impact survey
Advancing libraries through community insight

Where People Connect, Communities Achieve
edge

LIBRARY ASSESSMENT TOOLS

THE EDGE AND IMPACT SURVEY PROJECTS

Adapted by Lauren Moore & Ron Kirsop
System Meeting March 21, 2014

WHY IS EDGE IMPORTANT TO PUBLIC LIBRARIES?

- **Assess** current public access technology and how it's used
- Identify ways to **strengthen** or enhance public access technology
- Engage with key leaders about the role for the public library in **improving communities**

THE EDGE TOOLKIT

BENCHMARKS

ASSESSMENT TOOLS

RESOURCE GUIDE & CASE STUDIES

TRAINING

REPORTING & PRESENTATION TOOLS

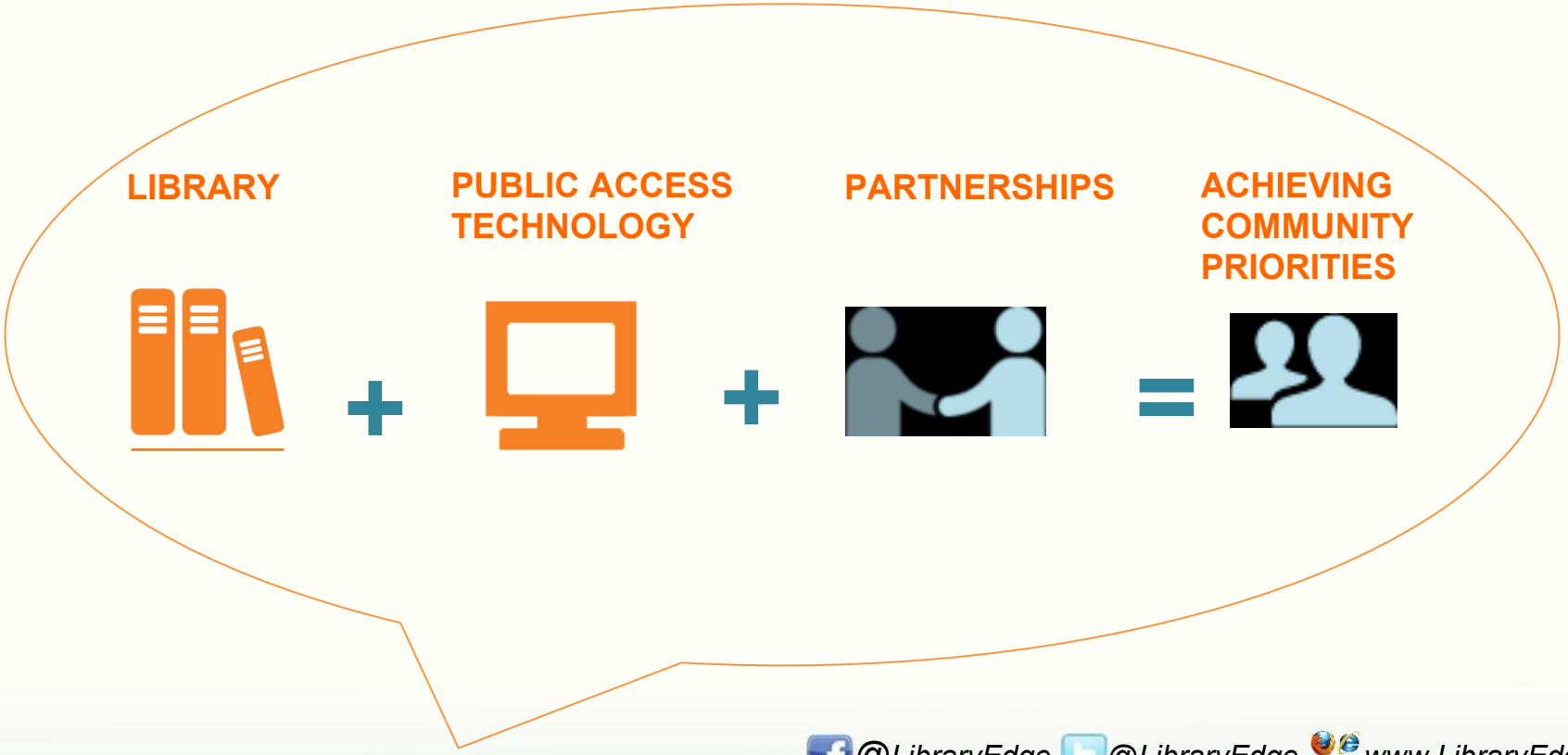
PEER COMPARISON REPORT TOOL

- Helps libraries contextualize their scores; focus is using peer comparison data to help libraries determine priorities and make strategic decisions
- Based on completions of the assessment from a representative national sample of public libraries

Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7
<5,000	5,000-15,000	Single outlet 15,000-65,000	Multiple outlet 15,000-65,000	65,000-175,000	175,000-300,000	>300,000

EXECUTIVE TOOLS (REPORTS AND PRESENTATIONS)

Helps stakeholders connect technology in libraries with achieving community priorities



NATIONAL LAUNCH PLANNING

NATIONAL SAMPLE LIBRARIES

- Each State Librarian has received a list of libraries in their state that are in the Edge representative national sample of public libraries
- Deadline for assessment completion is March 31st; Libraries that participate can utilize the full Edge Toolkit
- Communications going out this month from State Library and from Edge

STATE LIBRARY PREVIEWS

- Each state can select 15 libraries; along with national sample libraries each state will have a cohort for previewing Edge
- Edge will provide support for State Libraries - training for state library staff, state library accounts, communication support
- Previews will be staggered throughout 2014

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CONTACT US HELP

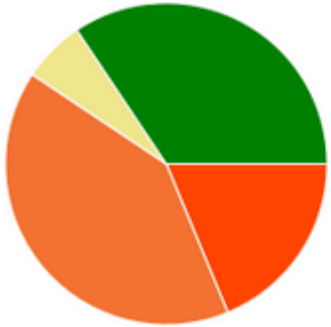
CSL DASHBOARD SIGN OUT

- Dashboard
- Libraries
- Results

Account Settings

DASHBOARD

Registration and Assessment Status



18% of the libraries in your state have not registered.

Not Started	In Progress	Completed
39%	6%	33%
13 libraries	2 libraries	11 libraries

View Libraries »

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Account Settings

LIBRARIES

Filter Libraries

Account Registered: - Any -

Sharing: - Any -

Library Name:

APPLY

Library	Account Registered	Assessment status	Contact Information	Last Login
ANAHEIM PUBLIC LIBRARY CA0007	✓	Completed	(714) 765-1759 tedelblute@anaheim.net	7/16/13
ARCADIA PUBLIC LIBRARY CA0008	✓	Not started	(626) 821-5565 rhiles@ci.arcadia.ca.us	7/12/13
AZUSA CITY LIBRARY CA0010	✓	Completed	(626) 812-5177 rstrege@ci.azusa.ca.us	7/2/13
COLUSA COUNTY FREE LIBRARY CA0026	✓	Completed	(530) 458-7671 wburke@countyofcolusa.org	7/19/13

RITZVILLE PUBLIC LIBRARY

Status: Not started (0% complete)

Account registered June 5, 2013

Sharing: Enabled

LOG IN AS LIBRARY

Temporarily log in as this library.

Library Profile | Results & Reports | Action Plan

GENERAL INFORMATION

Ritzville Public Library
302 W Main
Ritzville, WA 99169

CONTACT

Kendra Morgan
test
Tel: (206) 336-9211
Email: kendraonline+ritzville@gmail.com

LIBRARY DETAILS

	Current Data
Population Served	3,665
Total Paid Full Time Employees	2.4
Total Operating Revenues	$209,000

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Account Settings

RESULTS

DOWNLOAD CSV DOWNLOAD REPORT

Last updated 7/21/2013 7:40 PM

Results Summary

Average Points Achieved	**165** pts of 310 pts	**139** pts of 295 pts	**203** pts of 395 pts	**507** pts of 1000 pts

Library	Community Value	Engaging the Community Total	Organizational Management	Total Score
[redacted] Public Library	140	180	205	525
[redacted] Library	200	180	295	675
[redacted] Free Library	135	130	145	410
[redacted] County Library	200	220	280	700

Impact Survey

A fast, easy way to gather feedback from the community about public technology needs

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What is the Impact Survey?

A survey tool that helps libraries:

- **Gather information** about how patrons use their technology services
- Analyze collected data to **inform internal planning** and benchmarking
- **Present findings** to key stakeholders to advocate for technology services

Why use Impact Survey?

- **No need to develop survey questions on your own.** Impact Survey was developed by library researchers and has been repeatedly validated.
- **No need to program or pay for survey software.** Impact Survey is ready for your use as soon as you sign up.
- **No staff time spent on analyzing results and formatting them into reports.** Impact Survey provides all of your results in easy to read reports that can be immediately put to use internally and externally.

