Project Outcome:
Data for Measuring Value and Making Improvements in Public and Academic Libraries

Presenters:
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Library Performance Measurement Conference
July 24, 2019
Have you signed up?
Public libraries: https://www.projectoutcome.org
Academic libraries: https://acrl.projectoutcome.org
Had you heard of Project Outcome before this workshop?
Outcomes for Today

• Measure meaningful learning outcomes using Project Outcome.

• Use the Project Outcome toolkit to administer surveys, analyze data, and create reports.

• Understand how other academic and public libraries have used outcome data for action.

• Identify challenges and effective means of implementing outcome measurement to improve library services and advocacy.

• Discuss how to put your data to work in improving library services and advocacy.
What is Project Outcome?

Visit: https://www.projectoutcome.org OR https://acrl.projectoutcome.org
Why Project Outcome?

• Libraries know assessment matters
• We know that learning outcomes are important
• We need to be able to better tell our library’s story
• We need a consistent and convenient way to measure
• Why reinvent the wheel at every library?
Project Outcome Toolkit

- Quick and simple surveys
- Easy-to-use survey management portal
- Ready-made and customizable data reports
- Interactive data dashboards
- Resources and training
- Peer discussion board
Measuring Impact
Measuring Impact

Impact requires more than

- Intuition
- Gate counts or usage metrics
- Web traffic analytics
- Anecdotes

Libraries need more data and evidence to show their impact

The challenge is measuring impact when

- Library and institution needs differ
- Staff are busy
- Resources are limited
- Lack of understanding of what and why to measure
What is an outcome?

An outcome is a *specific benefit* from a library program / service that can be *quantitative* or *qualitative*, and is expressed as *changes an individual perceives* in themselves.

It answers the question: *what good did we do?*

Or, in other words: *how have learners been changed as a result of our interactions?*

An outcome should be *meaningful, achievable, observable, and actionable.*
Measuring Impact

Needs Assessment
WHAT DOES OUR COMMUNITY NEED

Outputs
HOW MUCH DID WE DO

Patron Satisfaction
WHAT SHOULD WE DO BETTER

Outcomes
WHAT GOOD DID WE DO
Taking Action

GRANT WORK

A library staff member explained, “[Caregivers shared] how beneficial the program was, how they’re doing projects they wouldn’t have thought of to do at home..., using supplies that they don’t have at home... So, having that information, I could write a grant that shows **this is what the community wants, and we want to provide it.** And then, I also use the survey [results] to report during the grant period, talking about what the patrons liked most about the service, or programs...and what else they’d like to see the library doing.”

PROGRAMMING DECISIONS

One library program manager explained, “Some of these workshops...were well-attended, but the feedback was such that we no longer offer [them]. It’s a matter of making sure that **it’s not just getting people in the door, but that people feel like it’s worth their time**, and it’s something that they can use. That when they leave...they’re in a position where they feel they’re more comfortable with whatever the topic was.”

PARTNERSHIPS

A library partner said Project Outcome surveys tell her “**a lot about what the community needs, what each person's needs are**, what else we could bring in, as far as technology is concerned, which is important as technology is changing pretty much every day now.”

ADVOCACY

One library board member shared, “**The [outcome] data provides an objective story**, backing up much more engaging stories from staff about serving the community with objective numbers... [and] includes things the board may not think to ask for. This adds dimensions to how the board considers the library’s success in serving the community.”

FUNDING REQUESTS

As explained by a library leader, “**It was information from Project Outcome that gave us the confidence to ask** the Friends [to fund the program], and to justify asking for that money.”
Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action
Outcome Measures for Libraries
Outcome Measures

- Knowledge
- Confidence
- Application/Behavior Change
- Awareness

What did patrons like most?
What can the library do to improve?
Public Library Survey Topics

- Early Childhood Literacy
- Digital Learning
- Education/Lifelong Learning
- Health
- Civic/Community Engagement
- Summer Reading
- Job Skills
- Economic Development
Example: Education / Lifelong Learning

1. You **learned** something that is helpful.
2. You feel more **confident** about what you just learned.
3. You intend to **apply** what you just learned.
4. You are more **aware** of resources and services provided by the library.
5. What did you like most about this program?
6. What could the library do to better assist you in learning more?
Academic Library Survey Topics

INSTRUCTION

RESEARCH

EVENTS/PROGRAMS

TEACHING SUPPORT

LIBRARY TECHNOLOGY

DIGITAL & SPECIAL COLLECTIONS

SPACE
Example: Instruction Survey

1. I **learned** something new that will help me succeed in my classes.
2. I feel more **confident** about completing my assignment(s).
3. I intend to **apply** what I just learned.
4. I am more **aware** of the library's resources and services.
5. What did you like most about this session?
6. What *else* could the library do to help you succeed in your classes?
Setting Goals

Goal examples:

• Improve student research skills: reach more students and increase program/service effectiveness.

