



Outcome-Based Evaluation

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Small Libraries Create Smart Spaces

Based on materials from IMLS, PLA's Project Outcome, and
the Research Institute for Public Libraries (RIPL)

Outcome-Based Evaluation

- ▶ What is Outcome-Based Evaluation (OBE)?
- ▶ How do you measure outcomes?
- ▶ Why should you use OBE?
- ▶ OBE Tips, Tricks, and Tools



What is Outcome-Based Evaluation?

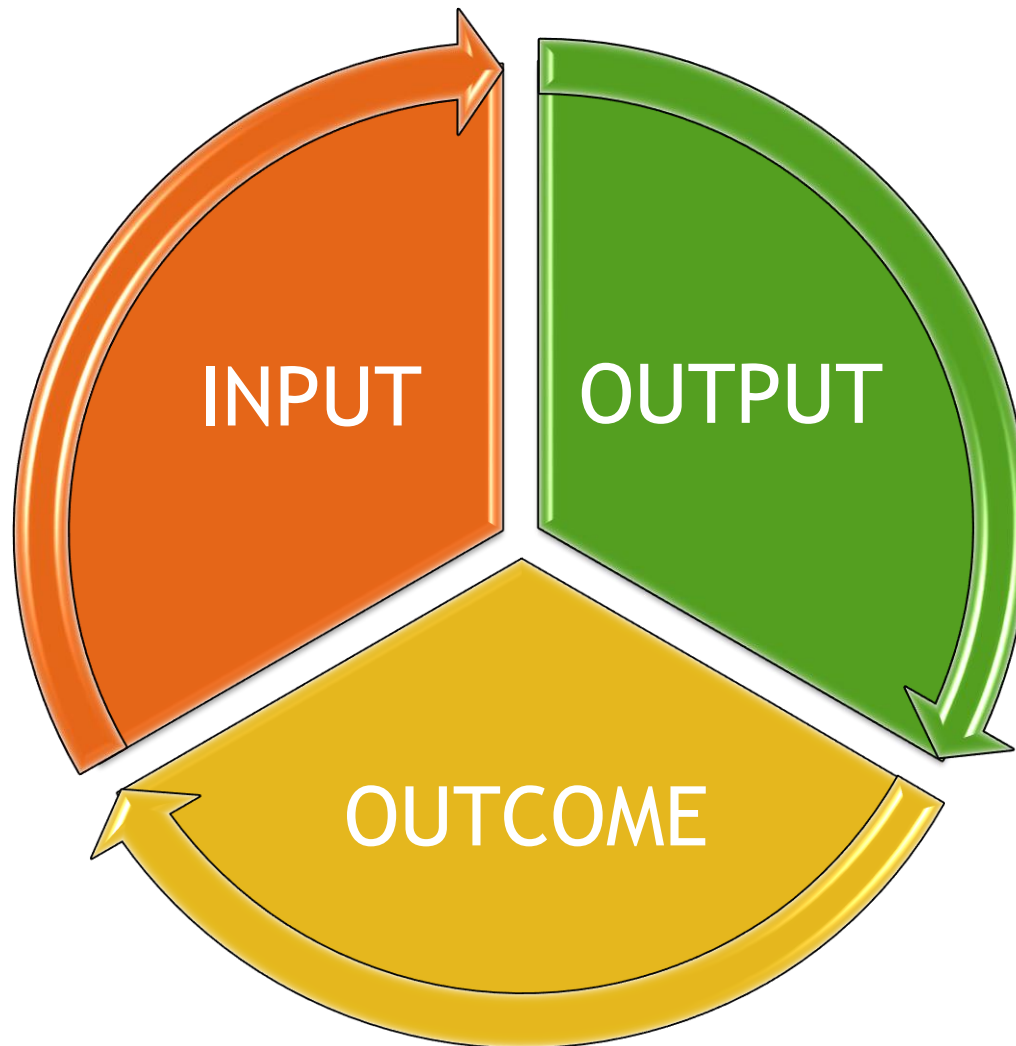
- ▶ IMLS defines OBE as a “systematic way of assessing the extent to which a program has achieved its intended result.”



So, what **IS** a “systematic way of assessing the extent to which a program has achieved its intended result?”



