Outcomes and Beyond: A 3-Step Process to Evaluating Program Success – Part 2

REBECCA TEASDALE & LINDA HOFSCHIRE

EMBEDDING Evaluation

Welcome!

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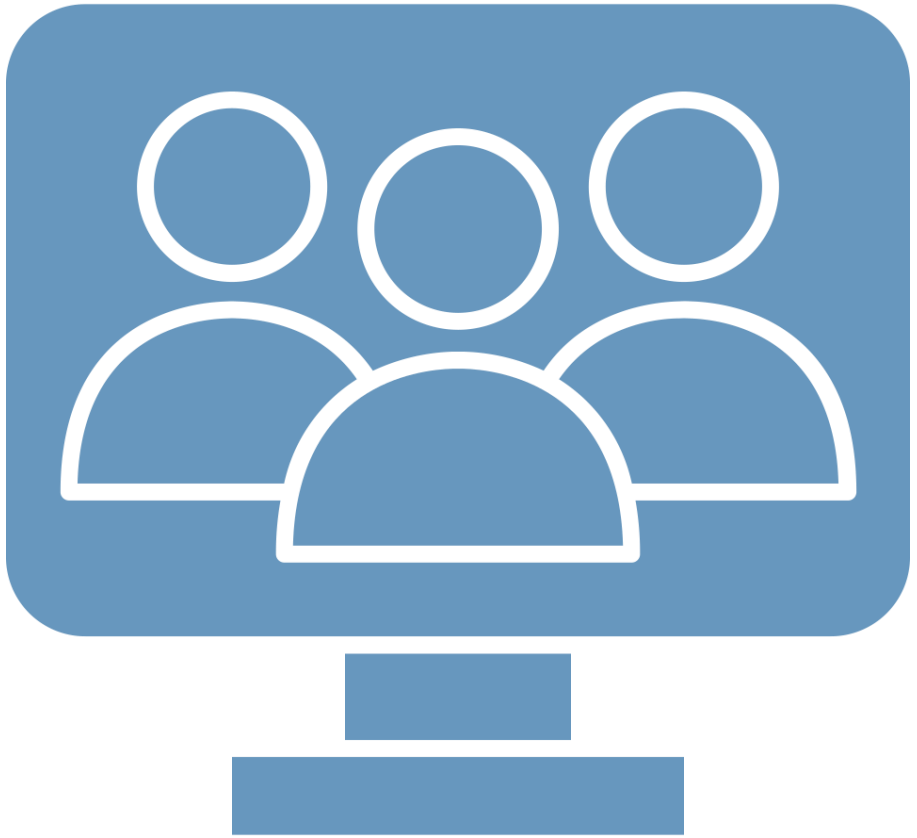
Tech Producer

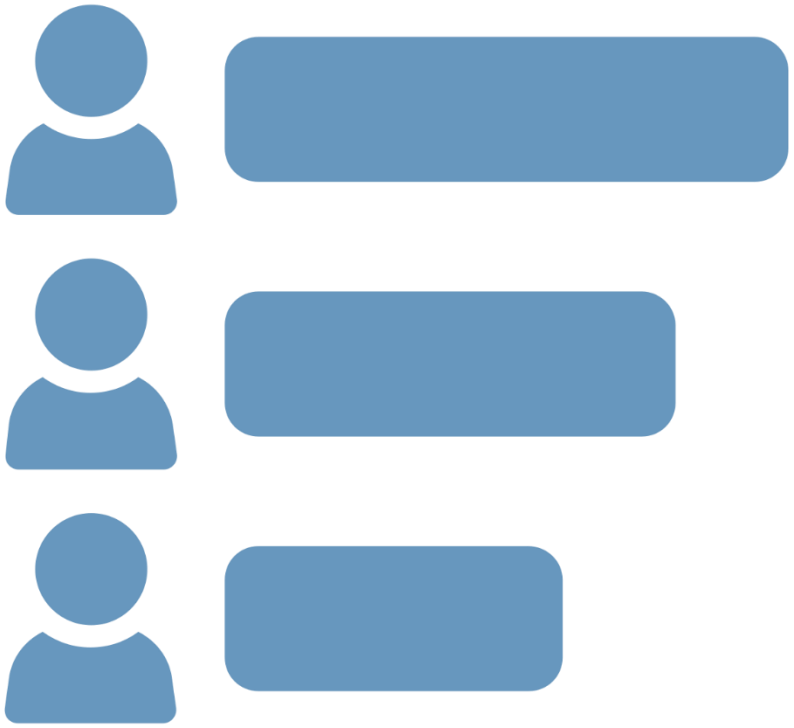
Recording, Slides, and Resources



Question:

Are you attending the webinar as a group?

