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

RIPL
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
Borrow a Buddy

Sam

Tun

Maggie

Pooh
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
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
3-Step Process to Evaluating Program Success:

1. Define what “success” looks like
How do you determine whether a library program/service is successful?
Dimensions of success

Outcomes
Dimensions of success

Outcomes

Design/Implementation
Dimensions of success

Outcomes

Experience

Design/Implementation

Sustainability

Equity

Resource Allocation/Resource Use

Reach/Access

Experience

Dimensions of success
Dimensions of success:

- Outcomes
- Design/Implementation
- Experience
- Reach/Access
- Resource Allocation/Resource Use
- Relevance
- Sustainability
- Equity
Dimensions of success

- Outcomes
- Design/Implementation
- Experience
- Reach/Access
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Sustainability
Dimensions of success

Outcomes

- Experience
- Reach/Access
- Resource Allocation/Use
- Relevance
- Sustainability

Design/Implementation

Equity
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?
Focus the evaluation

Inputs

Activities

Outputs

Outcomes

Resources used to deliver programs/services.
Focus the evaluation on the **Focal Audience**.
Borrow a Buddy Focal Audience – Seniors

Rosie (age 20!)
Focus the evaluation

Inputs

Activities

Outputs

Outcomes
Focus the evaluation.

- **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**
Focal Audience

Senior citizens in Pebble Pond

**INPUTS**
- Money for animal care supplies and equipment
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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**

**OUTCOMES**
**Inputs**  
Resources used to deliver programs/services.

**Activities**  
Actions or process undertaken to deliver programs/services.

**Outputs**  
Programs/services provided. Level of participation in those programs/services.

**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
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<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Resources used to deliver programs/services.</td>
<td>Actions or process undertaken to deliver programs/services.</td>
<td>Programs/service provided. Level of participation in those programs/services.</td>
<td>Effect of the programs/services. Changes in participants. Knowledge, Skill, Attitude, Behavior, Condition, Life status</td>
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**Focal Audience**
Senior citizens in Pebble Pond

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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
- Increased sense of well-being
**Inputs**
Resources used to deliver programs/services.

**Activities**
Actions or process undertaken to deliver programs/services.

**Outputs**
Programs/services provided. Level of participation in those programs/services.

**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/services provided. Level of participation in those programs/services.

**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/services provided. Level of participation in those programs/services.

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/services provided. Level of participation in those programs/services.

**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/services provided. Level of participation in those programs/services.

**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
Focus the evaluation

**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
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- 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**
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
Senior citizens in Pebble Pond

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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

- Outcomes
- Design/Implementation
- Equity
- Experience
- Reach/Access
- Relevance
- Resource Allocation/Resource Use
- Sustainability
BORROW A BUDDY LOGIC MODEL

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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.
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<th>OUTCOMES</th>
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<td>Acquire pets, supplies, and equipment for animal care</td>
<td>Increased confidence in caring for a pet</td>
</tr>
<tr>
<td>Develop checkout and return policy</td>
<td>Increased sense of well-being</td>
</tr>
<tr>
<td>Ongoing tasks: checkouts, returns, supply maintenance, and pet care</td>
<td></td>
</tr>
</tbody>
</table>

**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

**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.
**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
FOCAL AUDIENCE

Senior citizens in Pebble Pond

DIMENSION OF EXPERIENCE

OUTPUTS

- Number of checkouts
- Orientation program attendance
- Number of participant questions answered
- Number of pet incident reports
<table>
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<tr>
<th>FOCAL AUDIENCE</th>
<th>Senior citizens in Pebble Pond</th>
</tr>
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<tbody>
<tr>
<td>INPUTS</td>
<td>ACTIVITIES</td>
</tr>
<tr>
<td>- Money for animal care and supplies</td>
<td>- Acquire pets, supplies, and tanks for animal care education</td>
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<tr>
<td>- Staff time to develop and run a pet care program</td>
<td>- Meet and deliver weekly orientation program for pet care</td>
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<tr>
<td>- Accept pet donations</td>
<td>- Acquire a partnership with a local shelter</td>
</tr>
<tr>
<td>- Space for pets to be housed when not circulating</td>
<td>- Ongoing tasks: checkouts, returns, supply maintenance, and pet care</td>
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FOCAL AUDIENCE
Senior citizens in Pebble Pond

DIMENSION OF RELEVANCE

OUTCOMES
- Increased confidence in caring for a pet
- Increased sense of well-being
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<th>INPUTS</th>
<th>ALLOCATION/RESOURCE USE</th>
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<tr>
<td>- Money for animal care</td>
<td>- Number of checkouts</td>
<td>- Increased confidence in</td>
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<tr>
<td>supplies and equipment</td>
<td>- Orientation program</td>
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<tr>
<td>partnership with a local</td>
<td>reports</td>
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<td>- Increased confidence</td>
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<td>- Space for pets to be</td>
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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.
**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.
**DIMENSION OF SUSTAINABILITY**

**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 pet care
- Create and conduct 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 completed participant surveys
- Number of pet incident reports

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

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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

Raven

Millie

Broom
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
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?
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<td>Successes and challenges staff experienced when designing and implementing program</td>
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<td>Participants’ positive and negative experiences with the program</td>
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<td>Sustainability</td>
<td>Barriers to continuing the program in terms of capacity and cost</td>
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</table>
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

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<th>Surveys</th>
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<th>Focus Groups</th>
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<td>Confidential</td>
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|                      |                                                                    |                             |                               |                           | • Participant questions by type of pet  
|                      |                                                                    |                             |                               |                           | • Incident reports by type of pet |
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