

# Project Outcome for Academic Libraries: An Introductory Workshop



**Presenter:**

Sara Goek (ACRL)

June 4, 2020

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

**ACRL** *Advancing learning  
Transforming scholarship*  
Association of College & Research Libraries  
A division of the American Library Association



**Have you signed up?**  
Visit <http://acrl.projectoutcome.org>

**Registration problems?**  
Email [acrl@projectoutcome.org](mailto:acrl@projectoutcome.org)

# Had you heard of Project Outcome before this session?

If yes, click the “raise hand” icon



# What is Project Outcome for Academic Libraries?

It's FREE!

The screenshot shows the Project Outcome website interface. At the top left, the 'project OUTCOME' logo is displayed with the tagline 'MEASURING THE TRUE IMPACT OF LIBRARIES'. To its right is the 'ACRL' logo, representing the 'Association of College & Research Libraries'. Navigation links for 'About Us', 'Sign Up', 'Log In', and 'Peer Dis...' are visible in the top right. A prominent orange banner at the top of the main content area reads 'Looking for Project Outcome for Public Libraries? Visit the Site'. The main heading is 'Outcome Measurement Made Easy for Academic Libraries', followed by the subtext 'Resources and Tools to Create Surveys and Analyze Outcome Data'. Two buttons are present: 'Academic Libraries Sign Up' (orange) and 'Public Libraries Sign Up' (grey). A statistics section features two purple boxes: the first shows '43,235 Responses collected through academic library surveys' and the second shows '494 Academic libraries have created surveys'. At the bottom, there are two orange links: 'Academic Library Updates' and 'Project Outcome Live News'.

Visit: <http://acrl.projectoutcome.org>

# Who Has Access?

Free full access	Free limited access	Access at a cost
Academic library users	Users who do not work in an academic or research library	Consultants
Research library users		Groups (multiple institutions in a consortium or association)
Library school students		

*Full access* = all resources, peer discussion, survey management, and data dashboards

*Limited access* = resources and peer discussion only

More info about user types: <https://acrl.projectoutcome.org/pages/5>

# Why Project Outcome?

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- Libraries know assessment matters
- We know that learning outcomes are important
- We need to be able to better tell our library's story
- We need a consistent and convenient way to measure
- *Why reinvent the wheel at every institution?*



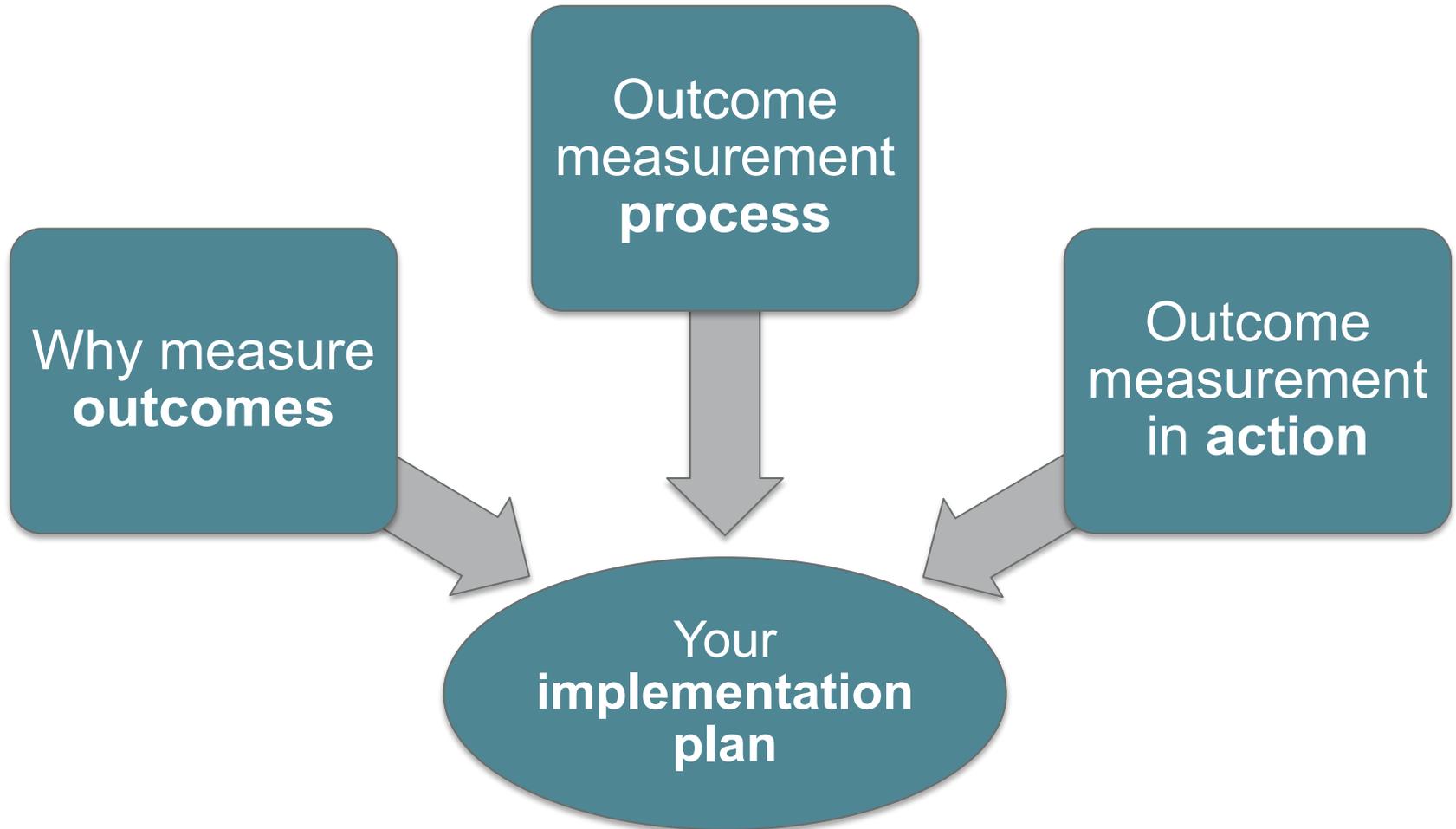
# Outcomes for Today

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- Measure meaningful learning outcomes using Project Outcome for Academic Libraries.
- Use the Project Outcome for Academic Libraries toolkit to administer surveys, analyze results, and create reports.
- Understand how other libraries have used outcome data for action.
- Develop a simple plan to implement Project Outcome at your library.

# Today's Agenda

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# Implementation Worksheet

Implementation worksheet:  
<https://docs.google.com/document/d/1qruqZDO2Kctd7oNNdjQfTpS9dUWMxcB2KB-iYtj3Vk/edit?usp=sharing>

The image shows a worksheet titled "Project Outcome for Academic Libraries: Data for Impact & Improvement Implementation Worksheet". At the top right, there are logos for "project OUTCOME" (with the tagline "MEASURING THE TRUE IMPACT OF LIBRARIES") and "ACRL" (with the tagline "ASSOCIATION OF COLLEGE & RESEARCH LIBRARIES"). Below the logos, the title "Project Outcome for Academic Libraries: Data for Impact & Improvement" is followed by "Implementation Worksheet". A horizontal line separates the title from the "Breakout room discussion questions:" section. This section contains two numbered questions: "1. What are some of your library's top strategic goals or initiatives?" and "2. How do you think outcome measurement could help you evaluate those initiatives or reach those goals?". Another horizontal line follows. Below this is the "Outcome Measurement Goal" section, which is followed by a horizontal line. The "Program / Service:" section is followed by a horizontal line. The "Survey Topic:" section is followed by a horizontal line. The "Survey Type:" section is followed by a horizontal line. The "First Steps: Plan of Action" section contains a numbered list with three items: "1.", "2.", and "3.", each followed by a horizontal line for notes.