Poll



Pebble Pond Public Library

Borrow a Buddy

Bronx

Mr. Beans

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

Maeve Siobhan

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

Georgie

3-Step Process to Evaluating Program Success:

1. Define what "success" looks like
2. Develop a logic model

Logic Model

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

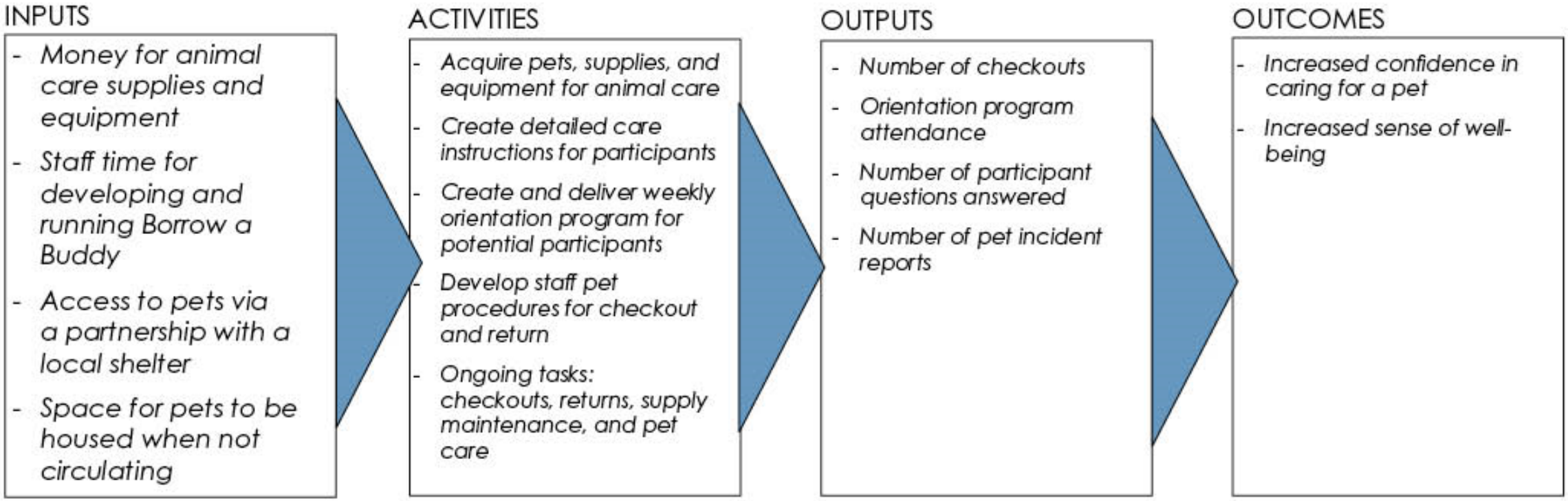
Effect of the programs/services. Changes in participants.

Knowledge, Skill
Attitude, Behavior
Condition, Life status

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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IF these resources are invested

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IF these resources are invested

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

Inputs

Resources used to deliver programs/ services.

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Actions or process undertaken to deliver programs/services.

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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