The Data Trifecta



The Data Trifecta

INPUT

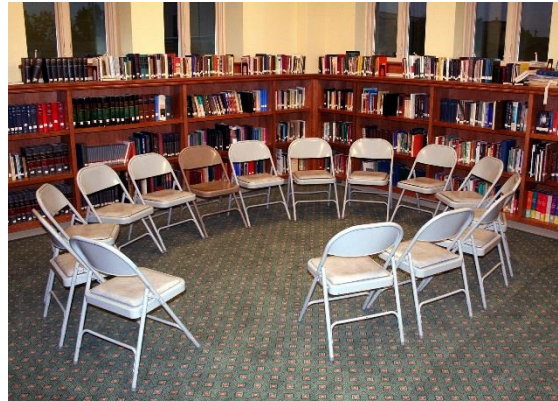
- ▶ Quantifying the effort expended on a program.



The Data Trifecta

OUTPUT

- ▶ Level of services and materials provided. Or, put something in, get something out.



OUTCOMES

- ▶ Specific **benefit** user receives from the library program or service.
- ▶ Can be **quantitative** or **qualitative**.
- ▶ Expressed as **changes that individuals perceive**.
- ▶ Answers the question: “What *good* did we do?”

“Outcomes are where the *people* come in”

What changed for them?

Outcome-Based Evaluation Example

Summer Reading Program at the Public Library



Outcome-Based Evaluation Example

Summer Reading Program at the Public Library

▶ INPUTS

- ▶ *Funding designated for SRP*
- ▶ *Number of Staff – Number of Children’s Librarians*
- ▶ *Children’s Librarian staff hours*

Outcome-Based Evaluation Example

Summer Reading Program at the Public Library

▶ OUTPUTS

- ▶ *Number of SRP Events offered*
- ▶ *Total attendance of SRP Events*
- ▶ *Number of minutes participants spend reading*
- ▶ *Circulation of children's materials*

Outcome-Based Evaluation Example

Summer Reading Program at the Public Library

▶ OUTCOMES

- ▶ *“Children’s Enjoyment of Reading Increased.”*
- ▶ *“Children Maintained or Improved Reading Skills.”*
- ▶ *“Children were More Likely to Read by Choice.”*
- ▶ *“85% of K-6 Grade Library Card Holders Participated in SRP.”*

HOW do You Measure OUTCOMES?

- ▶ Ask!
 - ▶ Survey
 - ▶ Evaluation
Continuum/Likert
Scale
- ▶ Voting
- ▶ Observation



The Survey

- ▶ Simple, Likert-Style
- ▶ “Check all that apply”
- ▶ Open-Ended Questions
- ▶ PLA’s Project Outcome
- ▶ Impact Survey



Voting

- ▶ Marble Jars



Observation

- ▶ How are patrons responding to programs?
- ▶ How do they interact with the program?
- ▶ How do they interact with the space?



WHY OBE?

▶ Strategic Plan

- ▶ *Take what you are already doing, and align it to your strategic plan and goals.*
- ▶ *Know the extent to which you've met your goals*
- ▶ *Check progress made towards long-term goals*

