

# From RIPL to Waves

Applying data-driven, outcome based  
evaluation to State Library Services; a guide  
for the Montana State Library Commission

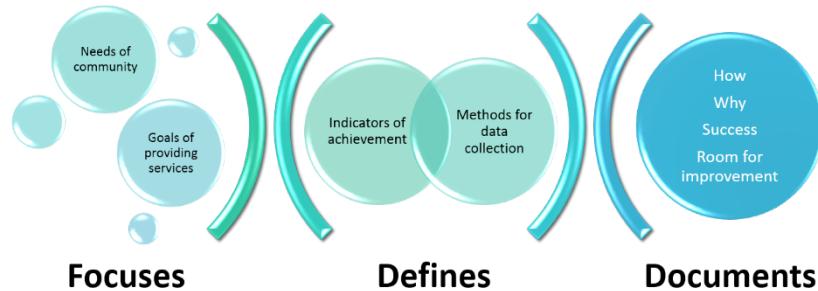


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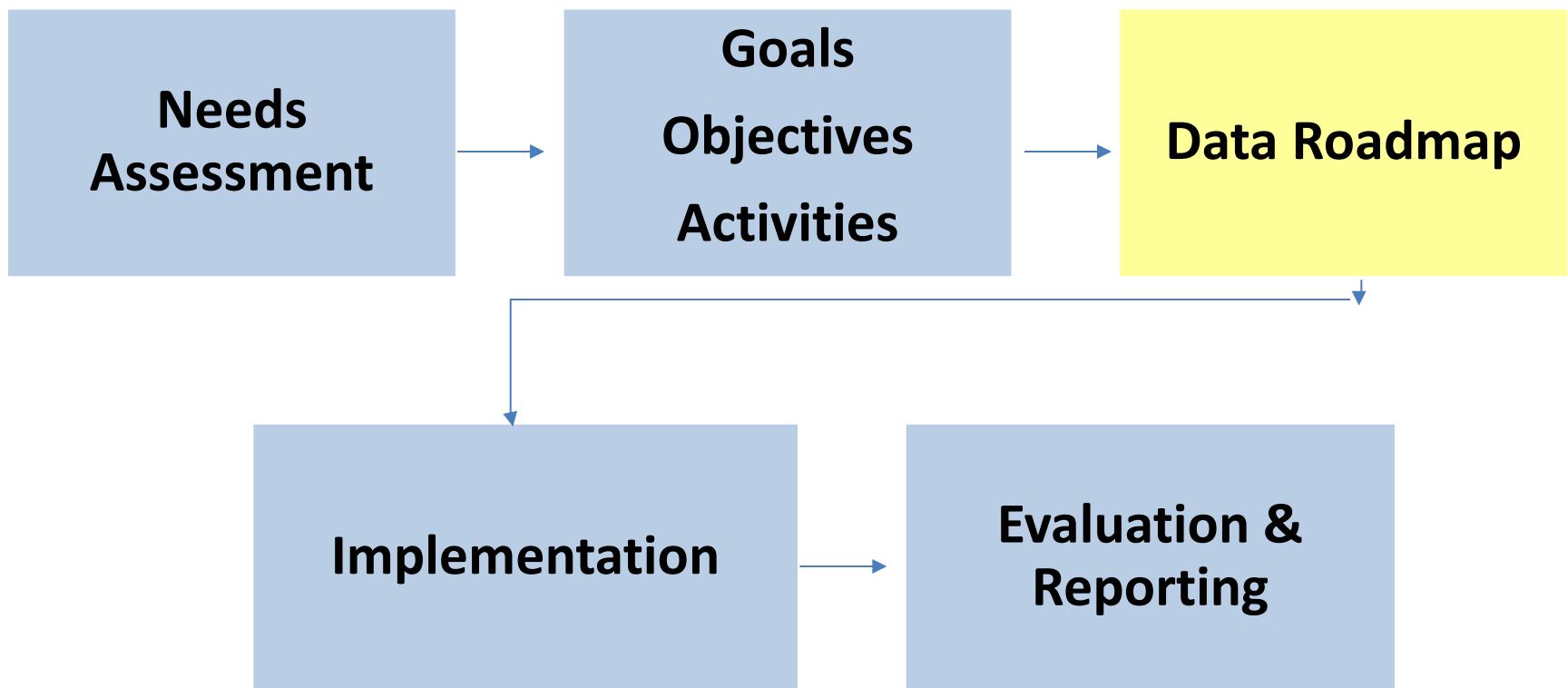
October 13, 2015

# Planning for outcome based evaluation



- Begin at the end – what outcomes do we strive to achieve from our services?
  - Don't be afraid to plan for outcomes that you cannot measure, just make sure you plan for an outcome that you can measure as well
- Outcomes should be based on demonstrated needs. Needs assessments should involve:
  - key staff,
  - volunteers,
  - community partners and relevant stakeholders,
  - and the Commission
- Evaluation of services and outcomes should be data driven
  - A data road map should be created for each project or service
  - Data should focus on the data trifecta: inputs, outputs and outcomes
  - Data collected should demonstrate, quantitatively and qualitatively, whether or not anticipated outcomes are being met and whether or not the outcomes address the identified needs.