# Measuring Impact

# Measuring Impact

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Impact requires **more than**

- Intuition
- Gate counts or usage metrics
- Web traffic analytics
- Anecdotes

Libraries need more **data and evidence** to show their impact

The **challenge** is measuring impact when

- Library and institution needs differ
- Staff are busy
- Resources are limited
- Lack of understanding of what and why to measure

# What is an outcome?

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An outcome is a *specific benefit* from a library program / service that can be *quantitative* or *qualitative*, and is expressed as *changes an individual perceives* in themselves.

It answers the question: *what good did we do?*

Or, in other words: *how have learners been changed as a result of our interactions?*

An outcome should be *meaningful, achievable, observable, and actionable*.

# Measuring Impact

## Needs Assessment



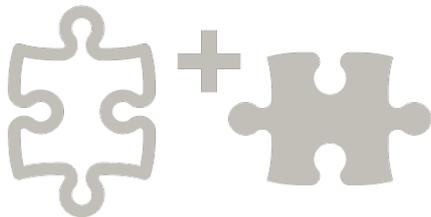
WHAT DOES OUR COMMUNITY NEED

## Patron Satisfaction



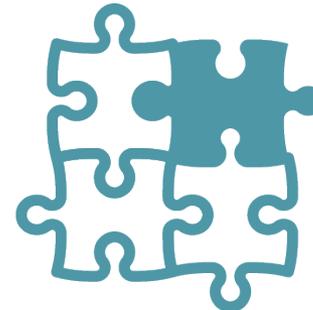
WHAT SHOULD WE DO BETTER

## Outputs



HOW MUCH DID WE DO

## Outcomes

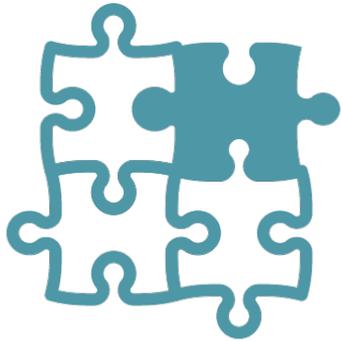


WHAT GOOD DID WE DO

# Key Outcomes

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What good did we do?



Helping libraries measure four key outcomes



Knowledge



Confidence



Application



Awareness

# Taking Action

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- ✓ Advocacy
- ✓ Assessment
- ✓ Strategic Planning
- ✓ Partnerships
- ✓ Program Improvements
- ✓ Resource Improvements
- ✓ Funding Requests
- ✓ Grant Work



# BREAKOUT ROOMS

Introduce yourselves.

Discuss:

1. What are some of your library's top **strategic goals or initiatives**?
2. How do you think **outcome measurement** could help you evaluate those initiatives or reach those goals?

20 minutes

# REFLECT

What's a **goal** at your library that outcome measurement could help you move towards?

**Write down one sentence.**

Remember that outcomes should be *meaningful, achievable, observable, and actionable.*



Knowledge



Confidence



Application/Behavior  
Change



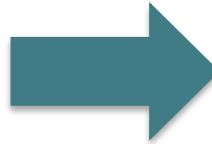
Awareness

# Setting Goals

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**OK:**

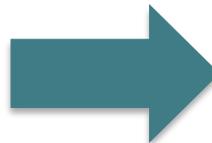
Increase the number of students who participate in library instruction.



**Better:**

Improve student research skills: reach more students and increase instruction effectiveness.

Evaluate a new makerspace.



Determine the success of a new makerspace, as defined by impact on learning, frequency of usage, and type of usage.

# Outcome Measurement Process

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**Step 1: Set Goals**

**Step 2: Identify Needs**

**Step 3: Measure Outcomes**

**Step 4: Review Results**

**Step 5: Take Action**





# Measuring Outcomes

# Survey Topic Areas

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**INSTRUCTION**



**RESEARCH**



**EVENTS/PROGRAMS**



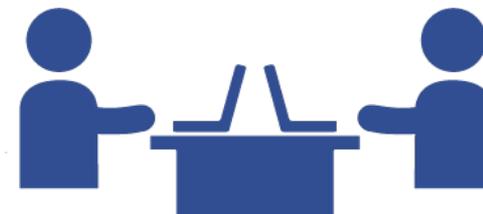
**TEACHING SUPPORT**



**LIBRARY TECHNOLOGY**



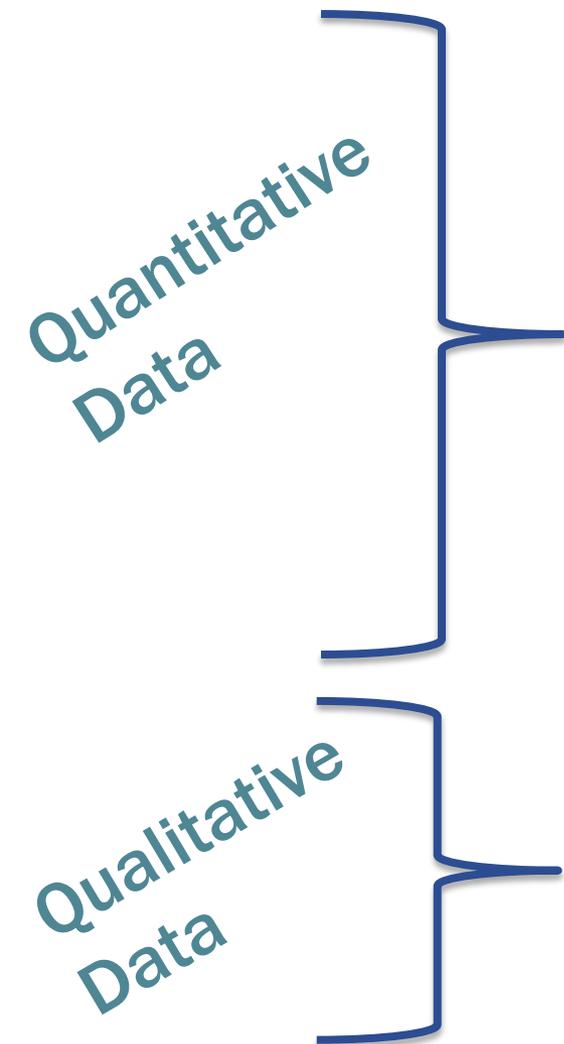
**DIGITAL & SPECIAL COLLECTIONS**



**SPACE**

# Outcome Measures

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Knowledge



Confidence



Application/Behavior Change



Awareness

What did patrons like most?

What can the library do to improve?

# Survey Tools



## Immediate Surveys

- 4 Likert-scale questions + open-ended feedback
- Patron-reported learning
- Use immediately after completion of a program/service
- Inform changes
- Get a snapshot for reporting and advocacy

## Follow-up Surveys

- 3 yes/no questions + open-ended feedback
- Patron-reported adoption
- Use some time after completion of a program/service
- Inform internal planning
- Measure progress towards strategic goals
- Provide evidence for advocacy

## Outcome Measurement Guidelines

- Use to design your own surveys and data collection methods
- Capture long-term impact

# Example: Instruction Survey

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1. I **learned** something new that will help me succeed in my classes.
  2. I feel more **confident** about completing my assignment(s).
  3. I intend to **apply** what I just learned.
  4. I am more **aware** of the library's resources and services.
  5. What did you like most about this session?
  6. What *e/se* could the library do to help you succeed in your classes?
- + up to 3 custom questions

Preview all surveys in the resources (login required):

<https://acrl.projectoutcome.org/surveys-resources/outcome-measurement-survey-questions>

# Open-Ended Responses

I enjoyed how the program was tailored to our **specific assignment**. Instead of focusing on different services the library offers, she decided to focus on our major writing assignment and how we can **use the library's services** specifically to succeed on our current assignment.

