

# Today's Presenters



**Amalia Butler Daniels**

Senior Children's  
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**Emily Plagman**

Project Manager  
Project Outcome, Public  
Library Association



**Moderator:**

**Brooke Doyle**

Project Coordinator,  
WebJunction

# Supercharge Your Storytime Assessment: Using Data to Tell Your Story



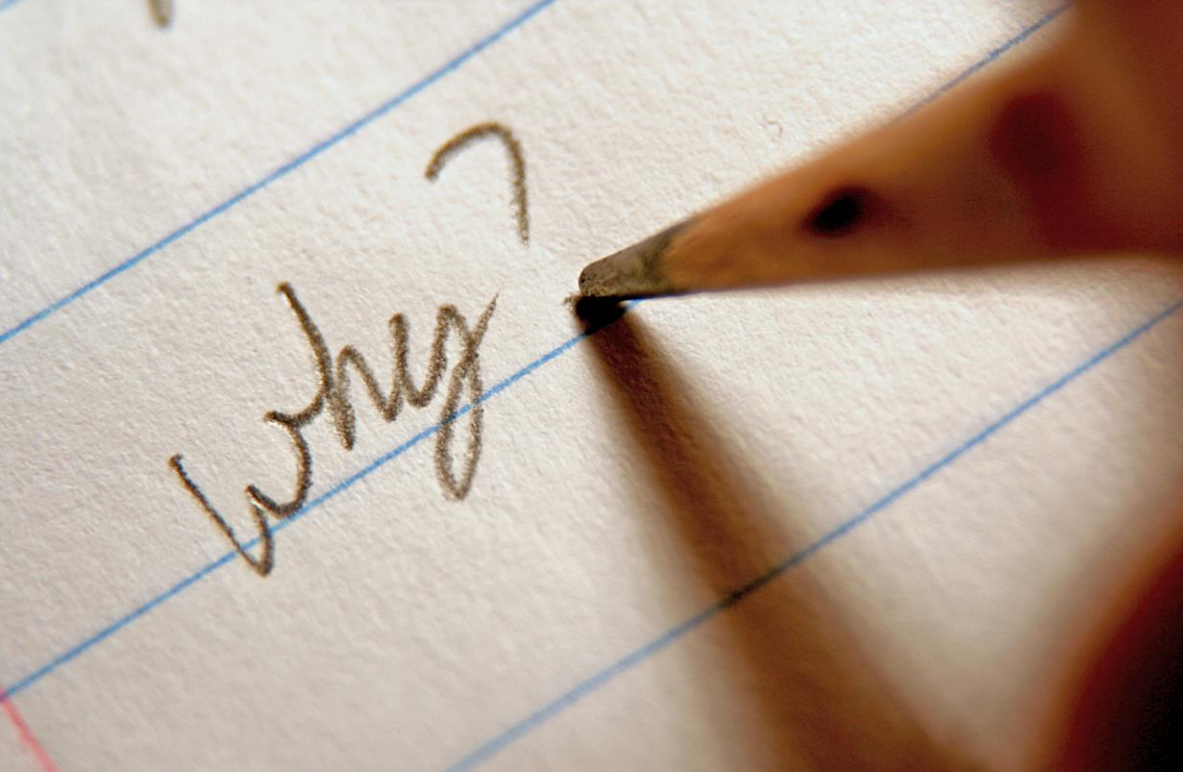
Photo: Storytime by [B.B.](#) on [Flickr](#)/ [CC BY-NC-ND-2.0](#)

# Agenda

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- Why should we gather data?
- Why do we resist gathering data?
- How can we overcome our barriers to gathering data?
- What do we do with the data?
- Q&A





