**Supercharge Your Storytime Assessment: Using Data to Tell Your Story
Learner Guide**<https://www.webjunction.org/events/webjunction/supercharge-your-storytime-assessment.html>

**Event Description:**

We know that Supercharged Storytimes DO make a difference in building early literacy skills and giving children an early start on reading readiness. But do the administrators and decision makers in your library community know this? It's critical to keep telling the story of your impact and advocating for the value of storytimes for early learning, and having data to back it up will reinforce your message. In this webinar, you’ll hear from practitioners who have overcome their hesitancy around storytime assessment and have discovered the power of data to tell their library story. Get answers to how the Project Outcome early learning assessment tools can make data collection and reporting easy. With feedback from your storytime families, you can improve your services and gather stories that give life to the impact you and your library are having.

**Presented by:** **Liesl Jacobson**, Assistant Director of Community Engagement, Salt Lake City Public Library (UT); **Emily Plagman**, Project Manager, Project Outcome, Public Library Association; and **Amalia E. Butler Daniels**, Senior Children's Librarian, Maplewood Memorial Library (NJ)

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Why Gather Data?** |
| Discuss or consider why we should gather data about our storytimes. You may receive anecdotal input and feedback from storytime attendees, but how can a more formal assessment process bring value to your programming and services? |
| **Resistance to Assessment** |
| Perhaps your library has never enlisted patrons in storytime assessment before. You, or others at your library, perhaps colleagues or library leadership, may be concerned about the outcomes of assessment. Consider the reasons there might be resistance to assessment and identify possible responses or solutions to each factor.* No time in program to survey attendees
* Worried about negative feedback
* Can’t make changes, so why ask
* Disrupts storytime routine
* Don’t want to bother patrons
* Competing priorities
* Kids will get squirrelly while adults fill out survey
* Other:
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| **Overcoming Barriers** |
| In considering the reasons for you or members of your team are resistant to assessment, identify ways to overcome these barriers.* Invite input from staff and leadership early on in the process.
* Start small and try measuring just one program or service to start so you can learn the value of outcome data by seeing the results.
* Consider how the data will help to inform, and possibly, expand programming, acquire additional funding, and build partnerships.
* Remember, assessment helps you figure out what to keep, what to change, and what to leave behind to make your library programs or services more effective and efficient.
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| **Taking Steps with Storytime Assessment** |
| **If you’re new to storytime assessment, explore PLA’s Project Outcome:** * Watch [Creating a Project Outcome Account](https://vimeo.com/235958640)
* Create an account on [ProjectOutcome.org](https://www.projectoutcome.org/users/sign_up) and explore the resources in the toolkit.

For more detailed instructions on using Project Outcome in assessing your storytimes, please visit WebJunction’s free Supercharged Storytimes course: <https://oc.lc/supercharged-course>. Module 5 focuses on storytime assessment.**When you’re ready to dive in, consider the following:*** When will you survey to patrons?
* Is your supervisor aware of your plans?
* Will you use paper surveys or surveys on tablets?
* Do you need an additional staff member to come in at the end to help with child management so patrons can complete the survey?
* Can you get your team to agree on a month to administer the survey?

**After you’ve collected the data, consider the following:*** Did you allow time to enter your data?
* What will you do with your data?
* Does your team have a plan to share and review data?
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