It was really helpful when it comes to finding the correct resources and databases for information. It will help very much in **future assignments** and research.

That I **learned** a new database that I can use in my studies.

I enjoyed how interactive it was

I liked seeing what I can **use** in my potential interviews w/ **future** employers

I like how they give us resources to **help us succeed** and make the best work possible! It's really awesome how they give us the resources and also take time to teach us how to **use the resources efficiently** and **inform us** about what things to do and what things to stay away from when using each different resource.

Have **more** open hours (at night).

Everything is great!

have **more** people to help us individually

Make their website and services more known. Before this program, I was **unaware** of a lot of the things they offered, and I feel like the same goes for many students on campus. The library offers so many things to **help students succeed**, but students aren't utilizing these things because they are unaware.

I think that it would help if we had these meetings in **more** of our **classes**.

Make website **more compatible** w/ phones

Nothing, I always love coming in!

Keep supplying research **resources** for as many subjects as possible.

# Choosing the Right Survey

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Identify Institution Needs



Identify Library Goals



Choose Program



Review Survey Questions



Choose Survey Topic & Type

# QUESTIONS

about the outcome measures?



**INSTRUCTION**



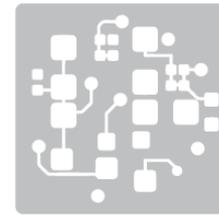
**RESEARCH**



**EVENTS/PROGRAMS**



**TEACHING SUPPORT**



**LIBRARY TECHNOLOGY**



**DIGITAL & SPECIAL COLLECTIONS**



**SPACE**

*Share in the chat...*

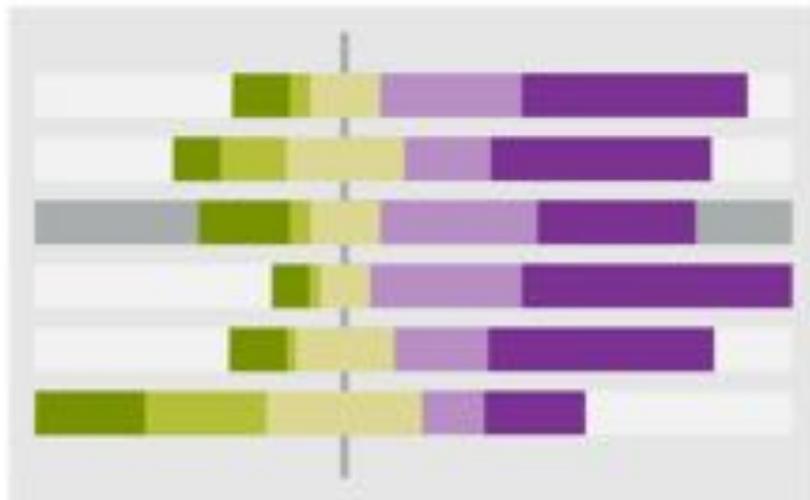
## Survey Management

 [Create New Survey](#)

[View All Surveys](#)

## Data Dashboard

 [Build a Report](#)



[View Data Dashboard](#)

## Resources

**Project Outcome 101**

Published 07/28/2015

**Preview Surveys**

Published 07/24/2015

**Writing Open-Ended Survey Questions**

Published 04/28/2017

[View All Resources](#)

## Peer Discussion

 **Edit Survey Post Creation**

Updated 04/25/2019

 **Deleting surveys**

Updated 04/18/2019

 **Welcome to Project Outcome**

Updated 03/18/2019

[View All Discussions](#)

## Events

**Webinar on April 30**

Apr 30, 2019 | Online

 [Register](#)

# Survey Management

[Create New Survey](#)

Date range

Template  
 Survey

Topic

- Digital & Special Collections
- Events / Programs
- Instruction
- Library Technology
- Research
- Space
- Teaching Support

Type

- Immediate
- Follow-up

Status

- Draft
- Active
- Archived
- Deleted

Search Keywords

[Survey Responses Viewer](#) [Build a Report](#)

**surveytest - 07/25/2019**  
Created by Unknown  
for Student Test Library Institution

 **surveytest**  
07/25/2019

Status  Active +  0 Responses [Download](#)

 0 Attendance Update [Enter Paper Responses](#)

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

 **Instruction**  
Immediate

**Library After-Hours Access - 07/01/2019**  
Created by Unknown  
for Student Test Library Institution

 **Library After-Hours Access**  
07/01/2019

Status  Active +  0 Responses [Download](#)

 0 Attendance Update [Enter Paper Responses](#)

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

 **Space**  
Immediate

## Create New Survey

- 1 **Source, Topic & Type**
- 2 Program Information
- 3 Survey Settings
- 4 Custom Questions
- 5 Administer Survey

### Survey Source

 Create New Survey

 Copy Existing Survey

 Use Template

### Survey Topic

[Help me choose](#)

 Digital & Special Collections

 Events / Programs

 Instruction

 Library Technology

 Research

 Space

 Teaching Support

### Survey Type

 Immediate

 Follow-up



## Create New Research Immediate Survey

- 1 Source, Topic & Type   2 **Program Information**   3 Survey Settings   4 Custom Questions   5 Administer Survey



Add Logo

File formats allowed: .jpg, .jpeg, .png, .gif  
File size should be under 2 MB  
Image size should be 300x300 px

### Program Name

Research workshop

### Program Date

03/29/2019

Multi-day Program

### Location

Set Location for All Respondents

Chicago State University - University Library

Internal Notes  *Not visible to respondents*

## Create New Research Immediate Survey

- 1 Source, Topic & Type   2 Program Information   3 **Survey Settings**   4 Custom Questions   5 Administer Survey

### Survey Name ⓘ *Not visible to respondents*

Research workshop - 03/29/2019

*The information below will be displayed on your survey to respondents.*

### Custom Intro Message ⓘ

*Optional*

This workshop aims to help you use library resources for your research.

### Custom Footer Message ⓘ

*Optional*

Thank you! Your feedback will help improve this workshop.

### Thank You Page URL ⓘ *for online surveys only*

Use Default URL  Example Thank You Page

Keep as Draft | Discard

- ✓ Source, Topic & Type   ✓ Program Information   ✓ Survey Settings   **4 Custom Questions**   5 Administer Survey

**WARNING: Project Outcome has designed the base surveys to provide a standardized set of evaluation tools, so adding questions is strongly discouraged.**

