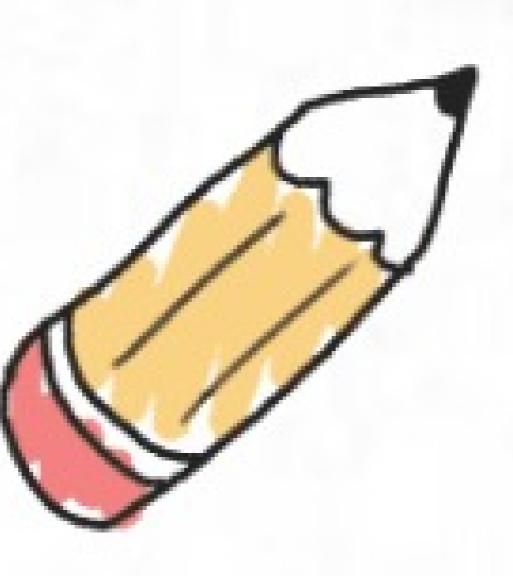








## AMICAL 2020

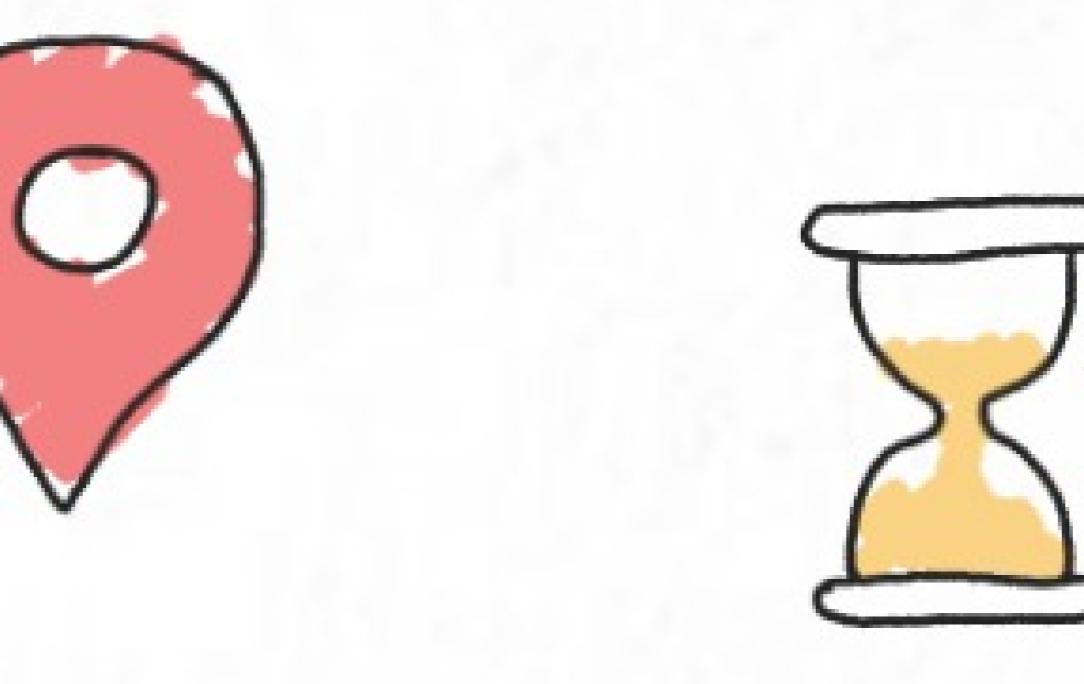


# WHAT GOOD DID WE DO? ASSESSING IMPACT WITH ACRL PROJECT OUTCOME TOOLKIT







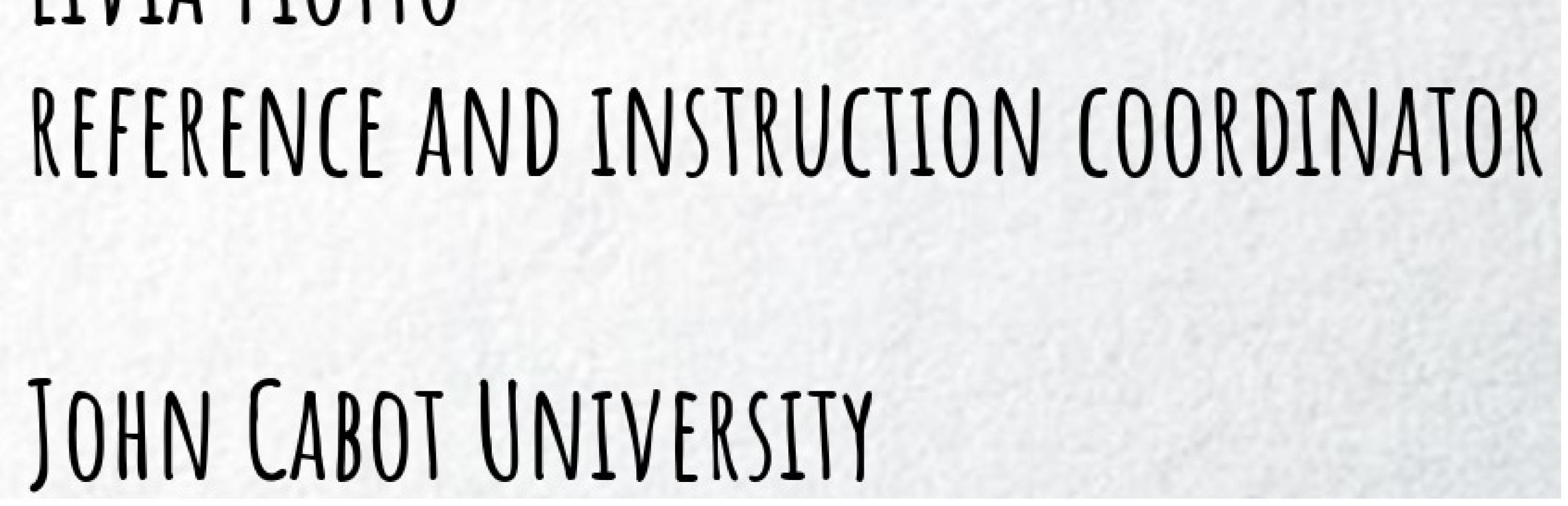








LIVIA PIOTIO















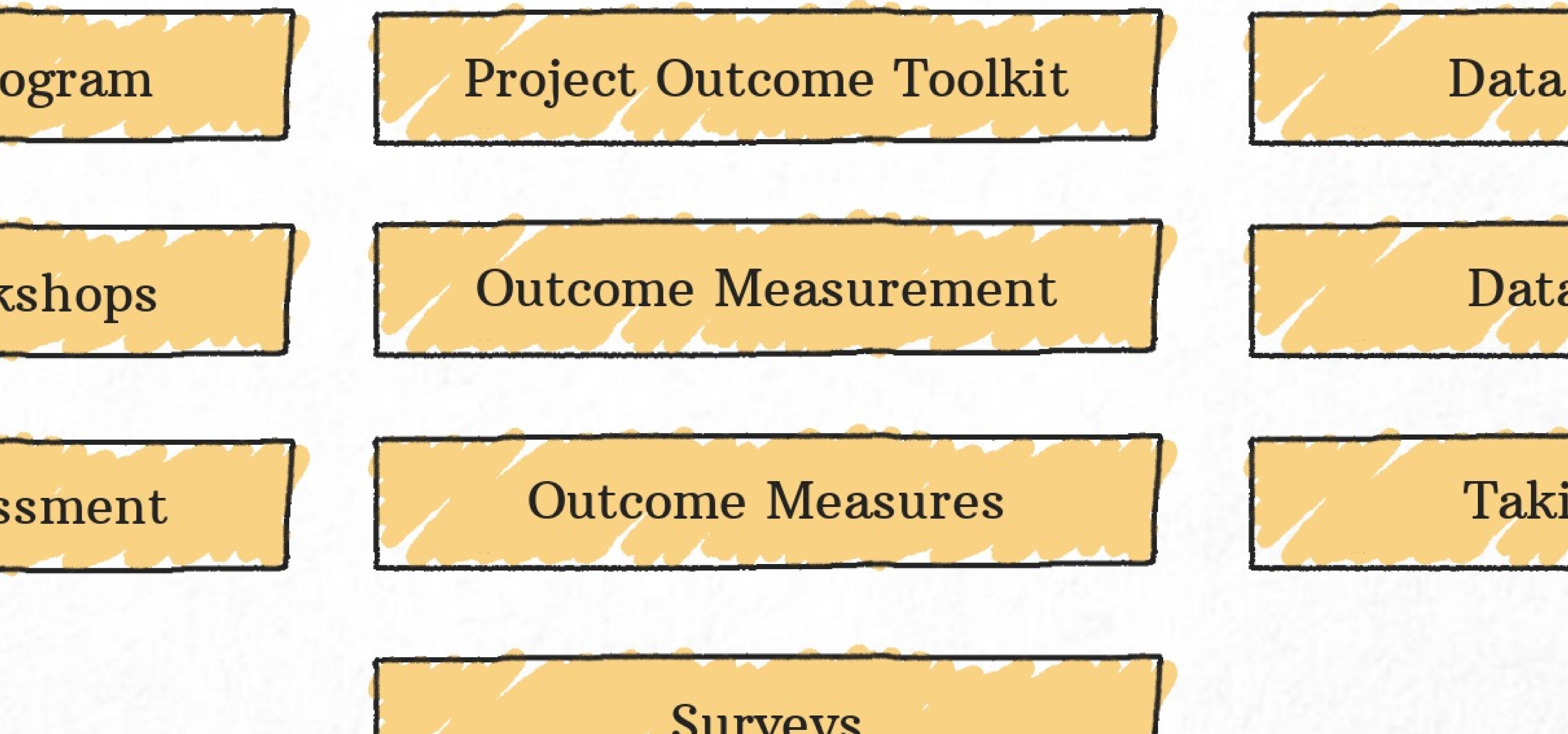


#### Workshops Program

#### **Business Workshops**

#### Need for Assessment

# WHAT GOOD DID WE DO?



### Data Collection

#### Data Analysis

#### Taking Action



## • participant registration • variety of topics: • citation styles o business research

## WORKSHOPS PROGRAM The Library has been offering a series of workshops without really assessing the impact they had on the students.

CHARACTERISTICS OF THE PROGRAM support for thesis students • certificate of attendance to participants













