

Interpreting Summary Reports

Project Outcome summary reports are designed to be easy to access, print, and share with stakeholders. In this video, you will get an overview of what information is included in a summary report, and guidance on how to interpret the data.


Summary reports are typically a few pages long. The exact length of the report will be based on the criteria you choose for what to include in the report. They can be generated as a quick report for a single survey, or they can be built as a custom report with specific criteria applied using filters. For the most part, these two reports look the same, but in some cases, they have subtle differences. There will also be slight variations in the reports for immediate versus follow-up survey results.

Let's start with the first page of the report. At the top of the page, you will see the name of your library or single branch outlet.

Also at the top of the report is the **Report Information** section, which is the criteria used to create the report. This lists the survey topic, program information, and date range. If the survey data represents multiple programs, then the full list of programs will be included on page 2 of the report.

If you chose to include a custom purpose statement in the report, that will appear at the top right of the page.

The paragraph of text under **Survey Work** includes blanket text that cannot be edited and describes general Project Outcome information. This section will be customized to include your library's name, the topic surveyed, and the number of survey responses collected.

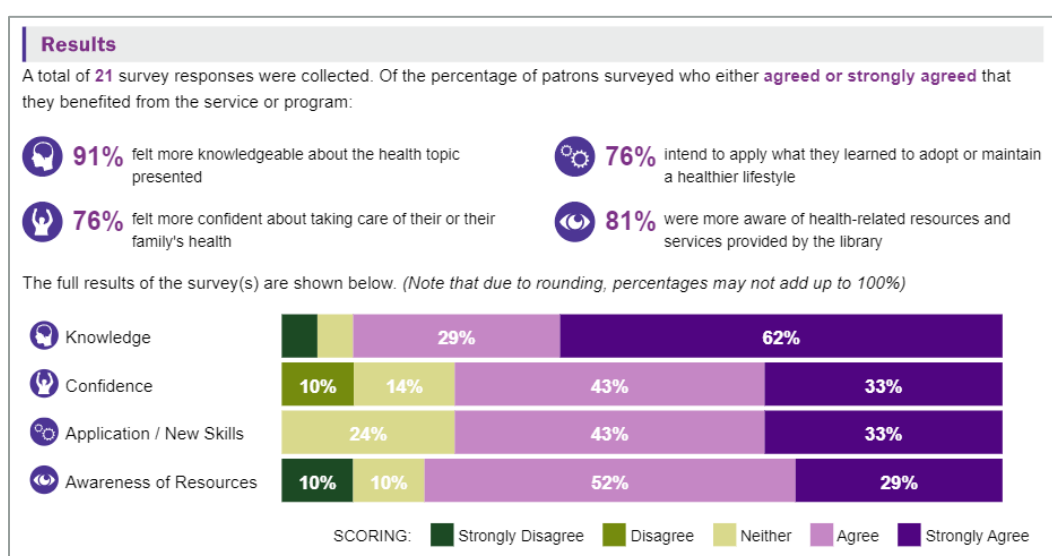
**PLA Test Library**
Survey Results and Community Implications

REPORT INFORMATION
Topic: Health
Programs: See full list on page 2
Date Range: Programs 2/1/2017 to 3/1/2020

PLA TEST LIBRARY SURVEY WORK
PLA Test Library staff distributed surveys to program participants to collect data and insights about how their health services and programs are supporting community needs. PLA Test Library surveyed patrons using the Project Outcome Health Survey, which measures the impact of services designed to improve the health of patrons and their families. A total of **21** survey responses were collected.

The **Results** section will appear at the bottom of the first page. For immediate surveys, the top of this section displays the percentage of patrons surveyed who either agreed or strongly agreed that they benefited in the four outcome areas. For follow-up surveys, the percentages reflect the number of patrons who answered “yes” to the yes/no questions.

The next area of the results section is where you can view the results of the survey data in the form of a stacked bar chart. Each outcome is represented by a bar. The segments of each bar are color-coded to represent the responses: for the immediate surveys these range from strongly disagree to strongly agree, while for the follow-up surveys the responses are yes or no. Each bar includes exact percentages for context.



At the bottom of the results section is a comparison chart for the average scores for each outcome, with the maximum score being five. In the column on the left, you see the average just for the survey data matching the selected criteria for this summary report. In the columns on the right you see the average for all survey data for the selected survey topic and type by library, state or province, nation, and total (global). If the summary report is displaying survey data for a single outlet (branch) within a system, the library average on the right will also represent just that outlet or branch.

Selected Criteria Average		Health Topic Averages				
	Library	Library	Peer	State/Province	National	Total
Knowledge	4.4	4.3	0.0	4.3	4.5	4.5
Confidence	4.0	4.0	0.0	4.0	4.4	4.4
Application / New Skills	4.1	3.9	0.0	3.9	4.5	4.5
Awareness of Resources	3.9	3.8	0.0	3.8	4.4	4.3

AVERAGES: Ranges from 1.0 (Strongly Disagree) to 5.0 (Strongly Agree)

If you chose to include a full **program list** in the report, the next section on the second page will list all the programs included in the report that match the selected criteria. This section will show each program name and survey name represented in the report. It will also show the attendance and response rate, if you entered the program attendance into the system.

A total of **21** survey responses were collected across **4** surveys. The list of programs surveyed are shown in the table below.

Program Name	Survey Name	Attendance	Response Rate
Health - 4/1/2019	Health - 04/01/2019	0	
NNLM All of Us Research II - 5/15/2019	NNLM All of Us Research II - 05/15/2019	0	
S - 5/2/2019	S - 05/02/2019	0	
Taking Care of You - 7/31/2019	Taking Care of You - 07/31/2019	0	

The next section is for **Additional Survey Information**. It lists all the open-ended questions included on the surveys, including any additional or custom questions that your library added to the survey. For additional questions that had a multiple choice option, such as the question “How did you learn about this program?,” the percentage results will be included.