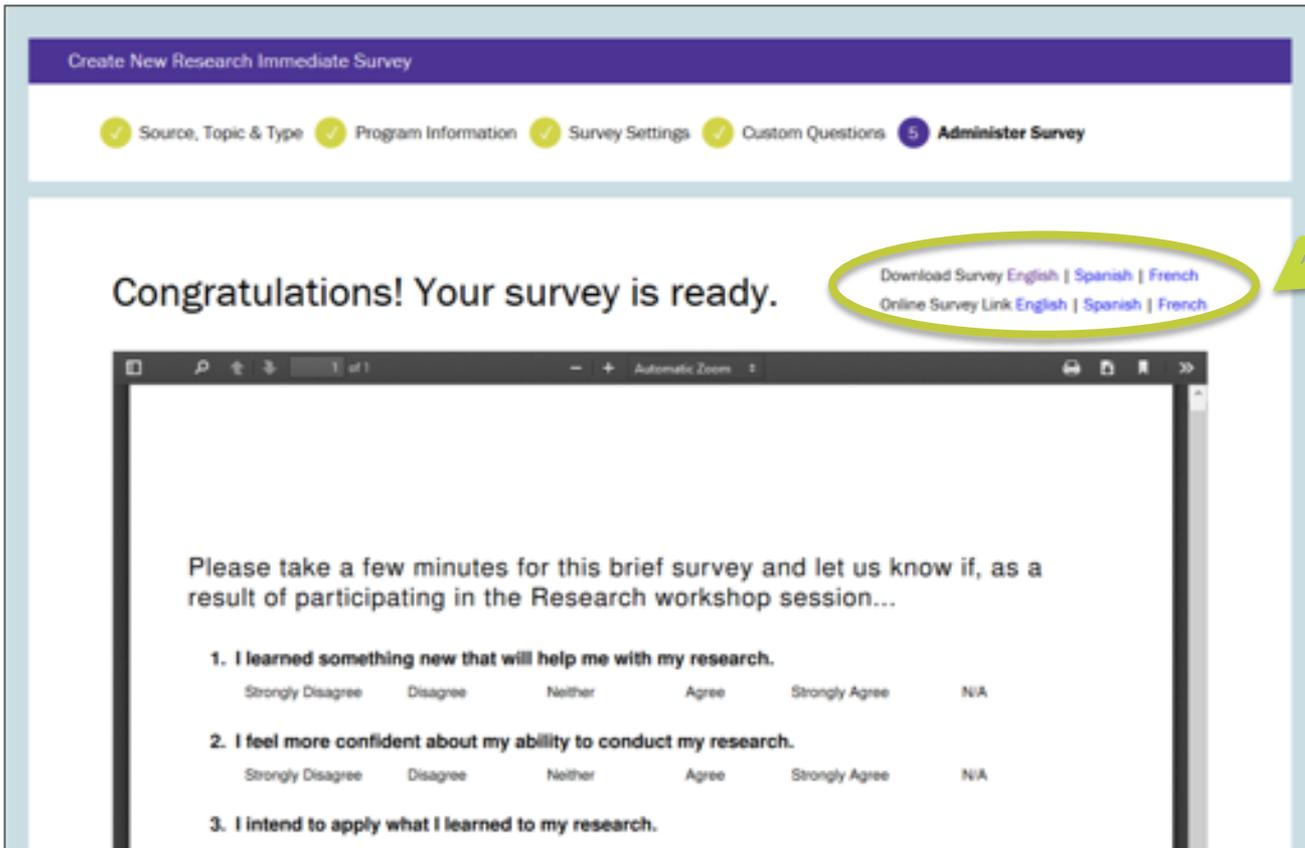
*The surveys have been designed to maximize patron response rates with simple wording, single-page formatting, and by preserving respondents' anonymity. Adding questions to the standardized surveys may deter patron participation and increase abandonment rates. Before adding a question to the survey, please consider the following:*

- How will patrons react to this question?
- Will the extra question raise concerns about anonymity and data sharing?
- How will your library make use of the information gathered through this question?
- Is this question crucial to helping or improving the program, service, or library at large?

[view less](#)

Do you want to add questions to the standardized survey?

- Yes
- No

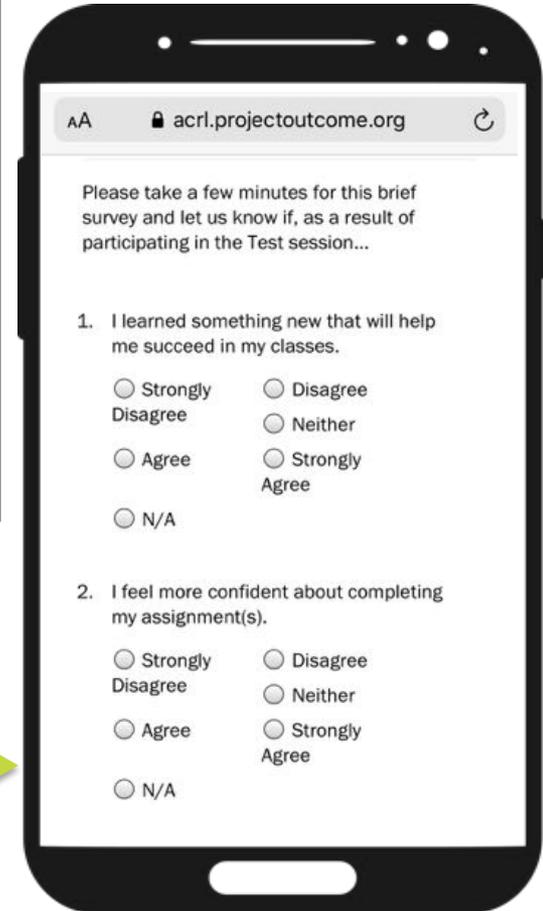


Online survey link – English, Spanish, and French



Look at the “Creating a New Survey” tutorial to find out how you can embed a survey in another webpage

Mobile-friendly



# Enter Data

 test program  
05/28/2019

Initiative

 Digital & Special Collections  
Immediate

Status   
Active

 Responses  
 Download

 Attendance  
Update

[Get Patron Survey](#)   [Program Information](#)   [Survey Settings](#)   [Custom Questions](#)   [Internal Notes](#)   [Enter Paper Responses](#)

Here is where you will enter responses from your paper surveys. These data entry forms are for library use only. Use the URL below to submit multiple paper surveys at once. Use the Enter Responses Online button below to submit paper surveys one at a time.

**Please Note: Surveys cannot be edited once responses are entered. Responses cannot be edited once they are submitted.**

Need to enter your responses in bulk?

1. Use the url below to submit multiple responses at once

[Copy URL](#)

2. Or download an Excel template that you can fill out and upload all of your data at once.  
(Note: Each survey has its own specific upload template)

[Get Bulk Upload Template](#)

No file selected.   [Upload Excel Data](#)

[Enter Responses Online](#)

# SHARE

Think about the goal you set earlier:

1. What **program or service** would you evaluate at your library?
2. Which **survey** would you use (topic and type)?



EVENTS/PROGRAMS



RESEARCH



DIGITAL & SPECIAL COLLECTIONS



TEACHING SUPPORT



INSTRUCTION



LIBRARY TECHNOLOGY



SPACE

*Share... and write on your worksheet*



## Reviewing Results

# Data Dashboards

Dashboard Home Build Report Overview Matrix Detail Map Institution Info

ACRL

**DATA DASHBOARD: ACRL**



Build Report

Overview

Matrix

Detail

Map

Institution Info

# Overview, Detail, & Matrix Dashboards

**IMMEDIATE SURVEY** | **FOLLOW UP SURVEY** | Scoring 1.0 5.0  
Strongly Disagree | Strongly Agree

**Average Score** is calculated by assigning a 1-5 value to each Likert Scale answer (Strongly Disagree to Strongly Agree). Aggregated responses are then averaged by weighting to these categories to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries.

**TOPIC**

**Library Technology**  
**4.0**  
Total Survey Responses for System: 665  
Carnegie Average: 4.0 (Total Survey Responses: 664)  
National Average: 4.1 (Total Survey Responses: 805)  
Total Average: 4.1 (Total Survey Responses: 805)

**Space**  
**4.3**  
Total Survey Responses for System: 318  
Carnegie Average: 4.3 (Total Survey Responses: 404)  
National Average: 4.4 (Total Survey Responses: 1,354)  
Total Average: 4.4 (Total Survey Responses: 1,368)

**OUTCOME**

**Knowledge**  
**4.1**  
Total Responses for System: 903  
Carnegie Average: 4.0  
National Average: 4.1  
Total Average: 4.1

**Confidence**  
**4.2**  
Total Responses for System: 910  
Carnegie Average: 4.1  
National Average: 4.2  
Total Average: 4.2

**Application**  
**4.4**  
Total Responses for System: 919  
Carnegie Average: 4.4  
National Average: 4.4  
Total Average: 4.4

**Awareness**  
**4.1**  
Total Responses for System: 930  
Carnegie Average: 4.0  
National Average: 4.1  
Total Average: 4.1



**SURVEY RESPONSES BY PERCENT** | [JUMP TO: Responses by Count](#)

\*NR responses are not included in charts or percentage calculations. Note that due to rounding, percentages may not add up to 100%.