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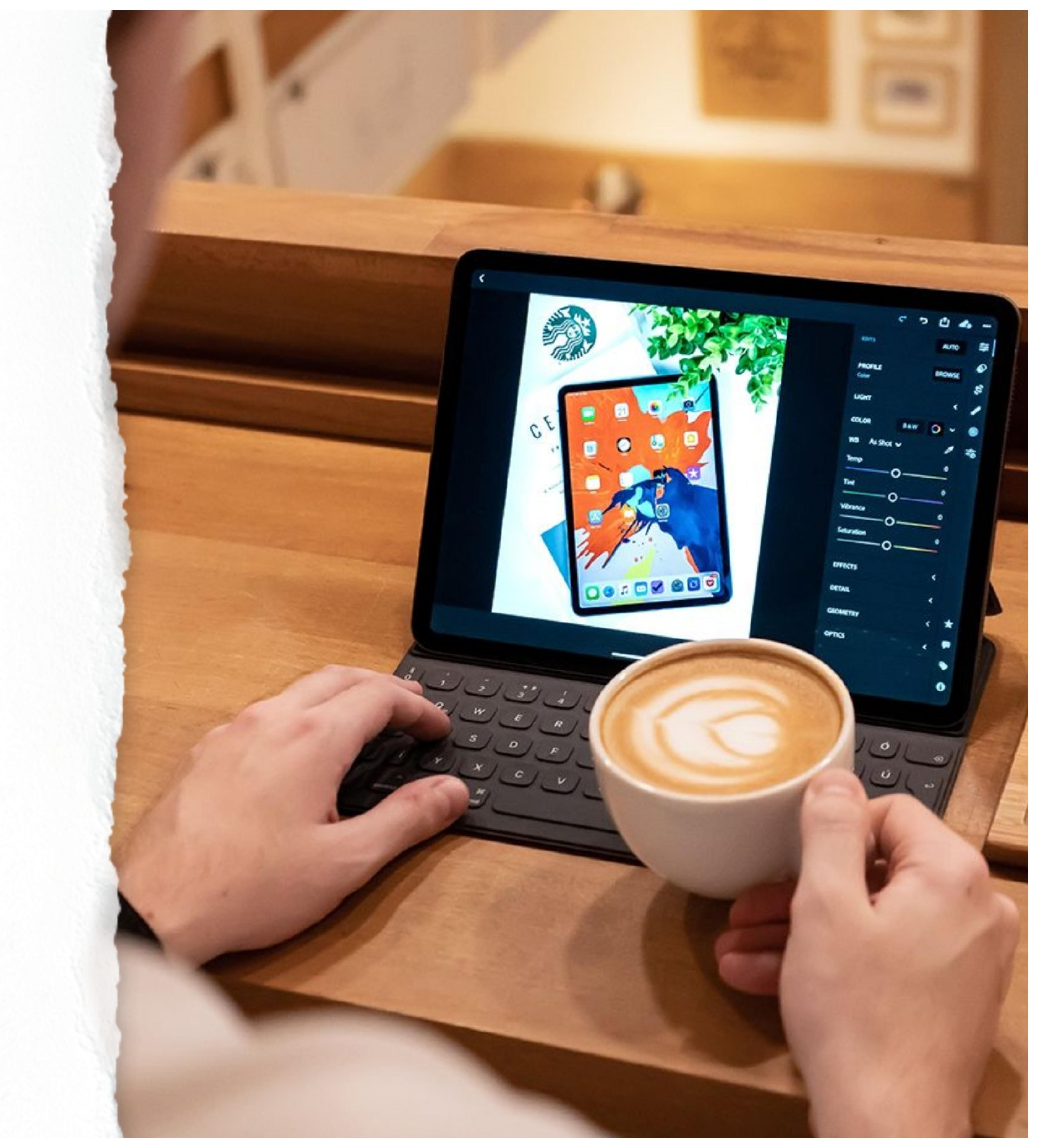


