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

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

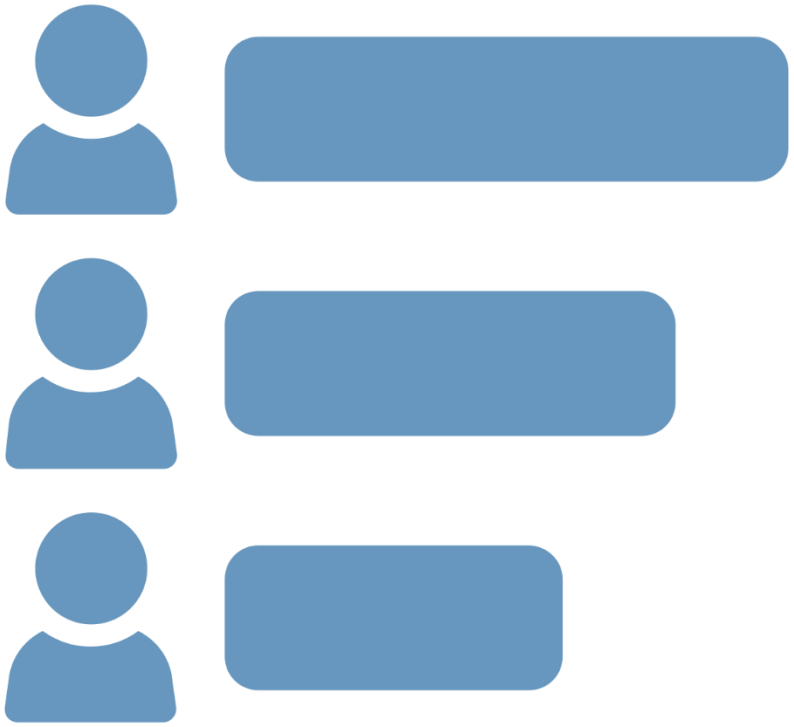


Andy Zalot
University of Illinois Urbana-Champaign
he/him

Recording, Slides, and Resources



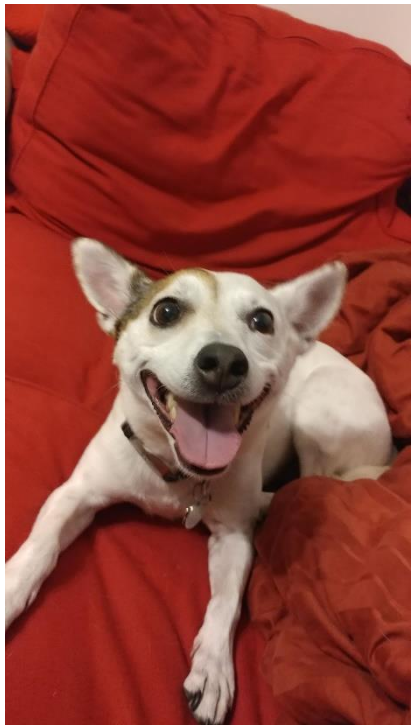
Poll



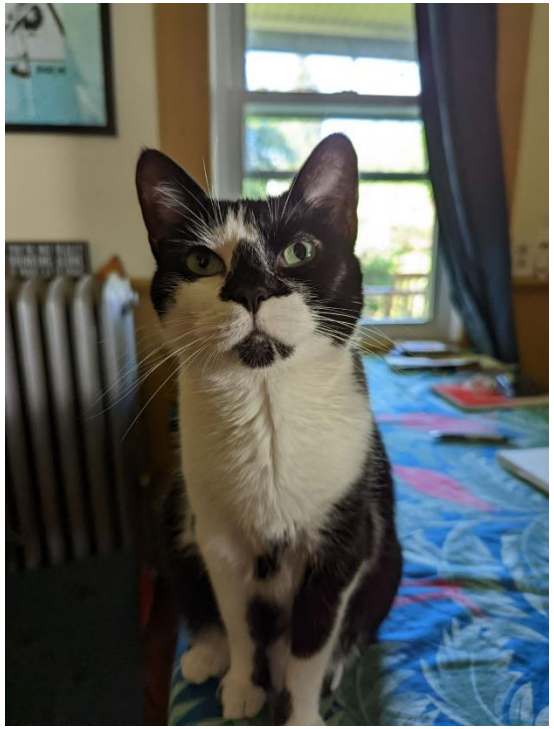


Pebble Pond Public Library

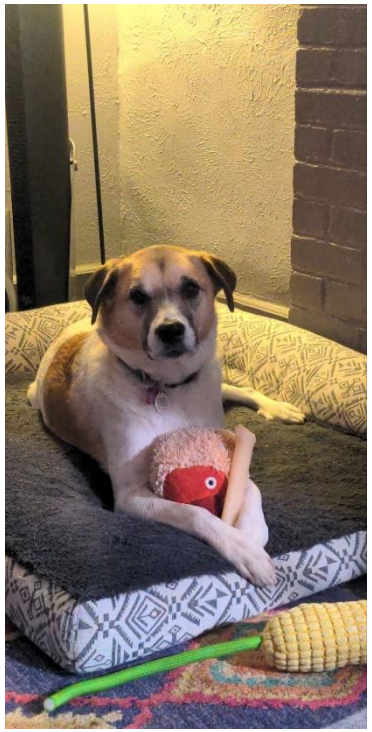
Borrow a Buddy



Sam



Tuna



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



Frodo

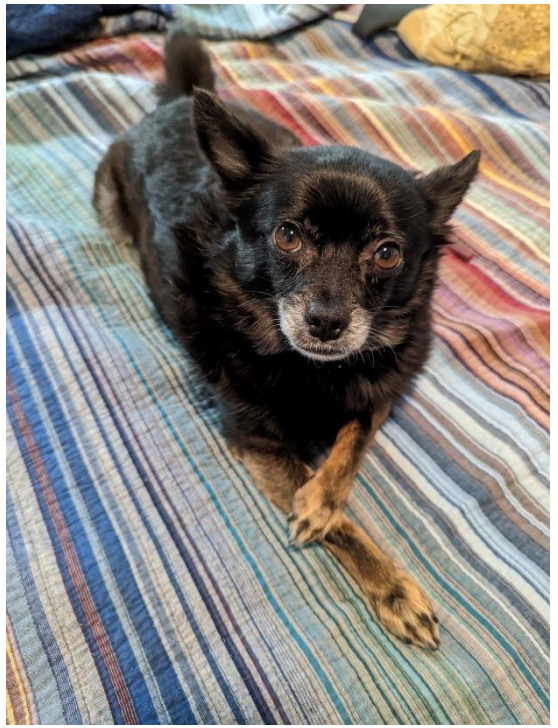
Strategic Priorities and Stakeholder Viewpoints