**IMMEDIATE SURVEY** | **FOLLOW UP SURVEY** | FILTER BY: OUTCOME: **LIBRARY TECHNOLOGY** | PROG. NAME: | INITIATIVE NAME: | DATE: | **Filter & Export Open-Ended Responses**

**Library Technology**

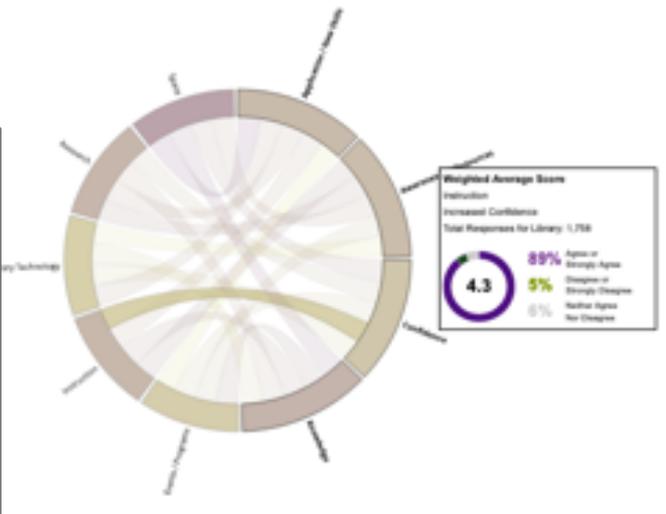
OUTCOME	SCORE	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	TOPIC/OUTCOME AVERAGES
I gained experience that contributed to my knowledge of this technology.	3.8	1%	24%	47%	28%	0%	3.8 3.8 3.9 3.9
I feel more confident about integrating technology into my assignments or projects.	4.1	0%	16%	47%	35%	0%	4.1 4.1 4.1 4.1
I intend to use technology the library provides again in future.	4.2	0%	9%	39%	48%	0%	4.2 4.2 4.3 4.3
I am more aware of the library's technology resources and services.	4.0	6%	19%	39%	35%	0%	4.0 4.0 4.1 4.1

**SURVEY RESPONSES BY COUNT** | [JUMP TO: Responses by Percent](#)

\*NR responses are included in the count tables below.

**Library Technology**

OUTCOME	STRONGLY DISAGREE	DISAGREE	NEITHER	AGREE	STRONGLY AGREE	NOT APPLICABLE	RESPONSES	CARNEGIE	NATIONAL	TOTAL
I gained experience that contributed to my knowledge of this technology.	18	30	143	257	149	68	665	666	805	805
I feel more confident about integrating technology into my assignments or projects.	6	24	97	260	211	61	665	666	805	805
I intend to use technology the library provides again in future.	18	24	55	238	281	54	665	666	805	805
I am more aware of the library's technology resources and services.	12	37	92	239	215	52	665	666	805	805



# RADFORD UNIVERSITY



Carnegie Designation  
**Master's College & Universities**



Special Designation



Public



Region  
**Southeast AL AR FL GA KY  
LA MS NC SC TN VA WV**



Degrees Offered  
**20**

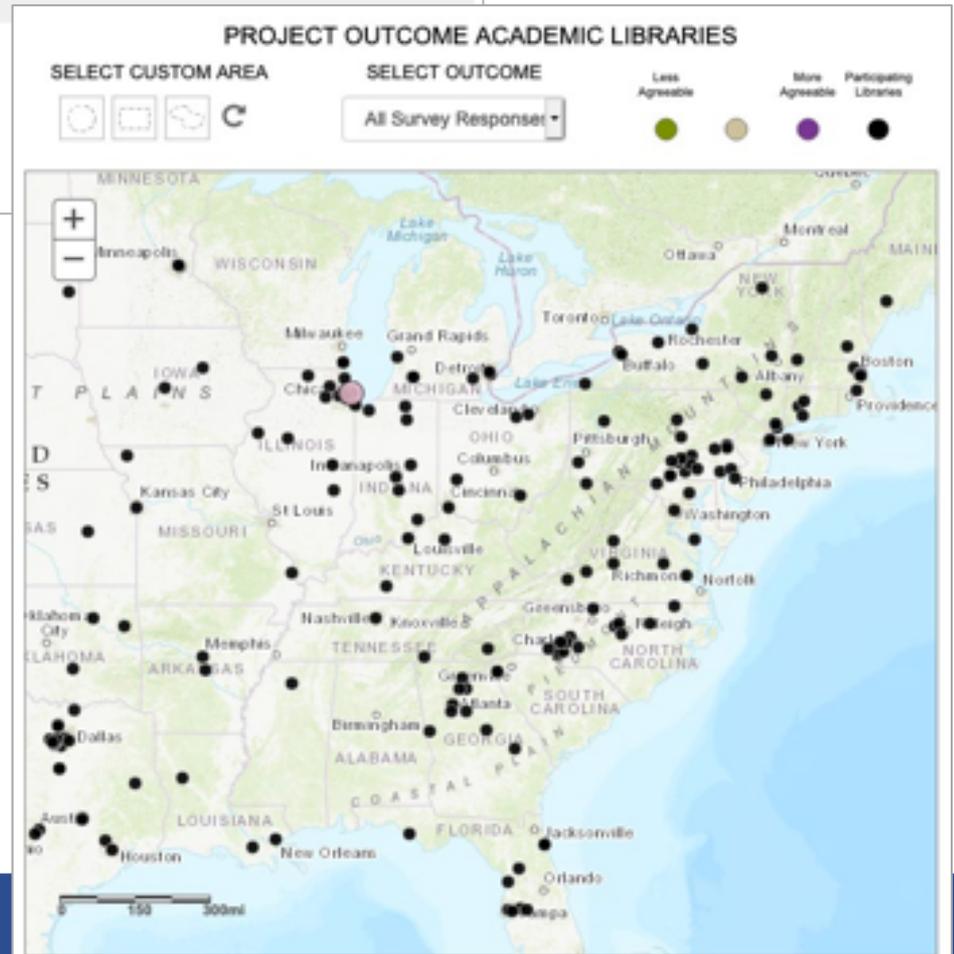


Annual Enrollment (2016-2017)  
**10254**

## LIBRARIES (1)

**Radford University**  
RADFORD UNIVERSITY - JOHN PRESTON  
MCCONNELL LIBRARY  
801 E Main St  
Radford, VA 24142-0001

# Institution Info & Map Dashboards



# PREVIEW YOUR REPORT

Selected criteria:  
ACRL, Instruction, Immediate, Library Challenge Game, FYE Library Challenge Game - Fall 2019, after 09/02/2019

01/02

Print

Add or Export Open-Ended Responses

To save report as PDF, please click the Print button and select "Microsoft Print to PDF" or "Save as PDF" as your printer. Click on the button below for more details.

PDF & Printing Instructions



## REPORT INFORMATION

Topic: Instruction  
Program: Library Challenge Game  
Date Range: after 09/02/2019

## ACRL SURVEY WORK

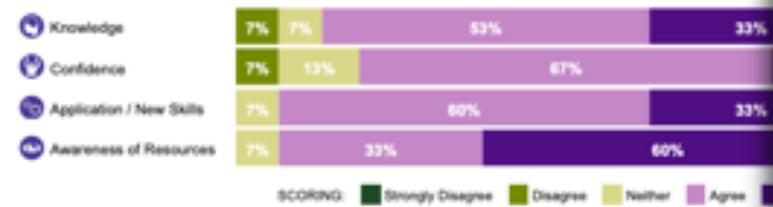
ACRL staff distributed surveys to program participants to collect data and insights about how their instruction services and programs support user needs. ACRL surveyed patrons using the Project Outcome Instruction Survey, which measures the impact of services designed to assist students in their coursework and enhance their learning. A total of 15 survey responses were collected.