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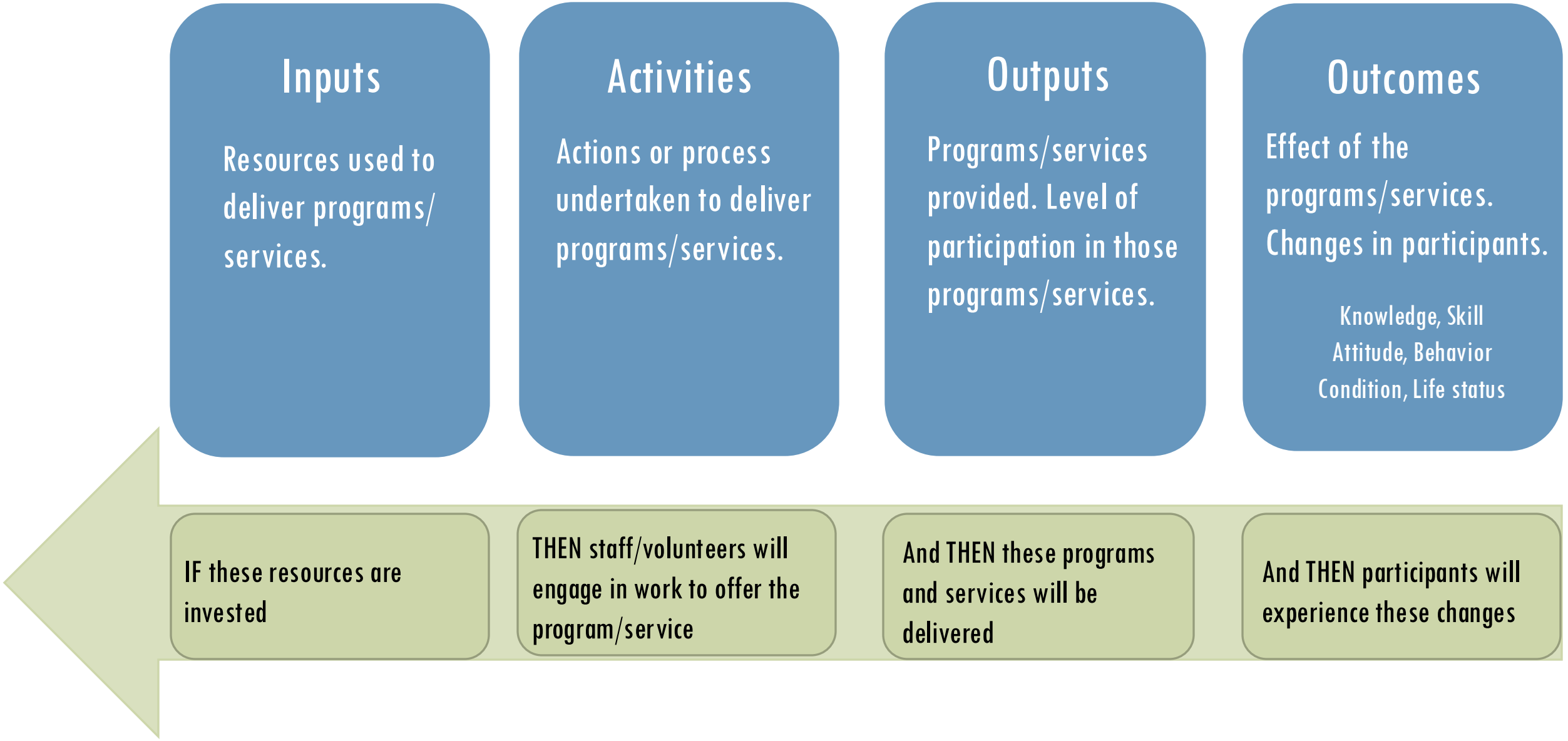
IF these resources are invested

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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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

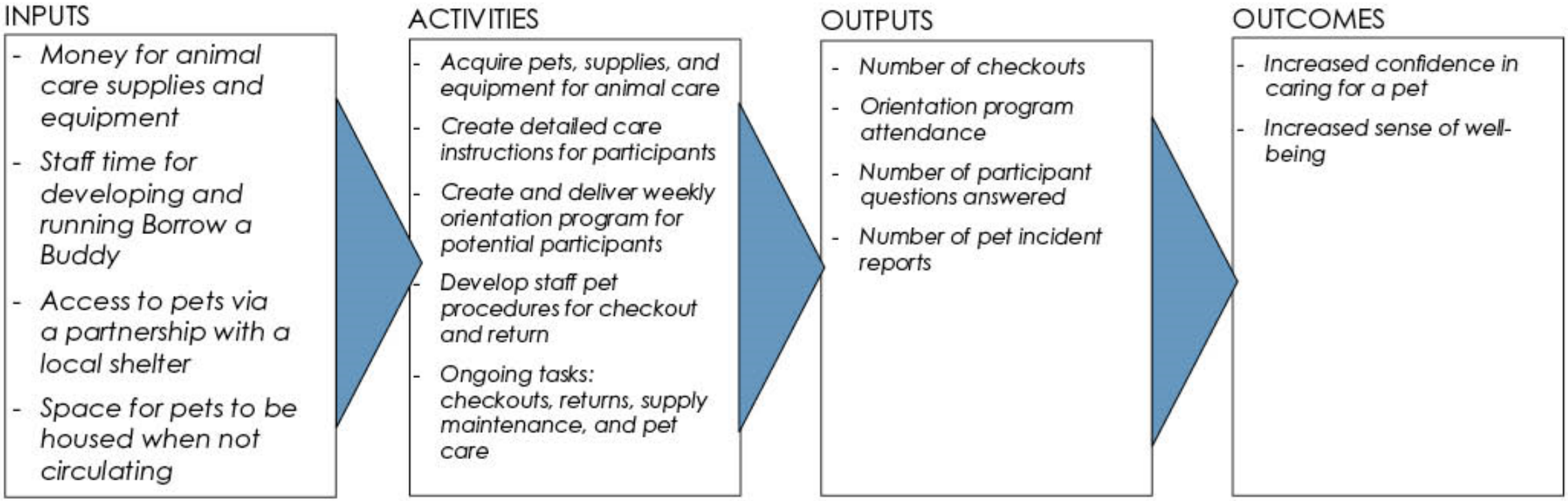
EMBEDDING Evaluation

Equity Considerations

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



Equity Considerations

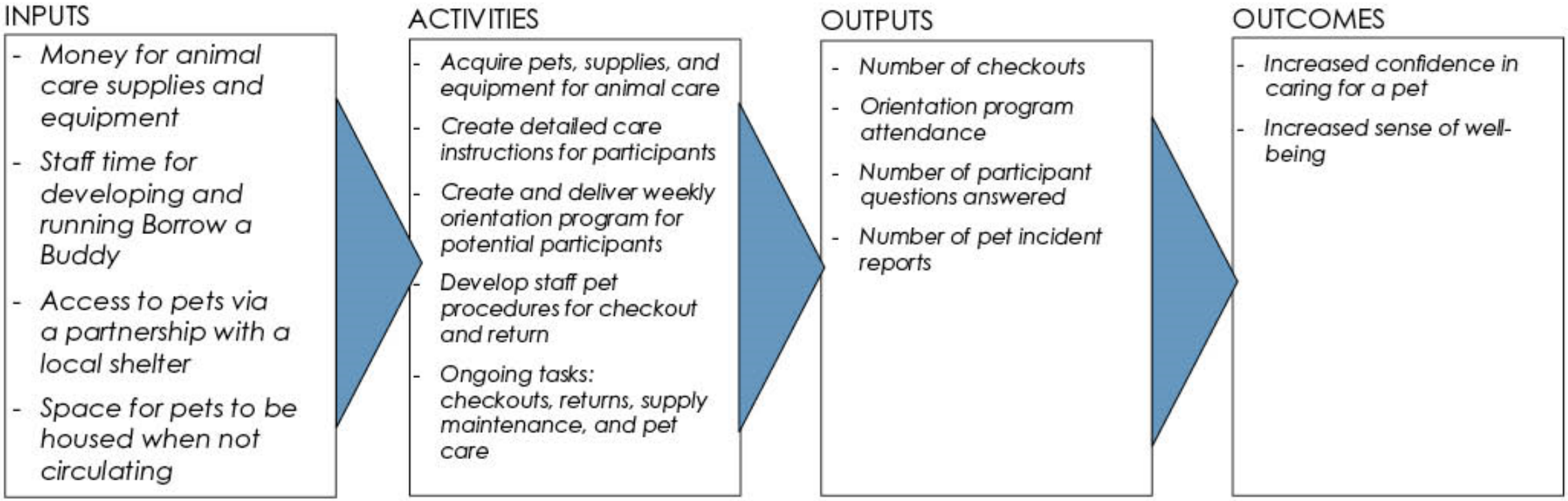
Equity of access for senior citizens who do not drive or do not own a car. Equity of access for senior citizens living in rental housing or senior living facilities. Equity of access across communities in the library service area.

