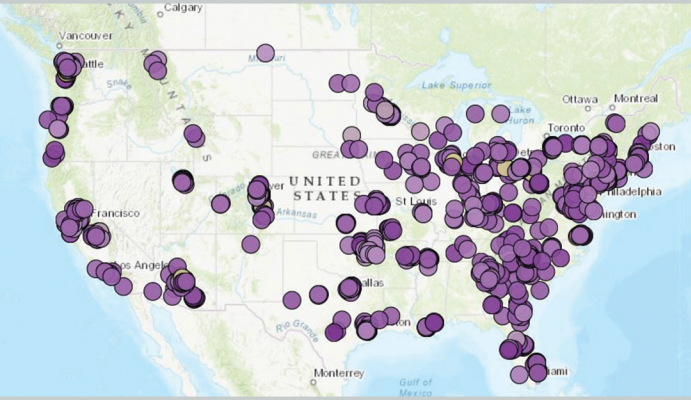


## Project Outcome Success

Project Outcome supports libraries' progression from registration to data collection to use of outcome data, with evidence of momentum toward sustained data collection and use.

Over **100,000** surveys have been collected.

Nearly **25%** of U.S. libraries representing all 50 states, Washington D.C., and most Canadian provinces are registered.



**“The data provides an objective story, backing up much more engaging stories from staff about serving the community with objective numbers... This adds dimensions to how the board considers the library’s success in serving the community.”**

*– Library Board Member*

project | **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES

Learn more about Project Outcome and register for free at

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# Project Outcome

Measuring the true impact of public libraries

[www.projectoutcome.org](http://www.projectoutcome.org)



# What is Project Outcome?

**Project Outcome is a FREE toolkit designed to help public libraries understand and share the impact of essential programs and services.** The toolkit includes standardized outcome surveys, an easy-to-use process for measuring and analyzing outcomes, and the resources libraries need to apply their results and confidently advocate for their future.

## Measuring outcomes helps libraries answer, “What good did we do?”

Project Outcome surveys measure key outcomes to help libraries determine what good their programs and services are providing the community.



**“The reason we [use Project Outcome is because] we are trying to find out the interests of the community so we can serve the community better. Any library can use it.”**

– Small Library Board Member

**Seven survey topics help libraries assess their impact across a variety of programs and services.**



# What’s in the toolkit?

## Resources

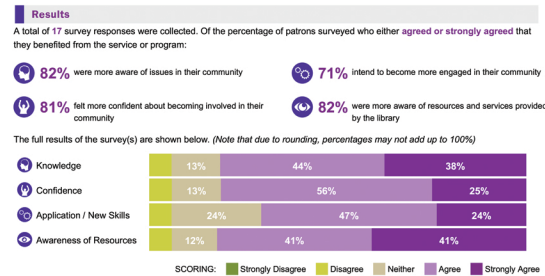
Project Outcome sets up libraries for success with a host of training resources, including tutorial videos, guidelines, case studies, best practices and more.

## Survey Management

Libraries can create and customize their surveys, enter and track survey responses and download their raw data all in one place.

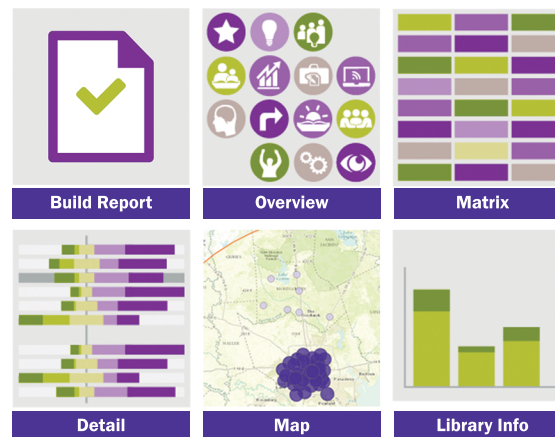
## Reports

Ready-made and customizable reports make it easy for libraries to quickly share their results and advocate for their programs and services.



## Data Dashboard

Interactive data dashboards help libraries easily analyze and understand their results.



# What are the benefits?

**Standardized surveys and outcome measures allow libraries to aggregate their results and compare across their system, state and nationally.**

**“The reason that [administrators] saw the value [of Project Outcome] is because I just used it...We collected the data, and then I ran one of the reports. And that’s all it took, was for them to see how great that report looked like, and they were there.”**

– Library Staff

**Project Outcome helps increase libraries’ use of outcome data and helps diversify the ways such data are used.** Participating libraries report a **35%** increase in the number of ways they used outcome data, including:

- Changing programming/services;
- Strategic planning/accountability;
- Communicating the value of the library to funders and the public; and,
- Supporting or engaging partners.

Over half (**60%**) of libraries that used outcome data reported benefits from such use, including having a bigger impact (**53%**), reaching more people with the same amount of resources (**47%**), and getting more funding or non-monetary resources (**45%**).

**Participating in Project Outcome increases libraries’ orientation toward community and patron impact.**

**“Previously we have collected ‘Are people coming to the program,’ but that doesn’t mean it’s a successful program that should be continued without being modified or changed if the program is not impactful... being able to speak to impact on the community adds a whole other layer.”**

– Library Staff