Why use Impact Survey?

- **Understand Your Patrons**
- **Inform Internal Planning**
- **Benchmarking**
- **Backup Funding Requests**
- **Advocacy**
- **Measure library progress**

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The survey asks about use and activities in core outcome areas

Civic engagement

eGovernment

eBusiness

Employment

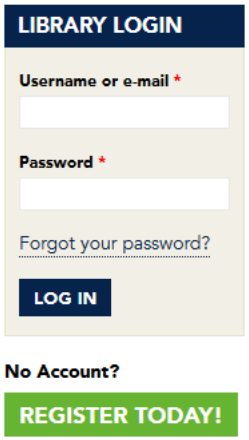
eCommerce

Health & wellness

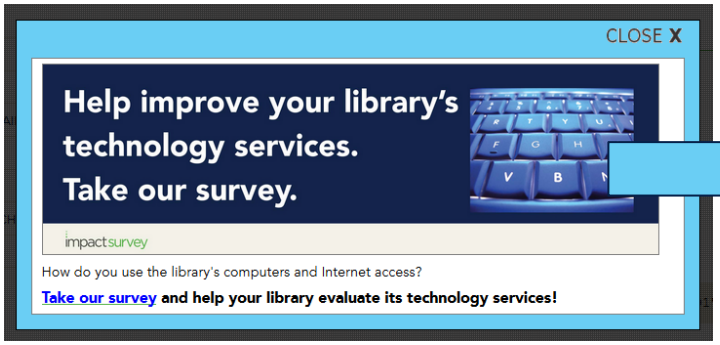
Education

Social inclusion

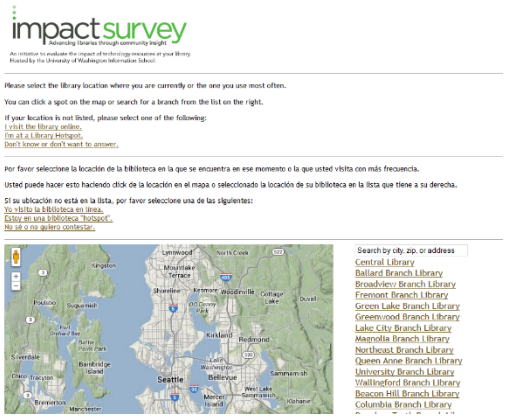
Simple setup to professional-looking reports in just a few steps



1. Create an account



2. Install the survey link on your website



3. Run the survey and invite the community to respond

4. Get results in customized reports the next day

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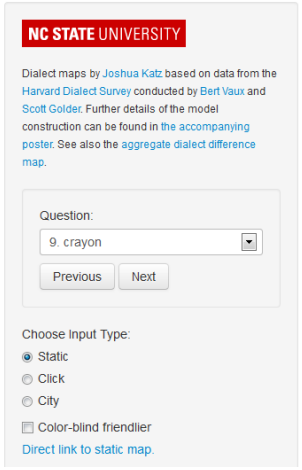
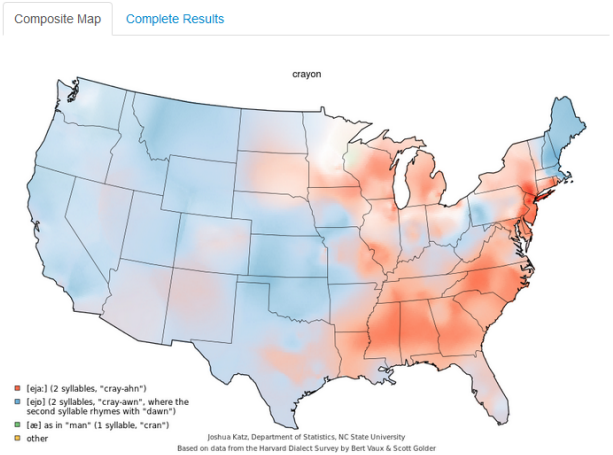
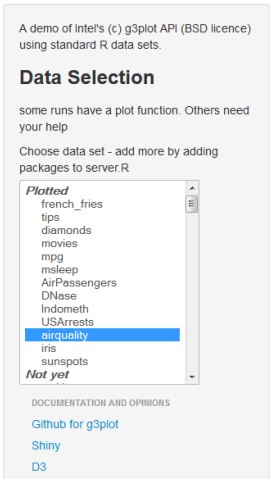
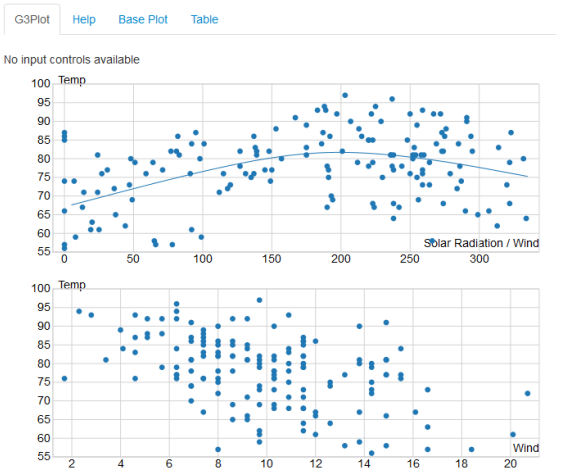
ImpactSurvey.org