Sustainability Considerations

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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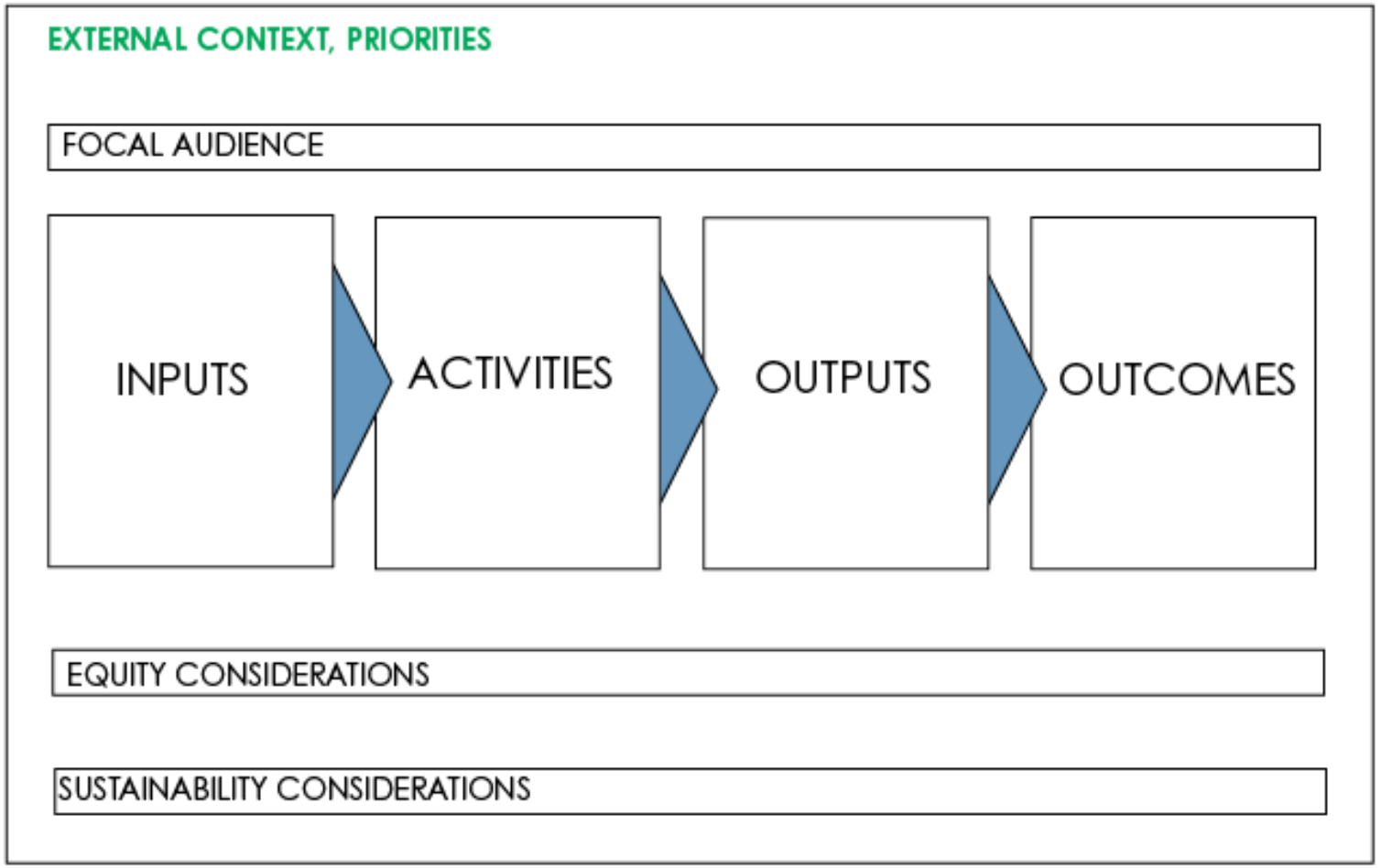
Sustainability Considerations

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.

BORROW A BUDDY LOGIC MODEL



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

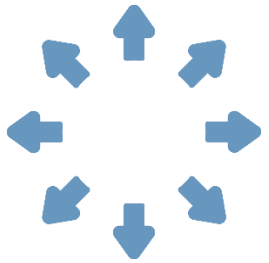
8 Dimensions of Success to Consider

Design/
Implementation

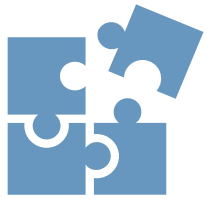
Equity (lens applied across other dimensions)

