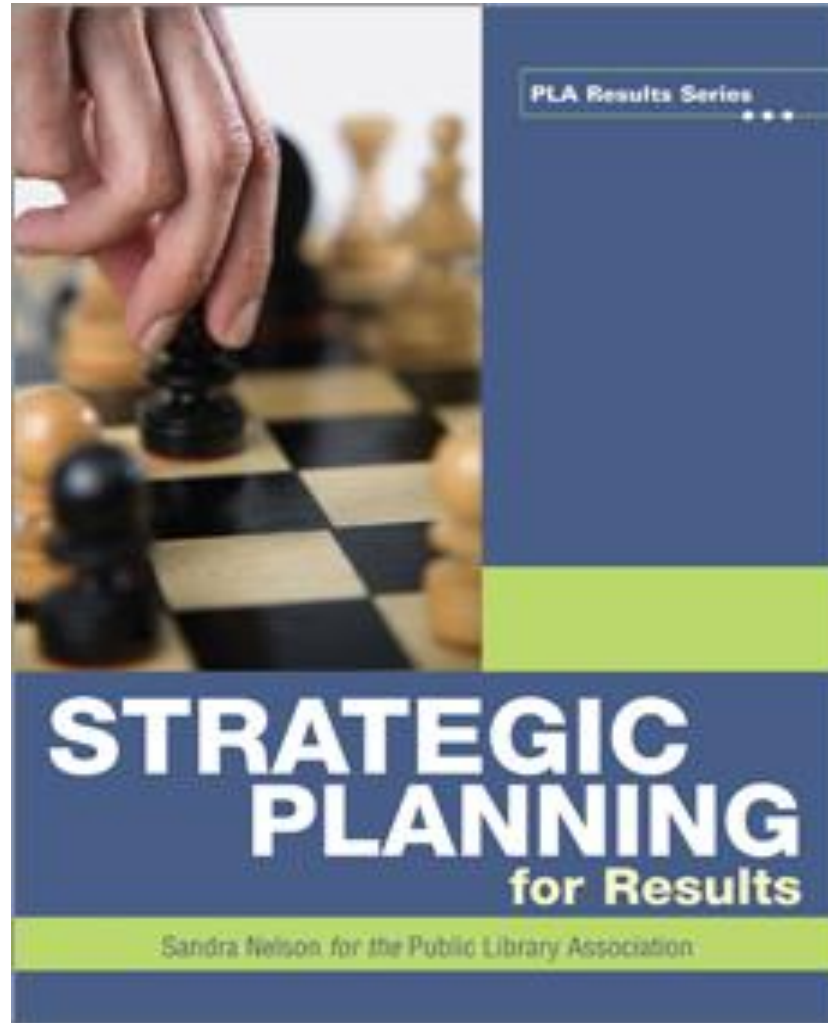


# Look Familiar?





CHARLOTTE MECKLENBURG  
**LIBRARY**

# Outcomes Made Easy: 7 Simple Steps to Success

Presented by Michele Gorman  
Associate Director of Lifelong Learning

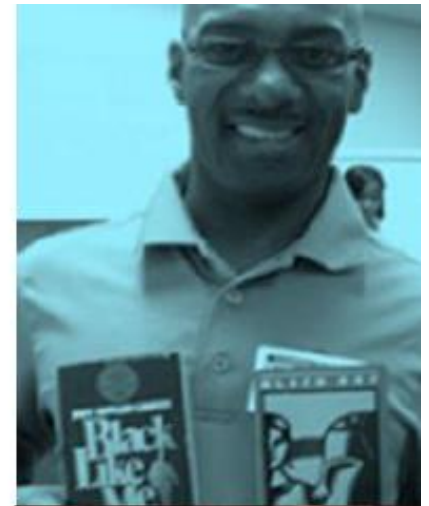


# What is an Outcome?

More than just a result, an outcome is a change in attitude, behavior, skill, knowledge, or status that occurs for a user after a purposeful action on the part of the library and library staff.

