



Everyday Library Evaluation

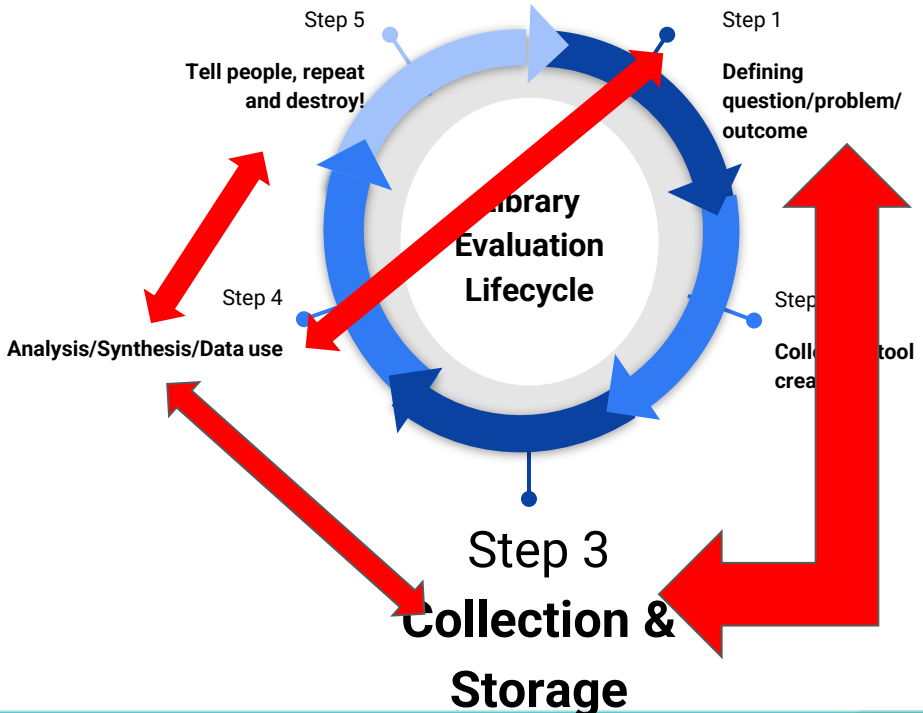
Part 2: Data Collection



Today's Chat

- Group norms/who are you?
- Evaluation/Data lifecycle
- Data collection methods
- Outcomes/Outputs
- When things get iffy
- Real world examples/workshop!

Data/Evaluation Lifecycle



Data Collection Methods

- Found data
- Surveys
- Interviews
- Focus groups
- Observation



Data Collection Methods Chart

Data Collection Method	Pros	Cons
Surveys	<p>Can efficiently reach a large number of people</p> <p>Results can be generalized to a larger population, depending on sampling methods</p> <p>Data analysis may be less time-intensive</p> <p>Can be less expensive</p> <p>Can be anonymous</p>	<p>Cannot ask follow-up questions</p> <p>Can be difficult to determine sample</p> <p>Prone to error depending on how questions are asked</p>
Interviews	<p>Allow for clarification</p> <p>Easier to ask open-ended questions, use probes, and pick up on nonverbal cues</p> <p>Yield rich detail and information about individual experiences</p>	<p>Interviewer's presence and characteristics may cause biased results</p> <p>Requires trained interviewers</p> <p>Time-intensive method of data collection and analysis</p>

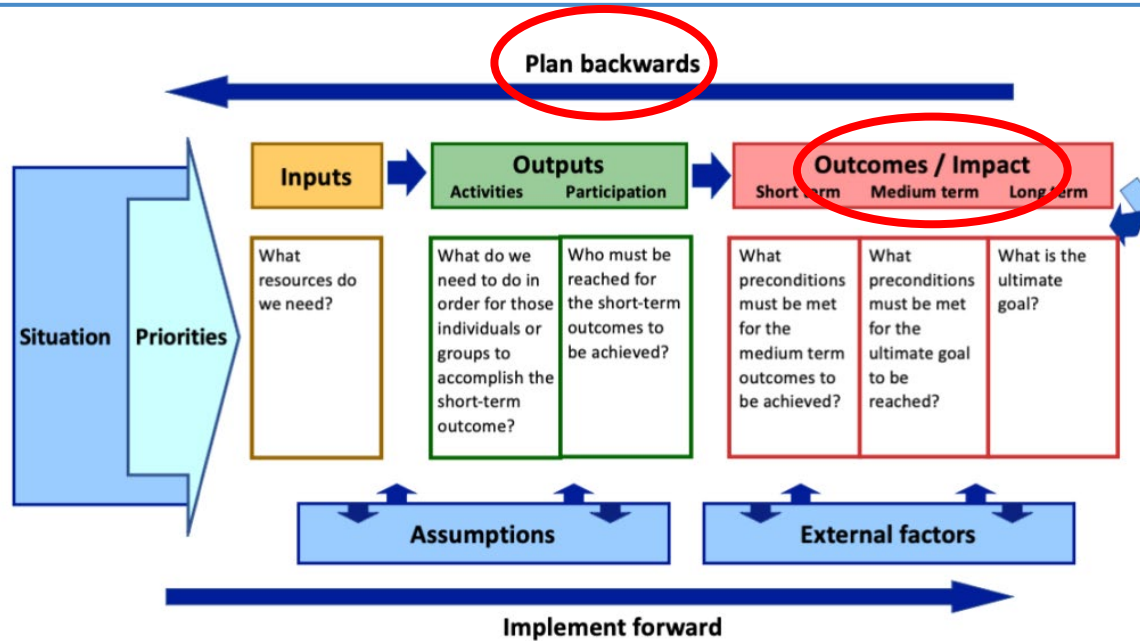
Focus Groups	<p>Less expensive and faster than one-on-one interviews</p> <p>Group dynamic may yield brainstorming and new ideas</p> <p>Provides immediate sharing and synthesis</p>	<p>Lack of confidentiality</p> <p>Group members and facilitator can bias data</p> <p>Requires skilled facilitators</p>
Observations	<p>Setting is natural, flexible, and unstructured</p> <p>Ability to choose interaction level of evaluator</p> <p>Most useful for studying a "small unit" like a classroom</p>	<p>Unrealistic for large groups</p> <p>If group is aware that they are being observed, resulting behavior may be affected</p> <p>Less control</p>

