

PROJECT OUTCOMES

MEASURING THE IMPACT OF PUBLIC LIBRARIES

Rebecca Jones, Director & Rebecca Raven, CEO
Brampton Library

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OUR FOCUS

- Discuss the use and implementation of outcome measurement in library business planning
- Provide some background on PLA's Project Outcome initiative
 - Opportunity for you to try it out
 - Sharing resources in the public library sector

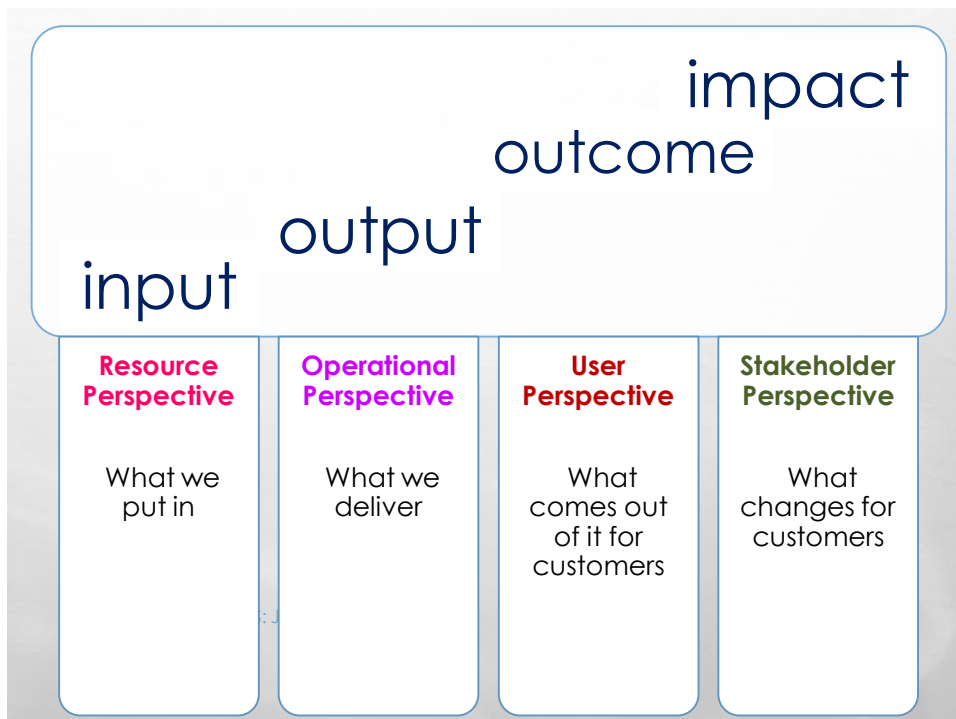
OUTCOMES

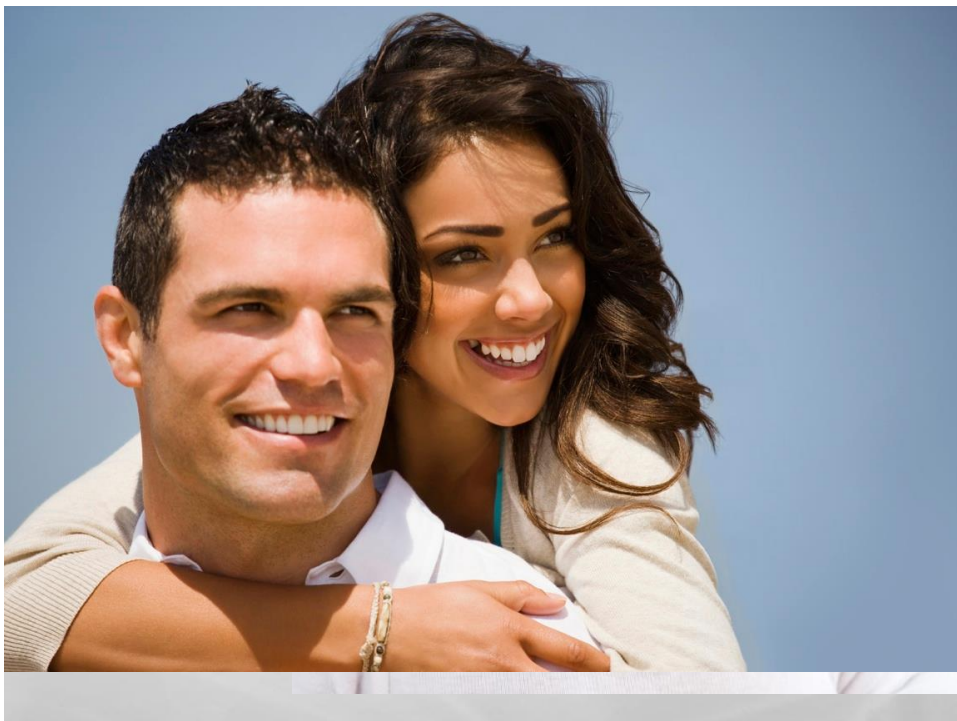


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project **OUTCOME**
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

Want to improve the effectiveness of library
programs in your community?