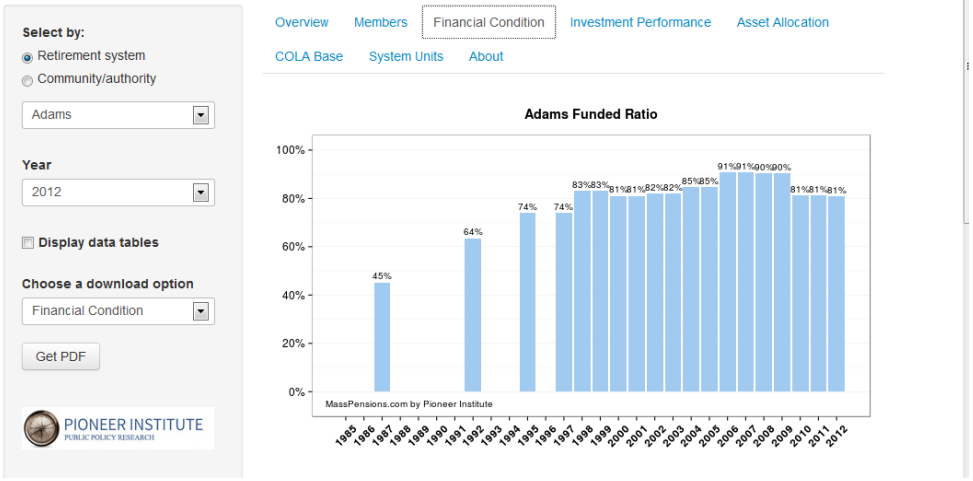
Library Data at Everyone's Fingertips











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Livonia Report

How to Participate as a PLS Library

PLS would like to run the Impact Survey **system wide** to gather as much community data as possible.

- ➔ **Allow PLS to register on your behalf** and have system take care of implementing the survey for your community.
  - PLS will send you the report after the survey is analyzed.
  - We will also create an aggregate report for similar libraries or libraries in your community in the event of low patron participation.
- ➔ **June 2014**

How to Participate as a PLS Library

PLS Will Provide:

- ➔ System wide advertising
- ➔ Facebook Ads
- ➔ OWWL Site Advertising
- ➔ Posters/Paper Advertising
- ➔ Widget Assistance
- ➔ Sample Text for Email Notifications
- ➔ Assistance in Registration
- ➔ Incentive

Your Library Will:

- ➔ Use your Advertising Machine
- ➔ Ask Community Members to Participate
- ➔ Explain the Survey to Your Board (we can help)
- ➔ Add the Survey Widget to Your Site (we'll do that too)

