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

ACRL
Association of College & Research Libraries
A division of the American Library Association

*Advancing learning
Transforming scholarship*

Project Outcome for Academic Libraries: Workshops & Webinars

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? Discover how Project Outcome for Academic Libraries can support your library. New learning opportunities from ACRL can help you make the most of this powerful tool and advocate for your library.

Project Outcome for Academic Libraries

Launched by ACRL in April 2019, this 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 to measure and analyze outcomes, including interactive data dashboards. Libraries can aggregate their outcome data and analyze trends over time by topic area and program type, and benchmark their outcomes against other users in their Carneige class and nationwide. Users also have access to the resources and training support needed to use their results and confidently assert the value of their academic library.

Learning Opportunities: Make the Most of Project Outcome

Starting in September 2020, ACRL is offering two new learning opportunities on Project Outcome for Academic Libraries. In the interactive, **in-person, half-day workshops**, attendees learn how to use Project Outcome to successfully implement outcome measurement and take action with their results. One-hour **introductory webinars** provide an overview of the toolkit and an opportunity to ask questions for a single institution or organization seeking to engage library staff in using Project Outcome.

If you are interested in hosting a workshop or webinar, please read the details below and contact Gena Parsons-Diamond (acrl@projectoutcome.org).

In-Person Workshops

Title

Project Outcome for Academic Libraries: Data for Impact and Improvement

Description

In this interactive half-day workshop, attendees will learn how to successfully implement Project Outcome for Academic Libraries. 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 via participant surveys. 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.

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.

- Discuss strategies for communicating key results to stakeholders.

- Develop an action plan for successfully implementing Project Outcome at your library.

Who Should Attend

This workshop is intended for all librarians, library staff, and library administrators who are interested in making improvements to the library's programs and services. The workshop and focus of Project Outcome is particularly relevant to those who interact directly with library users and those who take part in library assessment practices.

Updated: May 2020

Attendees are not expected to have any assessment expertise or previous experience with Project Outcome.

Facilitators

The workshops are facilitated by members of ACRL's [Project Outcome for Academic Libraries Editorial Board](#). A facilitator will be selected based on availability, though ACRL staff can endeavour to match a facilitator with the host organization based on institution type.

For 2020-21, the facilitators are:

- Jennifer Arnold, Director of Library Services, Central Piedmont Community College
- Tiffany Garrett, Assistant Director of Library Services, Nevada State College
- Sue Hunter, Acting Library Manager, University of Guelph-Humber

Hosting

Size is limited to 40 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 us to discuss this further.

Host responsibilities:

- Reserve meeting space, set up in round tables to facilitate interaction.
- Provide audio-visual equipment: computer or laptop, projector and screen, two microphones (at least one wireless), and a wifi connection for participants. Provide AV support as needed.
- Print individual handouts: one double-sided page per participant
- Communicate regularly with ACRL staff and 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.
- 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.

Updated: May 2020

- Reserve and purchase presenter lodging and ensure presenters are given a clear understanding of satisfactory ground transportation options.

ACRL will provide:

- One workshop at the specified location.

- Expert presenter(s) to teach the workshop.

- Delivery of workshop handouts to be printed prior to the workshop date.

- Supplies to facilitate group activities.

- Evaluation design and compilation for overall workshop, with results shared with the host organization.

Cost

Hosts are responsible for paying ACRL a licensing fee of $1750 and covering presenter travel and accommodation costs, estimated at $800 to $1200 per presenter for domestic traveling, including flights, hotel accommodation, per diem, and ground transportation. Hosts may also incur expenses associated with printing, A/V rental, or providing food/beverages.

Webinars

Title

Getting Started with Project Outcome for Academic Libraries

Description

In this one-hour webinar, attendees will be introduced to 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. 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 webinar we recommend that participants register for Project Outcome and review basic materials in the toolkit.

The webinar is intended to help stimulate discussion at the host institution/organization about effective outcome measurement strategies and to engage all library staff in that process.

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.

- Learn how to put data to work in improving library services and advocacy.

Who Should Attend

This webinar is intended for all librarians, library staff, and library administrators who are interested in making improvements to the library's programs and services.

Facilitators

The webinars are presented by a member of ACRL's Project Outcome for Academic Libraries Editorial Board in conjunction with ACRL staff member Gena Parsons-Diamond. The Editorial Board presenter will be selected based on availability, though ACRL staff can endeavour to match the presenter with the host organization based on institution type or specific needs.

Hosting

Audience size is not limited for this one-hour format, but all participants should be part of a single institution or organization.

The webinar may be recorded, but that recording may *not* be shared publicly (it can be made available only to members of the host organization). The host organization can choose whether to provide the virtual platform for the webinar or to have ACRL host it via Zoom.

Host responsibilities:

- Market and publicize the webinar.

- Communicate regularly with ACRL staff and presenters regarding program and logistics.

ACRL will provide:

- One live webinar.

- Expert presenters to facilitate the webinar.

- Evaluation design and compilation for overall webinar, with results shared with the host organization.

Cost

Hosts are responsible for paying a one-time fee of $300 in advance of the webinar.

Testimonials

"I've attended Project Outcome sessions at conferences before, so I knew about this before today. However, it was very helpful to complete the worksheet w/ my colleagues present. Working on this together was VERY helpful."

"Already have a project in mind to assess and feel motivated to do it in the near future."

"This session was a tipping point to get started with this resource. I was familiar, now I'm ready. Thank you!"

"Very informative. This will be a great way to implement assessment as I build a library instruction program."

"Great presenter, great visuals! Highly organized, really fun and insightful group work."

Frequently Asked Questions

Do you offer full-day workshops?

You can learn to use the Project Outcome for Academic Libraries toolkit in a half-day workshop. If you are looking for a more intensive learning experience for a measuring library impact, consider hosting ACRL's Assessment in Action or Standards for Libraries in Higher Education RoadShow workshops.

What is the difference between this program and ACRL's RoadShows?

The Project Outcome for Academic Libraries workshops are intended as an entry point to outcome measurement. They focus on the Project Outcome toolkit and strategies for

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effectively implementing it. For a broader, more customized and locally developed approach to assessment, institutions should consider hosting ACRL's Assessment in Action or Standards for Libraries in Higher Education RoadShow workshops.

The FAQs will be updated as we receive other questions.

Contact Us

If you have questions or are interested in hosting a workshop or webinar, please contact ACRL Program Coordinator Gena Parsons-Diamond (acrl@projectoutcome.org).

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