• Determine the success of a new makerspace, as defined by impact on learning, frequency of usage, and type of usage.

• Increase English language learners’ literacy skills and engagement in library programming.

• Build confidence and skills of job seekers when creating a résumé and searching for employment online.
Write down a **goal** at your library that outcome measurement could help you move towards.

It should be one sentence.

Remember that desired outcomes should be **meaningful, achievable, observable, and actionable.**
In groups of 3-4, swap goals with someone. Write down feedback and suggested revisions to their goal. Consider:

- Is it too broad/narrow?
- Will measuring outcomes help achieve that goal?
- How could it be revised or refined to make it more meaningful or actionable?

Take 2 minutes to offer feedback, then swap with someone else in your group and repeat. When you have feedback from two people, discuss as a group.
Outcome Measurement Process

Step 1: Set Goals
Step 2: Identify Needs
Step 3: Measure Outcomes
Step 4: Review Results
Step 5: Take Action
The Project Outcome Toolkit
Survey Tools

Immediate Surveys
- Patron-reported learning
- Use immediately after completion of a program/service
- Inform changes
- Get a “snapshot” for reporting and advocacy

Follow-up Surveys
- Patron-reported adoption
- Use 4-8 weeks after completion of a program/service
- Inform internal planning
- Measure progress towards strategic goals
- Provide evidence for advocacy

Outcome Measurement Guidelines
- Long-term impact
- Use to design your own surveys and data collection methods
- Capture long-term impact
Immediate Surveys

- Patron-reported learning
- 4 Likert-scale questions
- Open-ended feedback
- Immediate impact
- End of program
- Less staff time

This workshop aims to help you use library resources for your research.

Please take a few minutes for this brief survey and let us know if, as a result of participating in the Research workshop program...

1. I learned something new that will help me with my research.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

2. I feel more confident about my ability to conduct my research.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

3. I intend to apply what I learned to my research.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

4. I am more aware of the library’s resources and services.
   - Strongly Disagree
   - Disagree
   - Neither
   - Agree
   - Strongly Agree
   - N/A

5. What did you like most about this research service?

6. What else could the library do to help you with your research?

Date: Location: Chicago State University
Thank you! Your feedback will help improve this workshop.

This survey is part of Project Outcome, a national initiative to help libraries measure the impact of their programs and services, with funding from the Bill & Melinda Gates Foundation. For more information about this effort, please visit acrlprojectoutcome.org.
Follow-up Surveys

- Patron-reported adoption
- 3 yes/no questions
- Open-ended feedback
- Change of behavior
- 4-8 weeks later
- More staff time

Please take a few minutes for this brief survey and let us know if, as a result of getting research assistance from the library...

1. I used what I learned to complete a research task or goal.
   - Yes
   - No
   - N/A

   Please Explain:

2. I applied what I learned to other research tasks or goals.
   - Yes
   - No
   - N/A

   Please Explain:

3. I used another library resource or service.
   - Yes
   - No
   - N/A

   If yes, please explain: what other resource or service did you use?

4. What did you like most about this research service?

5. What could the library do to continue to help you with your research?

Date: Location:

Thank you! Your feedback will help improve library programs and services.

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Open-Ended Responses

I enjoyed how the program was tailored to our **specific assignment**. Instead of focusing on different services the library offers, she decided to focus on our major writing assignment and how we can **use the library's services** specifically to succeed on our current assignment.

I like how they give us resources to help us succeed and make the best work possible! It's really awesome how they give us the resources and also take time to teach us how to **use the resources efficiently** and inform us about what things to do and what things to stay away from when using each different resource.

I enjoyed how interactive it was and that I learned a new database that I can use in my studies. I liked seeing what I can **use** in my potential interviews with future employers.

It was really helpful when it comes to finding the correct resources and databases for information. It will help very much in **future assignments** and research.

Make their website and services more known. Before this program, I was **unaware** of a lot of the things they offered, and I feel like the same goes for many students on campus. The library offers so many things to **help students succeed**, but students aren't utilizing these things because they are unaware.

I think that it would help if we had these meetings in **more of our classes**. Make website **more compatible** with phones.