## BUSINESS WORKSHOPS

### Industry Research

### **Company Research**

#### International Business

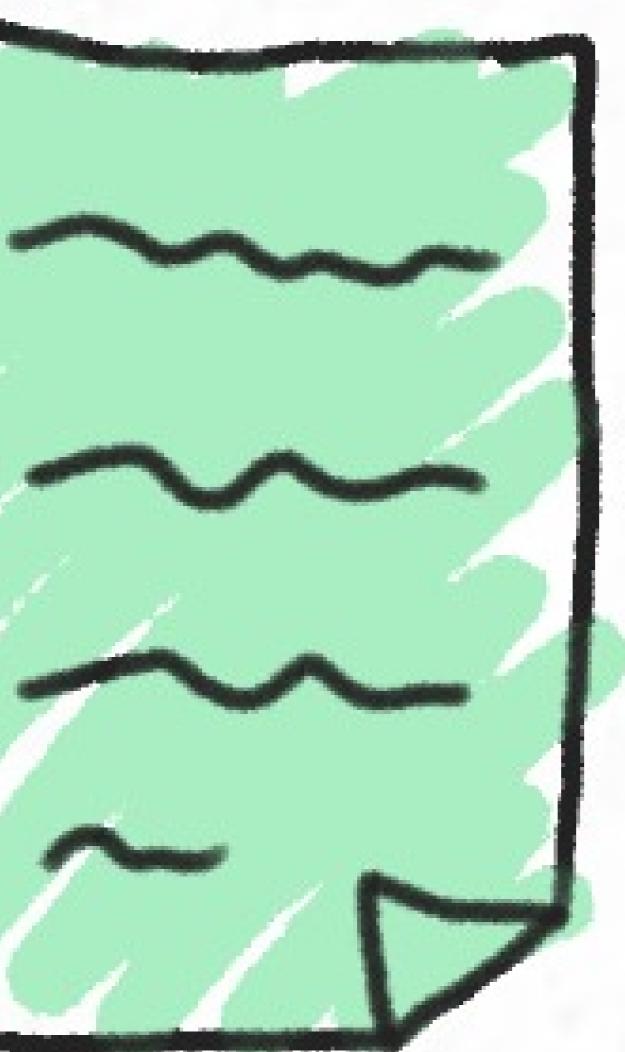






- as a whole
- doing is sustainable?
- the program?

# NEED OF ASSESSMENT

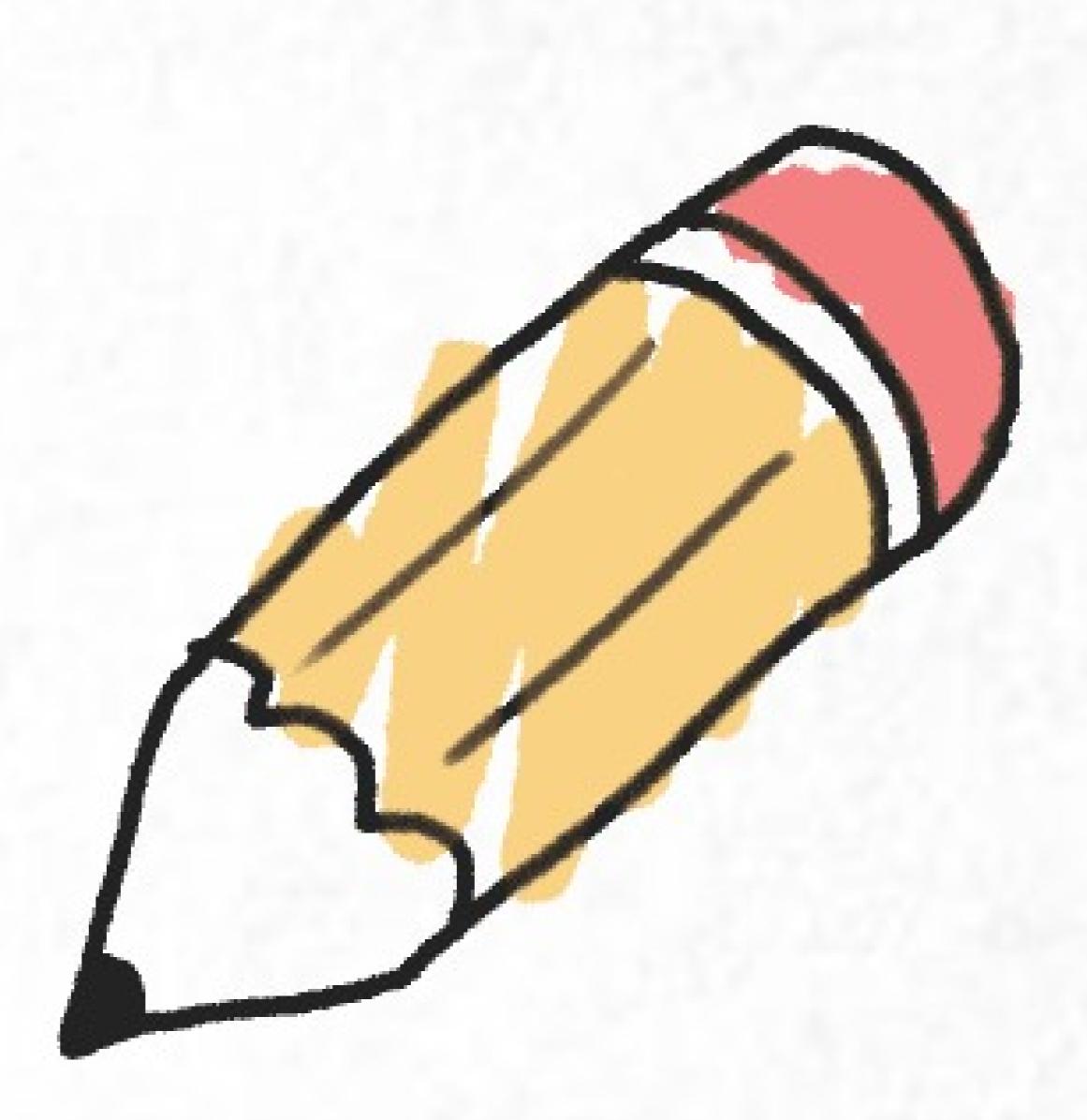


#### • Need to assess the workshops program

• Lots of time and effort put into the program: how do we justify our work?

• How do we measure if what we are

• What methods should we use to assess



- So far we only gathered quantitative data: number of workshops and number of participants