▶ Evaluating Programs or Services

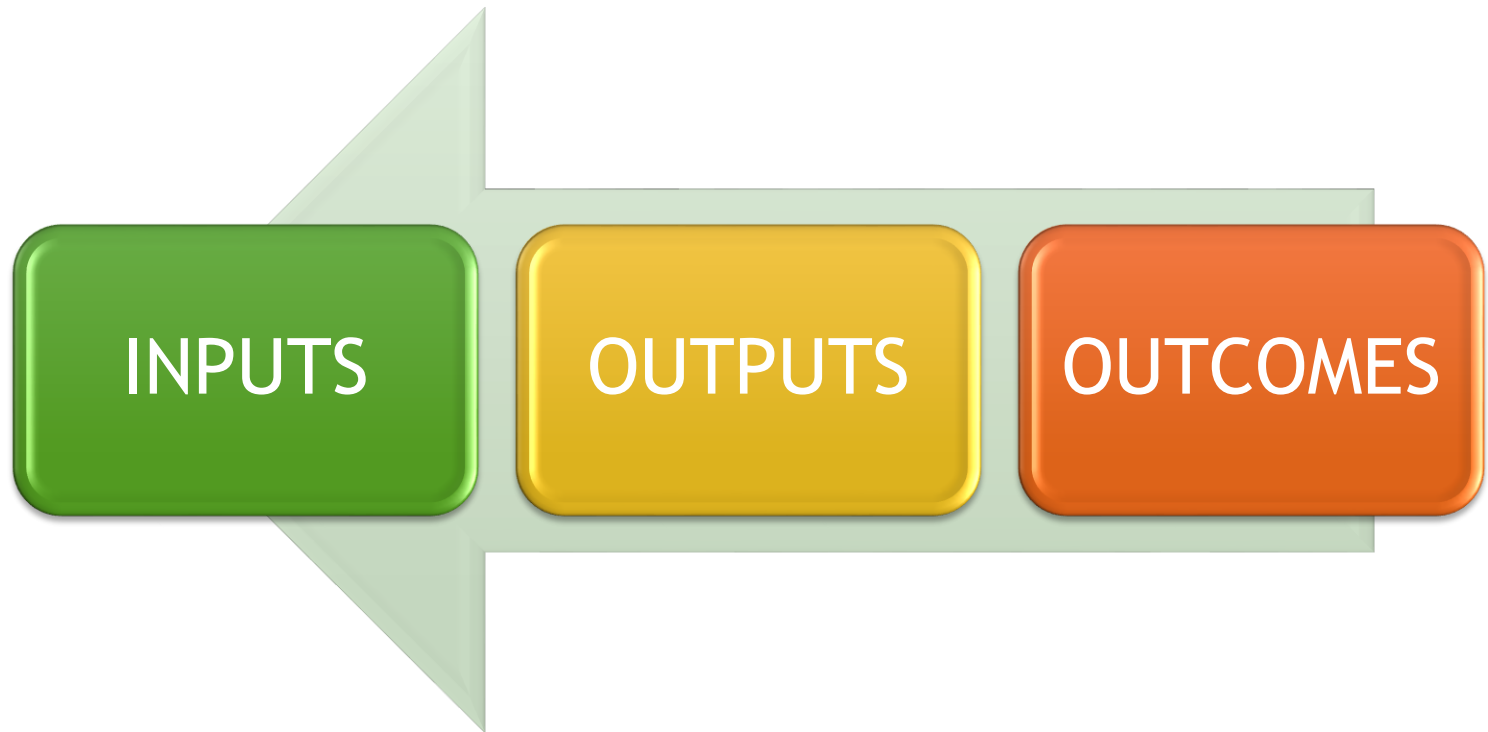
- ▶ *Does your program need more resources? Less? None at all?*
- ▶ *Should you continue to offer a particular program or service?*

▶ Community and Stakeholders

- ▶ *Communicate the importance of your program, service or initiative to potential users, policy makers, resource allocators, library board*

OBE Tips

- ▶ Work Backwards!



