Assessment Ideas for Library Events, Workshops, or Displays

Rick A Stoddart
Assessment Ideas for Library Events, Workshops, or Displays

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Idaho Library Association Conference 2015
Abstract:
More and more libraries are tasked with capturing and communicating impact to their communities and stakeholders. This session will suggestion some quick and interactive ways to engage patrons, as well as capture useful assessment data that can be used to convey library impact and value.
Assessment

The evaluation or estimation of the nature, quality, or ability of someone or something.

Oxford Dictionaries

How do customers assess a restaurant?
Assessment

The evaluation or estimation of the nature, quality, or ability of someone or something.

*Oxford Dictionaries*

How do owners/chef's assess their own restaurant?
Possible Assessments...

Customer:
Food, Taste, Price, Atmosphere, Service

Owner/Chef:
Profit, empty/full plates, tips, observation,

How does a restaurant bridge the gap between what the customer assesses and what the owner/chef want to assess?
Interaction!

Need to be proactive and deliberate
FORMALIZE DATA GATHERING

Create Forms, Processes, Data Storage

(Google Forms, perhaps?)
Library Interaction Form

* Required

Who do you interact with? *
- Adult Patron
- Teen Patron
- Child Patron
- Other: ______________

What were inquiring about?
- Library website usability
- Current Library Display
- Library Workshop
- Other: ______________

What feedback did you get?

__________________________
What is this?
What is this?
You Need a Constellation of Data Points?
One measure is never enough.

Need multiple measures to get the full picture.

- orders, plates
- profits
- comment card
- talking with customers
- tips, returned plates
- online reviews
### Restaurant Assessments
- orders, plates
- profits
- comment card
- talking with customers
- tips, returned plates
- online reviews

### Assessment data/Techniques
- attendance / transactions
- return on investment (ROI)
- survey
- focus groups
- satisfaction
- social media
Why Bother Assessing events, workshops, or displays?
Make Better
Worth Time / Money
Impact / Value
Communication
What is the difference?
Library Activity

Storytime

Outputs

# of storytime sessions
# of attendees
time spent in the library

Outcomes

Increased checkouts of children’s materials
Increase in parent awareness
Building early literacy skills
ACTIVITY: What are the Outputs/outcomes of...

- Author Reading?
- Banned Book Week?
- Constitution Day (Library Display)?
- First Book Program
- Computer Class for Seniors
Determine what you are assessing for!

Build your assessments around your measures of success.

<table>
<thead>
<tr>
<th>Increase Usage</th>
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</thead>
<tbody>
<tr>
<td>Sign up Patrons</td>
</tr>
<tr>
<td>Increase Circulation</td>
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<tr>
<td>Awareness of a Topic</td>
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<tr>
<td>Learn about a Topic</td>
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<tr>
<td>Information Literacy</td>
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</table>
How many people viewed your displays last year?

How many can answer this question?
How do you know if someone viewed your display or attended your event?

#1 Take-Aways
#2 Voting
#3 Comments
#4 Social media
Warm Potato & Green Bean Salad

- 12-14 small new potatoes
- 1 c. green beans halved
- 1/2 sm. red onion, slivered
- 1/2 red pepper, chopped
- 1 garlic clove, grated
- 3 T. olive oil
- 2 T. red wine vinegar
- 1/2 t. salt
- 1/8 t. black pepper
- 2 t. fresh parsley, chopped
- 1/8 t. each basil, oregano & thyme

Cook unpeeled potatoes covered in water until tender, about 15 minutes, adding green beans to pan for last 5 minutes to barely cook. Drain and place in salad bowl. Add onion and pepper to bowl. Mix remaining dressing ingredients and pour over potato mix, tossing gently to coat. Let sit at room temperature about 1 hour before serving. Serves 4.
Voting, Polls, Opinions...
Comments, Exit documents, Stickies, Whiteboards, etc
Hashtags, QR Codes, Likes, Photo Contests...
Outcomes!

How do we get to those?
<table>
<thead>
<tr>
<th>Activity</th>
<th>Activity Outputs</th>
<th>Intended Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storytime</td>
<td># of storytime sessions</td>
<td>Increased checkouts of children’s materials</td>
</tr>
<tr>
<td></td>
<td># of attendees</td>
<td>Increase in parent awareness</td>
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<td>time spent in the library</td>
<td>Early literacy skills</td>
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Deconstructing your Print Surveys
Fantasy Genre Exit Ticket

Today we talked about the fantasy genre and read a few chapters of Hetty the Yeti. Tell me TWO things you noticed that told you Hetty the Yeti is a fantasy book.

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Comments, Exit documents, Stickies, Whiteboards, etc
Using sticky notes as exit slips

We're losing fresh water and eventually it'll become very valuable and expensive. Bottled water is already more expensive than gas.$1/L
Cloud Reflection
INSTRUCTIONS

- Have participants fill in responses to the cloud questions at one of the program's first meetings.
- Collect responses
- Have participants fill in responses to the sunburst questions at one of the last program meetings.
- Reflect out loud on successes and accomplishments.
- Collect responses.

TOOL

Name: 

What are your hopes and dreams for your child through this program?

What are your hopes and dreams for yourself through this program?

Pre-Test: Hope/Dreams W/ This Program
Looking at your hopes and dreams for this year, what have you accomplished with your child?

Looking at your hopes and dreams for this year, what have you personally accomplished?
Other IDEAS...

Advisory Groups
Informal Focus Groups
Talk With Patrons
Correlate to Studies
Opting in Early & Targeting Groups

Think Ahead

- Mothers
- New patrons
- Job seekers
- Community groups
What library activities are you challenged with?
<table>
<thead>
<tr>
<th>Library Activity</th>
<th>Possible Activity Outputs</th>
<th>Intended Outcomes</th>
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Possible Interactions
(Takeaways, Social Media, Exit Tickets, etc.)

What will these measure?
(Attendance, Use, Learning, Awareness.)

Outcomes Measures?
(What extra effort can help gather evidence of outcome impacts?)
DISCUSSION?

Thank you!