### Results

A total of 15 survey responses were collected. Of the patrons surveyed, the following percentages either agreed or strongly agreed that they benefited from the program or service:



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



SCORING: Strongly Disagree Disagree Neither Agree Strongly Agree

Selected Criteria Average | Instruction Topic Averages

- Dashboard Home
- Build Report
- Overview
- Matrix
- Detail
- Map
- Institution Info

Build New Report | Print Past Reports

- 1 Select Report Location
- 2 Select Topic
- 3 Select Date Range and/or Program(s)
- 4 Select Survey(s)
- 5 Write Custom Narrative
- 6 Select Logo
- 7 Preview

## SELECT ONE TOPIC FOR CHICAGO STATE UNIVERSITY

This is required for generating a report.

Research

## IS YOUR REPORT FOR RESEARCH IMMEDIATE OR FOLLOW-UP?

This is required for generating a report.

Immediate  Follow-up

Selected criteria: Chicago State University, Research, Immediate

# Reports

# Accessing Raw Data

The screenshot displays a survey management dashboard. On the left, there is a sidebar with a prominent orange button labeled "Create New Survey". Below this, there are filters for "Date range" (with two date input fields), "Topic" (with checkboxes for Digital & Special Collections, Events / Programs, Instruction, Library Technology, Research, Space, and Teaching Support), "Type" (with checkboxes for Immediate and Follow-up), and "Status" (with checkboxes for Draft, Active, Archived, and Deleted).

The main content area features a search bar labeled "Search Keywords". Below the search bar, there are two survey entries. The first entry is titled "surveytest - 07/25/2019", created by "Unknown for Student Test Library Institution". It includes a "Responses" section with a purple square containing the number "0" and a "Download" link. A yellow arrow points from the top right of the dashboard to this "Download" link. To the right of the survey entry are buttons for "Survey Responses Viewer" and "Build a Report".

The second entry is titled "Library After-Hours Access - 07/01/2019", also created by "Unknown for Student Test Library Institution". It has a similar "Responses" section with a purple square containing "0" and a "Download" link. To its right are buttons for "Attendance Update" and "Enter Paper Responses".

At the top right of the dashboard, there are buttons for "Survey Responses Viewer" and "Build a Report". Below these, there are links for "Get Patron Survey", "Copy Survey", and "Get Report".

# Qualitative Data

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## Review:

- Add to reports
- Filter and export from data dashboards
- Export with raw data

Look at the **open-ended comments** and consider:

- How do responses align with key learning outcomes?
- What do patrons find most helpful or valuable?
- What additional resources or services do patrons ask for?
- What can you do differently next time?

*Qualitative data dashboards are coming soon!*

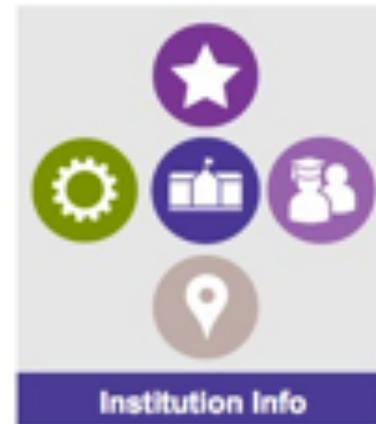
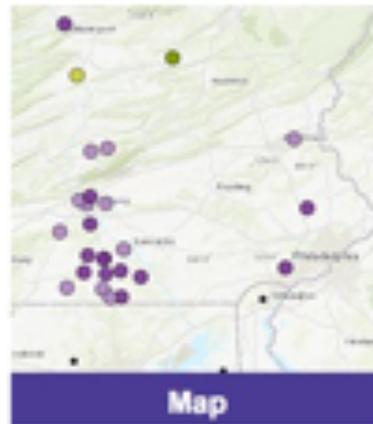
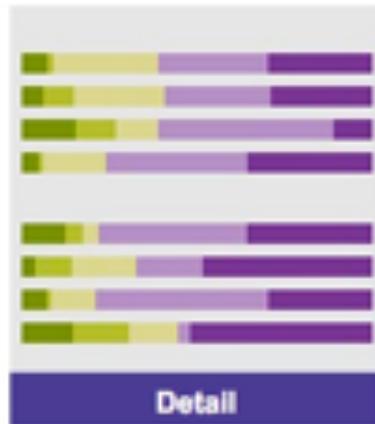
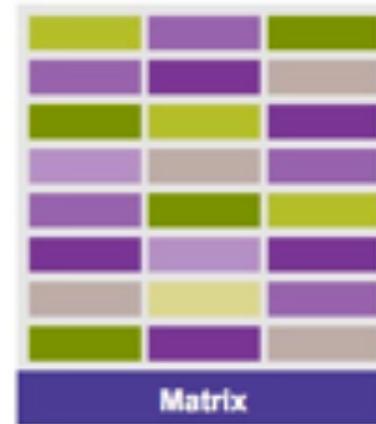
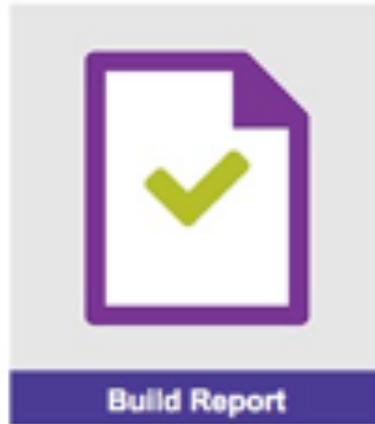
# Benefits of Project Outcome

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- ✓ Short & simple surveys = higher response rates
- ✓ Capture snapshot data and make immediate improvements
- ✓ Open-ended comments are a goldmine
- ✓ Standardized outcome measures
- ✓ Aggregate, national benchmarks
- ✓ Ready-made reports and data visualizations do the heavy lifting for you
- ✓ Work at your own pace: pick & choose surveys based on program, capacity, and learning objectives
- ✓ Customize: add context and custom questions to surveys, and create reports that highlight the information you need

# QUESTIONS

about the functionality of the toolkit?





**Taking Action**



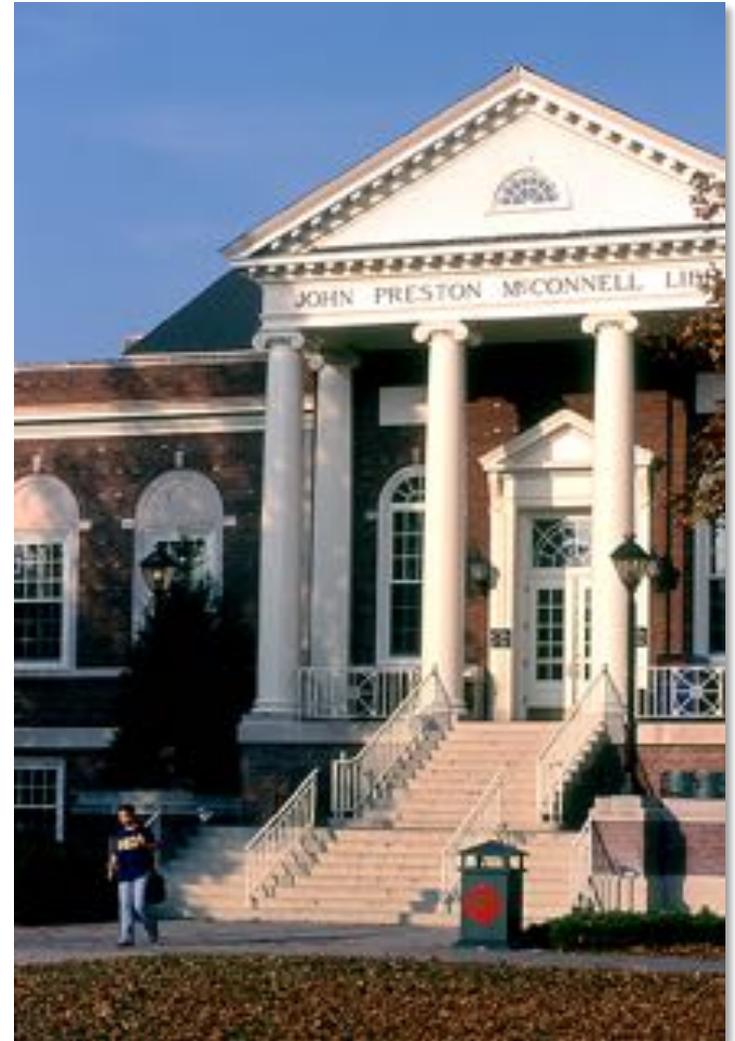
# Radford University

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## UNIV100: Library Challenge Game