I enjoyed how the program was tailored to our **specific assignment**. Instead of focusing on different services the library offers, she decided to focus on our major writing assignment and how we can **use the library's services** specifically to succeed on our current assignment.

Have **more** open hours (at night).

Everything is great!

Nothing, I always love coming in!

Keep supplying research **resources** for as many subjects as possible.
Outcome Measurement Guidelines

Designed to help libraries:

- Develop their own outcome measures;
- Implement data collection methods other than the existing Project Outcome surveys;
- Measure outcome data over time; and,
- Develop strategies for working with partners on outcome measurement projects (e.g. contributions to institution-wide initiatives).
RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

Featured Resources

Project Outcome 101
What to know about Project Outcome

Preview Surveys
Preview the standardized Project Outcome for Academic Libraries surveys

Writing Open-Ended Survey Questions
Tips for writing your own open-ended survey questions

Getting Started
- Project Outcome 101
- Tutorial Videos
- What Is Outcome Measurement?
- Outcome Measurement Process
- Outcome Measurement Continuum

Surveys
- Preview Surveys
- Choosing the Right Survey
- Writing Open-Ended Survey Questions
- Survey Background
- Protecting Patron Privacy

Data Collection
- Data Collection Roadmap
- Data Collection Team
- Building Internal Support
- Survey Best Practices
- How to Talk to Patrons
- Following Up with Patrons
- Informed Consent
- Sample Size
- Glossary

Data Analysis
- Analyzing Qualitative Data
- Analyzing Quantitative Data
- Framing Survey Results

Taking Action
- Good Practices for Communicating Data
- Advocacy Tips
- Advocacy Resources

From the Field
- Case Studies
- Meet the Task Force
- Feedback Form
- Workshops
Survey Management

Create New Survey

Search Keywords

Research workshop - 03/29/2019
Created by D H for Chicago State University

Status: Active
Responses: 4

Research immediate

Unnamed - 03/11/2019
Created by D H for Chicago State University

Program Name TBD
Date TBD

Status: Draft

Digital & Special Collections
Immediate

Create New Survey

Survey Source
- Create New Survey
- Copy Existing Survey
- Use Template

Survey Topic
- Digital & Special Collections
- Events / Programs
- Instruction
- Library Technology
- Research
- Space
- Teaching Support

Survey Type
- Immediate
- Follow-up
**TOPIC**

**Digital & Special Collections**
- Total Survey Responses for System: 3
  - Carnegie Average: 4.3 (Total Survey Responses: 3)
  - National Average: 4.4 (Total Survey Responses: 28)

**Research**
- Total Survey Responses for System: 4
  - Carnegie Average: 3.8 (Total Survey Responses: 4)
  - National Average: 4.4 (Total Survey Responses: 417)

**OUTCOME**

**Knowledge**
- Total Responses for System: 7
  - Carnegie Average: 4.3
  - National Average: 4.3

**Confidence**
- Total Responses for System: 7
  - Carnegie Average: 4.1
  - National Average: 4.3

**Application**
- Total Responses for System: 7
  - Carnegie Average: 3.8
  - National Average: 4.4

**Awareness**
- Total Responses for System: 7
  - Carnegie Average: 4.1
  - National Average: 4.5

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**AVERAGE SCORE MATRIX**

<table>
<thead>
<tr>
<th>Tools</th>
<th>Score</th>
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<tbody>
<tr>
<td>Data</td>
<td>4.5</td>
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<tr>
<td>Dashboards</td>
<td>3.9</td>
</tr>
<tr>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td></td>
<td>2.1</td>
</tr>
</tbody>
</table>

**SURVEY RESPONSES BY PERCENT**

Digital & Special Collections

1. I feel more knowledgeable about the topic supported by the resource I used.
   - Strongly Disagree: 33%
   - Disagree: 33%
   - Neither Agree nor Disagree: 67%
   - Agree: 33%
   - Strongly Agree: 67%

2. I feel more confident about my ability to use this resource or collection.
   - Strongly Disagree: 33%
   - Disagree: 33%
   - Neither Agree nor Disagree: 67%
   - Agree: 33%
   - Strongly Agree: 67%

3. I intend to apply what I just learned from the resource I used.
   - Strongly Disagree: 33%
   - Disagree: 33%
   - Neither Agree nor Disagree: 67%
   - Agree: 33%
   - Strongly Agree: 67%

4. I am more aware of the library's resources and collections.
   - Strongly Disagree: 33%
   - Disagree: 33%
   - Neither Agree nor Disagree: 67%
   - Agree: 33%
   - Strongly Agree: 67%