Experience

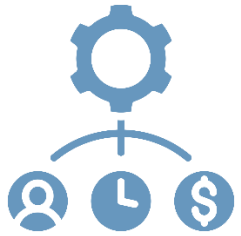
Outcomes



Reach/Access



Relevance



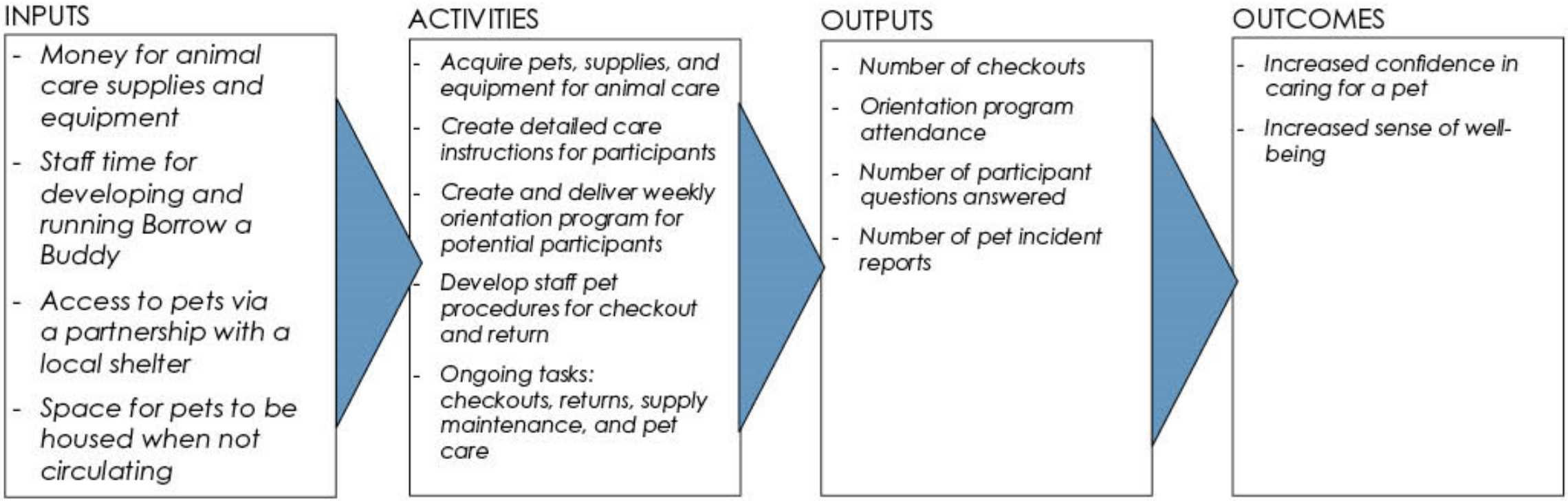
Resource Allocation/
Resource Use

Sustainability

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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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.

DIMENSION OF SUCCESS
OUTCOMES

OUTCOMES

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

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

DIMENSION OF SUCCESS
DESIGN/IMPLEMENTATION

FOCAL AUDIENCE

Senior citizens in Pebble Pond

DIMENSION OF SUCCESS

EXPERIENCE

OUTPUTS

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

FOCAL AUDIENCE

Senior citizens in Pebble Pond

DIMENSION OF SUCCESS

EXPERIENCE

REACH/ACCESS

OUTPUTS

- Number of checkouts
- Orientation program attendance
- Number of participant questions answered
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FOCAL AUDIENCE

Senior citizens in Pebble Pond

DIMENSION OF SUCCESS

RELEVANCE

OUTCOMES

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

DIMENSION OF SUCCESS

RESOURCE ALLOCATION/RESOURCE USE

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

OUTCOMES

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

DIMENSION OF SUCCESS
EQUITY

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 SUCCESS
SUSTAINABILITY

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.

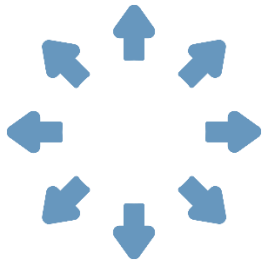
8 Dimensions of Success to Consider

Design/
Implementation

Equity (lens applied across other dimensions)

Experience

Outcomes



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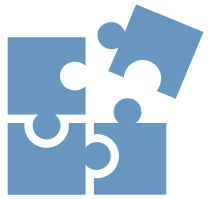

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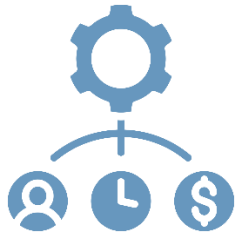


