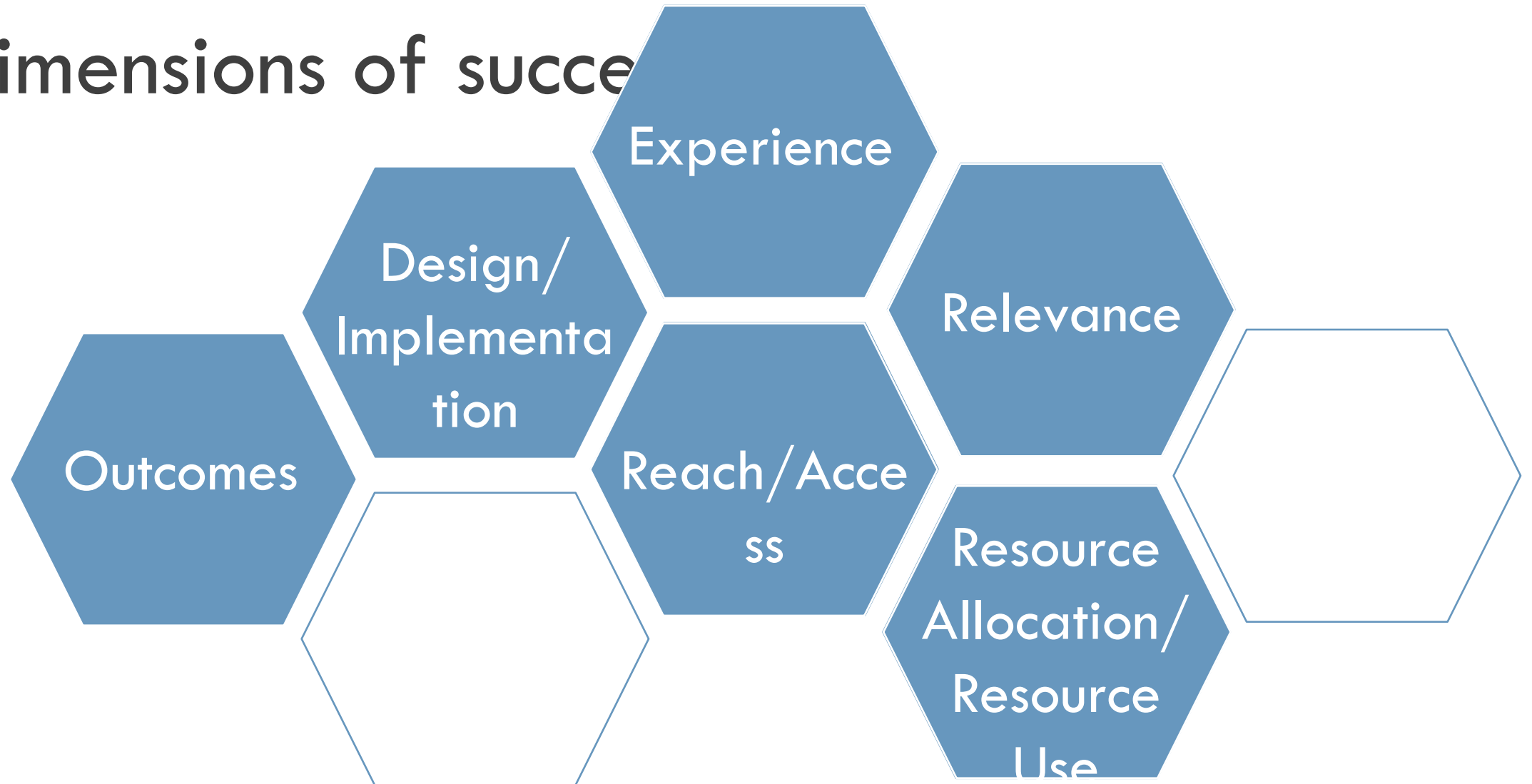
Dimensions of success



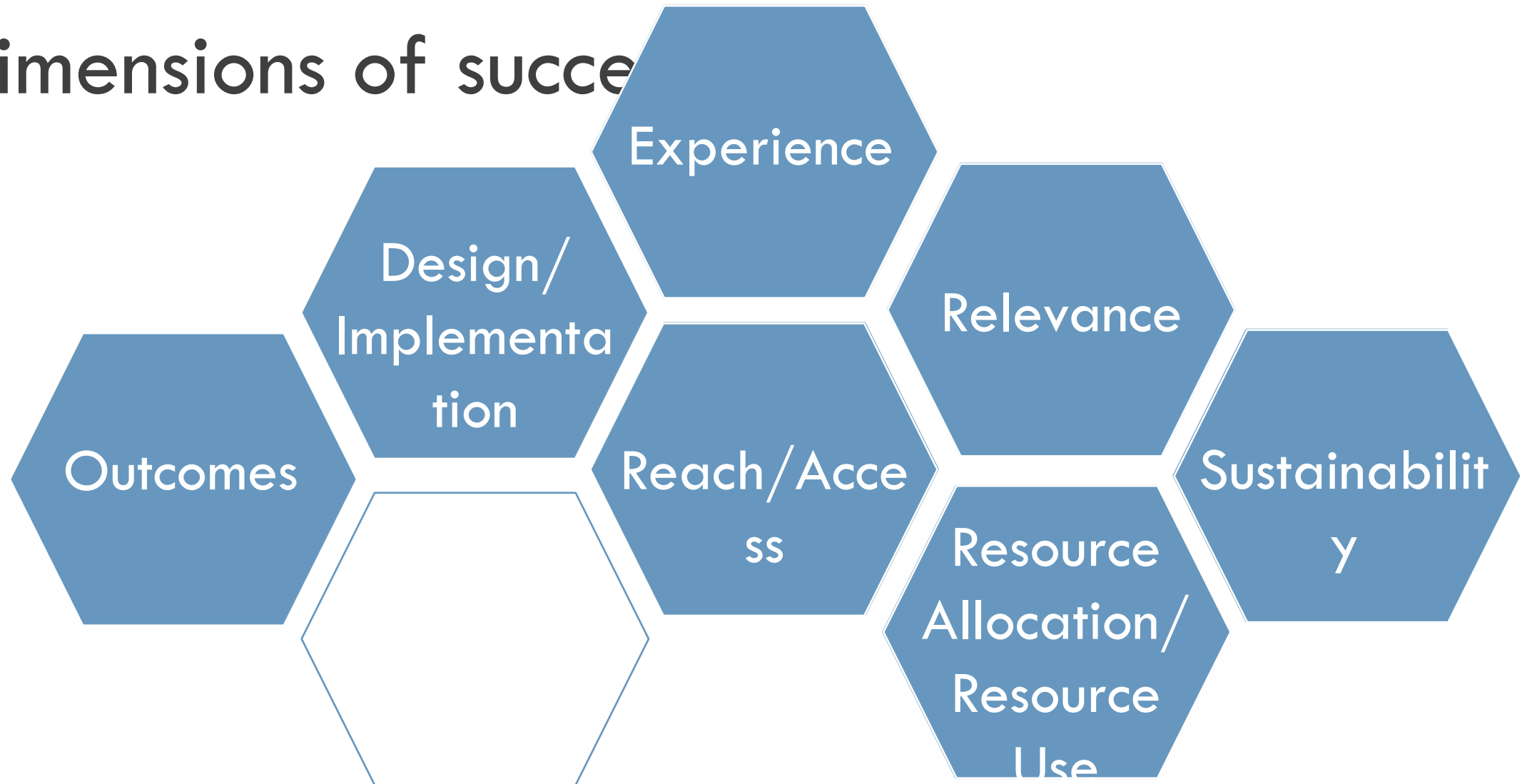
Dimensions of success



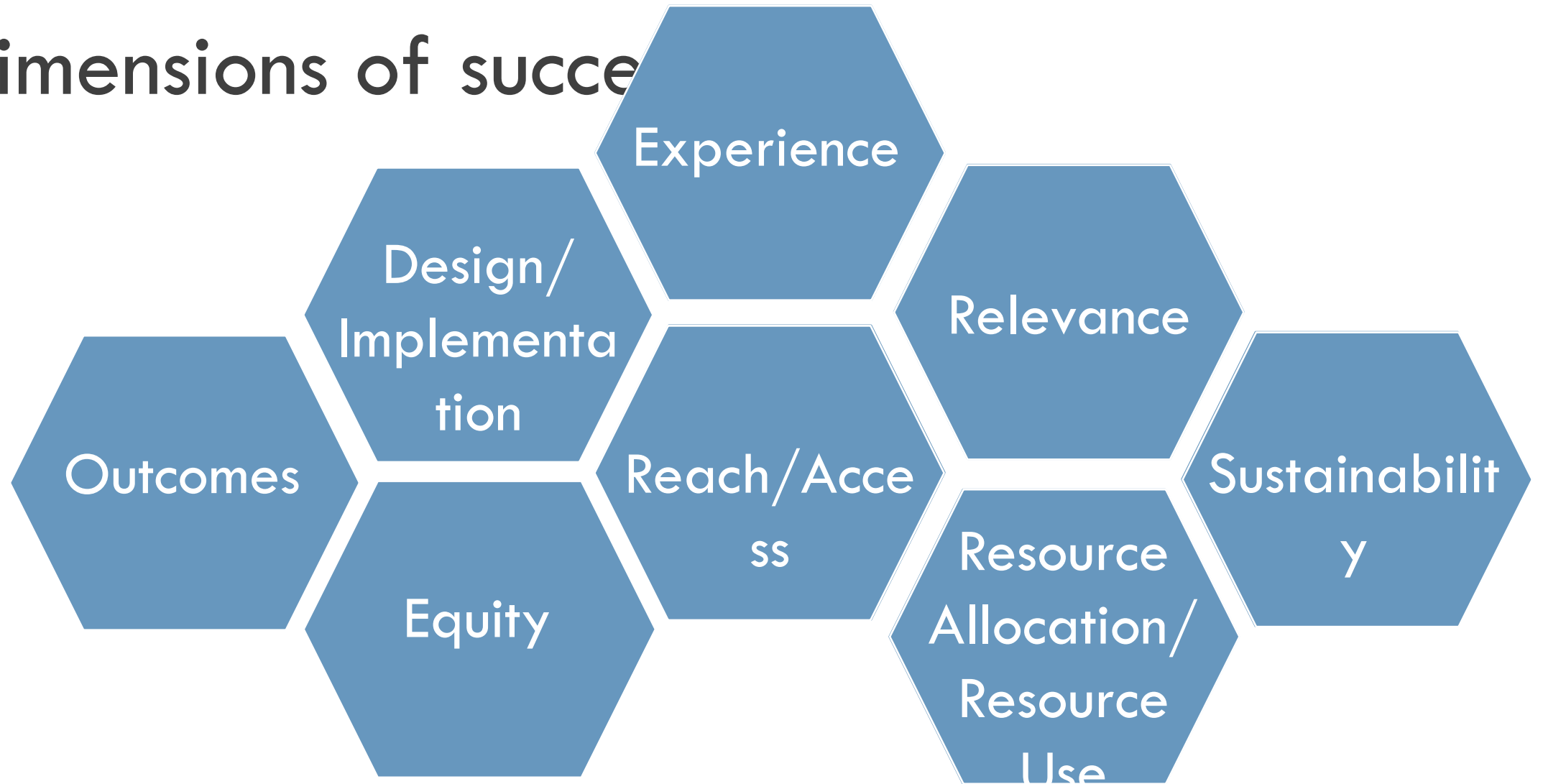
Dimensions of success



Dimensions of success



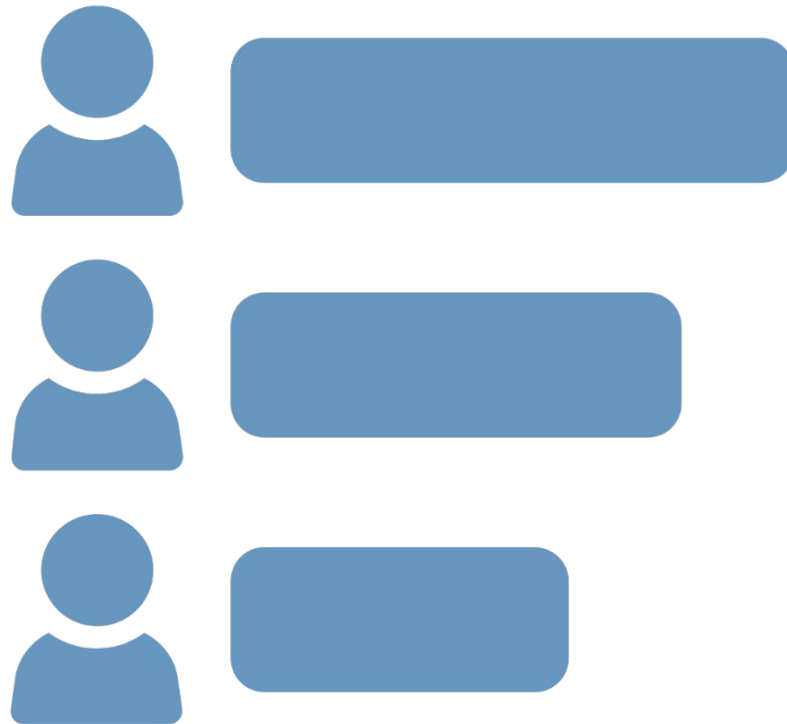
