PLA Activities

Engage Libraries and Support Field-level Movement Building

- Increased belief in importance of public library outcome measurement
- Increased awareness of Project Outcome
- Increased capacity to collect outcome data
- Libraries measure outcomes through Project Outcome surveys and/or other methods
- Increased capacity for outcome-based thinking

Support Outcome Measurement & Use of Outcome Data

- Increased understanding of outcomes, and of desired outcomes associated with typical library program areas
- Increased belief in importance of public library outcome measurement
- Increased awareness of Project Outcome
- Increased capacity to collect outcome data

Increased belief in importance of public library outcome measurement

Outcomes

- Increased library funding and resources
- Increased library collaboration with partners in work toward reaching common community goals
- Increased championing of outcome measurement within libraries
- Increased organizational support/resources for collecting and using outcome data
- Increased advocacy and promotion of outcome-based thinking and measurement

Increased capacity to collect outcome data

INCREASED CAPACITIES TO USE OUTCOME DATA

- Improve patron program experience and outcomes
- Engage community leaders/members
- Inform planning, decision-making, and accountability
- Support and engage partners

INCREASED USE OF OUTCOME DATA

Increased belief in importance of public library outcome measurement

Goals

- Public libraries are better funded
- Communities thrive
- Outcome-based performance measurements is “business as usual” throughout the public library field

Project Outcome Theory of Change