Additional Survey Information
The library also asked the following questions:
<ol style="list-style-type: none"> 1. What did you like most about the program? 2. What could the library do to better assist you in learning more? 3. How did you learn about this program? (select all that apply)
Other: 21% Don't know/Not applicable: 2% Word of mouth: 9% Library staff: 6% Online ad: 5% Library newsletter: 8% Newspaper: 0% Social media: 37% Library website: 10% Signs or flyers in the library: 0%

The next section is where you have the option to include any **open-ended responses** from patrons. Open-ended responses will be organized by survey name and will include the corresponding open-ended question.

Open-Ended Responses

Open-ended responses are listed in chronological order and grouped by survey and then by question.

Taking Care of You - 07/31/2019

1. What could the library do to better assist you in learning more about being healthy?

-

2. What did you like most about the program?

-

NNLM All of Us Research II - 05/15/2019

1. What could the library do to better assist you in learning more about being healthy?

- I need more help with completing insurance documents
- Tell me more about other books I can check out
- More information on blood pressure testing

The remaining sections of the report include standardized text provided by Project Outcome. The text will differ by survey topic and cannot be edited.

This text includes an **overview** of Project Outcome, specific information **about the surveys**, and **implications for community impact** that highlight the importance of the library's work in the survey topic area. On the last page of the report, the **sources** are cited for the section on implications for community impact.

Overview

Wherever public libraries are working, possibility lives. People who work in public libraries know that library services open new opportunities for anyone who enters – putting people on the path to literacy, technological know-how, or a better job. Libraries see evidence of this every day – what they are often missing is the data to support it. Measuring outcome data helps libraries demonstrate the good they are doing and the value their impact is having in the community. For example, the Project Outcome: Year in Review 2016 Annual Report sites that nearly 80% of library users surveyed report that library programs and services have had some kind of positive impact on their lives in the last year, with a majority of patrons reporting that the educational aspect of these programs and services is what they like most. And these patron benefits are in high demand. Patrons most commonly suggested improvement for the library is new, more, or more frequent classes and programs.ⁱ

About the Surveys

The Project Outcome surveys were developed by the Public Library Association's Performance Measurement Task Force, which is comprised of a diverse group of public and state library leaders, consultants, data researchers and analysts. The surveys are designed to help libraries measure the outcomes of programs and services and the impact they have on patrons. The results are intended to show a direction of change, not rigorous statistical proof of change. To learn more about Project Outcome, visit www.projectoutcome.org. The Health Survey was developed and funded by the National Network of Libraries of Medicine, dedicated to advancing the progress of medicine and improving public health. For more information, visit <https://nnlm.gov>.

Implications for Community Impact

Public libraries are critical to their community's health. People need access to current, reliable health information, especially when navigating complex issues like health care, insurance and aging. Public library staff have a deep understanding of the unique needs of their communities and the value of serving their patrons' health needs.

- Public libraries are often seen as an important resource for finding and accessing reliable health information. According to a Pew Research Institute study, 73% of Americans ages 16 and over say libraries contribute to people finding the health information they need. 42% of those who used the library's internet connection did so for health-related searches. That comes to 10% of the full population of those ages 16 and older.ⁱⁱ
- In a 2018 study, the Centers for Disease Control and Prevention surveyed Pennsylvania libraries to assess staff interactions with patrons to address social determinants of health. The study found that library staff frequently interacted with patrons around health and social concerns – well beyond those related to literacy and education – including help with employment (94%), nutrition (70%), exercise (66%), and social welfare benefits (51%).ⁱⁱⁱ
- To meet the growing needs of their communities, public libraries are increasing their health-related services and programs. According to a 2014 Digital Inclusion Survey, an overall majority (59%) of public libraries offer programs designed to help individuals identify health insurance resources, and 48% of public libraries offer programs designed to help individuals understand health or wellness topics (e.g., healthy lifestyles, managing health conditions).^{iv}

SOURCES

ⁱProject Outcome. "Project Outcome: A Year in Review 2016 Annual Report," Accessed March 23, 2017.

<https://www.projectoutcome.org/annual-report>

ⁱⁱJohn B. Horrigan, Lee Rainie, and Dana Page. "Libraries at the crossroads." Pew Research Center (2015). Accessed October 23, 2015.

<http://www.pewinternet.org/files/2015/09/2015-09-15librariesFINAL.pdf>

ⁱⁱⁱWhiteman ED, Dupuis R, Morgan AU, D'Alonzo B, Epstein C, Klusaritz H, et al. Public Libraries As Partners for Health. Preventing Chronic Disease 2018;15:170392. Accessed March 6, 2019. <http://dx.doi.org/10.5888/pcd15.170392>

^{iv}Information Policy and Access Center at the University of Maryland. "2014 Digital Inclusion Survey: Survey Findings and Results Extended Summary." Accessed March 6, 2019. http://digitalinclusion.umd.edu/sites/default/files/uploads/2014DIEExtendedSummary_0.pdf

If you chose to include a logo when building a custom report, that will appear at the end of the report.

Project Outcome summary reports may appear slightly different based on the criteria you select to run the report. Remember each report will be unique to your library's survey data based on the criteria you select in the [report building process](#), or the specific survey chosen for a [quick summary report](#). However, the overall layout of the report and the types of information included will be similar across all summary reports.

Project Outcome summary reports are designed to be easy to access, print, and share with stakeholders. If you have questions while building and accessing your library's survey data, please email us at info@projectoutcome.org for assistance.