# Programming and Outreach

## Project Outcome

Why Measure Outcomes

* Libraries need more data & evidence to demonstrate their value in the community.

Demonstrating Library Value

* What our community needs
* What should we be doing
* How much did we do?
* What good did we do?

Measuring the Good We Do

* Specific benefit from a library program/service
* Can be quantitative or qualitative
* Expressed as changes that individuals perceive

Learning what changes/effects/impacts your programs are having in/on…

* Knowledge
* Skills
* Attitudes
* Opinions
* Behaviors
* Actions
* Status

Goal: Outcome measurement “business as usual” for public libraries

* Supply standardized outcome measures that any library can use and learn from
* Provide tools to facilitate measurement
* Offer resources to support implementation
* Supply “from-the-field” cases to demonstrate usage

Project Outcome Toolkit Access to:

* Standardized surveys
  + Early childhood literacy
  + Digital learning
  + Civic/community engagement
  + Job skills
  + Education/lifelong learning
  + Economic development
* Survey management tool
* Custom data reports
* Interactive data dashboards
* Resources & training

Patron-reported learning - immediate impact

Patron-reported behavior change - longer-term impact

Benefits of Project Outcome Toolkit

* Capturing snapshot data
  + Short, simple surveys save time
  + Higher response rate from patrons
  + Open-ended comments are goldmine
* We’ve done the heavy lifting for you!
  + Real-time results
  + Data visualizations
  + Ready-to-use reports

Benefits of Project Outcome Toolkit

* Standardization of outcome measures
* Across time & locations
* Variety of programs
* Aggregate national & state comparisons

What’s Next

* Register for FREE at www.projectoutcome.org
* Review training resources
* Create a new survey
* Analyze data dashboards
* Join the Facebook group
* Follow us on Twitter
* Engage on Peer Discussion Board

## Programming and Outreach

Planning

* Who
* What
* Where
* How
* When

Nothing about us, without us

Logic Models

Choosing A Partner

* Audience
* Publicity
* Funding:
* People:
* Space:
* Ideas and know-how:
* Presenters and performers
* Think inside the library

Approaching Community Partners

* Be clear about what you want from your partner
* Think about how the partnership will benefit your community partner
* Be prepared

Working with Community Partners

* Communicate
* Agreements
* Be Prepared

Follow up with Community Partners

* Thank partner publicly and privately
* Keep in Touch
* Plan for Future Events

Programming Ideas

* Subject Guides
* Health And Fitness Kits
* Diagnosis Bags
* Services To Target Populations
* Films
* Performances
* Education
* Programs And Workshops
* Community Partnerships

Programming Librarian

Programming Ideas

* Adulting 101
* Mental Health Awareness Resource & Family Movie Nights
* Washington County Library Health Fair
* Bridging Health Information Gaps at the Public Library
* Community Engagement: Health & Wellness Backpack Program
* Senior Health Outreach
* Healthy Living Outreach for Seniors
* Public Library Fitness Tracker Cohorts

# Wrap Up

NNLM and NLM Resources

* Supplies
* Resources – i.e. MedlinePlus
* Funding
  + May 1 through April 30
  + Regional
* In-Person Training

CE and CHIS

* Continuing Education (CE) certificate
  + Complete your assignments
  + Take the survey (instructor will email)
* Consumer Health Information Specialization (CHIS) from the Medical Library Association (MLA)
  + Instructions will be in the email about your CE
  + Fill out the online form

Become An NNLM Member

* Institutional, not individual
* Free!
* Access to:
  + Funding opportunities
  + Free resources
  + Free print outs