OBE Tips

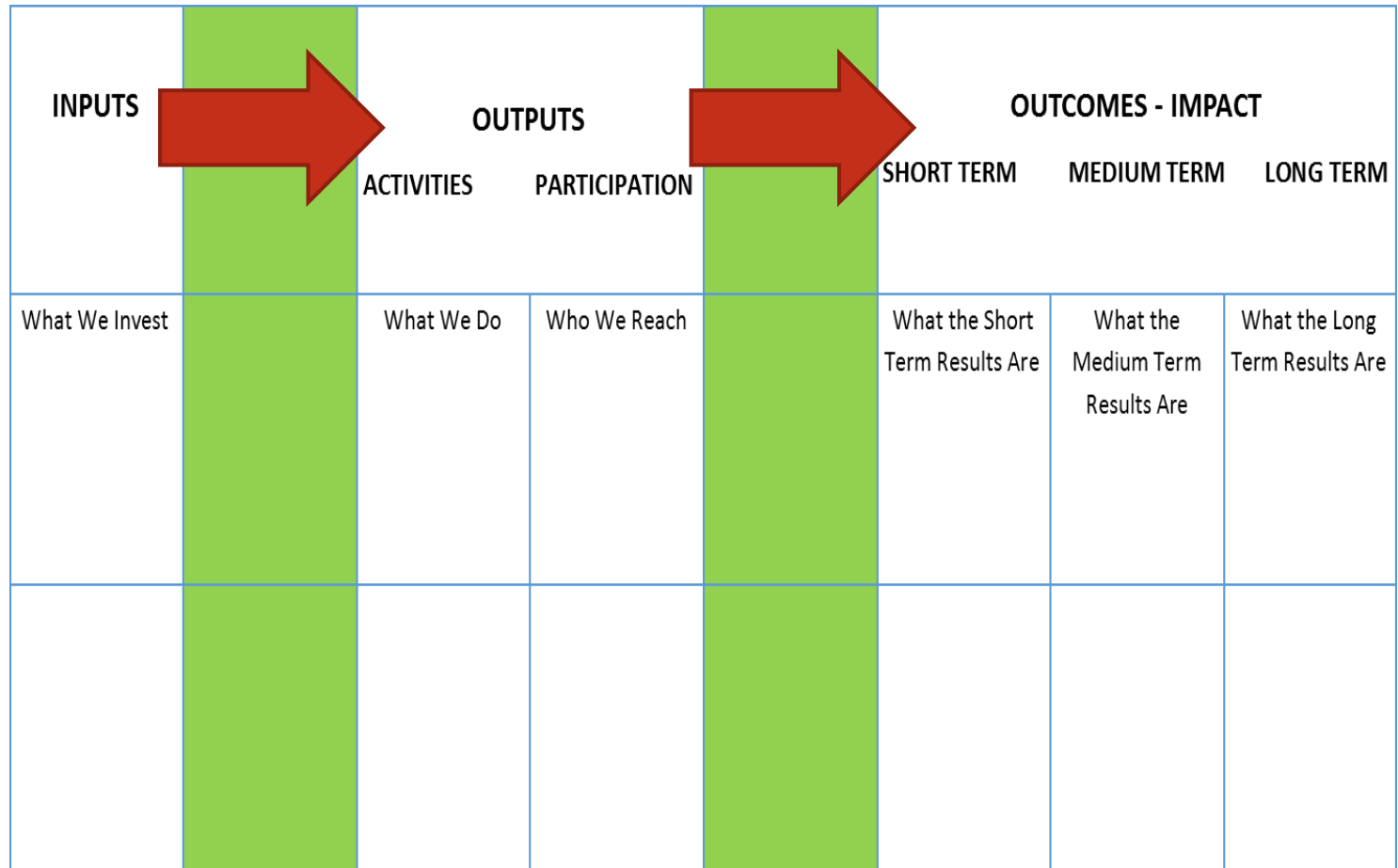
► Use the Logic Model!

The LOGIC MODEL is a planning tool that helps you visually link your project's anticipated results. Use it to map out your resources, key influencers, outcomes, inputs, outputs, data sources, goals, and targets. There are many examples of the LOGIC MODEL online that you can use to create your own to meet your library's needs. Sample (basic) LOGIC MODEL:

TITLE OF PROGRAM:			
GOAL STATEMENT: What does success look like?:			
INPUTS: What are we investing in this effort? Funding, number of staff, staff hours, etc.	OUTPUTS: Level of service provided. What is being produced? Number of events offered, total attendance, circulation, etc.	OUTCOMES: What changed as the result of this effort? Qualitative and/or quantitative	IMPACTS: Short-term and long-term impact of this effort.
EVALUATION:			