Resource Allocation/
Resource Use

Sustainability

Priority Dimensions of Success for Borrow a Buddy

Koda

Moppet

Oscar (and his buddy)

Priority Dimensions of Success for Borrow a Buddy

Outcomes

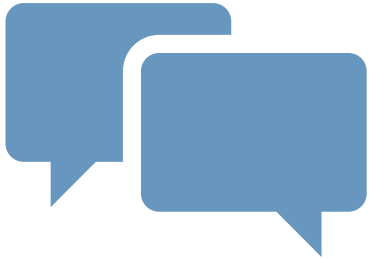
Design/Implementation

Experience

Sustainability

Dimension of Success	What information do we need to determine whether the program is successful?
Outcomes	
Design/Implementation	
Experience	
Sustainability	

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



Breakout Room Discussion:

What information do we need to determine whether Borrow a Buddy is successful in terms of:

- Design/Implementation?
- Experience?
- Sustainability?

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

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

Dimension of Success	What information do we need to determine whether the program is successful?
Outcomes	Changes in participant well-being
Design/Implementation	Successes and challenges staff experienced when designing and implementing program
Experience	Participants' positive and negative experiences with the program
Sustainability	

Dimension of Success	What information do we need to determine whether the program is successful?
Outcomes	Changes in participant well-being
Design/Implementation	Successes and challenges staff experienced when designing and implementing program
Experience	Participants' positive and negative experiences with the program
Sustainability	Barriers to continuing the program in terms of capacity and cost

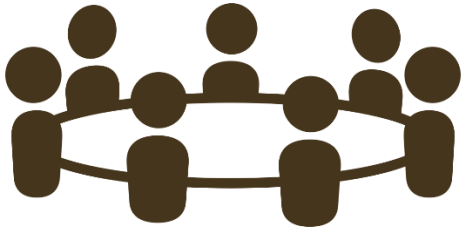
3-Step Process to Evaluating Program Success:

1. Define what "success" looks like
2. Develop a logic model
3. Measure relevant dimensions of success

Data Collection Methods

Survey

Interview



Focus Group

Observation

In the Chat:

Which method(s) have you used and for what purpose?

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				
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				
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

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Question type	Mostly close-ended	Open-ended	Open-ended	NA
Type of information collected	Self-reported; attitudes, perceptions, opinions, factual information; answer questions of what, how often, to what extent	Self-reported, unique experiences, answer questions about how and why	Self-reported, group perceptions and varied perspectives, answer questions about how and why	Behaviors, characteristics of physical environment (bypass self-reporting)

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Bringing it All Together: Methods Grid

		DATA COLLECTION METHODS			
Dimension of Success	Information needed to determine whether the program is succcessful:	Method 1:	Method 2:	Method 3:	Method 4:

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is succcessful:	Method 1:	Method 2:
Outcomes	*Changes in participants' well-being*		

DATA COLLECTION METHODS

Dimension of Success	Information needed to determine whether the program is succcessful:	Method 1: *Participant Survey*	Method 2: *Participant Interviews*
Outcomes	*Changes in participants' well-being*	X	X

DATA COLLECTION METHODS

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

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

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

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

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

		DATA COLLECTION METHODS		
Dimension of Success	**Information needed to determine whether the program is succcessful:**	**Method 1:** *Participant Survey*	**Method 2:** *Participant Interviews*	**Method 3:** *Staff Interviews*
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Experience	*Participants' positive and negative experiences with the program*	X	X	
Sustainability	*Barriers to sustainability in terms of capacity and cost*			X

		DATA COLLECTION METHODS			
Dimension of Success	**Information needed to determine whether the program is succcessful:**	**Method 1:** *Participant Survey*	**Method 2:** *Participant Interviews*	**Method 3:** *Staff Interviews*	**Output Data**
Outcomes	*Changes in participants' well-being*	X	X		
Design/ Implementation	*Successes and challenges staff experienced when designing and implementing program*			X	
Experience	*Participants' positive and negative experiences with the program*	X	X		
Sustainability	*Barriers to sustainability in terms of capacity and cost*			X	• *Cost per checkout by type of pet* • *Participant questions by type of pet* • *Incident reports by type of pet*

Resources to learn more about methods

Research Institute for Public Libraries (RIPL) webinars

Library Evaluation 101 videos

Thank you!

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

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