- How do we know if what we are doing is good?
- We need a simple tool to use to gather insights about the impact of the program





Looking for Project Outcome for Public Libraries? Visit the Site

## Outcome Measurement Made Easy

for Academic Libraries

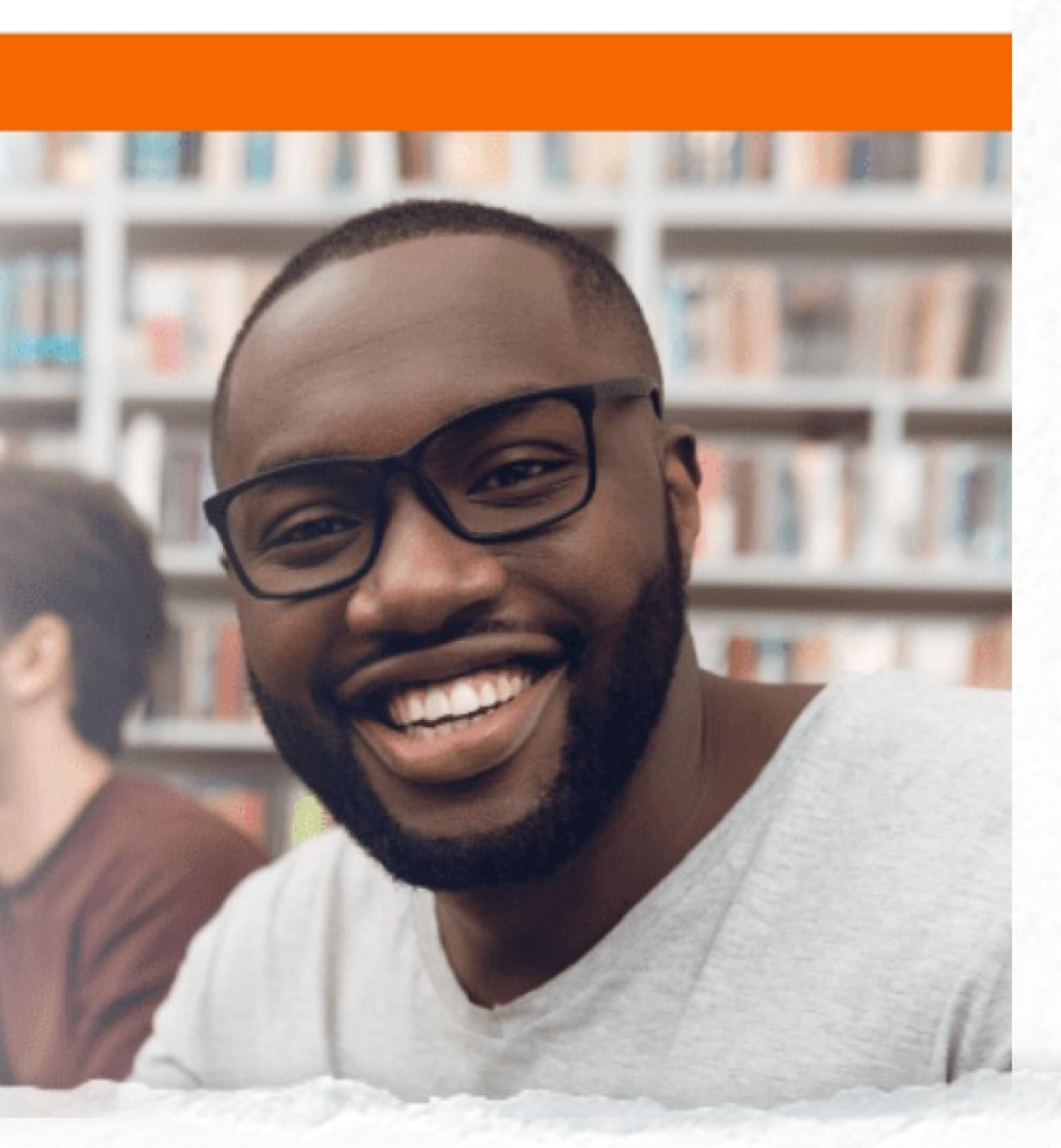
**Resources and Tools** to Create Surveys and Analyze Outcome Data