**Post your ideas in chat**

**Why should we gather data about storytimes?**



# Summer Learning at SLCPL



**35,745  
PEOPLE  
ATTENDED  
1,483  
PROGRAMS**





# Patron Responses



**WHAT DID YOU  
LIKE MOST  
ABOUT THE  
SUPER SUMMER  
CHALLENGE?**



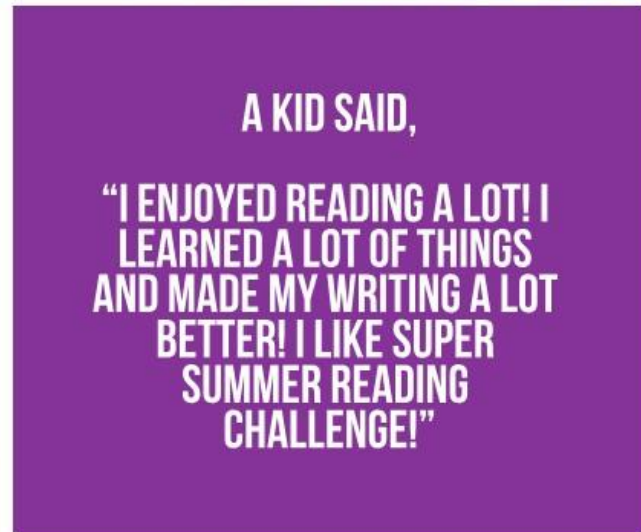
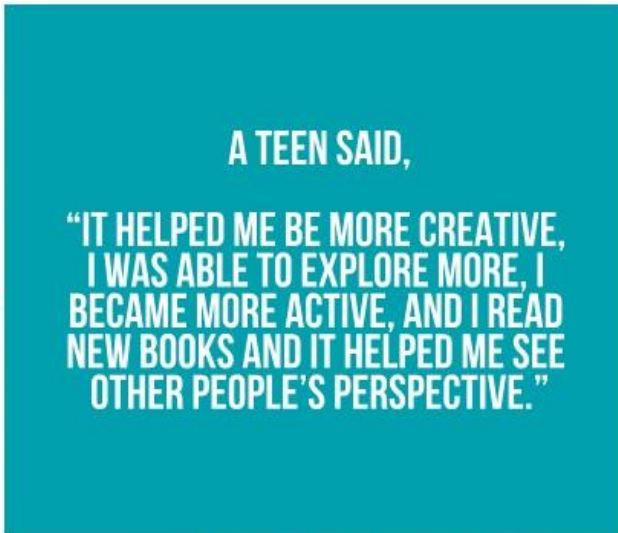
**A KID SAID,  
“I LIKED THAT I READ  
MORE AND I LEARNED  
MORE THINGS AT THE  
LIBRARY AND EXPLORED  
MORE THINGS.”**



**AN ADULT SAID,  
“I LIKED THE VARIETY OF  
ACTIVITIES TO GET ME INTO  
THE COMMUNITY. IT GAVE ME  
THE MOTIVATION TO DO SOME  
THINGS I HAD ALWAYS  
WANTED TO!”**



# Patron Responses



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project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

**MEASURING  
THE GOOD WE DO  
VS.  
HOW MUCH WE DO**



# Online Toolkit

project **OUTCOME**  
MEASURING THE TRUE  
IMPACT OF LIBRARIES

[About Us](#) [Annual Report](#)

**It's FREE!**

## Outcome Measurement Made Easy

Resources and Tools  
to Create Surveys and  
Analyze Outcome Data  
at Your Library

**SIGN UP**

213,690

Responses collected through our surveys

1,399

Libraries that have created surveys

[Updates](#)

[Live News](#)

# Summer Learning Assessment at SLCPL

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**AS A RESULT OF PARTICIPATING IN  
THE SUPER SUMMER CHALLENGE**

**95%**   
Said they learned something new from what  
they read or experienced

**80%**   
Said they read more often



# Summer Learning Assessment at SLCPL

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**AS A RESULT OF PARTICIPATING IN  
THE SUPER SUMMER CHALLENGE**

**76%**   
Said they enjoy reading more

**91%**   
Said they want to use the library more often

# Program Improvements

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- Singing Storytime Survey Activity
- Results: Pitch was too low
- Fix: Raise the pitch
- Cost: \$0