### Goals:

- Introduce first-year students to the librarians, resources, and spaces
- Reduce their anxiety and improve their information confidence
- Translates into future use of library resources and services and improved student outcomes



# Library Challenge Game Outcomes

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## Previously used:

- Locally-designed survey
- Citation analysis
- Focus groups
- Observational assessment

## Implemented Project Outcome Instruction immediate survey for this program in fall 2019

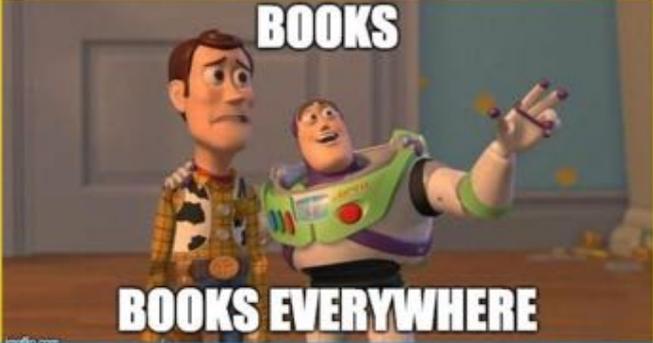
- Sampled 17 of 75 sessions
- 314 students responded (out of 341)

**The Final Round**

Each team will be given a call number and author name.

Two team members will go find a book by or about this author with that beginning call number.

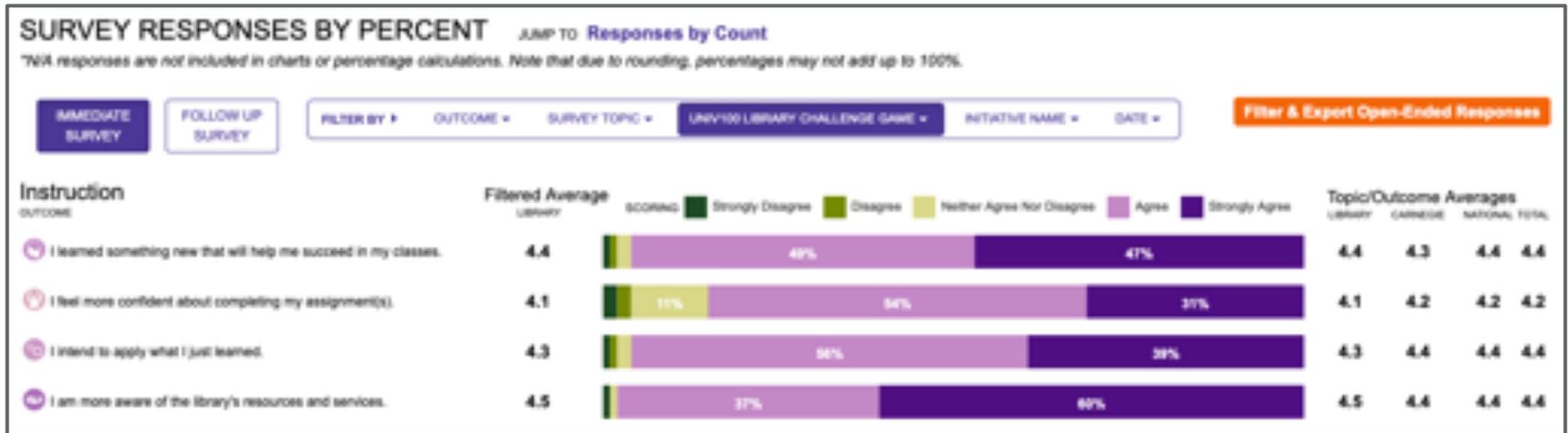
Teams earn points based on how quickly they return with a book and both team members.



**BOOKS**

**BOOKS EVERYWHERE**

# Results



“What did you like most about this session?”

- Game format: N = 52
- Engagement: N = 39
- Fun: N = 36
- **Learning: N = 31 (Knowledge)**
- **Resource availability: N = 31(Awareness)**

“What else could the library do to help you succeed in your classes?”

- **General positive: N = 34**
- Study spaces: N = 20
- **Study skills: N = 12 (Confidence)**
- **Research help: N = 11 (Confidence)**
- **Resource availability: N = 9 (Awareness)**

# Nevada State College

Administered space survey to students who had reserved group study rooms.

## Key results:

- Awareness outcome returned the lowest score
- Students comments indicated they use group study rooms for *individual study* because they are quieter



# Results

## Results

A total of 22 survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:

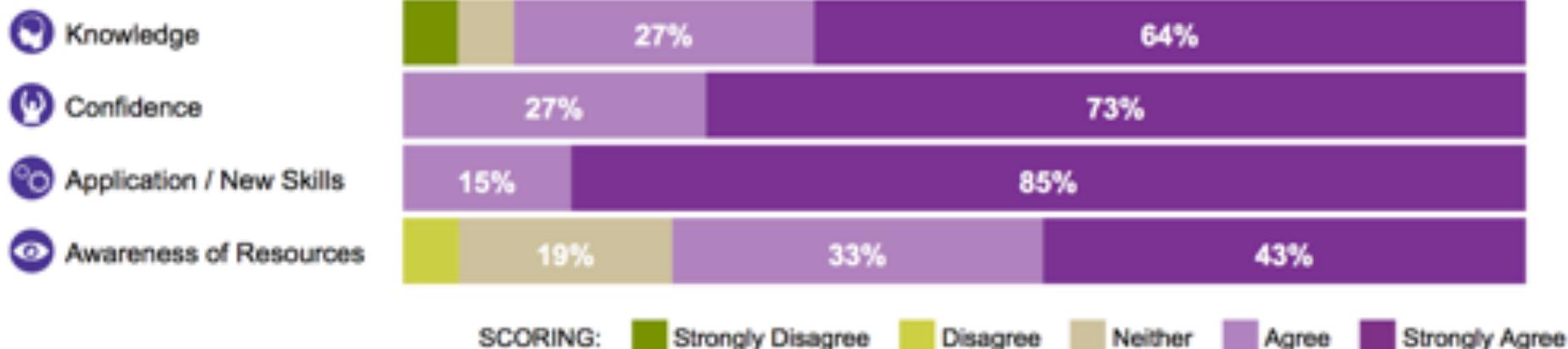
**91%** felt the space contributed to their ability to learn something new

**100%** will likely use the space again

**100%** felt using the space made them more confident in achieving their goals

**76%** were more aware of resources and services provided by the library

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



# Actions

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- Improved signage
- Change study room reservation policies
- Soundproofing in study rooms
- Reduce noise in the library overall
- Advocacy



# Central Piedmont Community College

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Large, urban, multi-campus institution located in Charlotte and Mecklenburg County, NC

- CPCC Libraries
  - 7 libraries on 6 campuses
  - 32 full-time staff and 14 part-time staff
- Enrollment: 18,885
  - Male: 44.8%
  - Female: 55.2%
  - African-American: 31.5%
  - Hispanic: 13.2%
  - Asian/Pacific Islander: 6.6%
  - White: 43.7%