Simple tools that can be used to measure outcomes and impact of services and programs, to collect data about user needs, and to share the results with stakeholders.

# ACRL PROJECT OUTCOME TOOLKIT

The focus is not only on measuring how much we do, but also on WHAT GOOD WE DO, the benefits and the impact of the services and programs offered.

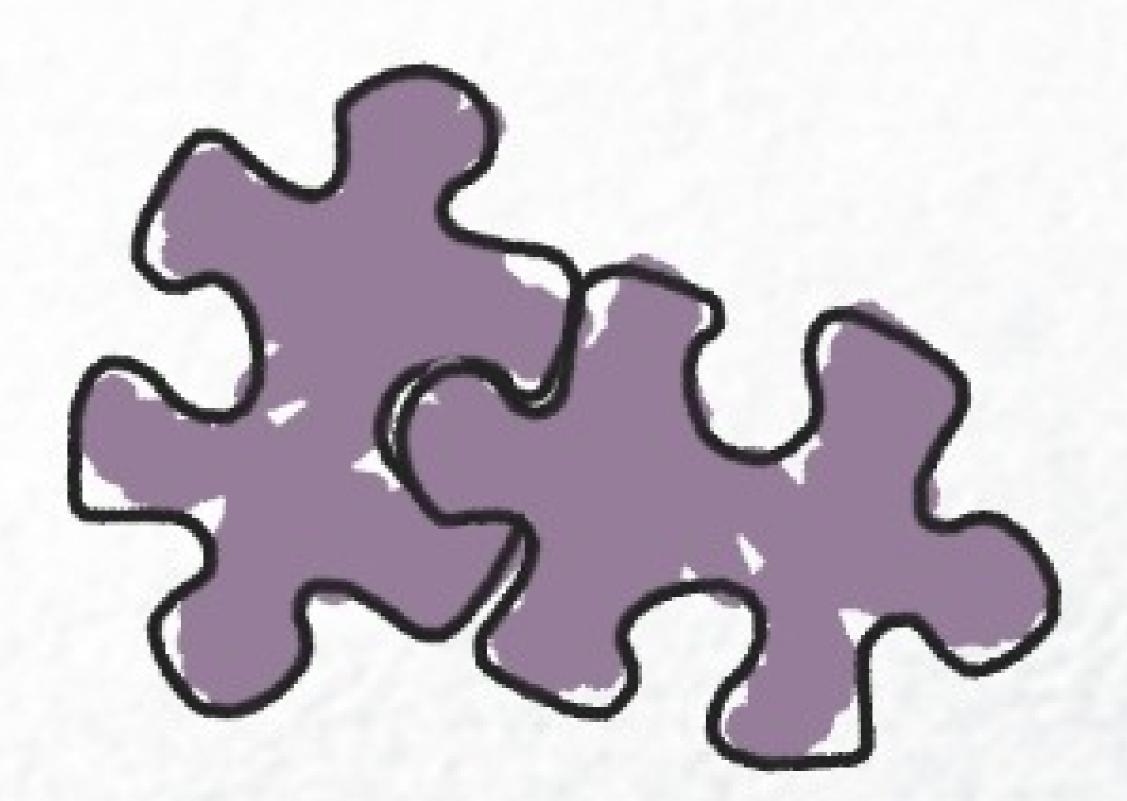
About Us Sign Up Log In Peer Discussion

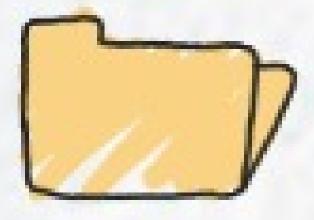


Project Outcome is meant to complement data that the library is already collecting. It is one piece of the puzzle.