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



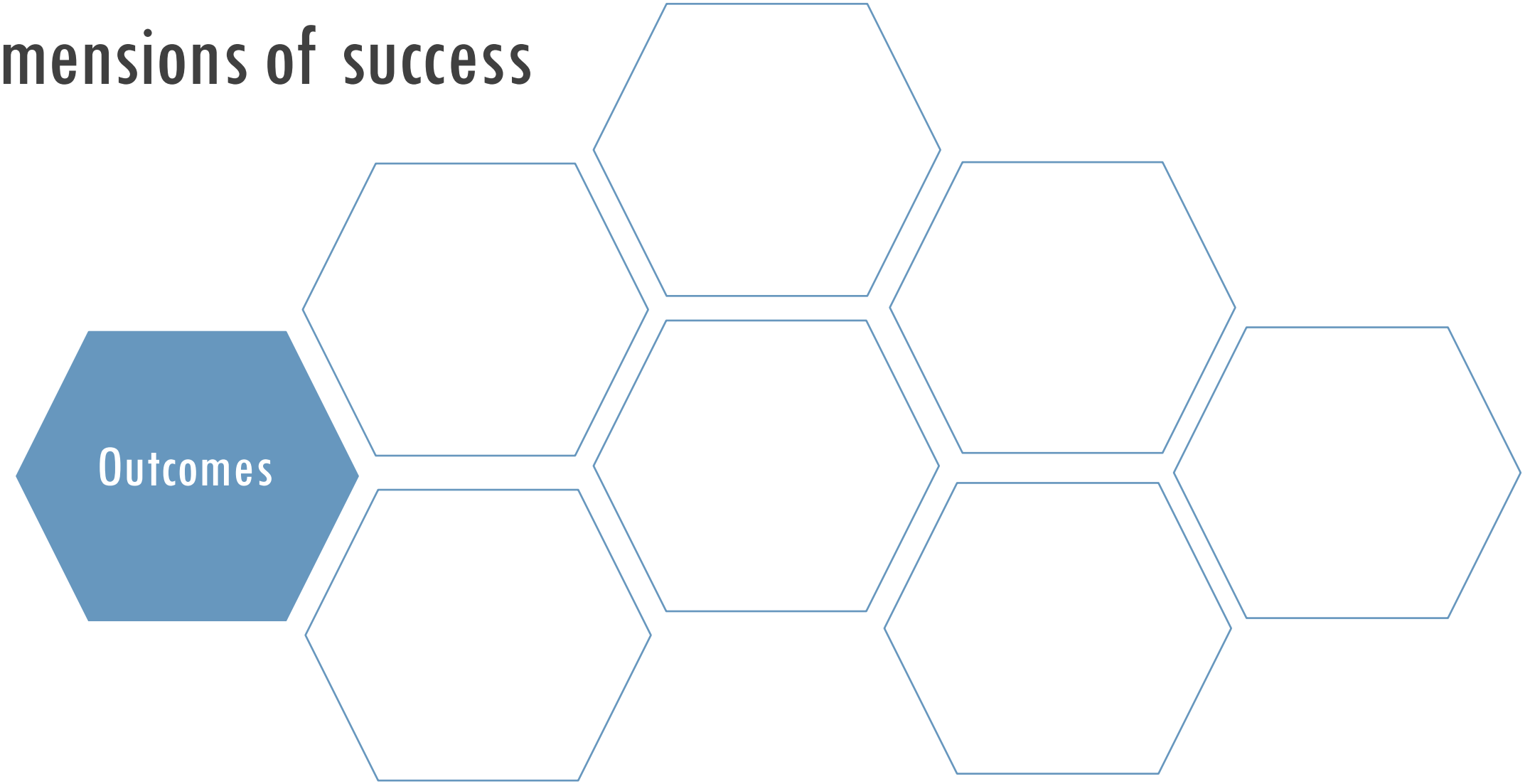
Captain Josey

3-Step Process to Evaluating Program Success:

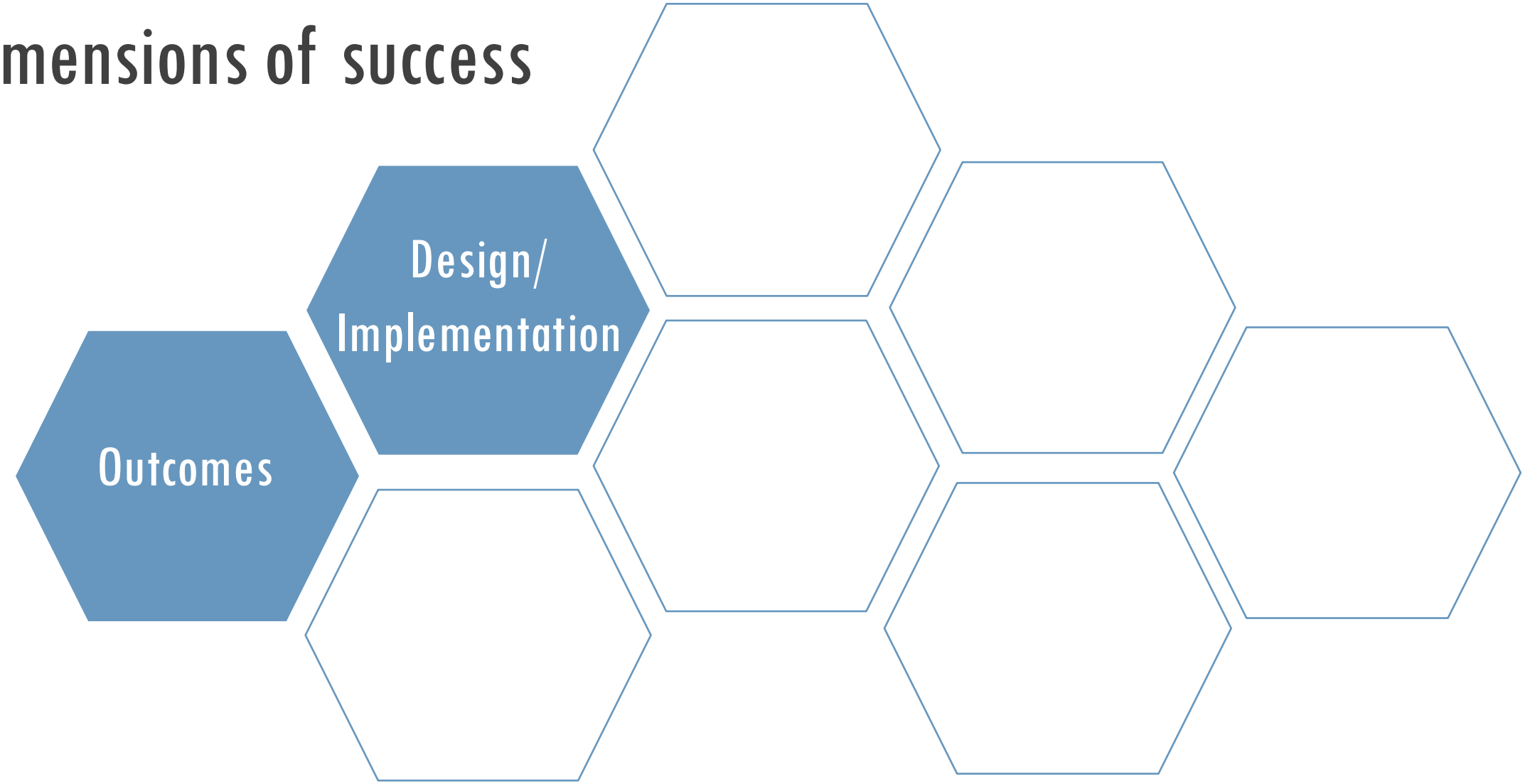
1. Define what “success” looks like

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

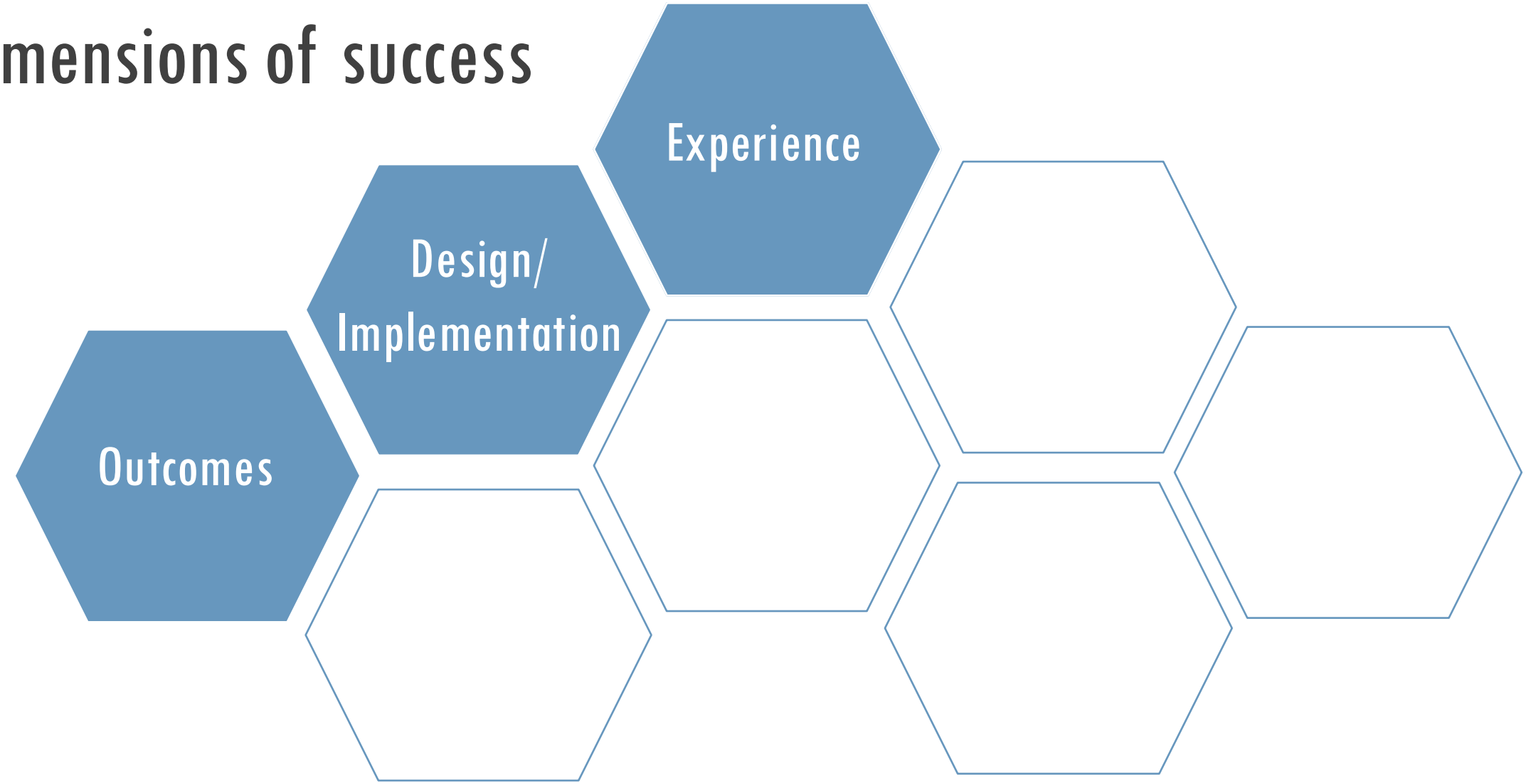
Dimensions of success



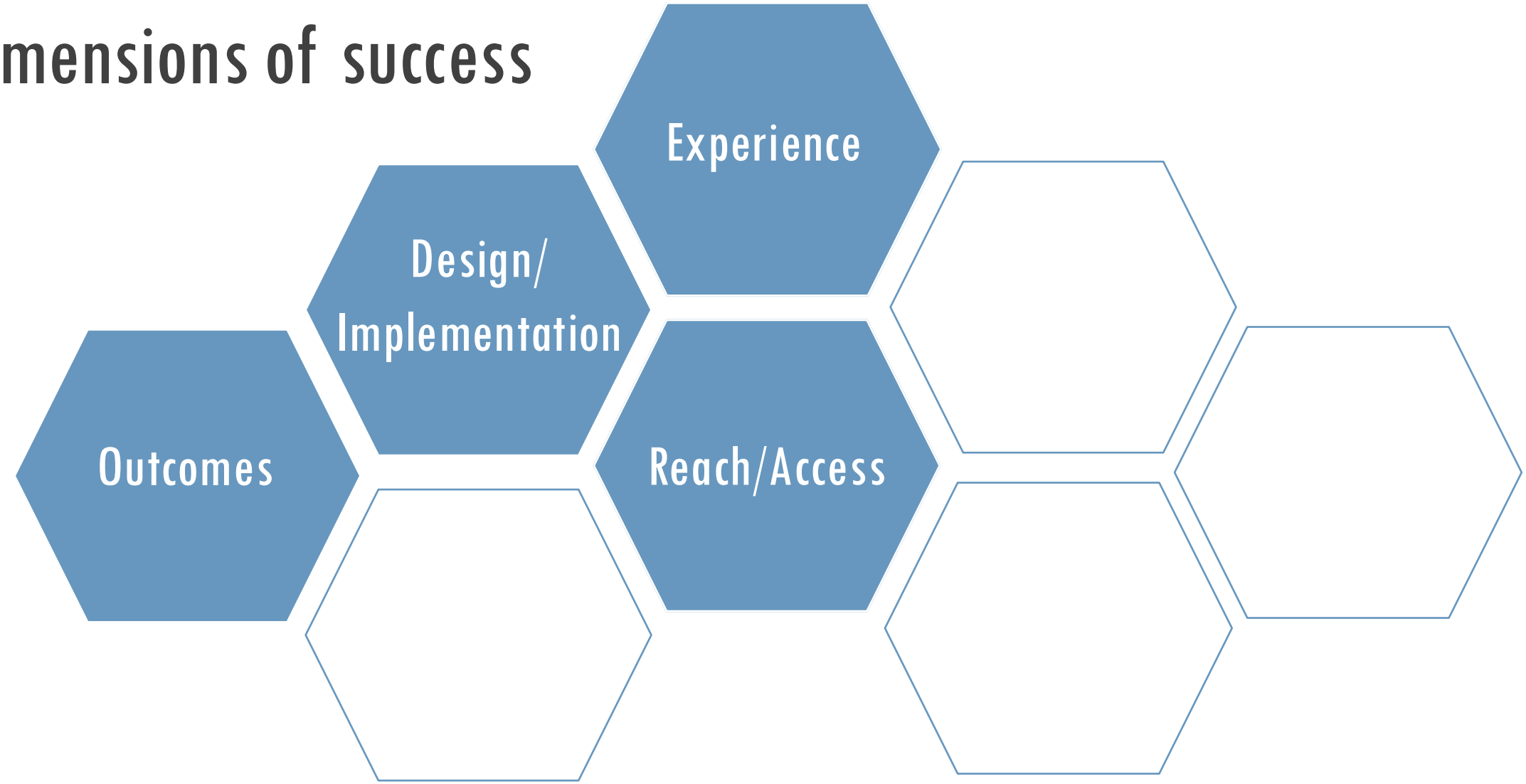
Dimensions of success



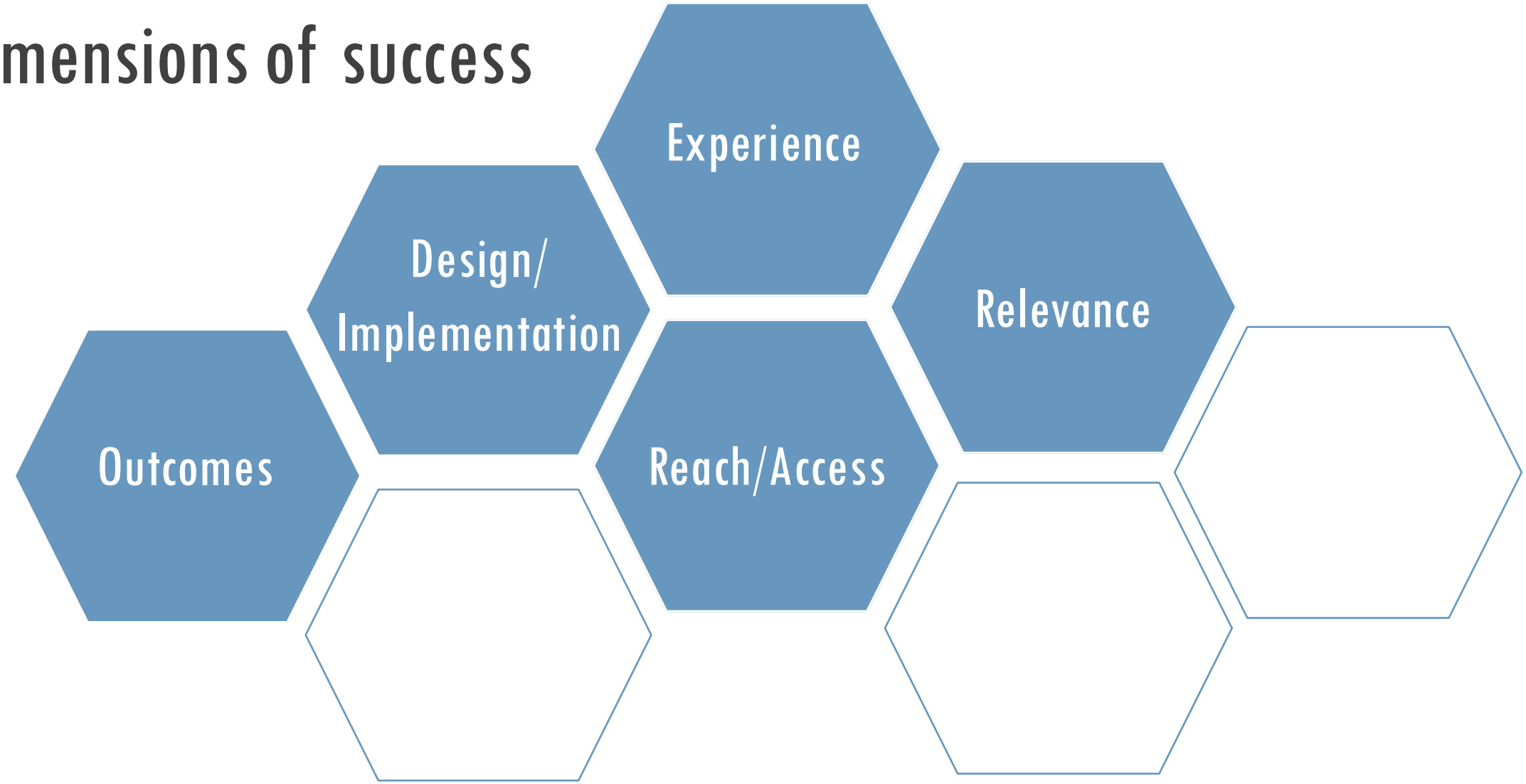