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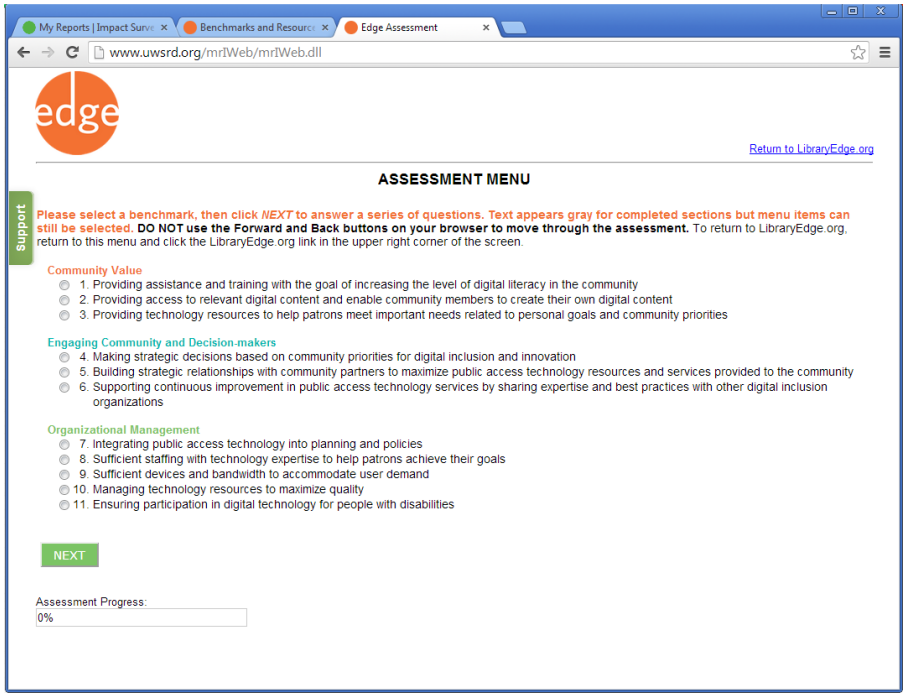
COLLECTIVE DATA

BRINGING THE EDGE AND IMPACT SURVEY PROJECTS TOGETHER

Using Impact Survey improves Edge score



By using Impact Survey, libraries will earn at least 50 additional points on the Edge assessment

- It fulfills requirements for conducting needs assessment and patron surveys (Benchmarks 4.2, 4.3 & 6.2)
- It can contribute to the evaluation of digital literacy programs (Benchmark 4.4)
- The reports provide materials to use while building relationships with key stakeholders (Benchmarks 4.1. & 5.1)

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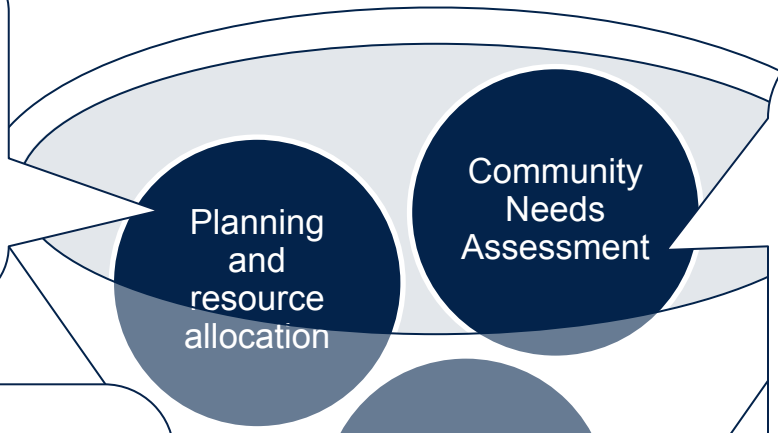
But they also work together to advance digital inclusion in communities

-Create an action plan to deliver the right services
-Measure the change in patron outcomes as a result



-Find out how patrons are using technology resources and what they get out of them.
-Gather information from the community about policy areas of strategic importance

-Use advocacy tools to communicate the value of public access to the community and gain support.
-Use executive tools to show city managers that the library is accountable for results

Advancing communities through high quality and sustainable digital inclusion resources

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Use Impact Survey results to make strategic decisions about programming (Benchmark 4.2)

The survey made us all more aware of our role to teach computers skills to the public.

-Karen Prasse, Reference Librarian, Burlington Public Library

Strategic decisions:

- New Lunch & Learn program for local business (Benchmark 3.1)
- New Technology Tuesdays program for patron-owned devices (Benchmark 1.1)

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Presenting Impact Survey results with Edge Action Plan makes a compelling case to stakeholders

New Braunfels, Texas
Gretchen Pruett
Library Director

Impact Survey user 2011 & 2013. Edge pilot library.

Result: Productive conversations with city manager about the importance of public access and the library's resource needs and increased appreciation of the library's role in supporting community goals.

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Policy-Oriented Research

What do you want to know?

- Is there a golden ratio of staff to population that supports better patron outcomes?
- What's the relationship between budgets and patron satisfaction?
- What kind of IT support results in excellent public access?
- Are some kinds of communities more likely to have patrons who use technology for health purposes?

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Using cross-study analysis for national and state level policy making and advocacy

- Initiatives to help with the Edge indicators libraries struggle with most
- Training for librarians to help patrons with technology needs
- Development of guides and instructional materials in purpose areas heavily accessed by patrons

Thoughts? Questions?

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