Photo by Public Library Association used with permission



# Program Improvements

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## Unique Storytime programs

- Sign Language Storytime
- Sensory Storytime
- Storybook Mapping
- Knightly Storytime
- Count on Me
- App Time



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## Sensory Storytime Survey Comments

“Music, Stories, Accepting--tolerates outbursts b/w/ autistic and typical children. It's a GREAT social skills practice for my kids.”

“Acceptance, patience, relationship, resources”



**Plano**  
Public  
Library

A Service of the City of Plano

# New Funding

## Early Literacy Storytimes



**What did  
You like  
Best?**

**64%**

**Activities  
such as  
puppets,  
bubbles, and  
playtime**

- "Learning new songs and new books for my child"
- "Standing and doing songs"
- "Singing and finger play"
- "Bubbles"

**27%**

**The staff's  
enthusiasm and  
interactivity  
with the  
children**

- "Rita is great with the kids her patience is awesome"
- "Miss Shelly is very prepared and patient"
- "Becky reads with so much enthusiasm that captures the kids attention"



# Why do we resist gathering data?

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**Post your ideas in chat.**

Photo: Overcoming by [NeuPaddy](#) on [Pixabay](#)

# Why do we resist gathering data?

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A word cloud featuring various terms in different colors and orientations. The words are: PUT, SQUIRRELLY, COMPETING, PATRONS, FEEDBACK, KIDS, MESSSES, MIGHT, NEGATIVE, START, KNOW, ROUTINE, PRIORITIES, WANT, and GET. The words are arranged in a somewhat circular pattern, with some words being larger and more prominent than others.

PUT SQUIRRELLY COMPETING PATRONS FEEDBACK KIDS MESSSES MIGHT NEGATIVE START KNOW ROUTINE PRIORITIES WANT GET



# Staff Hesitation & Fears

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- Surveys will inconvenience our patrons
- Staff don't have time



Photos by Salt Lake City Public Library used with permission

# How do we overcome those barriers?

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Photo: Snail obstacle overcoming will by [Maryam62](#) on [Pixabay](#)

## EARLY LITERACY ASSESSMENT

Please fill in <b>ONE</b> circle for each statement	Every day	Several times a week	A few times a month	Never
1. I read with my child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I explain things and talk to my child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I actively play with my child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I sing to/with my child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I let my child color, draw, and write	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I take my child to the library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. What languages are spoken in the home(s) of the children?	English <input type="radio"/>	Spanish <input type="radio"/>	_____ other	

\_\_\_\_\_  
Parent's Name  
*please print*

Pre ☐ Post ☐



Main Library  
210 East 400 South  
801-524-8200 • slcpl.org

## EVALUACIÓN DE ALFABETIZACIÓN TEMPRANA

Por favor, rellene <b>SÓLO UN</b> círculo para cada caso	Cada día	Varias veces a la semana	Varias veces al mes	Nunca
1. Yo leo con mi hijo/a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Yo explico cosas y hablo con mi hijo/a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Yo juego activamente con mi hijo/a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Yo canto a/con mi hijo/a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Yo dejo a mi hijo/a colorear, dibujar y escribir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Yo tomo mi hijo/a a la biblioteca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Qué idiomas se hablan en la vivienda?	Inglés <input type="radio"/>	Español <input type="radio"/>	_____ otro	

\_\_\_\_\_  
Nombre del Padre/Madre  
*por favor, escriba claramente*

Pre ☐ Post ☐



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# Project Outcome at SLCPL



## Salt Lake City Public Library Main Library

Survey Results and Community Implications

### REPORT INFORMATION

Topic: Early Childhood Literacy  
Program: Preschool Storytime or Book Baby  
Date Range: 10/11/2017 to 10/12/2017