Dimensions of success



3-Step Process to Evaluating Program Success:

- 1 Define what “success” looks like
- 2 Develop a logic model

Poll



Logic Model: What
is it? Why use one?

BORROW A BUDDY LOGIC MODEL

Focal Audience

INPUTS

ACTIVITIES

OUTPUTS

OUTCOMES



BORROW A BUDDY LOGIC MODEL

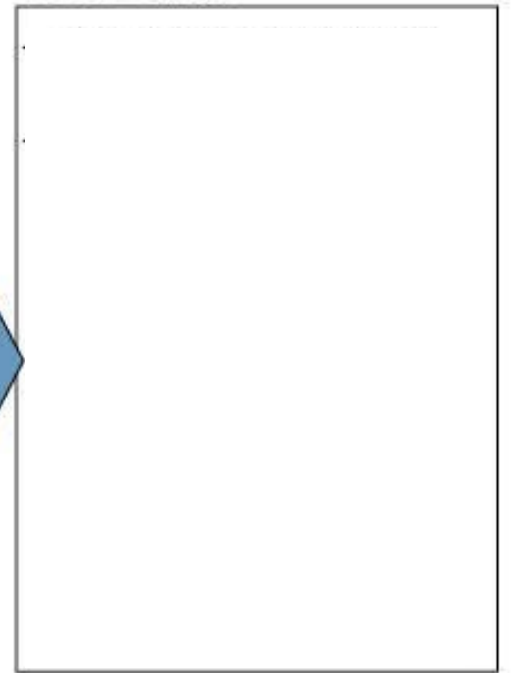
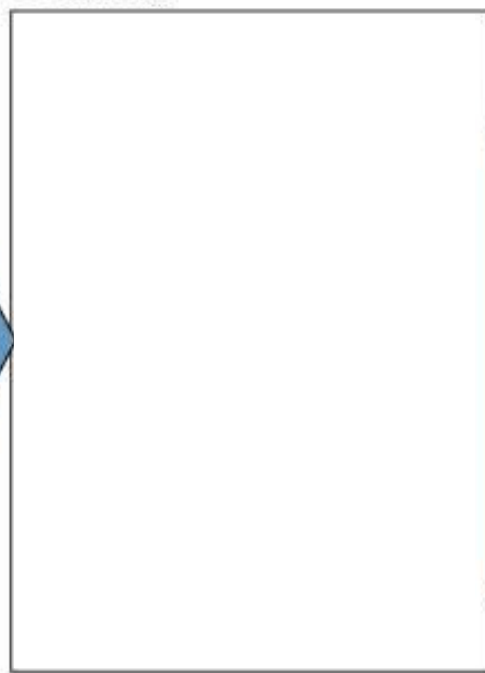
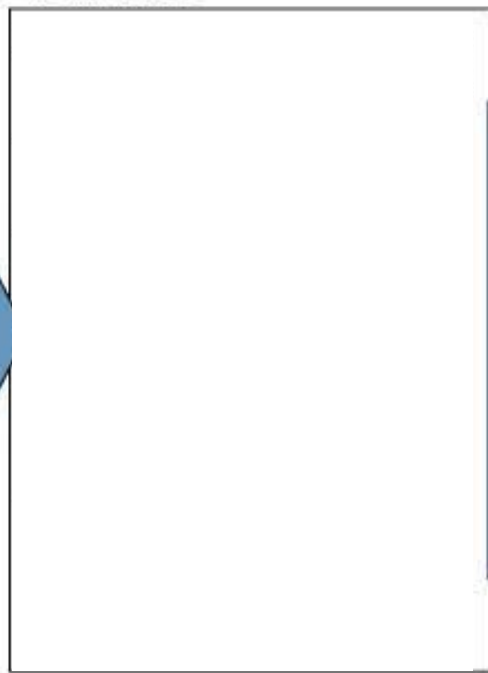
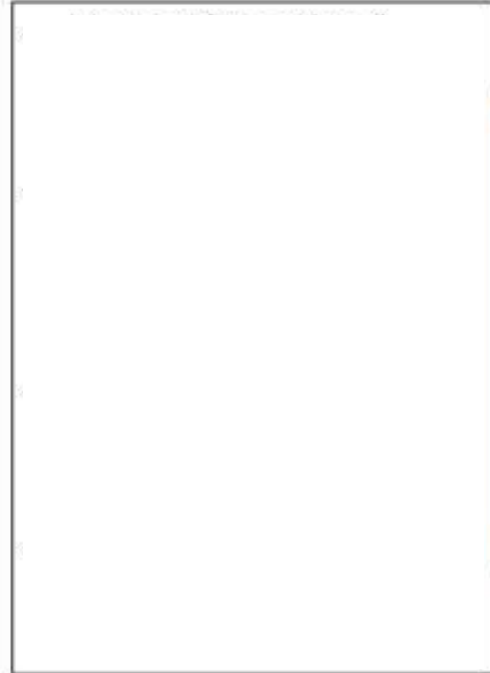
Focal Audience