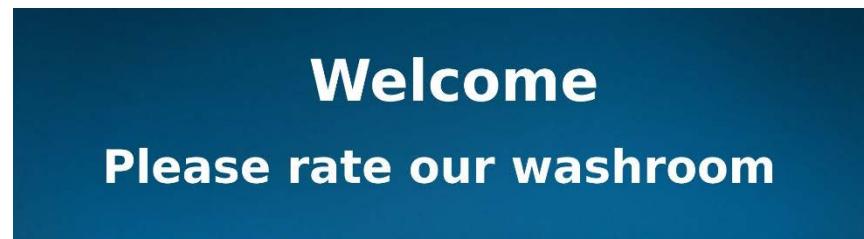
# What the Commission should expect



# Collecting Data

The survey:

- What do you want to learn? (Avoid “nice to know” questions);
- Who is your target audience?;
- Create your plan: what type of survey, what is your time frame, planned time for analysis?;
- Draft questions;
- Review. Is it concise? Are the questions easy to understand? Do they avoid bias?;
- Pre-test & revise!;
- Collect data;
- Analyze;
- Apply!



Excellent



Good



Average



Poor



Very Poor

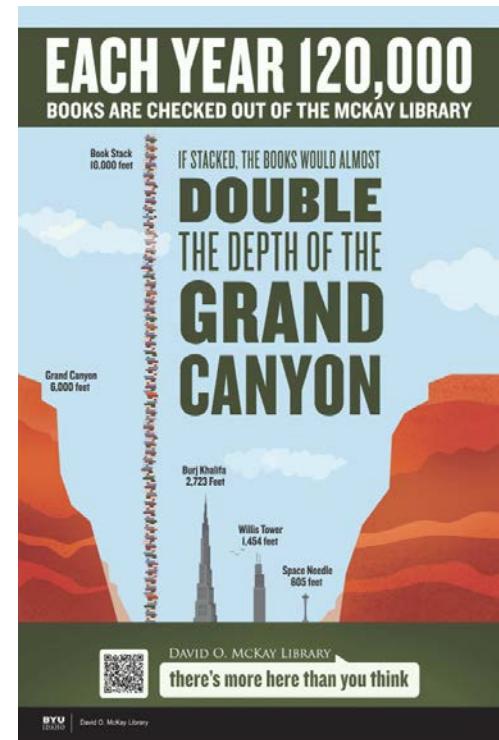
# Collecting Data

Beyond the Survey:

- Contextual Inquiry – starts with one question “Tell me about the last time you used your public library?” ;
- Ethnography. Who do we serve? Who are they? (Age groups, types of people i.e. parents, teens...);
- Cognitive mapping to bring attention to what people are using: draw a map of the library, 6 minutes, switching color every two minutes. What did they draw first? What did they miss altogether?;
- Touchstone Tours – take me on a tour of your library to show what people take pride in, what they use, and like the mapping, it will bring attention to places in the library that aren’t being used;
- Photo studies – take a picture of what is in your bag. Tell me about it. This will help you understand what is being checked out and how they found out about it;
- Love/Breakup letters – Take 10 minutes to write a letter to the library, either saying how you love the library, or why you might (or have already) break up with the library.

# Communicating Results

- Tell a story. Numbers are okay, but how can you report actual change? Tell a story.
- Couple your story with infographics.
- What do you want to show in your quantitative results? Don't overdo it with information or unnecessary graphics.
- Pay attention to detail.





# Applying RIPL to Commission Work

We can better articulate:

- the outcomes we anticipate from our work;
- the resources we need to effectively conduct our work;
- the data we need to collect to demonstrate the outcomes we achieve; and,
- the story of our accomplishments.

The Commission plays a key role by:

- helping to create a culture of outcome-based, data-driven work;
- ensuring that our work remains relevant by addressing key needs
- helping build relationships where necessary to better understand needs and to further outcomes; and,
- helping tell the story to demonstrate our return on investment.

**Relationships \* Relevance \* Return on Investment**