### SALT LAKE CITY PUBLIC LIBRARY MAIN LIBRARY SURVEY WORK

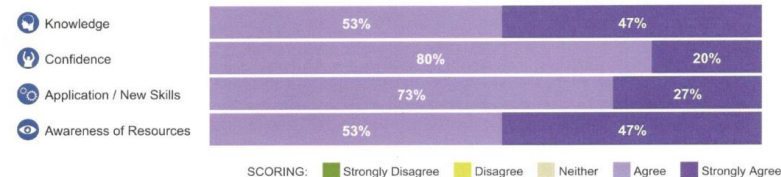
Salt Lake City Public Library Main Library staff distributed surveys to program participants to collect data and insights about how their early childhood literacy services and programs are supporting community needs. Salt Lake City Public Library Main Library surveyed patrons using the Project Outcome Early Childhood Literacy Survey, which measures the impact of services designed to improve early literacy and learning skills to prepare children ages 0-5 to succeed in school. A total of 15 survey responses were collected.

### Results

A total of 15 survey responses were collected. Of the percentage of parents or caregivers surveyed who either agreed or strongly agreed that they benefited from the service or program:



The full results of the survey(s) are shown below. (Note that due to rounding, percentages may not add up to 100%)



### Selected Criteria Average

	Library
Knowledge	4.5
Confidence	4.2
Application / New Skills	4.3
Awareness of Resources	4.5

### Early Childhood Literacy Topic Averages

	Library	State/Province	National
Knowledge	4.5	4.5	4.6
Confidence	4.2	4.2	4.5
Application / New Skills	4.3	4.4	4.5
Awareness of Resources	4.5	4.5	4.5

AVERAGES: Ranges from 1.0 (Strongly Disagree) to 5.0 (Strongly Agree)

Survey topic averages represent all data under the survey topic and type and are based on the library location (e.g. United States, Canada). Selected criteria average represents data under any additional criteria applied to the report, such as date range, program or survey name.

What did you like most about the program?

"I love watching my daughter go from not knowing a song at all, to fully singing & doing all the hand motions. She learns so much in these classes!"

# What can we change for better impact?

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“She loves it more when there’s interactive stories and rhymes.”  
- patron survey response



Photo by Salt Lake City Public Library used with permission



# Overcoming barriers to gathering data

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Photo: Family Storytime & Pizza Party by [Rapid City Public Library](#) on [Flickr/CC BY-NC 2.0](#)



Photo: Central Library Storytime by [Tulsa City-County Library](#) on [Flickr/CC BY-NC-ND 2.0](#)



# Libraries & Outcomes: Adapting, Adopting

Allen County Public Library

DATE July 12 LOCATION Potions

1. I learned something that is helpful.

2. I feel more confident about what I just learned.

3. I will use what I just learned.

4. I am more aware of what the library has to offer.

5. What I liked most about the program: That I got to make a potion to make potions that I got to make my own

6. What could the library do to better assist you in learning more about animal care and how to take care of animals



Photos by Public Library Association used with permission

# The Survey

- Patron-Reported Learning
- Open-Ended Feedback
- Immediate Impact
- End of Program



Please take a few minutes for this brief survey and let us know if, as a result of participating in the Early Childhood Literacy program...

1. You learned something that you can share with your children

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	N/A
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2. You feel more confident to help your children learn

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	N/A
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3. You will spend more time interacting with your children (e.g., reading, talking, singing, writing, playing)

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	N/A
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4. You are more aware of resources and services provided by the library

Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	N/A
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5. What did you like most about the program?

6. What could the library do to improve your children's enjoyment of reading?

Date:

Location:

# Benefits of Project Outcome Data

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- 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

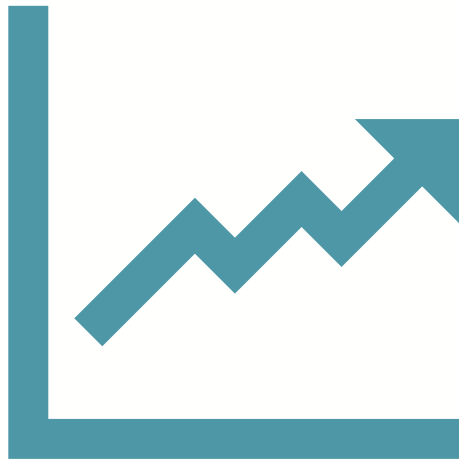




# Benefits of Project Outcome Data

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

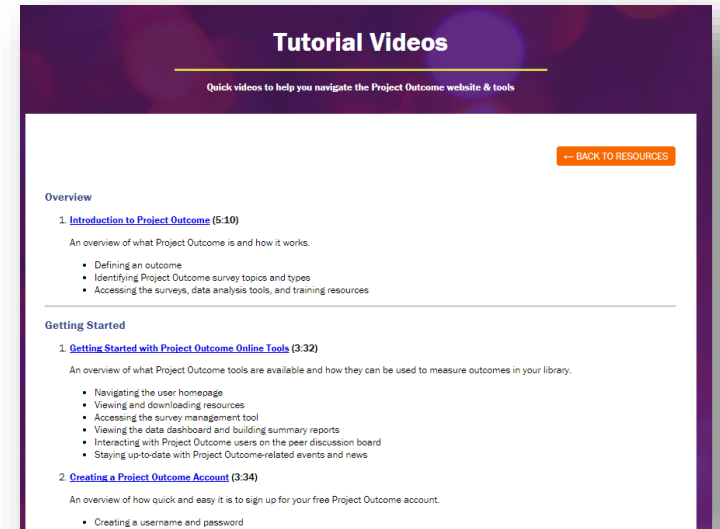


# What's Next: Create an Account

1) Watch Creating a Project Outcome Account

2) Create an account on ProjectOutcome.org. **Login** and begin to **explore** the resources in the toolkit.

3) Once you have set up your account, **watch** Getting Started with Project Outcome Online Tools



# Enroll in Supercharged Storytimes Course

- Go to **learn.webjunction.org** to create a FREE WebJunction Course Catalog account
- Then enroll in Supercharged Storytimes [oc.lc/supercharged-course](https://oc.lc/supercharged-course)

Yes it's  
really FREE!





# What Do We Do With Our Results?

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[Image](#) by qimono on Pixabay

# Supercharged Storytimes Project Outcome Responses

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**Question: What did you like most about the program?**

The staff are very personal and take the time to get to know my kids. My child feels at home at the library during program.

My kids learned numbers, letters, colors, how to follow structure from storytime. They sing the songs at home and they pretend they are in story time. Miss V always has awesome props and puppets to illustrate the theme of the day or the letter or the day. She is amazing!

Multiple formats used, reading aloud, video, audio and music. good variety.

# Supercharged Storytimes Project Outcome Responses

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**Question: What could the library do to improve your children's enjoyment of reading?**

Could there be a larger display of the book?  
Maybe projected on the wall?

My children love to read and sometimes get stuck on specific collections of children's books. More selected sections of books or special displays are always helpful in helping my kids branch out of their book choices.

Maybe having books available at storytime about the theme of the day that they can choose to check out.



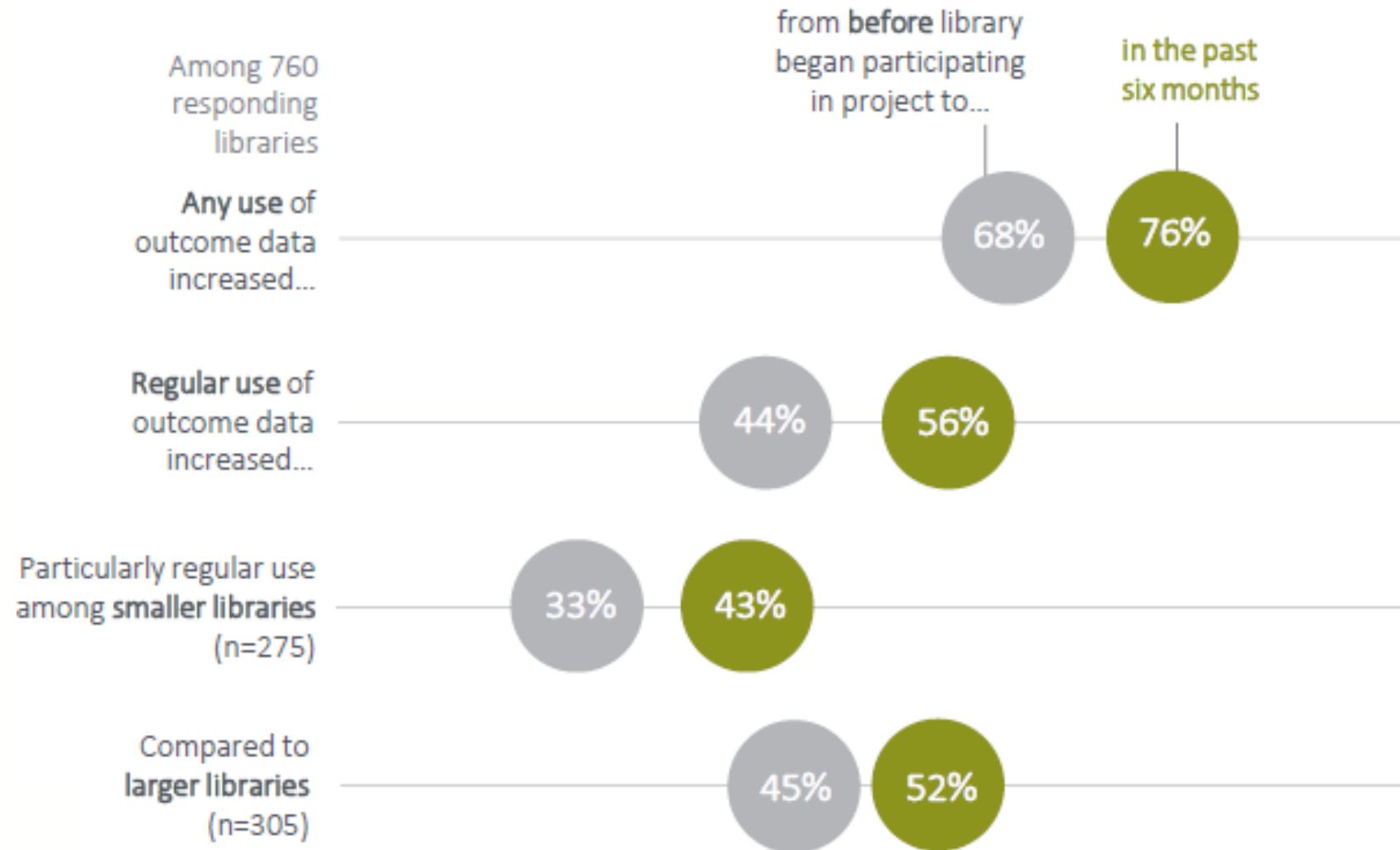
# Changes for SLCPL Summer Learning

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# Library Participation



# Q&A

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## What questions do you have?

Feel free to contact our presenters with specific questions:

- Amalia Butler Daniels: [amalia.butler@maplewood.bccls.org](mailto:amalia.butler@maplewood.bccls.org)
- Liesl Jacobson: [ljacobson@slcpl.org](mailto:ljacobson@slcpl.org)
- Emily Plagman: [eplagman@ala.org](mailto:eplagman@ala.org)



# Thank You!

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For co-sponsoring today's webinar



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