INPUTS

ACTIVITIES

OUTPUTS

OUTCOMES



Borrow a Buddy Focal Audience – Seniors



Rosie (age 20!)

Inputs

Activities

Outputs

Outcomes



Inputs

Resources used to deliver programs services.

Activities

Outputs

Outcomes



BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond

INPUTS

- *Money for animal care supplies and equipment*
- *Staff time for developing and running Borrow a Buddy*
- *Access to pets via a partnership with a local shelter*
- *Space for pets to be housed when not circulating*

ACTIVITIES

OUTPUTS

OUTCOMES



Inputs

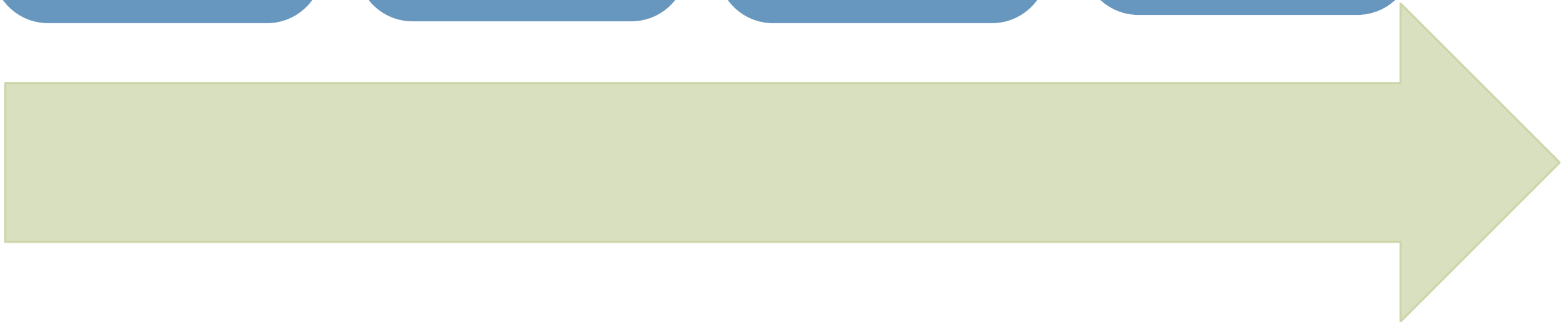
Resources used to deliver programs/services.

Activities

Actions or process undertaken to deliver programs/services.

Outputs

Outcomes



BORROW A BUDDY LOGIC MODEL

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- *Create and deliver weekly orientation program for potential participants*
- *Develop staff pet procedures for checkout and return*
- *Ongoing tasks: checkouts, returns, supply maintenance, and pet care*

OUTPUTS

OUTCOMES

Empty box for additional notes or context.

Empty box for additional notes or context.

Inputs

Resources used to deliver programs/services.

Activities

Actions or process undertaken to deliver programs/services.

Outputs

Programs/service provided. Level of participation in those programs/service.

Outcomes



BORROW A BUDDY LOGIC MODEL

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OUTPUTS

- *Number of checkouts*
- *Orientation program attendance*
- *Number of participant questions answered*
- *Number of pet incident reports*

OUTCOMES

Inputs

Resources used to deliver programs/services.

Activities

Actions or process undertaken to deliver programs/services

-

Outputs

Programs/service provided. Level of participation in those programs/service

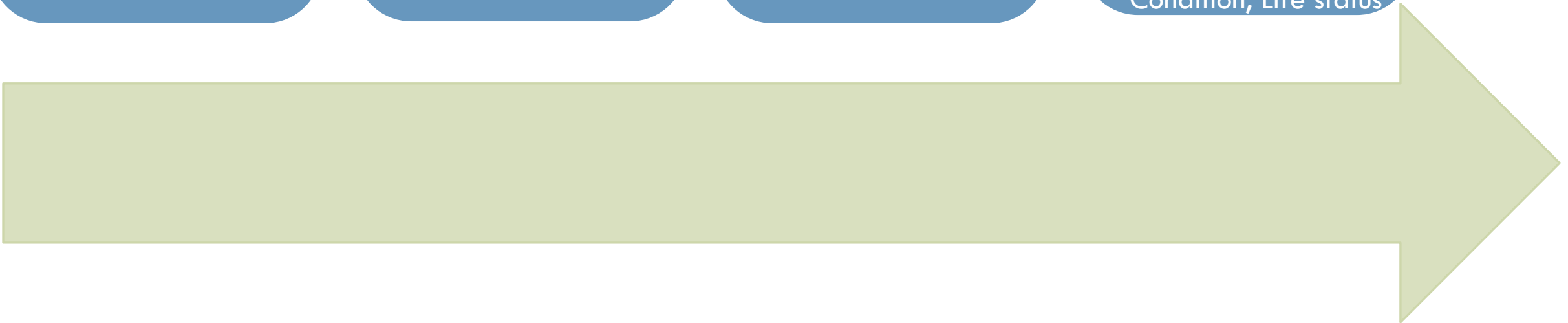
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Outcomes

Effect of the programs/services

- Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status



BORROW A BUDDY LOGIC MODEL

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OUTPUTS

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OUTCOMES

- *Increased confidence in caring for a pet*
- *Increased sense of well-being*

Inputs

Resources used to deliver programs/services.

