

Metrics and Evaluation for Continuous Improvement

Measuring the Impact of Studio Rhode in Your Library

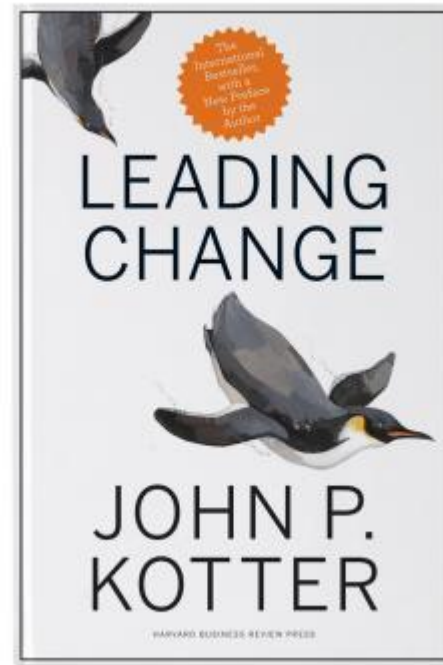
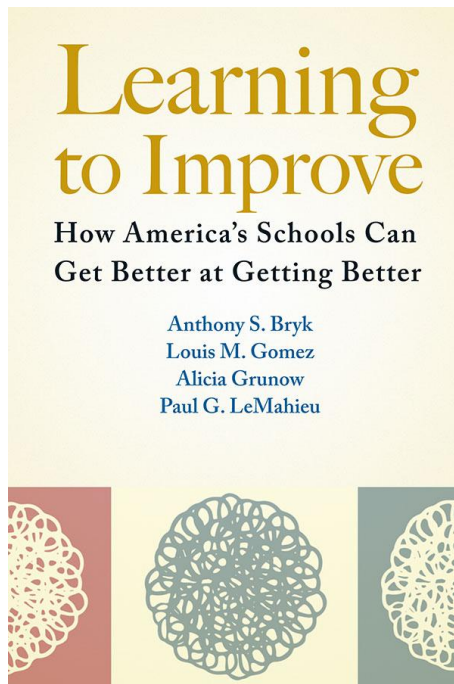
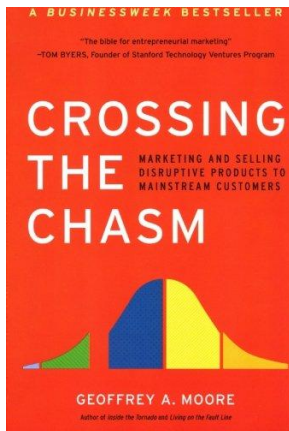
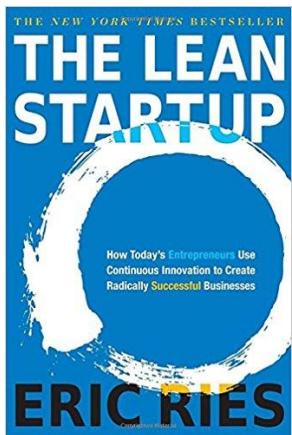
Background

- “Next Gen” Library Challenge (and emphasis on data collection) mirror developments in field of education & blended/personalized learning