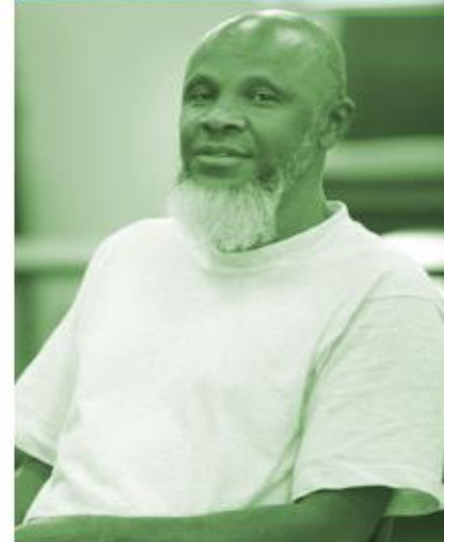


**Outcomes  
answer the  
question  
“So what?”**



# Why measure outcomes?

- To see if our programs really make a difference in people's lives
- To strengthen existing services
- To target effective services for expansion
- To develop and justify budgets
- To prepare long-range plans
- To identify programs for possible elimination



# Measuring Outcomes

## 7 Simple Steps to Success:

1. Recognize need/articulate goal
2. Define outcome
3. Develop/implement program
4. Develop measurement tool
5. Evaluate outcome (create indicator)
6. Presents results/tell your story
7. Evaluate process





# recognize need/articulate goal

- Identify need
- Specify how library can address that need
- Keep goal linked to desired outcome
- Be bold, but realistic





## Define outcome

- What change do you want to happen to someone as a result of participating in your program?

TIP: use sentence structure to help you “put the end user first”







## develop/implement program

For an existing program, start with step 1.

For a new program:

These are the qualities you want in your program:

- Series of services/ activities that lead to a goal
- Definite beginning and end
- Meant to change attitude, behavior, skills, knowledge, or status

How you plan to measure outcomes is a critical part of program design



# 4

## develop measurement tool



- Variety of tools
- Keep it simple
- Beg, borrow and steal
- Don't measure everything
- Don't miss opportunity to ask for comments / other feedback



# 5

## evaluate outcome (create indicator)



The change you want to see in your program participant is an **indicator** of your outcome.

To ensure your **indicator** is measurable, use this formula:

The # and % of (participants) who (demonstrate what specified change?)



# 6

## present results/tell your story



### This what we wanted to do

- Goals
- Intended Outcomes

### This is what we did

- Outputs, including programs and services offered

### So what?

- Did you meet your goal (hit your target)?
- Is it worth repeating? Replicating?
- Were people's lives changed in some way?

### Tell Your Story:

- Use data and stories to paint a complete picture!





## evaluate process

- Did it work?
- Did your measurement tools yield the information you were looking for?
- Did you have staff buy-in?
- What would you do differently next time?



# Recommended Resources:

- **IMLS Outcome Based Evaluation Webography**

<http://www.imls.gov/applicants/webography.aspx>

- **Shaping Outcomes: Making a Difference in Libraries and Museums**

<http://www.shapingoutcomes.org/index.htm>

- **Inspiring Learning: An Improvement Framework for Museums, Libraries and Archives**

<http://www.inspiringlearningforall.gov.uk/resources/research.html>

- **“Overcoming Our Habits and Learning to Measure Impact”**

by Moe Hosseini-Ara and Rebecca Jones. June 2013. Information Today.

[http://www.infotoday.com/cilmag/jun13/Hosseini-Ara\\_Jones--Overcoming-Our-Habits-and-Learning-to-Measure-Impact.shtml](http://www.infotoday.com/cilmag/jun13/Hosseini-Ara_Jones--Overcoming-Our-Habits-and-Learning-to-Measure-Impact.shtml)



“Organizations are often driven by either the heart or the head. Libraries and library staff are often motivated by the heart, which makes us great. When we put that together with data (the head)—which supports it and then shows the impacts of our programs and services, that’s a combination that is incredibly powerful to both the community and to our funders.”

David Singleton  
Director of Libraries,  
Charlotte Mecklenburg Library

CHARLOTTE MECKLENBURG  
LIBRARY