Activities

Actions or process undertaken to deliver programs/services

-

Outputs

Programs/service provided. Level of participation in those programs/service

-

Outcomes

Effect of the programs/services

- Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status

IF these resources are invested



Inputs

Resources used to deliver programs/services.

Activities

Actions or process undertaken to deliver programs/services

-

Outputs

Programs/service provided. Level of participation in those programs/service

-

Outcomes

Effect of the programs/services

- Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status

IF these resources are invested

THEN staff/volunteers will engage in work to offer the program/service

Inputs

Resources used to deliver programs/services.

Activities

Actions or process undertaken to deliver programs/services

Outputs

Programs/service provided. Level of participation in those programs/service

Outcomes

Effect of the programs/services . Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status

IF these resources are invested

THEN staff/volunteers will engage in work to offer the program/service

And THEN these programs and services will be delivered



Inputs

Resources used to deliver programs/services.

Activities

Actions or process undertaken to deliver programs/services

Outputs

Programs/service provided. Level of participation in those programs/service

Outcomes

Effect of the programs/services
• Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status

IF these resources are invested

THEN staff/volunteers will engage in work to offer the program/service

And THEN these programs and services will be delivered

And THEN participants will experience these changes

Inputs

Resources used to deliver programs/services.

Activities

Actions or processes undertaken to deliver programs/services.

Outputs

Programs/service provided. Level of participation in those programs/service.

Outcomes

Effect of the programs/services. Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status

IF these resources are invested

THEN staff/volunteers will engage in work to offer the program/service

And THEN these programs and services will be delivered

And THEN participants will experience these changes

Building A Logic Model – Begin at the end!

1. Focal Audience
2. Outcomes
3. Outputs
4. Activities
5. Inputs
6. Equity Considerations
7. Sustainability Considerations

Equity Considerations

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond

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OUTCOMES

- *Increased confidence in caring for a pet*
- *Increased sense of well-being*

Equity Considerations

Equity of access for senior citizens who do not drive or do not own a car. Equity of access for senior citizens living in rental housing or senior living facilities. Equity of access across communities in the library service area.

Sustainability Considerations

BORROW A BUDDY LOGIC MODEL

Focal Audience

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Equity Considerations

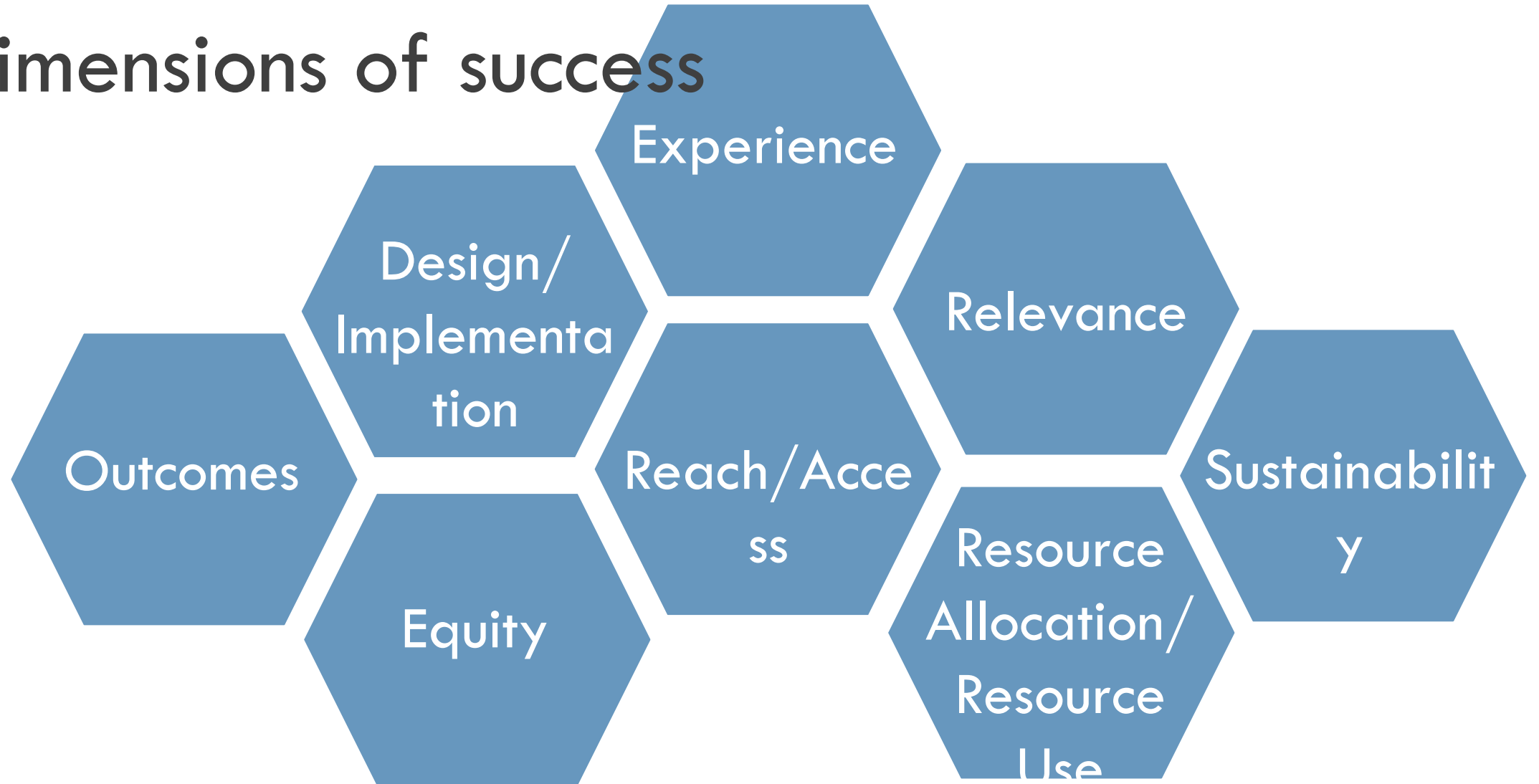
Equity of access for senior citizens who do not drive or do not own a car. Equity of access for senior citizens living in rental housing or senior living facilities. Equity of access across communities in the library service area.

