

Building Internal Support

An important part of bringing Project Outcome to your library is to build internal support for outcome measurement among your library leaders and staff. This may be especially important if your library has never done patron surveys before, or if library leaders are concerned about what new data may show about your library programs. Below are some tips to help you with overcoming internal hesitation or doubt about outcome measurement.

Start Engagement Early

Identify any people at your library who you think may have concerns about outcome measurement and ask for their input early in the process. For example, ask them to help choose which library programs or services to assess and set goals for the outcomes they hope to achieve through those programs. They may express valuable insights about which programs your library should be surveying, making them feel more comfortable and engaged in the process.

This tip is especially helpful with: library staff

Start Small

If you find that library staff are reluctant to add a new responsibility to their workload, try measuring just one program or service to start. Let these staff members learn the value of outcome data by seeing the results, and remind them that they can survey based on their capacity, needs, and learning objectives.

This tip is especially helpful with: library staff

Connect it to Real Life

Share any anecdotes or local stories you have about how measuring outcomes has benefited other public libraries. The Project Outcome website offers user examples and case studies of libraries that have successfully used outcome measurement to expand programming, reinstate funding, and build partnerships.

This tip is especially helpful with: board or leadership

Find Supporters to Help Carry the Message

Identify additional people inside or outside your library who believe in the value of outcome measurement to help you make the case for implementing it in your library.

This tip is especially helpful with: board or leadership

Show Them the Data

A little bit of data can go a long way. It only takes a few surveys to start generating demonstrable results, so do your best to try and measure just one or two programs or services and use your results to demonstrate the value of outcome measurement.

This tip is especially helpful with: all audiences

Be Upfront with What You Expect to Find Out

Be transparent about what kind of information you are trying to capture with outcome data. For the most part, you know that patrons are interested in the programs you offer or they wouldn't attend. But knowing more about what they liked, what they learned, and what they think after attending a program can help you make better decisions in the future when allocating limited resources to library programs and services.

This tip is especially helpful with: programming staff

- **Remind Them: You Are Measuring the Good Your Library Does**

Library programs and services are designed to benefit patrons and help meet community needs. With Project Outcome, you can capture and quantify how people perceive these benefits on their lives and see the results in the customized reports and data dashboard.

- **Remind Them: You Are Measuring Areas for Improvement**

Sometimes a library program or service can be made better. Sometimes the community needs new services. Sometimes a program no longer benefits the patrons the way it should. Project Outcome helps you figure out what to keep, what to change, and what to leave behind to make your library programs or services more effective and efficient.