Data Collection Considerations

- 3 Questions to ask when choosing a method
 - What's essential? What will you be asking? What are your constraints?
- Accessibility
- Software
- Cost/time
- Privacy & Ethics
- Accurate representation of a community (nothing about us without us)

Usefulness of Evaluation

- WHY?!



Imagine from University of Wisconsin, "Creating a Logic Model for a NEW PROGRAM"

When things get iffy....

- Is the longitudinal data the valuable part or do you need to change your forms to fit your data needs?
- Imperfect data: don't let perfection get in the way of the good
- Navigating things that you're forced to collect

Example: Circulating Resource Kits at CSL

Purpose:

Allowing libraries with limited resources to achieve success in meeting the expectations and needs of their communities through the sharing of materials. Providing access to a broad range of book club sets and circulating resource kits of informational and educational materials.

Materials are specifically aimed at helping library staff when working with underserved populations. These populations could include, but are not limited to: LGBTQ+, those experiencing homelessness, elderly patrons and those experiencing memory loss, patrons with disabilities, new parents/caregivers, incarcerated/newly released individuals, and more.

Outcomes:

- Libraries with limited budgets will be able to expand programs and materials to better meet the needs of their patrons.
- Patrons will have access to more adult and youth programming, including early literacy, STEAM and transitions skills, digitization tools, book club sets, and more.
- Library staff will be more knowledgeable when addressing and working with the specific needs of underserved populations in their communities.
- Library staff will have an increased awareness of resources and services available to support the activities and needs of Colorado's rural communities.

Example: Continued

Outcome: Libraries with limited budgets will be able to expand programs and materials to better meet the needs of their patrons.

What are the outputs? (What do we need to do in order for libraries to achieve the outcome? I.e. activities. Who do we need to reach? I.e. participation)

What questions can we ask to know if we've achieved this outcome?
What data collection methods can we use to answer those questions?

Example: Circulating Resource Kits at CSL - Forms

Data Collected:

[New Feedback Form](#)

[Old Feedback Form](#)

[Found Data \(stats!\)](#)

Old Feedback Form

Feedback Form- 1

Feedback Form

Instructions

Please help us improve the Video Conversion Kit by completing either this paper feedback form or the online version, found at <https://tinyurl.com/Digital-Kit-Feedback-Form>. If you are completing the paper form, please return it with the kit.

Part 1: Evaluation

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The availability of local history resources online has increased as a result of this kit.					
Staff awareness about digitization has increased as a result of this kit.					
I am satisfied that the hardware in this kit met the organization's needs.					
I am satisfied that the documentation in this kit met the organization's needs.					
The loan period was adequate.					
I would recommend this conversion kit to another organization.					

- Which parts of the kit did you find useful, and why?

Feedback Form- 2

- Were there any parts of the kit that your organization didn't use? Why not?
- How can we improve this kit?

Part 2: How Your Organization Used the Kit

Please describe any digitization activities that you completed using the kit contents. Be as specific as possible.

Want another way to keep the conversation going and share your experiences with others? Visit our forum on the CSL Resource Kit website (<https://cslikits.cylsites.org/share/>) and share what you are doing there.

New Feedback Form



Thank you for completing this short feedback form!
Your feedback really helps us to improve the program.

This form is intended for library/institutional staff at the end of the kit's loan period. An electronic version can be submitted at tinyurl.com/5cshkv35 (or you can scan the QR code). Some feedback will be included in the State Library's annual report to the Institute of Museum and Library Services (IMLS). Visit the kits website at cskits.cvlisites.org and contact us at kitsupport@coloradovirtuallibrary.org.

Name:
Library/Institution:
Kit used:

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I am satisfied that the resource is meeting library needs.					
Applying the resource will help improve library services to the public.					
The loan period was adequate.					

Do you have any general comments? Below you can tell us your experiences and thoughts about the service or the kits themselves, give suggestions for improvements or future kits, or anything else. Feel free to use the back side of this sheet if needed.



Your Turn!

Tell us....

- Project description
- 1 Outcome
- Outputs (activities, participation) that will lead to that outcome
- Questions to ask that will let you know if you achieved the outcome/outputs
- What data will you collect to answer those questions?

Thank you!

Please take our survey!

Presenters: Amy Bahlenhorst & Mike Peever

Presentation Name: Everyday Library Evaluation: Data Collection

https://costatelibrary.libwizard.com/f/program_evaluation



Contact us:

LRS@lrs.org

Mike: peever_m@cde.state.co.us

Amy: bahlenhorst_a@cde.state.co.us