Sustainability Considerations

Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period. Integration of Borrow a Buddy into the library's ongoing operations.

Where do the
dimensions of
success show up in
the logic model?

Dimensions of success



BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond

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BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond

INPUTS

- Money for animal care supplies and equipment
- Staff time for developing and running Borrow a Buddy
- Access to pets via a partnership with a local shelter
- Space for pets to be housed when not circulating

DIMENSION OF OUTCOMES

ACTIVITIES

- Acquire pets, supplies, and equipment for animal care
- Develop and maintain a checkout and return process
- Ongoing tasks: checkouts, returns, supply maintenance, and pet care

OUTPUTS

- Number of checkouts
- Orientation program attendance
- Number of participant questions answered
- Number of pet incident reports

OUTCOMES

- Increased confidence in caring for a pet
- Increased sense of well-being

Equity Considerations

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Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period.

BORROW A BUDDY LOGIC MODEL

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ACTIVITIES

- Acquire pets, supplies, and equipment for animal care
- Create detailed care instructions for participants
- Create and deliver weekly orientation program for potential participants
- Develop staff pet procedures for checkout and return
- Ongoing tasks: checkouts, returns, supply maintenance, and pet care

OUTPUTS

- Number of checkouts
- Orientation program attendance
- Number of questions
- Number of reports

OUTCOMES

- Increased confidence in caring for a pet

**DIMENSION OF
DESIGN/IMPLEMENTA
TION**

Equity Considerations

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Sustainability Considerations

Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period.

FOCAL AUDIENCE

Senior citizens in Pebble Pond

INPUTS

- Money for animal care supplies and equipment
- Staff time to develop and run Borrow a Buddy
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ACTIVITIES

- Acquire pets, supplies, and equipment for animal care
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OUTPUTS

- Number of checkouts
- Orientation program attendance
- Number of participant questions answered
- Number of pet incident reports

OUTCOMES

- Increased confidence in caring for a pet
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DIMENSION OF EXPERIENCE

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Sustainability Considerations
Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period.

FOCAL AUDIENCE

Senior citizens in Pebble Pond

INPUTS

- Money for animal care supplies and equipment
- Staff time to develop and deliver weekly running borrow-a-buddy program for participants
- Access to a partnership with a local shelter
- Space for pets to be housed when not circulating

ACTIVITIES

- Acquire pets, supplies, and equipment for animal care
- Create detailed care instructions for participants
- Create and deliver weekly orientation program for participants
- Staff pet checkouts and returns
- Ongoing tasks: checkouts, returns, supply maintenance, and pet care

OUTPUTS

- Number of checkouts
- Orientation program attendance
- Number of participant questions answered
- Number of pet incident reports

OUTCOMES

- Increased confidence in caring for a pet
- Increased sense of well-being

DIMENSION OF EXPERIENCE REACH/ACCESS

Equity Considerations

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Sustainability Considerations

Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period.

BORROW A BUDDY LOGIC MODEL

FOCAL AUDIENCE

Senior citizens in Pebble Pond

INPUTS

- Money for animal care supplies and equipment
- Staff time for developing and running Borrow a Buddy
- Access to pets via a partnership with a local shelter
- Space for pets to be housed when not circulating

DIMENSION OF RELEVANCE

ACTIVITIES

- Acquire pets, supplies, and equipment for animal care
- Develop pet checkout and return procedures
- Ongoing tasks: checkouts, returns, supply maintenance, and pet care

OUTPUTS

- Number of checkouts
- Orientation program attendance
- Number of participant questions answered
- Number of pet incident reports

OUTCOMES

- Increased confidence in caring for a pet
- Increased sense of well-being

Equity Considerations

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Sustainability Considerations

Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period.

DIMENSION OF RESOURCE

Focal Audience

Senior citizens in Pebble Pond

INPUTS

- Money for animal care supplies and equipment
- Staff time for developing and running Borrow a Buddy
- Access to pets via a partnership with a local shelter
- Space for pets to be housed when not circulating

ALLOCATION/RESOURCE USE

- Acquire pets, supplies, and equipment for animal care
- Create detailed care instructions for participants
- Create and deliver weekly orientation program for potential participants
- Develop staff pet procedures for checkout and return
- Ongoing tasks: checkouts, returns, supply maintenance, and pet care

- Number of checkouts
- Orientation program attendance
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Sustainability Considerations

Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period.