Research

1. I learned something new that will help me with my research.
   - Strongly Disagree: 20%
   - Disagree: 40%
   - Neither Agree nor Disagree: 40%
   - Agree: 40%
   - Strongly Agree: 40%

2. I feel more confident about my ability to conduct my research.
   - Strongly Disagree: 34%
   - Disagree: 40%
   - Neither Agree nor Disagree: 40%
   - Agree: 34%
   - Strongly Agree: 34%

3. I intend to apply what I learned to my research.
   - Strongly Disagree: 20%
   - Disagree: 20%
   - Neither Agree nor Disagree: 20%
   - Agree: 20%
   - Strongly Agree: 20%

4. I am more aware of the library's resources and services.
   - Strongly Disagree: 20%
   - Disagree: 36%
   - Neither Agree nor Disagree: 36%
   - Agree: 36%
   - Strongly Agree: 36%
Illinois
Survey Results and Implications

REPORT INFORMATION
Topic: Research
Program: Research workshop
Date Range: after 03/29/2019

ILLINOIS SURVEY WORK
Illinois staff distributed surveys to program participants to collect data and insights about how their economic development services and programs are supporting community needs. Illinois surveyed patrons using the Project Outcome Economic Development Survey, which measures the impact of services designed to improve business start-up and development skills. A total of 3 survey responses were collected.

Results
A total of 3 survey responses were collected. Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 66% learned something new to help with their research
- 33% intend to apply what they learned
- 66% felt more confident about their ability to conduct research
- 100% were more aware of resources provided by the library

The full results of the survey(s) are shown below. (Note that due to rounding, percentages may not add up to 100.)

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Confidence</th>
<th>Application</th>
<th>Awareness</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

SELECT ONE TOPIC FOR CHICAGO STATE UNIVERSITY
This is required for generating a report.

Research

IS YOUR REPORT FOR RESEARCH IMMEDIATE OR FOLLOW-UP?
This is required for generating a report.

Immediate  Follow-up

Selected criteria: Chicago State University, Research, Immediate
Benefits of Project Outcome

✓ Short & simple surveys = higher response rates
✓ Capture snapshot data and make immediate improvements
✓ Open-ended comments are a goldmine
✓ Standardized outcome measures
✓ Aggregate, national benchmarks
✓ Ready-made reports and data visualizations do the heavy lifting for you
✓ Work at your own pace: pick & choose surveys based on program, capacity, and learning objectives
✓ Customize: add context and custom questions to surveys, and create reports that highlight the information you need
QUESTIONS about the functionality of the toolkit?
What program or service could your library measure?

Public Libraries
- Early Childhood Literacy
- Summer Reading
- Civic/Community Engagement
- Health
- Digital Learning
- Job Skills
- Economic Development

Academic Libraries
- Teaching Support
- Events/Programs
- Library Technology
- Instruction
- Research
- Digital & Special Collections
- Space
Outcome Measurement Process
Project Outcome Roadmap

**Get Started**

- **Register**: Create your Project Outcome account at acrl.projectoutcome.org
- **Onboard Staff**: Have conversations with staff about importance of outcomes

**Plan Survey**

- **Review Resources**: Review “getting started” resources
- **Choose Survey**: Choose survey topic and type based on community needs and library goals

**Create Survey**

- **Create Survey**: Select survey topic and type, enter program name and date, choose location, confirm survey name
- **Customize Survey**: Add library logo, internal notes, custom intro and/or footer message

**Enter Data**

- **Enter Responses**: Enter survey responses, include location if applicable
- **Add Attendance**: Enter program attendance to get response rates

**Administer Survey**

- **Distribute and Collect Surveys**: Print out surveys and access survey links; ask patrons to complete surveys after program is complete
- **Talk to Patrons**: Explain to patrons the importance of outcomes and honest feedback
- **Reduce Bias**: Have an anonymous drop-box or ask a volunteer to collect surveys

**Review Results**

- **Analyze Quantitative Data and Qualitative Results**: Use survey reports and dashboards to understand your results

**Take Action**

- **Plan Advocacy**: Tailor advocacy messaging to your audience
- **Share Results**: Share results with internal and external audiences
Outcome Measurement Process

Step 1: Set Goals

Step 2: Identify Needs

Step 3: Measure Outcomes

Step 4: Review Results

Step 5: Take Action
# RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

## Featured Resources

### Project Outcome 101
What to know about Project Outcome

### Preview Surveys
Preview the standardized Project Outcome for Academic Libraries surveys

### Writing Open-Ended Survey Questions
Tips for writing your own open-ended survey questions

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<td>• Feedback Form</td>
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<td>• Workshops</td>
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</table>
Case Studies
Public Library: Burnsville, WV

Project Outcome helps Burnsville Public Library:

- Understand impact
- Develop new partnerships
- Design new programs
- Increase funding

Library Name: Burnsville Public Library
Library Location: Braxton County, West Virginia
Library Size: Very small (one building, service area: 3,700)
Immediate Surveys Used: Summer Reading (Caregiver), Summer Reading (Teen/Child), Digital Learning
Early Literacy Storytimes

<table>
<thead>
<tr>
<th>64%</th>
<th>27%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities such as puppets, bubbles, and playtime</td>
<td>The staff’s enthusiasm and interactivity with the children</td>
</tr>
<tr>
<td>&quot;Learning new songs and new books for my child&quot;</td>
<td>&quot;Rita is great with the kids her patience is awesome&quot;</td>
</tr>
<tr>
<td>&quot;Standing and doing songs&quot;</td>
<td>&quot;Miss Shelly is very prepared and patient&quot;</td>
</tr>
<tr>
<td>&quot;Singing and finger play&quot;</td>
<td>&quot;Becky reads with so much enthusiasm that captures the kids attention&quot;</td>
</tr>
<tr>
<td>&quot;Bubbles&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Dollar General Grant for Early Readers

Summer Reading Centennial Program Survey

Please take a few minutes for this brief survey and let us know if, as a result of your child's overall experience with the Summer Reading Centennial Program...

Is this child is between ages 0 and 7? Yes ☐ No ☐

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Nether Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>My child maintained or increased their reading skills.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>My child is a more confident reader.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>My child reads more often.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>My child uses the library more often.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

What did your child like most about the program/service?

What could the library do to help your child continue to learn more?
Iowa State University Libraries

Aspires to be the most welcoming land grant university library

Space
• Eight group study rooms (reserve-able)
• 2,300 seats (16:1 ratio)
• Open 112 hours/week
• Open 24X7 Dead and Finals week

Technology
• 275 public computers
• 212 laptops available for checkout
• 210 technology accessories available for checkout
• Over 38,000 unique wireless users/month
• 30 TB of wireless data/month
• 22% increase in mobile device use since 2017
• >2.3 million pages printed annually
Nevada State College

Space

• This space contributed to my ability to learn something new. ($M = 4.45$)

• Using this space makes me feel more confident about my ability to achieve my goals. ($M = 4.73$)

• I am likely to use this space again in the future. ($M = 4.95$)

• After using this space, I am more aware of library resources and services ($M = 4.23$)
Central Piedmont Community College

Large, urban, multi-campus institution located in Charlotte and Mecklenburg County, NC

- CPCC Libraries
  - 7 libraries on 6 campuses
  - 32 full-time staff and 14 part-time staff

- Enrollment: 18,885
  - Male: 44.8%
  - Female: 55.2%
  - African-American: 31.5%
  - Hispanic: 13.2%
  - Asian/Pacific Islander: 6.6%
  - White: 43.7%

Technology & space surveys

- Evidence-informed decision making
  - Changes to circulating laptops
  - Changes in group study room policies

- Comparisons / benchmarking

- Trends

Allow Adobe to be automatically set up in chrome.
Take Action Using Results
Taking Action

- Program Improvements
- Strategic Planning
- Secure Funding
- Communication & Advocacy
- Build Partnerships
YOUR TURN!

Think of at least 3 ways you might put outcome data to use to achieve your individual goal.

Then discuss and brainstorm as a group.
WHAT NEXT?

What’s your plan of action when you get back to your library?

What’s the first thing you need to do to get your ducks in a row?
Keep in touch...

• Watch the **resources** page, as more will be added

• Keep up with **news and events** – including upcoming workshops and webinars – on the websites:

  Public Libraries: [https://www.projectoutcome.org/news_posts](https://www.projectoutcome.org/news_posts)

  Academic Libraries: [https://acrl.projectoutcome.org/news_posts](https://acrl.projectoutcome.org/news_posts)

• If you are a registered user, you’ll get occasional **email updates** (opt-out available)

• Follow Project Outcome on **Facebook** and **Twitter** (@ProjectOutcome)
Further questions after today?

Use the peer discussion board or email us

- Public libraries: info@projectoutcome.org
- Academic libraries: acrl@projectoutcome.org
Thank you!