SIGN UP



PLA Public Library Association

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CIVIC / COMMUNITY
ENGAGEMENT



DIGITAL
INCLUSION



EARLY CHILDHOOD
LITERACY



ECONOMIC
DEVELOPMENT



EDUCATION / LIFELONG
LEARNING



JOB
SKILLS



SUMMER
READING

**Early Childhood
Literacy**

Services to improve early literacy and learning skills to prepare children ages 0-5 for school. Examples include: Storytime, Parenting/Child Development, or Every Child Ready to Read services and programs.

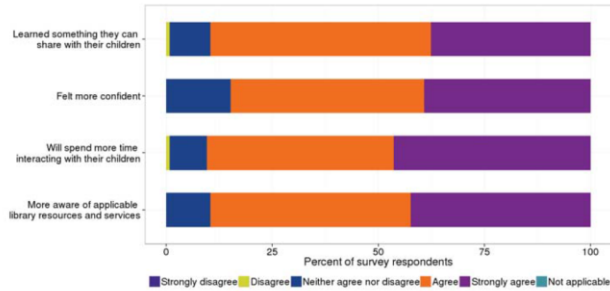
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PROJECT OUTCOMES REPORT

Results

The results of the Early Childhood Literacy surveys are shown in the chart below.



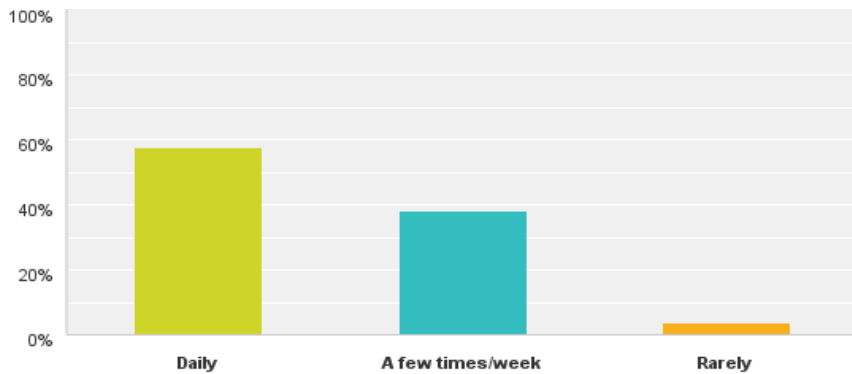
Of the percentage of parents or caregivers surveyed who either agreed or strongly agreed that they or their children benefited from the service or program:

- 90% learned something that they can share with their children
- 85% felt more confident helping their children learn
- 90% intended to spend more time interacting with their children
- 90% were more aware of applicable resources and services provided by the library

START OF SESSION SURVEY

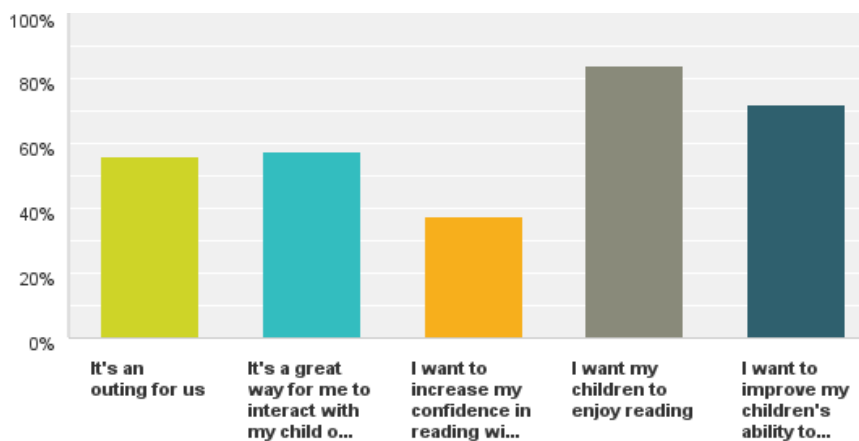
BRAMPTON'S FIRST

Start Of Session Survey: How Often Do You Read With Your Child?