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond

INPUTS

- Money for animal care supplies and equipment
- Staff time for developing and running Borrow a Buddy
- Access to pets via a partnership with a local shelter
- Space for pets to be housed when not circulating

ACTIVITIES

- Acquire pets, supplies, and equipment for animal care
- Create detailed instructions for participants
- Create and deliver welcome orientation program for potential participants
- Develop staff pet procedures for checkout and return
- Ongoing tasks: checkouts, returns, supply maintenance, and pet care

OUTPUTS

- Number of checkouts
- Number of participant questions answered
- Number of pet incident reports

OUTCOMES

- Increased confidence in caring for a pet
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**DIMENSION OF
EQUITY**

EQUITY CONSIDERATIONS

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Sustainability Considerations

Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period.

BORROW A BUDDY LOGIC MODEL

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ACTIVITIES

- Acquire pets, supplies, and equipment for animal care
- Create detailed instructions for program
- Create and deliver orientation program for potential participants
- Develop staff pet procedures for checkout and return
- Ongoing tasks: checkouts, returns, supply maintenance, and pet care

OUTPUTS

- Number of checkouts
- Number of program participants
- Number of pet incident reports

OUTCOMES

- Increased confidence in caring for a pet
- Increased sense of well-being

DIMENSION OF SUSTAINABILITY

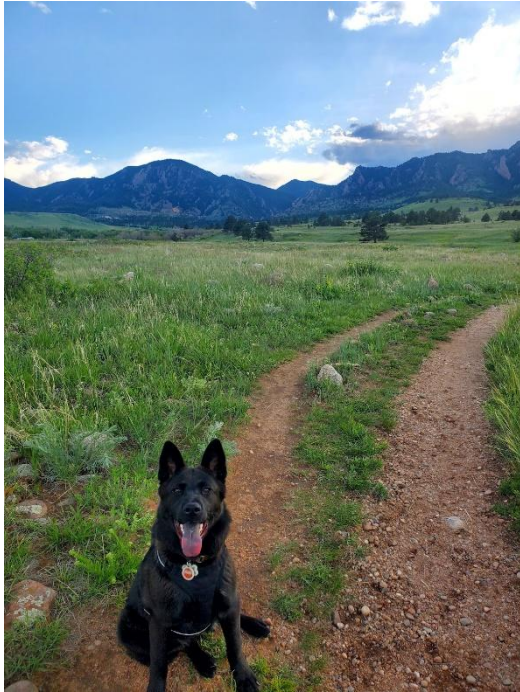
Equity Considerations

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SUSTAINABILITY CONSIDERATIONS

Organizational capacity and resources to offer Borrow a Buddy beyond the initial startup period. Integration of Borrow a Buddy into the library's ongoing operations.

Priority Dimensions of Success for Borrow a Buddy



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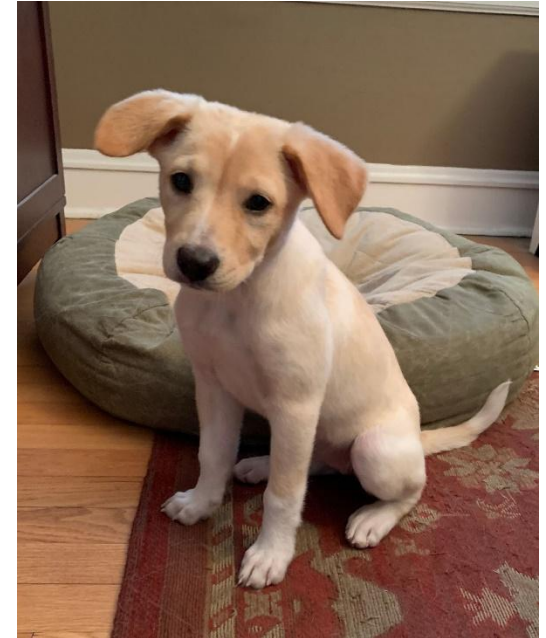
Strategic Priorities and Stakeholder Viewpoints

Strategic priorities:

- Wellbeing – the library cultivates wellbeing by supporting residents in improving their physical and mental health.

Stakeholder viewpoints:

- Mayor – concerned about community survey results showing high levels of isolation and loneliness, especially among seniors
- Circulation staff – concerned about the logistics of providing ongoing care for pets, cost per circulation



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Priority Dimensions of Success for Borrow a Buddy

Outcomes

Experience

**Design/
Implementation**

Sustainability

What information
do we need to
determine whether
the program is
successful?

Dimension of Success	What information do we need to determine whether the program is successful?
Outcomes	Changes in participant well-being

Dimension of Success	What information do we need to determine whether the program is successful?
Outcomes	Changes in participant well-being

Dimension of Success	What information do we need to determine whether the program is successful?
Outcomes	Changes in participant well-being
Design and Implementation	Successes and challenges staff experienced when designing and implementing program

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Experience	

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Outcomes	Changes in participant well-being
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Experience	Participants' positive and negative experiences with the program
Sustainability	Barriers to continuing the program in terms of capacity and cost

3-Step Process to Evaluating Program Success:

- 1 Define what “success” looks like
- 2 Develop a logic model
- 3 **Measure relevant dimensions of success**

Characteristics of Data Collection Methods

	Surveys	Interviews	Focus Groups	Observations
Sample size				
Respondent privacy				
Burden				
Question type				
Type of information collected				

Characteristics of Data Collection Methods

	Surveys	Interviews	Focus Groups	Observations
Sample size	Larger	Smaller	Smaller	Either
Respondent privacy				
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Characteristics of Data Collection Methods

	Surveys	Interviews	Focus Groups	Observations
Sample size	Larger	Smaller	Smaller	Either
Respondent privacy	Can be anonymous	Confidential	Confidential	Either
Burden				
Question type				
Type of information collected				

Characteristics of Data Collection Methods

	Surveys	Interviews	Focus Groups	Observations
Sample size	Larger	Smaller	Smaller	Either
Respondent privacy	Can be anonymous	Confidential	Confidential	Either
Burden	Lower for data collector and respondent	Higher for data collector and respondent	Higher for data collector and respondent	Higher for data collector, no burden for respondent
Question type				
Type of information collected				

Characteristics of Data Collection Methods

	Surveys	Interviews	Focus Groups	Observations
Sample size	Larger	Smaller	Smaller	Either
Respondent privacy	Can be anonymous	Confidential	Confidential	Either
Burden	Lower for data collector and respondent	Higher for data collector and respondent	Higher for data collector and respondent	Higher for data collector, no burden for respondent
Question type	Mostly close-ended	Open-ended	Open-ended	NA
Type of information collected				

Characteristics of Data Collection Methods

	Surveys	Interviews	Focus Groups	Observations
Sample size	Larger	Smaller	Smaller	Either
Respondent privacy	Can be anonymous	Confidential	Confidential	Either
Burden	Lower for data collector and respondent	Higher for data collector and respondent	Higher for data collector and respondent	Higher for data collector, no burden for respondent
Question type	Mostly close-ended	Open-ended	Open-ended	NA
Type of information collected	Self-reported; attitudes, perceptions, opinions, factual information;	Self-reported, unique experiences, answer questions about how and	Self-reported, group perceptions and varied perspectives,	Behaviors, characteristics of physical environment (bypass

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Bringing it All Together: Methods Grid

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1:	Method 2:	Method 3:	Method 4:

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1: <i>Participant Survey</i>	Method 2: <i>Participant Interviews</i>
<i>Outcomes</i>	<i>Changes in participants' well-being</i>	X	X

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1: Participant Survey	Method 2: Participant Interviews
Outcomes	<i>Changes in participants' well-being</i>	X	X
<i>Design/ Implementation</i>	<i>Successes and challenges staff experienced when designing and implementing program</i>		

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1: Participant Survey	Method 2: Participant Interviews	Method 3: Staff Interviews
<i>Outcomes</i>	<i>Changes in participants' well-being</i>	X	X	
<i>Design/ Implementation</i>	<i>Successes and challenges staff experienced when designing and implementing program</i>			X

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1: Participant Survey	Method 2: Participant Interviews	Method 3: Staff Interviews
<i>Outcomes</i>	<i>Changes in participants' well-being</i>	X	X	
<i>Design/ Implementation</i>	<i>Successes and challenges staff experienced when designing and implementing program</i>			X
<i>Experience</i>	<i>Participants' positive and negative experiences with the program</i>			

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1: Participant Survey	Method 2: Participant Interviews	Method 3: Staff Interviews
Outcomes	<i>Changes in participants' well-being</i>	X	X	
Design/ Implementation	<i>Successes and challenges staff experienced when designing and implementing program</i>			X
Experience	<i>Participants' positive and negative experiences with the program</i>	X	X	

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1: Participant Survey	Method 2: Participant Interviews	Method 3: Staff Interviews
Outcomes	<i>Changes in participants' well-being</i>	X	X	
Design/ Implementation	<i>Successes and challenges staff experienced when designing and implementing program</i>			X
Experience	<i>Participants' positive and negative experiences with the program</i>	X	X	
Sustainability	<i>Barriers to sustainability in terms of capacity and cost</i>			

DATA COLLECTION METHODS

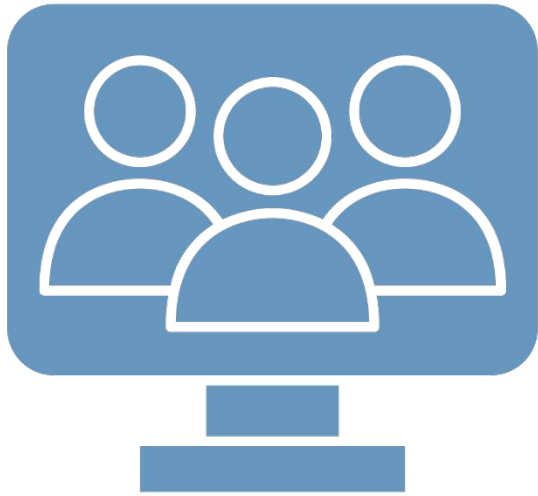
Dimension of Success	Information needed to determine whether the program is successful:	Method 1: Participant Survey	Method 2: Participant Interviews	Method 3: Staff Interviews
Outcomes	<i>Changes in participants' well-being</i>	X	X	
Design/ Implementation	<i>Successes and challenges staff experienced when designing and implementing program</i>			X
Experience	<i>Participants' positive and negative experiences with the program</i>	X	X	
Sustainability	<i>Barriers to sustainability in terms of capacity and cost</i>			X

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is successful:	Method 1: <i>Participant Survey</i>	Method 2: <i>Participant Interviews</i>	Method 3: <i>Staff Interviews</i>	Output Data
<i>Outcomes</i>	<i>Changes in participants' well-being</i>	X	X		
<i>Design/ Implementation</i>	<i>Successes and challenges staff experienced when designing and implementing program</i>			X	
<i>Experience</i>	<i>Participants' positive and negative experiences with the program</i>	X	X		
<i>Sustainability</i>	<i>Barriers to sustainability in terms of capacity and cost</i>			X	<ul style="list-style-type: none"> • <i>Cost per checkout by type of pet</i> • <i>Participant questions by type of pet</i> • <i>Incident reports by type of pet</i>



Resources to learn more about methods

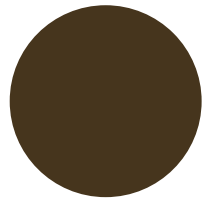


Upcoming
webinars

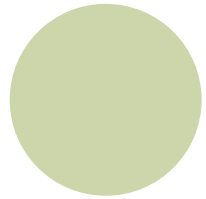


Library Evaluation
101 videos

Thank you!



Webinar handout



Webinar recording, slides, and resources available within 2 business days



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