

Project Outcome for Public Libraries Report

2021–2023

Project Outcome is a FREE online toolkit designed to help public libraries understand and share the impact of essential library programs and services by providing simple surveys and easy-to-use process for measuring and analyzing outcomes. Participating libraries are also provided with the resources and training support needed to apply their results and confidently advocate for their library's future. Register for free at projectoutcome.org to learn more.

Summary

Project Outcome launched in June 2015 and had considerable growth in its first four years. The COVID-19 pandemic had a significant impact on library programming in 2020, and consequently also impacted Project Outcome use. This three-year report shows participating organizations and responses gathered annually have not returned to pre-2020 levels. However, many new users during this period used Project Outcome to measure the impact of grant-funded programs and community-specific services. These include PLA's [Digital Literacy Initiative](#) and the ALA Public Programs Office's [Libraries Transform Communities Engagement Grant](#). As a result, the Digital Learning and Education/Lifelong Learning survey topics show the most recent growth.

Quick Stats

Since its launch in 2015, **12,264** registered users at **3,729** organizations have engaged with Project Outcome.

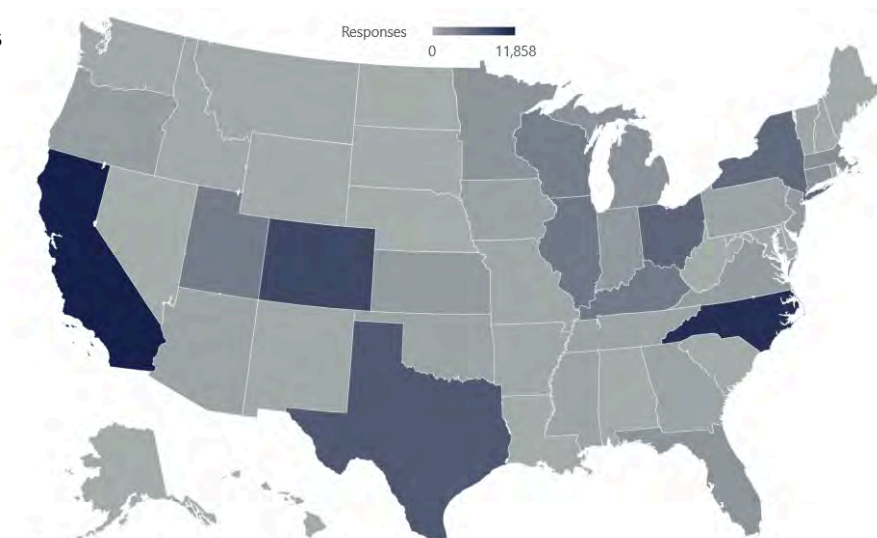
Usage (2021–2023)

- **Organizations:** 532
- **Surveys Created:** 9,179
- **Responses Collected:** 100,339

Project Outcome Annual Usage



Survey Responses by State



Usage by Survey Topic



EDUCATION/LIFELONG LEARNING

Organizations: 235
Responses: 37,995



SUMMER READING

Organizations: 134
Responses: 27,341



DIGITAL LEARNING

Organizations: 259
Responses: 14,597



EARLY CHILDHOOD LITERACY

Organizations: 94
Responses: 11,270



CIVIC/COMMUNITY ENGAGEMENT

Organizations: 83
Responses: 2,724



HEALTH

Organizations: 40
Responses: 1,516



ECONOMIC DEVELOPMENT

Organizations: 17
Responses: 587



JOB SKILLS

Organizations: 28
Responses: 417

Survey Spotlight



The **Digital Learning Survey** is used to evaluate programs and services that enable users to access technology, to build technology-related skills and confidence, and to increase their use of digital resources and services.

Between 2021 and 2023:

- **94%** of respondents felt more **knowledgeable** about using digital resources
- **92%** felt more **confident** using digital resources
- **95%** intend to **apply** what they learned
- **94%** were more **aware** of resources and services provided by the library

2023 Project Outcome User Survey

"It really helped to change how I think about why we are offering programs. It has helped us focus on our mission, vision, and values and think about our programs through the eyes of our community."

72%

of respondents agree or strongly agree that using Project Outcome helps to improve assessment and evaluation practices in their library.

70%

of respondents agree or strongly agree that Project Outcome helps them advocate for the value of library programs and services.

New Features

- Administer online surveys with QR codes
- Supplement Project Outcome reports with saved infographics
- Tag surveys with Sustainable Development Goals
- Web accessibility upgrades to the website and toolkit, using WebAIM's WCAG 2 as a guide