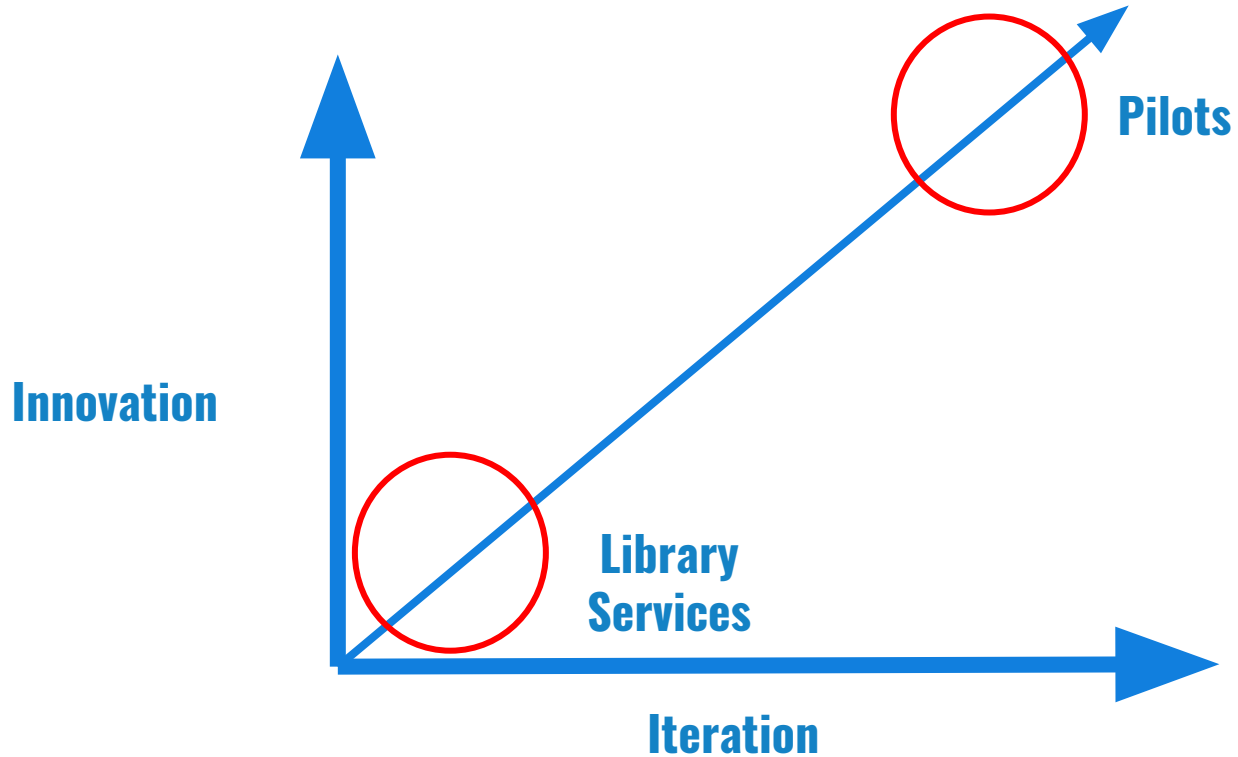


- Materials adapted from Shawn Rubin, Chief Education Officer, *Highlander Institute & Fuse RI*

Building on the Work of Giants



Why Pilots?



Pilots

Success



what people think
it looks like

Success

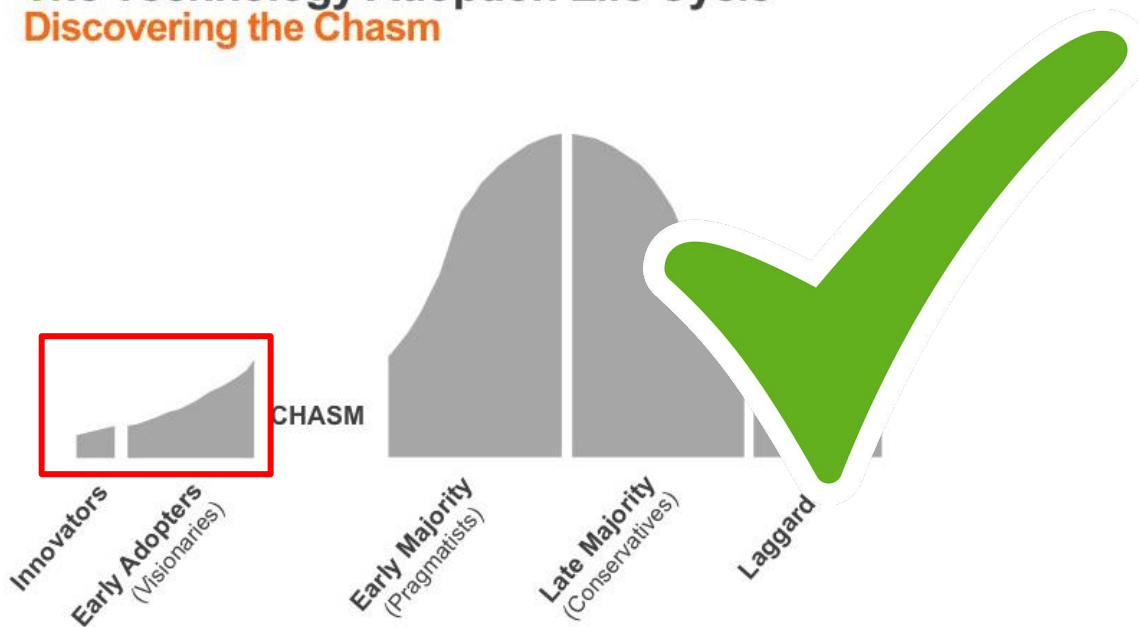


what it really
looks like

Where do we start?

The Technology Adoption Life Cycle

Discovering the Chasm



Resource Credit: Geoffrey Moore, [“Crossing the Chasm”](#)

Mapping Library Activities to Strategic Plan/Project Outcomes

Strategic Plan Goal 3: Engagement

Empower libraries to be incubators for economic, educational and **cultural development and community discourse**