Dimensions of success



Dimensions of success



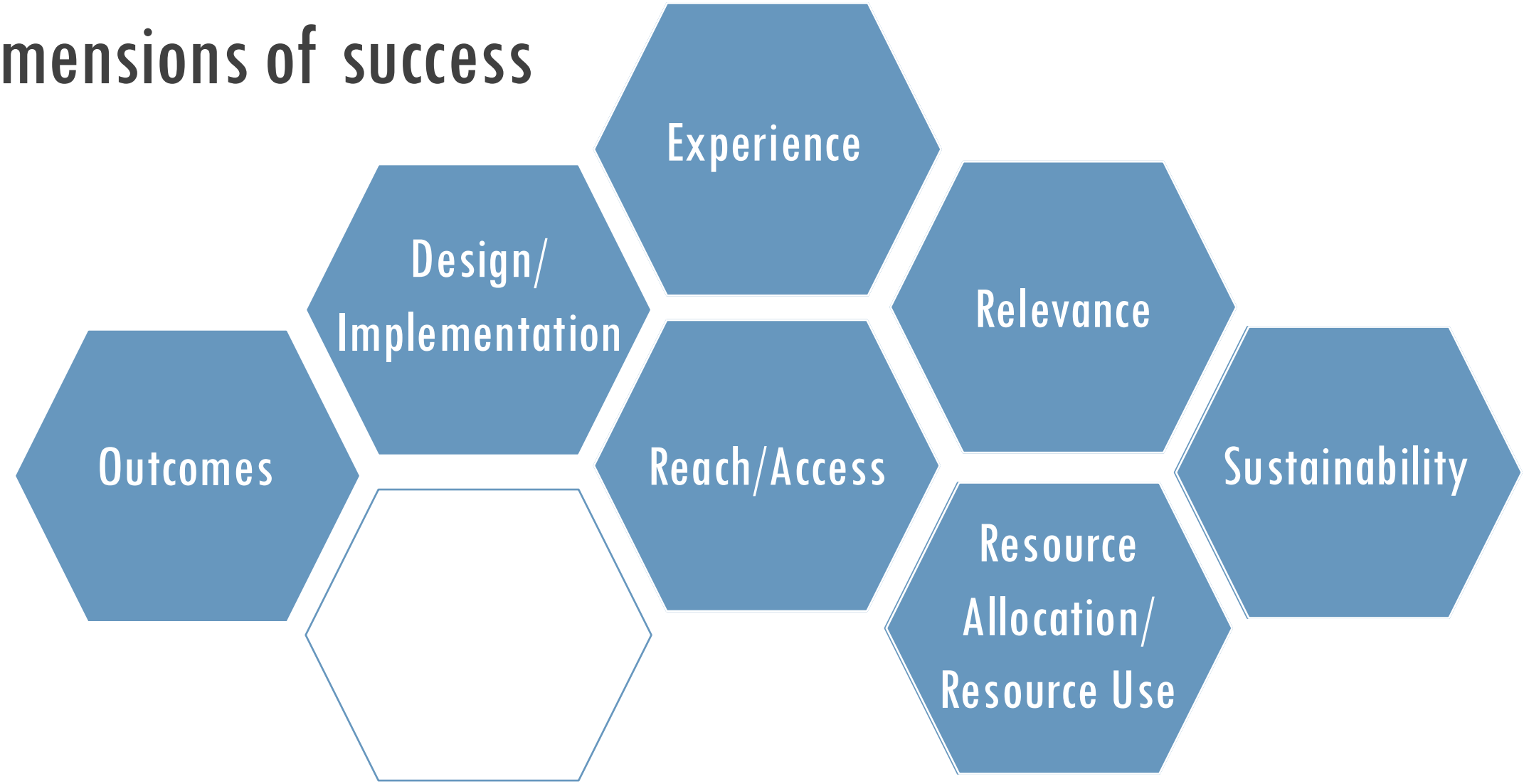
Dimensions of success



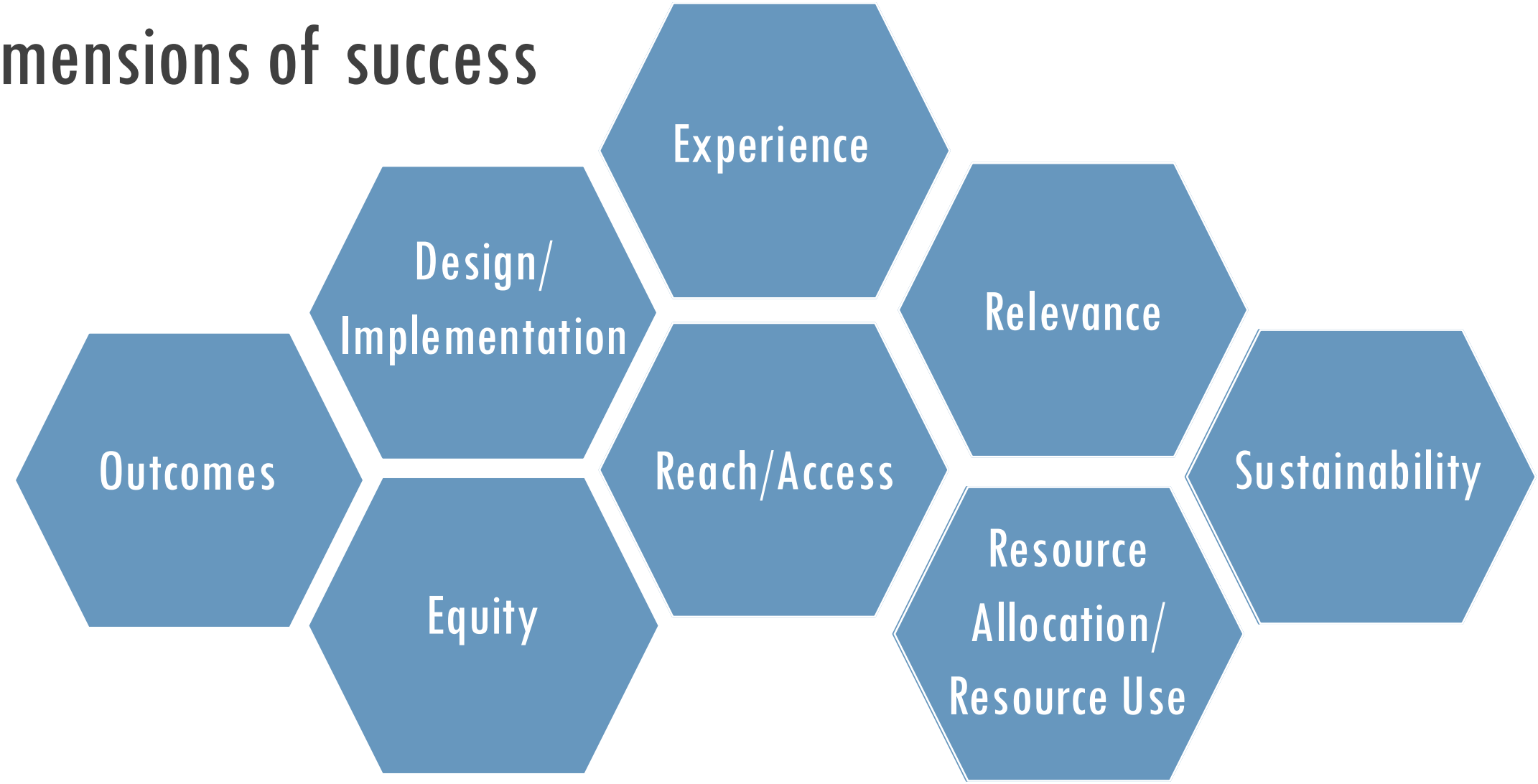
Dimensions of success



Dimensions of success



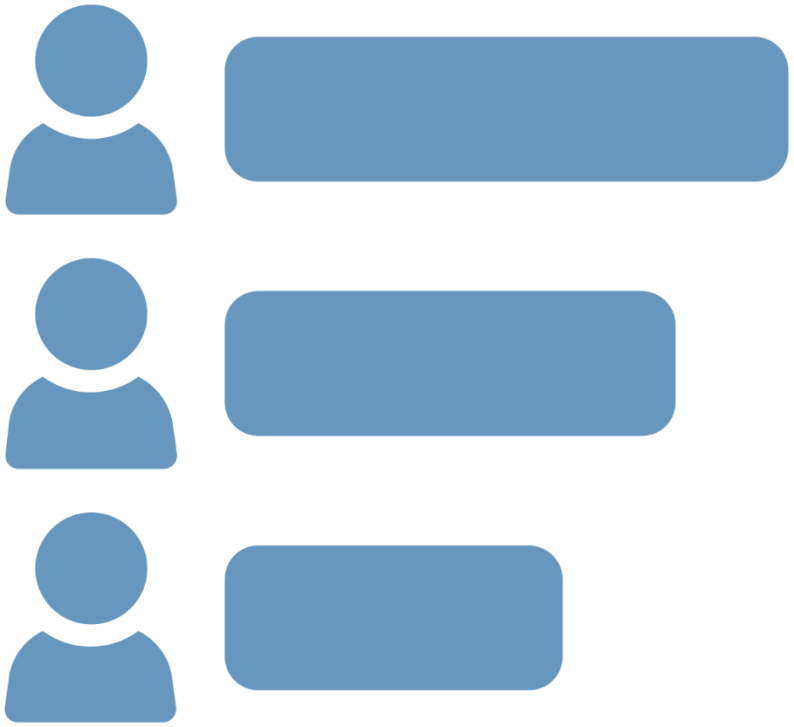
Dimensions of success



3-Step Process to Evaluating Program Success:

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

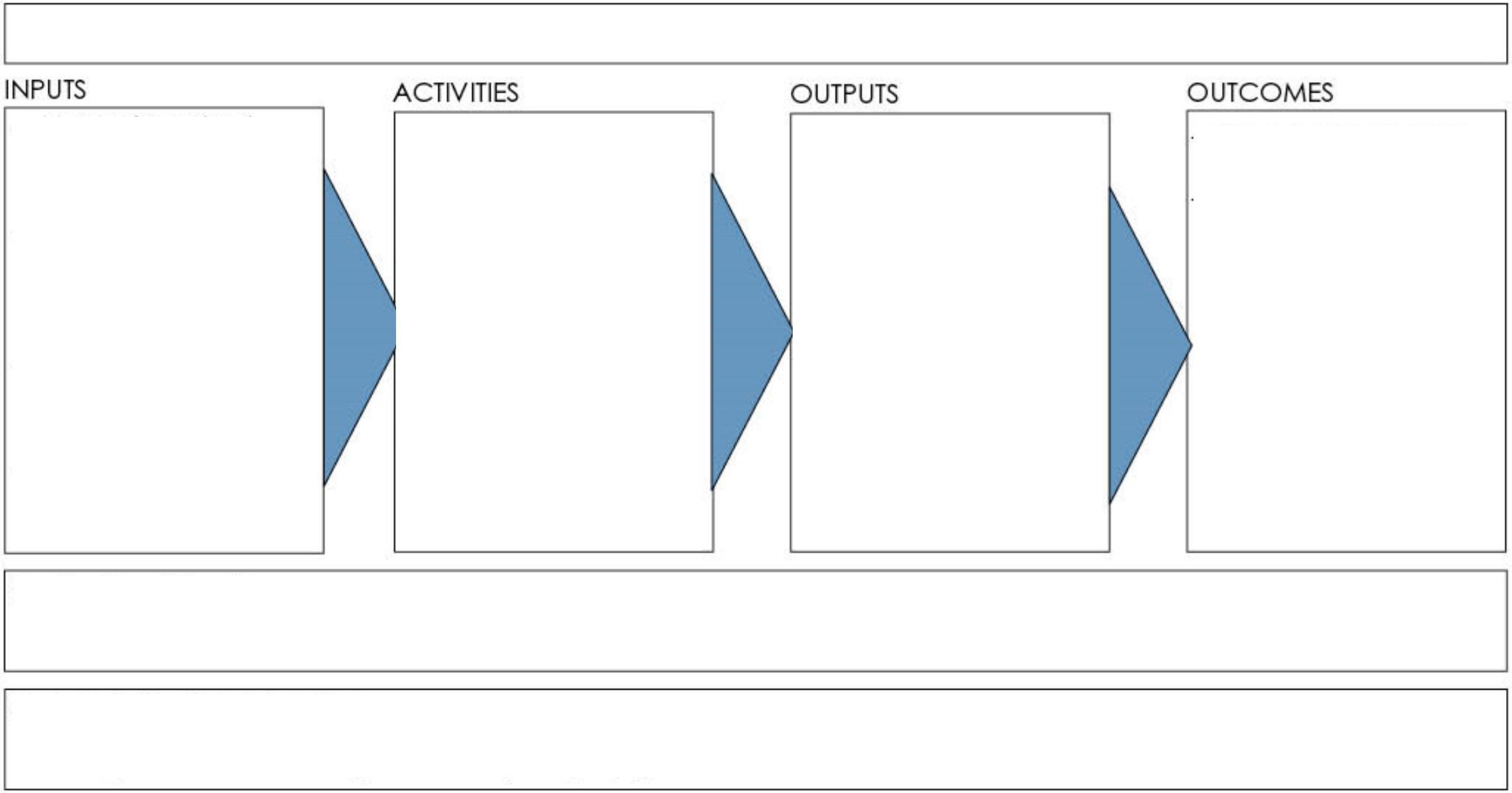
Poll



Logic Model: What is it? Why use one?

