

Project Outcome surveys measure the following service areas



CIVIC/COMMUNITY ENGAGEMENT



DIGITAL LEARNING



EARLY CHILDHOOD LITERACY



ECONOMIC DEVELOPMENT



EDUCATION/LIFELONG LEARNING



JOB SKILLS



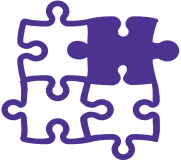
SUMMER READING

## About Project Outcome

Project Outcome is dedicated to helping public libraries understand and share the true impact of essential library services and programs with simple survey instruments and an easy-to-use process for measuring and analyzing outcomes. Project Outcome also provides public libraries with the resources, training and supportive online community needed to apply their results and confidently advocate for their library's future, helping them turn better data into better libraries.

## What is Outcome Measurement?

Outcome measurement is a way for libraries to assess their true impact on the people they serve.

What is an Outcome	Why It Is Important
 <p><b>WHAT GOOD DID WE DO</b></p>	<p>An outcome is a specific benefit that results from a library service or program. Outcomes can be quantitative or qualitative, and are often expressed as changes that individuals perceive in themselves - like new or improved knowledge, skills, attitudes, behavior, or status.</p> <p>Example: A patron feels more confident in launching a small business after attending a library workshop.</p>

## How Does Project Outcome Work?

In a few simple steps, public library staff set goals for the outcomes they want to achieve. The process is designed to align with services and activities that libraries are already conducting, and is simple enough that just about every library system can use it.

### Step 1: Set Goals

- Decide what you want to learn about outcomes in your community and develop an action plan for what to do with the findings

### Step 2: Measure Outcomes

- Administer surveys for relevant services and programs
- Report findings to the Project Outcome portal

### Step 3: Review Results

- Access ready-made reports and view your data on an interactive online dashboard

### Step 4: Take Action

- Achieve the results you want by successfully communicating your findings and implementing your action plan

## Background

Project Outcome is managed by the Public Library Association, funded by a grant from the Bill & Melinda Gates Foundation and builds upon the work of PLA's Performance Measurement Task Force. The goal of the task force was to develop standardized measures of effectiveness for library services and promote training and implementation tools for using the data collected.

Learn more at [www.projectoutcome.org](http://www.projectoutcome.org) or follow us on facebook and twitter [@ProjectOutcome!](https://twitter.com/ProjectOutcome)