

Project Outcome for Academic Libraries: Workshops

Are you interested in measuring learning outcomes to drive change, make data-informed decisions, and demonstrate the impact of programs and services at your library? ACRL is offering you the opportunity to bring an expert trainer to your conference or event to facilitate a *free* workshop on implementing outcome measurement using Project Outcome for Academic Libraries.

The soon-to-be-launched Project Outcome for Academic Libraries is a free online toolkit designed to help academic libraries assess and communicate the impact of essential library programs and services. Based on [the model](#) developed by the Public Library Association (PLA), Project Outcome provides simple surveys and tools for measuring and analyzing outcomes, including interactive data dashboards. Users also have access to the resources and training support needed to use their results and confidently assert the value of their academic library. The standardized surveys allow libraries to aggregate their outcome data and analyze trends over time by service area and program type. Libraries can also benchmark their outcomes against other users by Carnegie class and nationwide. ACRL's Project Outcome for Academic Libraries launches in April 2019 and is free and open to all academic and research libraries in the United States and internationally.

Between April 2019 and summer 2020, ACRL is offering *free* Project Outcome for Academic Libraries workshops (1 hour or half-day) to ACRL chapters, consortia, or state/regional library association conferences in the United States. ACRL will schedule workshops on a first-come first-served basis depending on presenter availability, and will cover costs for the presenter's travel, lodging, and workshop materials. Conference organizers should provide the workshop space, AV equipment and support, catering (optional), and wifi access for presenters and participants. Typically, we need a minimum of two months lead time to schedule a workshop. If you are interested in bringing a workshop to your event, please read the descriptions below and contact Sara Goek (sgoek@ala.org).

Workshop Details

Title:

Project Outcome for Academic Libraries: Data for Impact and Improvement

Option 1: One-hour session

Abstract

Attendees will learn about the new Project Outcome for Academic Libraries surveys and resources. Project Outcome is a free toolkit that helps libraries measure four key learning outcomes – knowledge, confidence, application, and awareness – across seven library program and service areas. The survey topics cover: Instruction, Events/Programs, Research, Teaching Support, Digital & Special Collections, Space, and Library Technology. The toolkit provides academic libraries of any size the means to easily measure outcomes and use that data as the basis for improvements and advocacy. This session will include opportunities for questions and discussion among participants.

Prior to the workshop we recommend that participants register for Project Outcome, review basic materials in the toolkit, and consider a goal for outcome measurement at their library.

Learning Outcomes

Participants will:

- Discover how Project Outcome can help academic libraries measure meaningful learning outcomes.
- Learn how to use the Project Outcome for Academic Libraries toolkit, from administering surveys to visualizing results.
- Understand how other libraries have used outcome data for action.
- Discuss how to put data to work in improving library services and advocacy.

Audience size is not limited for this one-hour format.

Option 2: Half-day workshop (3-4 hours)

Abstract

In this interactive workshop, attendees will learn how to use the Project Outcome for Academic Libraries surveys and resources. Project Outcome is a free toolkit that helps libraries measure four key learning outcomes – knowledge, confidence, application, and awareness – across seven library program and service areas. The survey topics cover: Instruction, Events/Programs, Research, Teaching Support, Digital & Special Collections, Space, and Library Technology. Project Outcome provides academic libraries of any size the means to easily measure outcomes in those areas and to use that data as the basis for continuous improvements and advocacy.

Prior to the workshop we recommend that participants register for Project Outcome, review basic materials in the toolkit, and consider a goal for outcome measurement at their library. Attendees are advised to bring a laptop or tablet to use during the session.

Learning Outcomes

Participants will:

- Measure meaningful learning outcomes using Project Outcome for Academic Libraries.
- Use the Project Outcome for Academic Libraries toolkit to administer surveys, analyze results, and create reports.
- Understand how other libraries have used outcome data for action.
- Identify challenges and effective means of implementing outcome measurement to improve library services and advocacy.
- Develop an action plan for successfully implementing Project Outcome at your library.

Size is limited to 50 participants with 1 workshop facilitator for this half-day format. It may be possible to arrange a second facilitator to accommodate up to 100 participants - please contact sgoek@ala.org to discuss this further. The venue should be set up in round tables to facilitate interaction among participants.