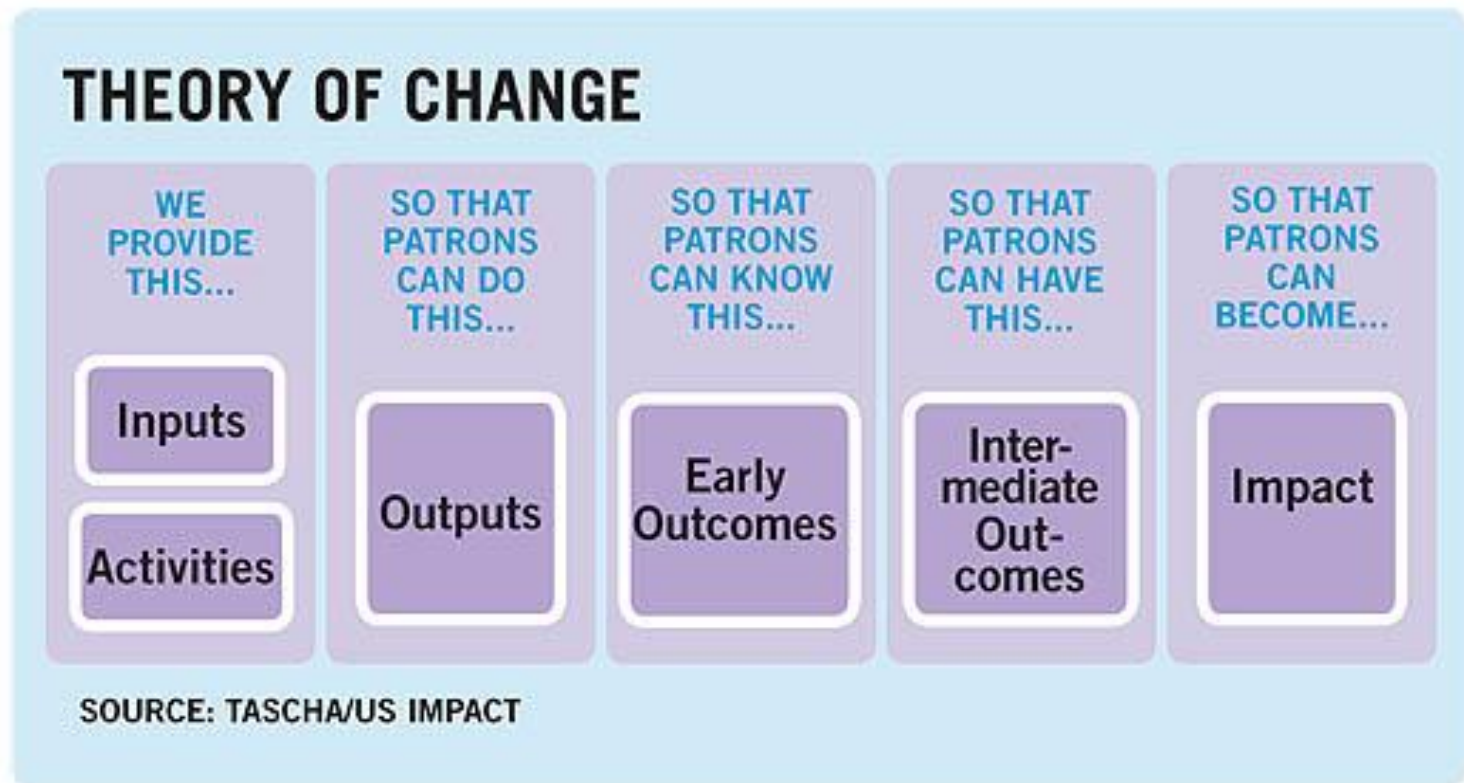
OBE Tips

- ▶ Use the Logic Model!



OBE Tips

“Instead of using the logic model, the program is connected through a series of “so that” statements that show a progression of steps an individual takes through a program and the change each step is to encourage along the way.”



OBE Tips

- ▶ YOU are the Expert!
- ▶ YOU are already doing this!
- ▶ “Evaluation” doesn’t have to be scary or complicated!



**KEEP
CALM
AND
CARRY
ON**

Additional OBE Resources

- ▶ [https://www.oregon.gov/osl/LD/Pages/resources/OBE/obe.aspx#Sample Outcome Statements](https://www.oregon.gov/osl/LD/Pages/resources/OBE/obe.aspx#Sample%20Outcome%20Statements)
 - ▶ How the Oregon State Library is using OBE for LSTA grants.
 - ▶ Includes links to webinars and tutorials
- ▶ <http://managementhelp.org/evaluation/outcomes-evaluation-guide.htm>
 - ▶ Basic plan and guidance for non-profit organizations with very little resources
- ▶ <https://infopeople.org/civicrm/event/info?reset=1&id=632>
 - ▶ InfoPeople Webinar featuring Linda Hofschire, Director, Library Research Service, Colorado State University

Additional OBE Resources

- ▶ PLA's Project Outcome

- ▶ <https://www.projectoutcome.org/>

- ▶ Impact Survey

- ▶ <https://impactsurvey.org/>

- ▶ IMLS Outcome-Based Evaluation

- ▶ <https://www.imls.gov/grants/outcome-based-evaluations>

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Thank you!



Thank You!

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