## Space survey results

- Led to changes in group study room policies
- Informed process of designing a new library

## Future use

- Comparisons / benchmarking
- Trends
- Continuous improvement and advocacy
- Telling the story of what the library does and what it means to students

# Central Piedmont Community College



Only 30 responses, but enabled **evidence-informed decision making** in changes to circulating laptops

## LIBRARY TECHNOLOGY

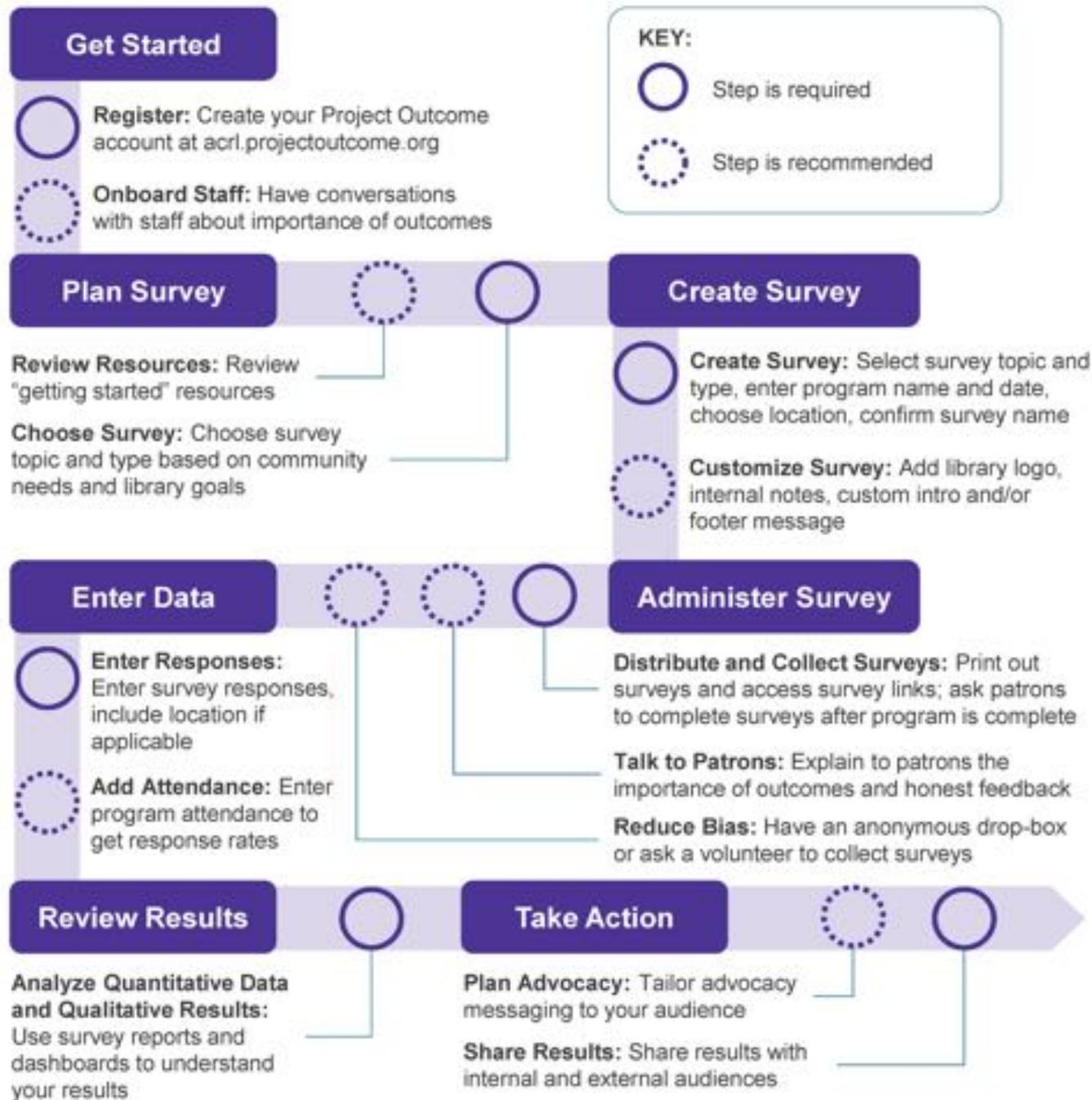
Allow Adobe to be automatically set up in chrome.

5 It's convenient and extremely helpful	It is sufficient enough already (sm
5 That I am able to go anywhere within CPCC to use the technology.	
5 It is easy to borrow.	Increase the borrow time.
5 That I can use a laptop for H.W. & have the liberty of taking it to my classroom.	<u>Allow Adobe to be automatically set up i</u>
0	
2 It is convenience for students who has a short term memories to bring the laptop	It should have longer time for borrowing
5 I can go to different areas on campus and be able to have laptop access.	Nothing
5 The fact that this service provides students with laptops, calculators, etc. for their	tutorials/lunch&learns?
5 The convenience	N/A



**Next Steps**

# Project Outcome Roadmap



# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.



## Featured Resources

### Project Outcome 101

What to know about Project Outcome

### Preview Surveys

Preview the standardized Project Outcome for Academic Libraries surveys

### Writing Open-Ended Survey Questions

Tips for writing your own open-ended survey questions

#### Getting Started

- Project Outcome 101
- Tutorial Videos
- What is Outcome Measurement?
- Outcome Measurement Process
- Outcome Measurement Continuum

#### Surveys

- Preview Surveys
- Choosing the Right Survey
- Writing Open-Ended Survey Questions
- Survey Background
- Protecting Patron Privacy

#### Data Collection

- Data Collection Roadmap
- Data Collection Team
- Building Internal Support
- Survey Best Practices
- How to Talk to Patrons
- Following Up with Patrons
- Informed Consent
- Sample Size
- Glossary

#### Data Analysis

- Analyzing Qualitative Data
- Analyzing Quantitative Data
- Framing Survey Results

#### Taking Action

- Good Practices for Communicating Data
- Advocacy Tips
- Advocacy Resources

#### From the Field

- Case Studies
- Meet the Task Force
- Feedback Form
- Workshops

# NEXT STEPS

What's your **plan of action** at your library?

What are the first things you need to do to get your ducks in a row?



*Write on your worksheet... and share*

# BREAKOUT ROOMS

## Discuss:

- What challenge(s) do you expect to face putting this plan into action?

Briefly **brainstorm** ways you might address those challenges.

10 minutes.

# ACCOUNTABILITY CHECK-IN

If you are willing to share with others in the group how you have put this plan into action, then share your email address for an *optional* check-in.

I will send a follow-up email in a month asking you to reply-all and share with the group what you've done in the interim.



# Keep in touch...

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- Watch the **resources** page, as more will be added
- Keep up with **news and events** – including upcoming workshops and webinars – on the website:  
[https://acrl.projectoutcome.org/news\\_posts](https://acrl.projectoutcome.org/news_posts)
- If you are a registered user, you'll get occasional **email updates** (opt-out available)
- Follow Project Outcome on **Facebook** and **Twitter** (@ProjectOutcome)

# Learn More: ACRL RoadShows

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Develop your skills in designing and implementing assessment initiatives so you can demonstrate your library's impact to campus stakeholders.



Learn to use the *Standards for Libraries in Higher Education* to demonstrate your library's value and document its contributions to overall institutional effectiveness.

# QUESTIONS?

*Further questions after today?*

Use the peer discussion board:

<http://acrlcommunity.projectoutcome.org>

or email us ([acrl@projectoutcome.org](mailto:acrl@projectoutcome.org))



# Thank you!

Please take 2 minutes to share your feedback in a brief survey  
(link in chat)