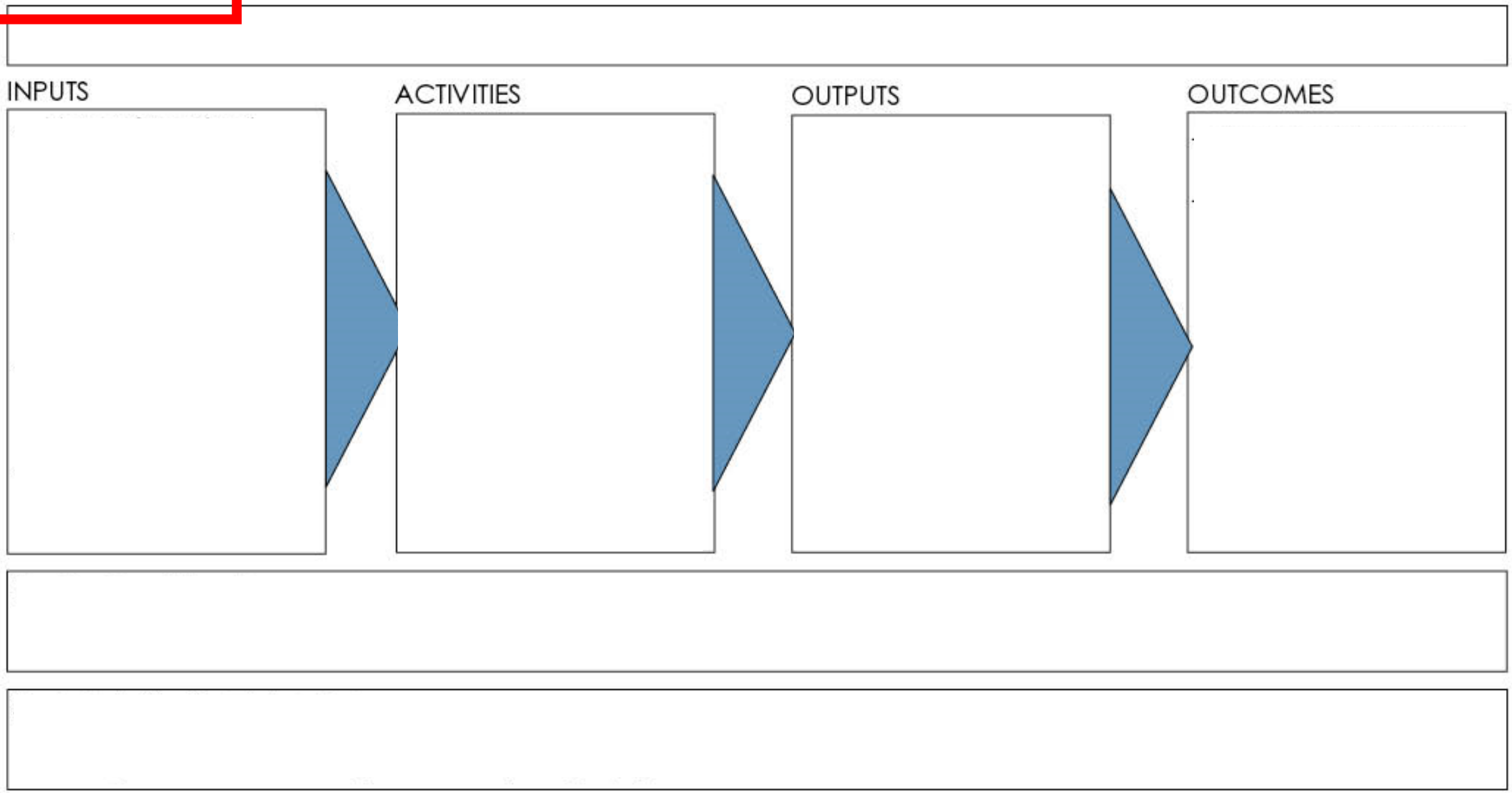
BORROW A BUDDY LOGIC MODEL

Focal Audience



BORROW A BUDDY LOGIC MODEL

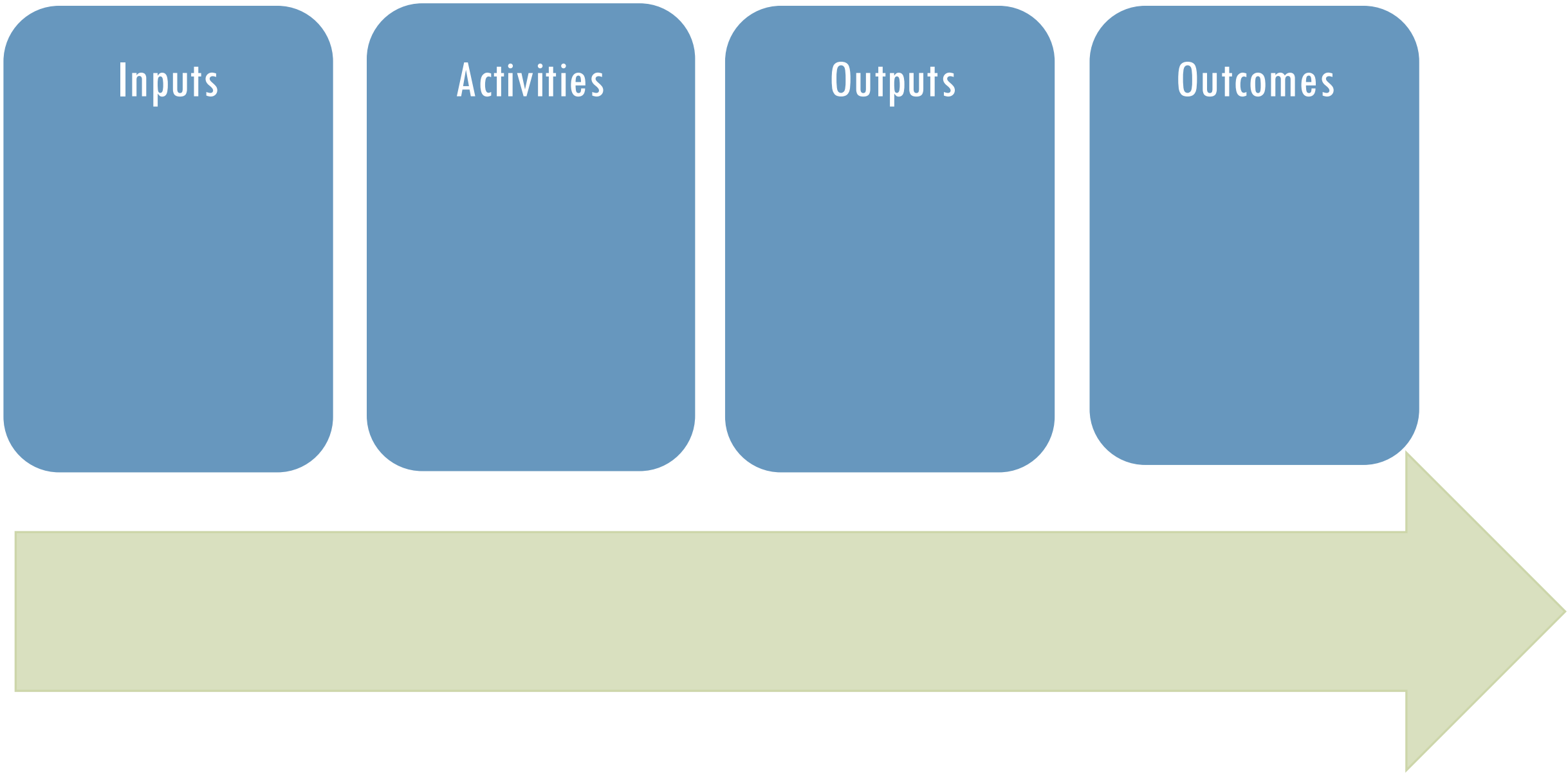
Focal Audience

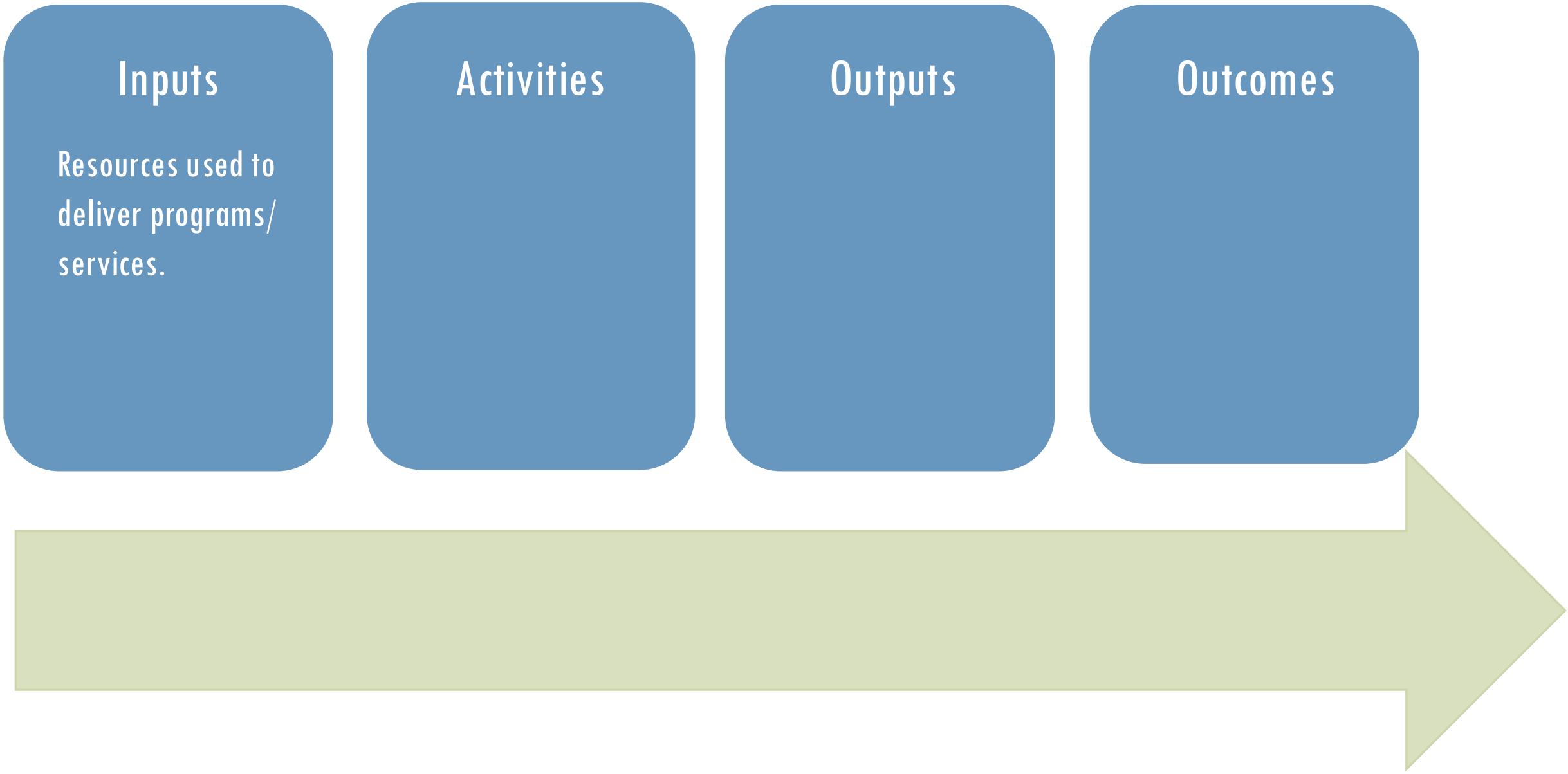


Borrow a Buddy Focal Audience – Seniors



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	ACTIVITIES	OUTPUTS	OUTCOMES
- *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*			

Inputs

Resources used to deliver programs/ services.

Activities

Actions or process undertaken to deliver programs/services.

Outputs

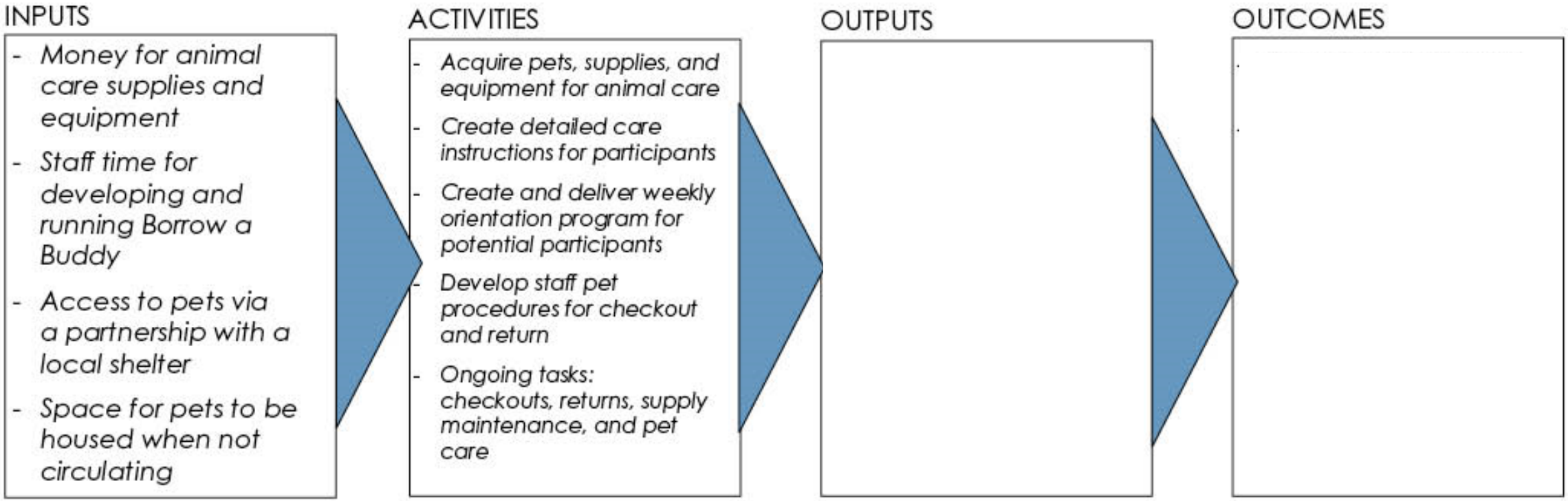
Outcomes



BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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.

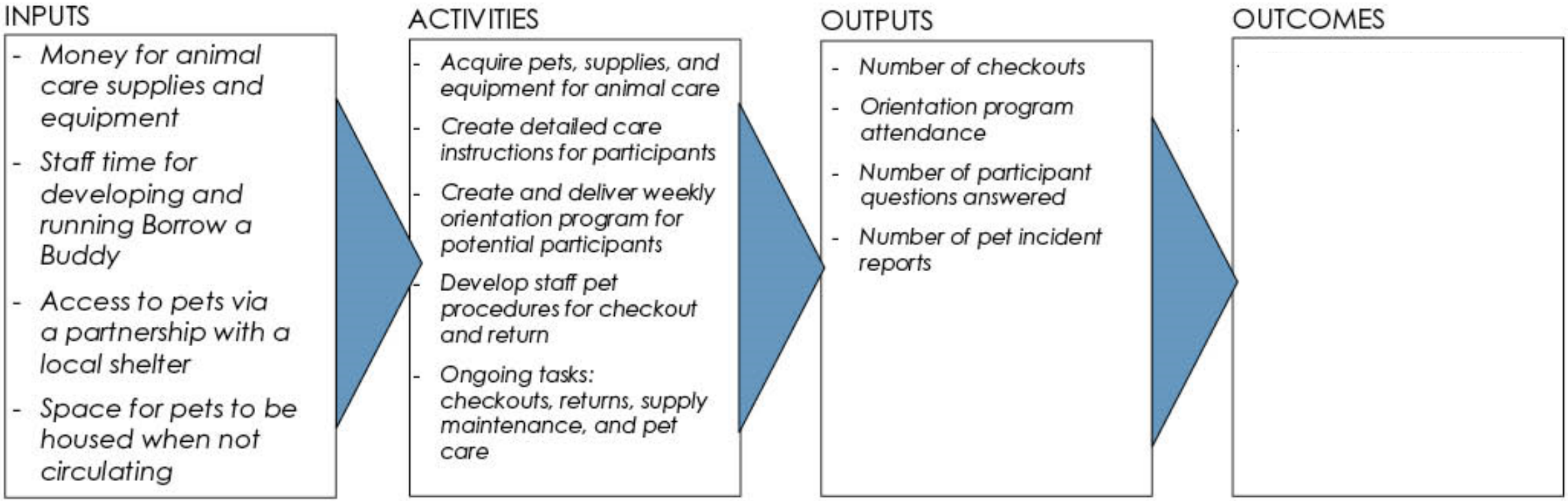
Outcomes



BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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.

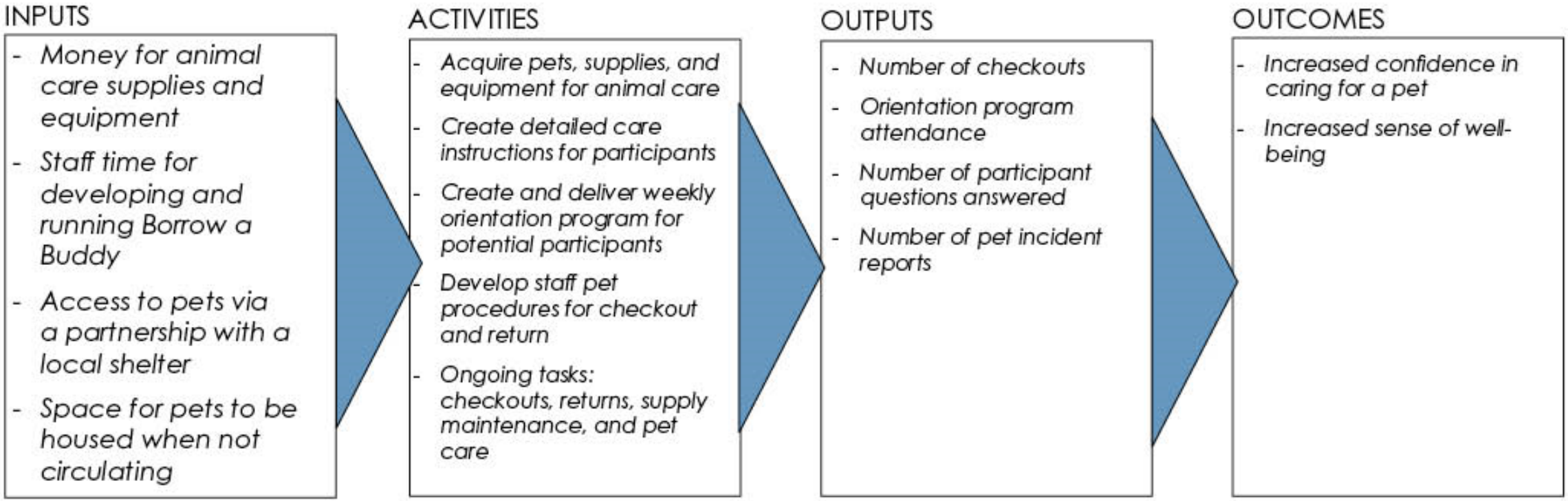
Knowledge, Skill
Attitude, Behavior
Condition, Life status



BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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.

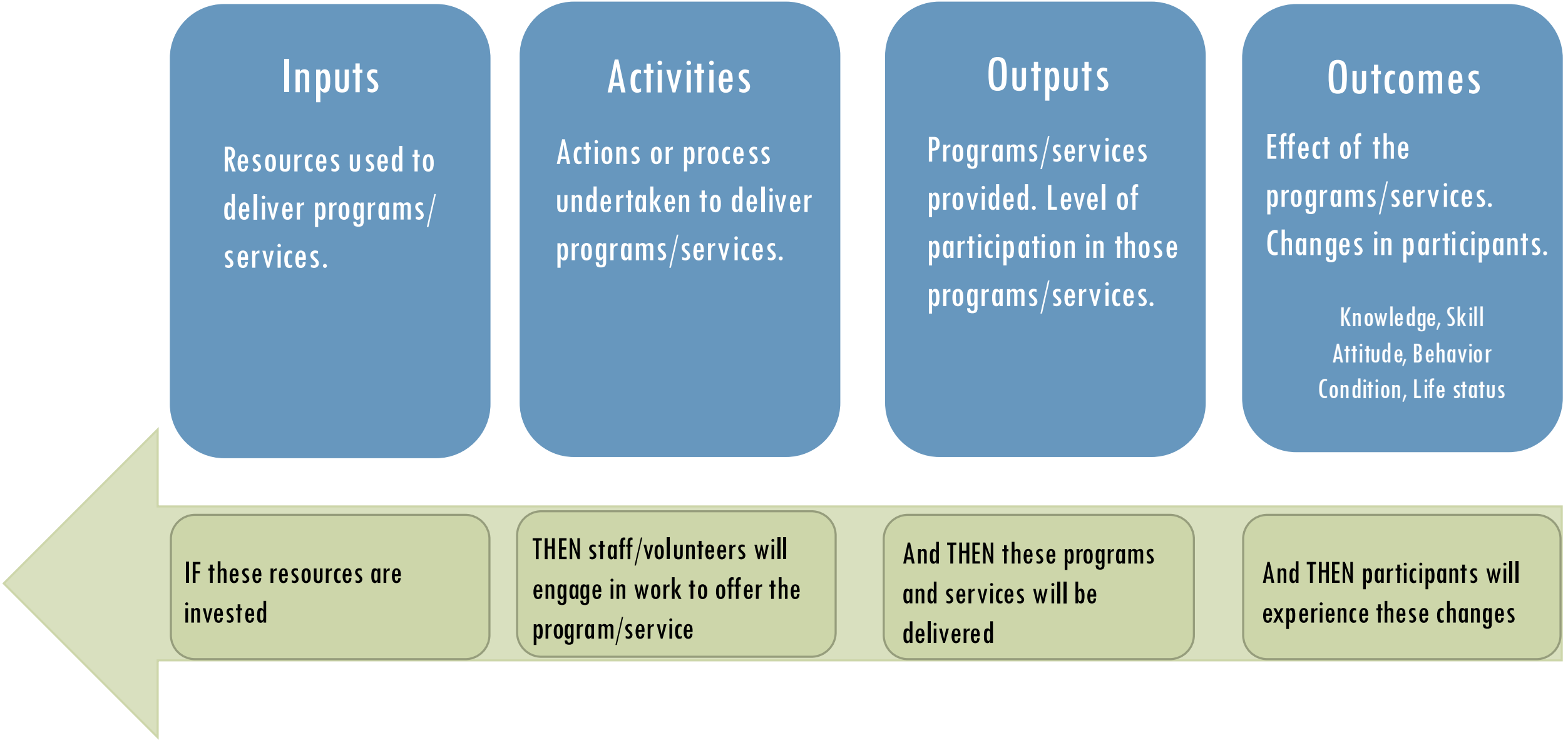
Knowledge, Skill
Attitude, Behavior
Condition, Life status

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 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

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

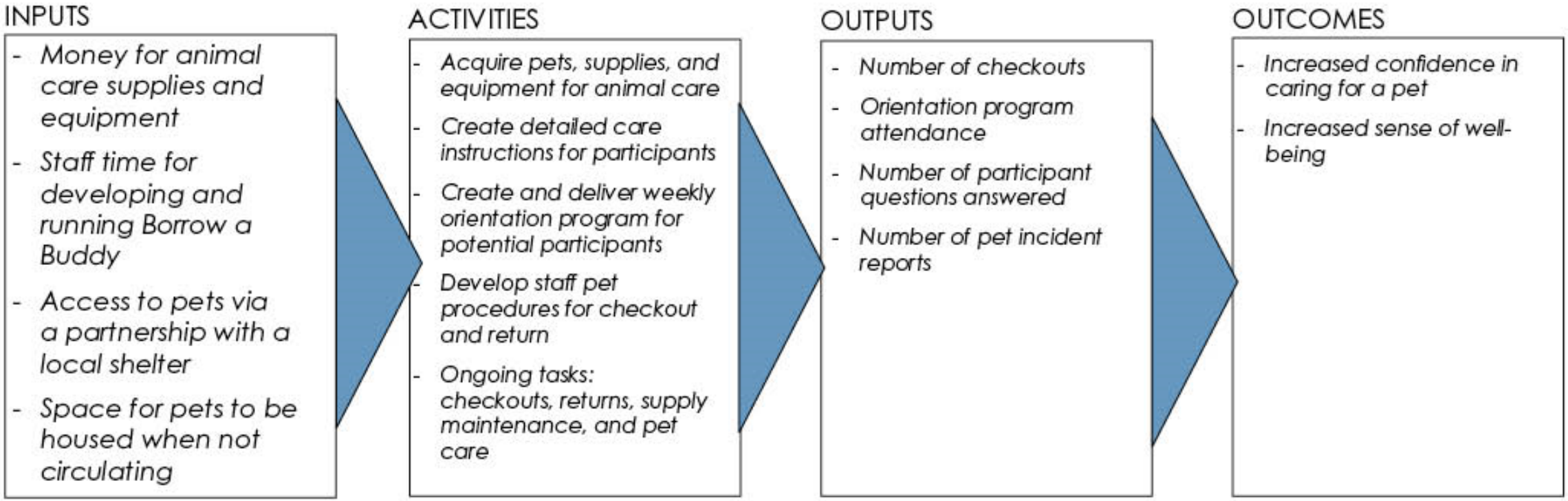
EMBEDDING Evaluation

Equity Considerations

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



Equity Considerations

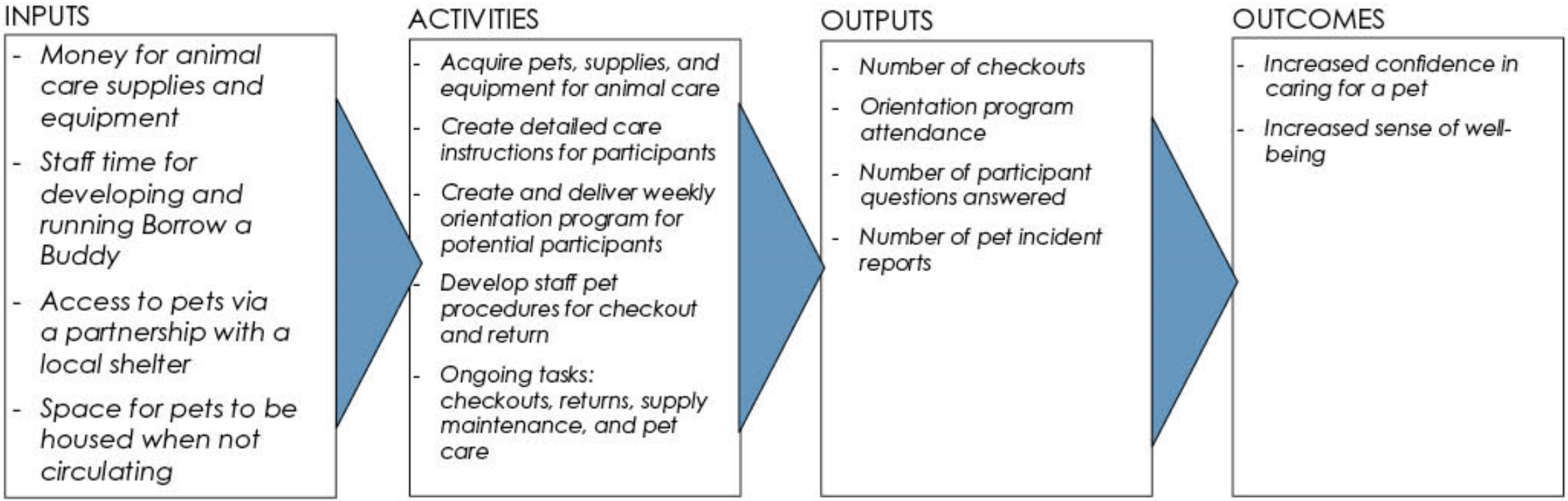
Equity of access for senior citizens who do not drive or do not own a car. Equity of access for senior citizens living in rental housing or senior living facilities. Equity of access across communities in the library service area.

Sustainability Considerations

BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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?

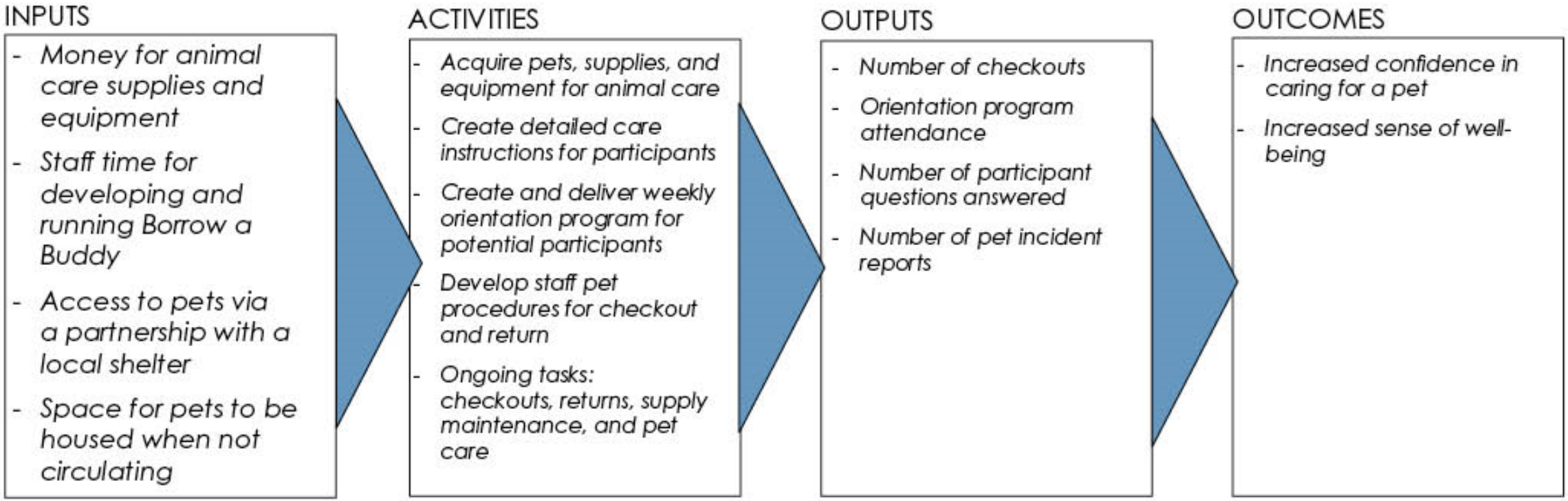
Dimensions of success



BORROW A BUDDY LOGIC MODEL

Focal Audience

Senior citizens in Pebble Pond



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.

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

OUTPUTS

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

DIMENSION OF SUCCESS

EXPERIENCE

REACH/ACCESS

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

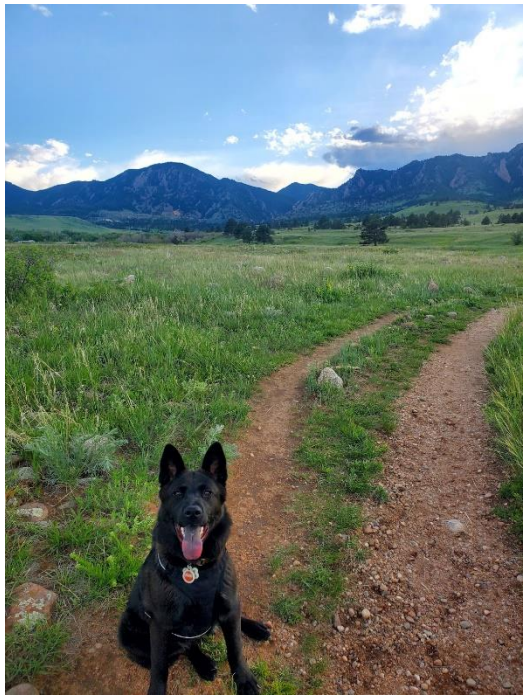
Equity of access for senior citizens who do not drive or do not own a car. Equity of access for senior citizens living in rental housing or senior living facilities. Equity of access across communities in the library service area.

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.

Priority Dimensions of Success for Borrow a Buddy



Raven



Millie



Brom

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



Izzy

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	

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	

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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Outcomes	Changes in participant well-being
Design and Implementation	Successes and challenges staff experienced when designing and implementing program
Experience	

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
Experience	Participants' positive and negative experiences with the program

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Outcomes	Changes in participant well-being
Design and 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 and 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

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

	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; 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)

Characteristics of Data Collection Methods

	Surveys	Interviews	Focus Groups	Observations
Sample size	Larger	Smaller	Smaller	Either
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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: *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*
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

		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



Upcoming webinars



Library Evaluation 101 videos

Thank you!

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

















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