Interested in hosting a workshop?

Please email Sara Goek (sgoek@ala.org) with your name and the event name, date, location, and anticipated audience size when making an inquiry.

Further Information

Workshop facilitator(s)

Primary presenter: Sara Goek is Mellon/ACLS Public Fellow at ACRL, where she serves as Program Manager contributing to efforts to improve research about academic library contributions to student learning and success. She is the project lead on the new Project Outcome for Academic Libraries toolkit. Prior to joining ACRL Sara worked as research faculty at the Illinois Mathematics and Science Academy and as a lecturer, tutor, and post-doctoral researcher at University College Cork (UCC), Ireland. She holds a PhD in History / Digital Arts & Humanities and an MA in Historical Research from UCC, and a BA in History and Irish Studies from Boston College.

Additional presenters may include: Emily Plagman, Manager, Impact & Advocacy, at the Public Library Association), where she is Responsible for PLA's performance measurement initiative, Project Outcome, funded by the Bill & Melinda Gates Foundation, the Public Library Data Service, Impact Survey, and evaluation of other PLA projects. Other presenters may include members of ACRL's [Project Outcome for Academic Libraries Task Force](#).

Hosting a workshop

Host responsibilities:

- Reserve meeting space (set up in round tables) and provide audio-visual equipment (computer, projector / screen, microphones, and a wifi connection for participants)
- Provide on-site AV support as needed.
- Communicate regularly with presenters regarding program and logistics.
- Volunteer staff as needed (e.g., general oversight, check-in assistants).
- Manage registration process, as needed. We recommend advance registration for the half-day workshop. Hosts should *not* charge a fee specific to this workshop - it should be included free of charge with registration for the conference or event.
- Compile attendee roster with complete contact information and registration list.
- Create participant and presenter name badges.
- Market and publicize the workshop.
- Provide catering for a refreshment break for workshop participants and presenters in the half-day workshop, as appropriate.

ACRL will provide:

- One workshop at the conference or event.
- Expert presenter(s) to teach the workshop.
- Travel and lodging expenses for the presenter.
- Workshop handouts.
- A final evaluation summary report.

Scheduling

Workshops will be scheduled between April 2019 and summer 2020 on a first-come, first-served basis, depending on the availability of the facilitator(s). We recommend getting in touch *at least* two months prior to your event if you are interested in hosting a workshop.

Frequently Asked Questions

Will you do international workshops?

We may offer some international workshops as possible within our schedule and budget. As of this time, we have confirmed that we will offer workshops at the [International Evidence-Based Library and Information Practice](#) conference in Glasgow, Scotland (June 2019) and the [IFLA World Library and Information Congress](#) in Athens, Greece (August 2019). If you are organizing an international conference and are interested in hosting a Project Outcome workshop, please get in touch.

Can I organize a workshop just for my institution or consortium, not as part of a conference?

In sponsoring this program, ACRL's prime focus is on conferences and events to promote Project Outcome for Academic Libraries to a wide and diverse audience. If you are interested in a one-off workshop for a specific institution or consortia, it may also be possible to do that on a cost recovery basis as scheduling allows. If you are interested in discussing this further, please get in touch.

Will you offer any full-day workshops?

You can learn to use the Project Outcome for Academic Libraries toolkit in a half-day workshop. If you are interested in a more intensive learning experience, you may wish to consider hosting an ACRL [Assessment in Action RoadShow](#).

Can we record the workshop?

We strongly advise against recording the workshops. The workshops are interactive, and a recording would not capture the full experience. In addition, the facilitators work to create a welcoming environment where people feel free to share experiences. To record it and make that available would change the dynamic and may inhibit conversation. Please note that the presentation materials will be made available for attendees to refer to after the workshop.

What happens after summer 2020?

ACRL does not currently plan to continue offering standalone 1-hour or half-day in-person workshops beyond August 2020. At this time, these free workshops are being offered *only* between April 2019 and mid-2020 to support the launch and uptake of

Project Outcome for Academic Libraries. However, we will gather feedback from these workshops that will be used to inform what happens next based on what users need.

The FAQs will be updated as we receive other questions.