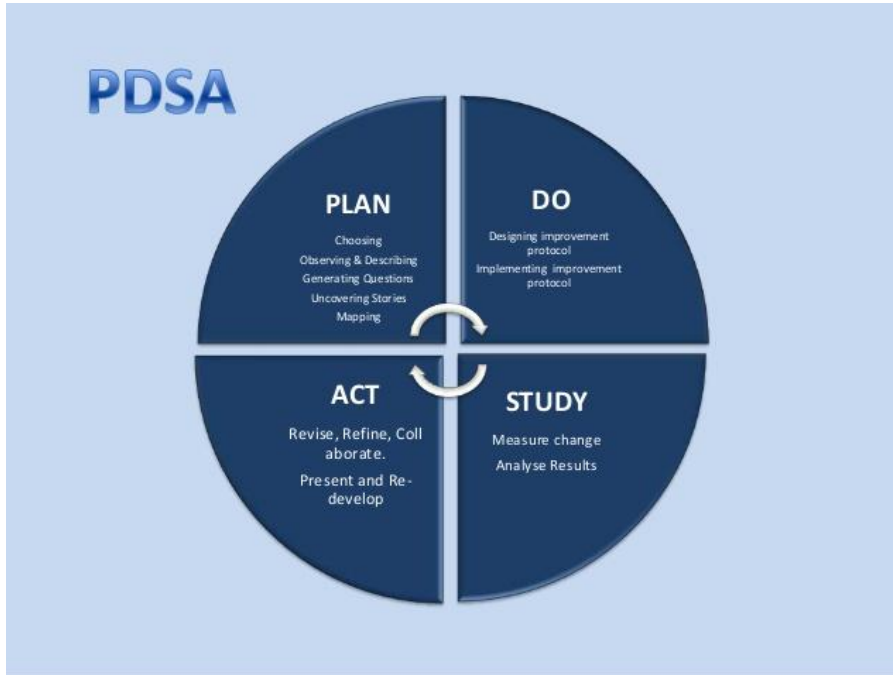


- Library will partner with city planning department on project to redefine and rebrand city
- Library will host oral history collection programs on topic of My Woonsocket Life to share with city planning department
- Library will connect with local radio station to amplify the project and promote project activities

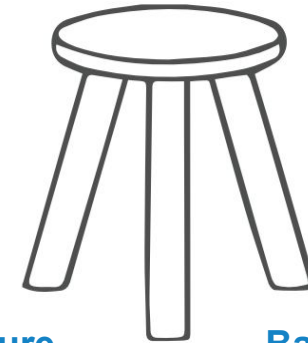
Staking Out our Assumptions

IF	Library connects with local radio station	THEN	Community will have increased awareness of Studio Rhode project and library in general
IF	Library collaborates with planning department	THEN	City-wide government will see library as a valuable partner
IF	Library collects oral histories at library programs	THEN	Community will be more engaged and knowledgeable about library and library programs
IF	Library collects oral histories at library programs	THEN	Community will be more engaged and knowledgeable about planning department initiatives

Carnegie PDSA Model for Continuous Improvement



Family of Measures



Process Measure

Balance Measure

Outcome Measure

Continuous Improvement

OUR THREE-LEGGED STOOL OF METRICS

Document the data that you will collect to evaluate your pilot project against assumptions on the previous page.

Inputs and processes:
What did the library/librarians do and how did they do it? What did we observe/ what did it look like?

*Process/
Walthrough*



Outcomes

Outputs and Outcomes:
What did the patrons / community do as a result?

*Balance/
Surveys*



Surveys, focus groups, conversations: What do people think or feel? Did they have a positive or negative experience?

Continuous Improvement

OUR THREE-LEGGED STOOL OF METRICS

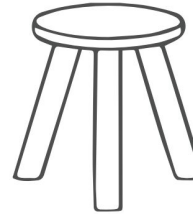
Document the Data you will Collect to Evaluate Pilot Teacher A's work against assumptions on the previous page

Library will host library programs to collect oral histories from the community

Library community will feel and be more engaged and knowledgeable about library, library programs and planning department initiatives

- Tracking Studio Rhode events held, library promotion of events, attendance at events

*Process/
Walkthrough*



*Balance/
Surveys*

Outcomes

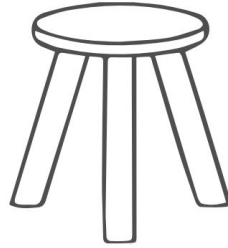
- Open ended questions on Project Outcome survey
- Focus group of participants

- Project Outcome Civic Engagement Survey
- Facebook Analytics
- Library card sign ups as a result of Studio Rhode participation
- Attendance at other library programs
- Engagement in other planning department initiatives

Build this from your strategic plan, employee or library evaluation or...



*Process/
Walkthrough*



*Balance/
Surveys*



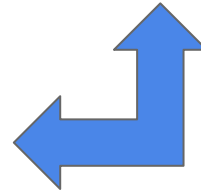
Outcomes



Just ask, use a Google form or survey monkey or try something like...



Data you collect already: circulation, attendance, website/social media analytics and something like...



TO SCALE OR NOT TO SCALE?

Describe your measurement process:

Checkpoint 1:

Checkpoint 2:

Checkpoint 3:

Checkpoint 4: