Today’s Presenters

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Senior Children’s Librarian, Maplewood Memorial Library

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Project Manager, Project Outcome, Public Library Association

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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

- 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?

Photos: Good question by Eric on Flickr / BY-ND 2.0 and Research Data Management by janneke staaks on Flickr / BY-NC 2.0
Summer Learning at SLCPL

35,745 people attended 1,483 programs

Photos by Salt Lake City Public Library used with permission
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.”

Happy Hula Day-Riverside

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!”

SLC Ballet at Sprague

Photos by Salt Lake City Public Library used with permission
Patron Responses

A TEEN SAID,
“IT HELPED ME BE MORE CREATIVE, I WAS ABLE TO EXPLORE MORE, I BECAME MORE ACTIVE, AND I READ NEW BOOKS AND IT HELPED ME SEE OTHER PEOPLE’S PERSPECTIVE.”

AN ADULT SAID,
“IT WAS AWESOME EXPLORING NEW PLACES...IT HELPED ME STICK TO GOALS I HAVE BEEN WANTING TO ACHIEVE.”

A KID SAID,
“I ENJOYED READING A LOT! I LEARNED A LOT OF THINGS AND MADE MY WRITING A LOT BETTER! I LIKE SUPER SUMMER READING CHALLENGE!”

Photos by Salt Lake City Public Library used with permission
MEASURING THE GOOD WE DO VS. HOW MUCH WE DO
Online Toolkit

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

About Us  Annual Report

It’s FREE!

www.ProjectOutcome.org

Photo by Public Library Association used with permission
Summer Learning Assessment at SLCPL

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

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

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

Unique Storytime programs

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

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”
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?

Post your ideas in chat.

Photo: Overcoming by NeuPaddy on Pixabay
Why do we resist gathering data?
Staff Hesitation & Fears

- 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?

Photo: Snail obstacle overcoming will by Maryam62 on Pixabay
**EARLY LITERACY ASSESSMENT**

Please fill in **ONE** circle for each statement:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Every Day</th>
<th>Several times a week</th>
<th>A few times a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I read with my child</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. I explain things and talk to my child</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. I actively play with my child</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. I sing to/with my child</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. I let my child color, draw, and write</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. I take my child to the library</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. What languages are spoken in the home(s) of the children?</td>
<td>English</td>
<td>Spanish</td>
<td>other</td>
<td></td>
</tr>
</tbody>
</table>

**EVALUACIÓN DE ALFABETIZACIÓN TEMPRANA**

Por favor, rellene **SÓLO UN** círculo para cada caso:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cada día</th>
<th>Varias veces a la semana</th>
<th>Varias veces al mes</th>
<th>Nunca</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yo leo con mi hijo/a</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Yo explico cosas y hablo con mi hijo/a</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Yo juego activamente con mi hijo/a</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Yo canto a/con mi hijo/a</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Yo dejo a mi hijo/a colorear, dibujar y escribir</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Yo tomo mi hijo/a a la biblioteca</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Qué idiomas se hablan en la vivienda?</td>
<td>Inglés</td>
<td>Español</td>
<td>otro</td>
<td></td>
</tr>
</tbody>
</table>

Parent’s Name
please print

Nombre del Padre/Madre
por favor, escriba claramente
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?

“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

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

Phonics

Pohnpei

Georgetown

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: ____________________________________________________________________________________________

6. What could the library do to better assist you in learning more about ________________________________________________________________________________?
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

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

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

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

5. What did you like most about the program?

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

Data: __________ Location: __________
Benefits of Project Outcome Data

- 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

- 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

Yes it’s really FREE!
What Do We Do With Our Results?

Image by qimono on Pixabay
Supercharged Storytimes Project Outcome Responses

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

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

Among 760 responding libraries:

- Any use of outcome data increased: 68%
- Regular use of outcome data increased: 44%
- Particularly regular use among smaller libraries (n=275): 33%
- Compared to larger libraries (n=305): 45%

from before library began participating in project to...

- 76% in the past six months

2017 Evaluation Results
What questions do you have?

Feel free to contact our presenters with specific questions:

- Amalia Butler Daniels: amalia.butler@maplewood.bccls.org
- Liesl Jacobson: ljacobson@slcpl.org
- Emily Plagman: eplagman@ala.org
Thank You!

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