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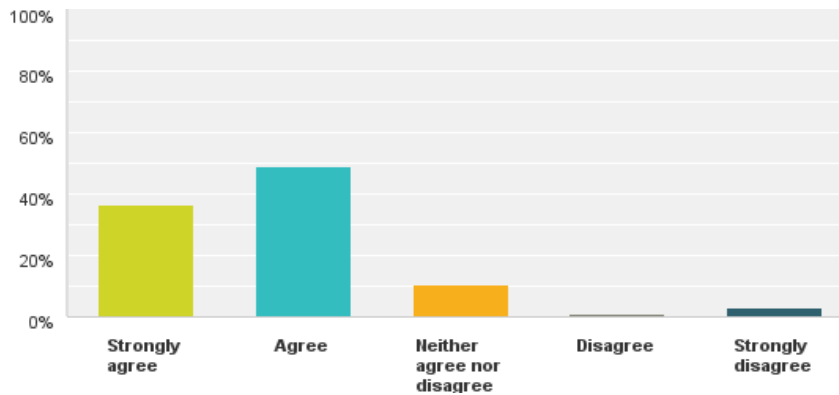
Start Of Session Survey: Why Are You Attending Family Story Time?



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END OF SESSION SURVEY:

I Learned Something New That I Can Share With My Children



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END OF SESSION SURVEY:

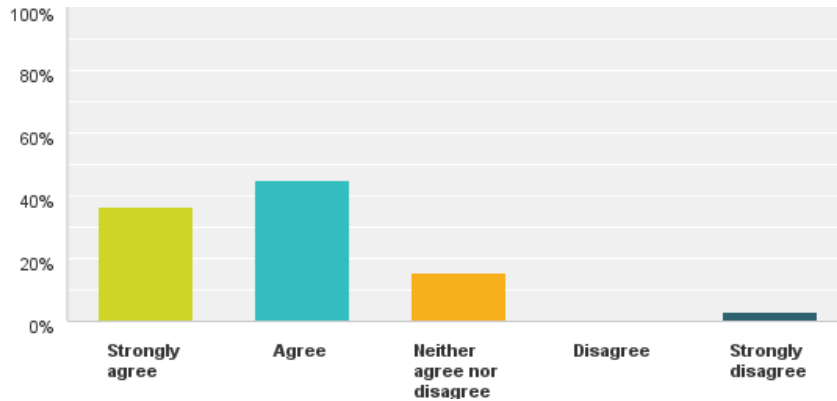
I Learned Something New That I Can Share With My Children

Answer Choices	Responses
Strongly agree	36.29%
Agree	49.19%
Neither agree nor disagree	10.48%
Disagree	0.81%
Strongly disagree	3.23%
Total	

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END OF SESSION SURVEY:

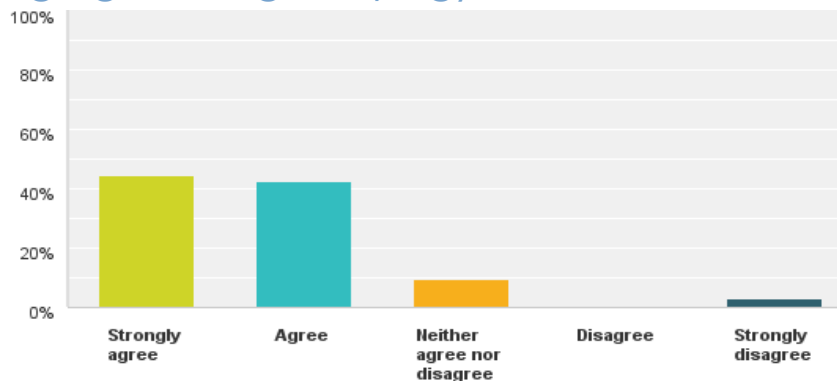
I Feel More Confident To Help My Children Learn



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PROJECT OUTCOME SURVEY:

I Will Spend More Time Interacting With My Children (E.G. Reading, Talking, Singing, Writing, Playing)

