

Project Outcome measures the following library service areas:



CIVIC/COMMUNITY
ENGAGEMENT



DIGITAL LEARNING



EARLY CHILDHOOD
LITERACY



ECONOMIC
DEVELOPMENT



EDUCATION/LIFELONG
LEARNING



JOB SKILLS



SUMMER READING

About Project Outcome

Wherever public libraries are working, possibility lives. Project Outcome is a **FREE** toolkit designed to help public libraries understand and share the impact of essential library programs and services by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes. Project Outcome also provides libraries with the resources and training support needed to apply their results and confidently advocate for their library's future, helping them turn better data into better libraries.

What It Measures

Project Outcome helps libraries easily measure their patron outcomes, which is just one piece of the evaluation puzzle. 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. Measuring outcomes helps libraries answer the question, "What **GOOD** did we do?"

What Good Did We Do?	Helping Libraries Measure Four Key Outcomes			
	 Knowledge	 Confidence	 Application	 Awareness

How It Works

The Project Outcome toolkit provides libraries with **FREE** access to quick and simple patron surveys, an easy-to-use survey management tool to collect their outcomes, custom reports and interactive data dashboards for analyzing the data, and various resources to help move libraries from implementing surveys to taking action using the results. Project Outcome provides three tools for libraries to measure their outcomes:

Immediate Surveys

Measure:
Patron-Reported
Learning

Follow-Up Surveys

Measure:
Patron-Reported
Adoption/Application

Outcome Measurement Guidelines

Measure:
Deeper Analysis &
Long-Term Benefits

Learn more at www.projectoutcome.org! Join the conversation on Project Outcome's Peer Discussion Board, Facebook, and Twitter [@ProjectOutcome](https://twitter.com/ProjectOutcome)! Project Outcome is managed by the Public Library Association (PLA), funded by the Bill & Melinda Gates Foundation, and builds upon the work of PLA's Performance Measurement Task Force.