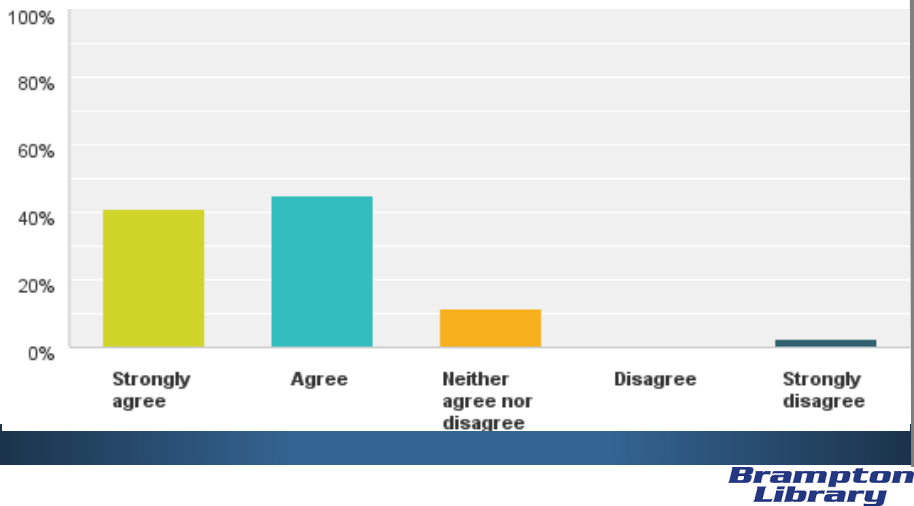


Family Storytime Autumn 2015

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END OF SESSION SURVEY:

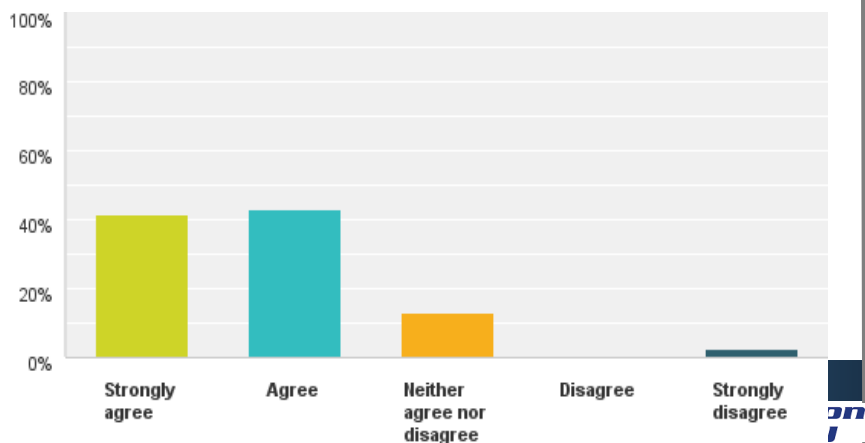
I Am Aware Of Relevant Resources And Services Provided By The Library



Family Storytime Autumn 2015

BL Additions:

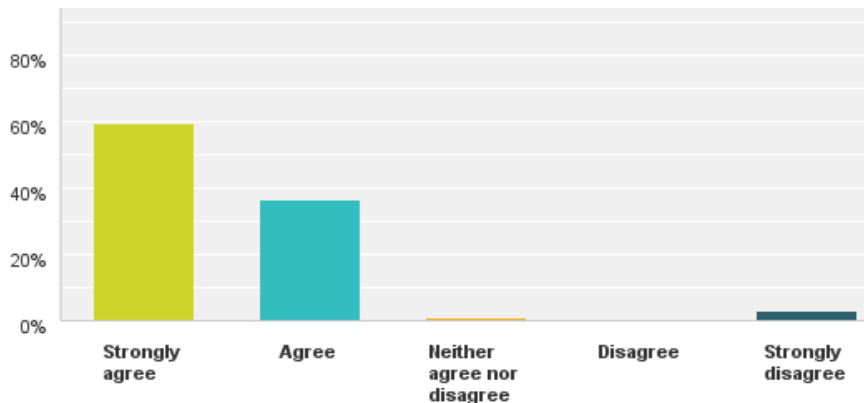
I have a better understanding of how reading with my child will positively impact his/her abilities in school



Family Storytime Autumn 2015

BL Additions:

I will recommend this program to others



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Family Storytime Autumn 2015

WE'LL
KEEP
GOING

AIM IN 2016:

EARLY
CHILDHOOD &
DIGITAL LITERACY
PROGRAMS



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THANK YOU

RRAVEN@BRAMPTONLIBRARY.CA
[@REBECCAJONESGAL](#)

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