## FREE for academic libraries







# ASSESSMENT OF IMPACT

Impact is expressed as changes that individuals perceive in themselves. The library relies on patron perceptions and not their actual behavior change.

# OUTCOMES MEASUREMENT (+)



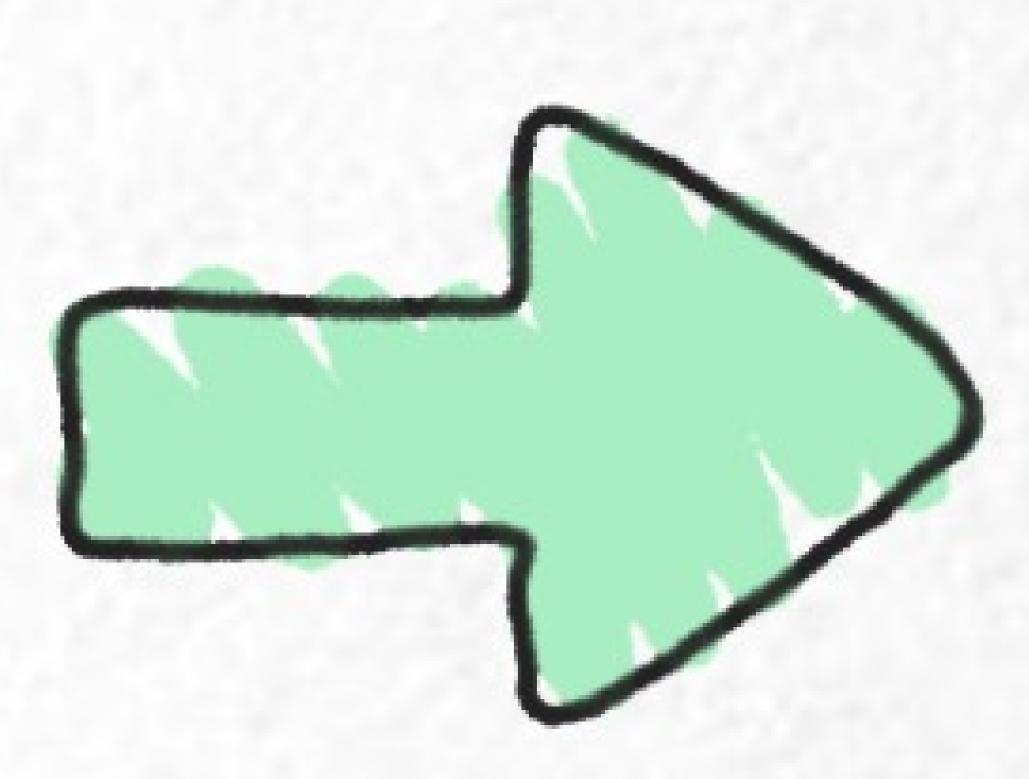
# PROCESS

- Identify needs
- Measure outcomes
- results
- Take action



Review and analyze

- - perceptions
  - learning



# CONTINUING ASSESSMENT

• Immediate learning

Adoption/application of

Assessment of long-term

benfits for planning and

improving

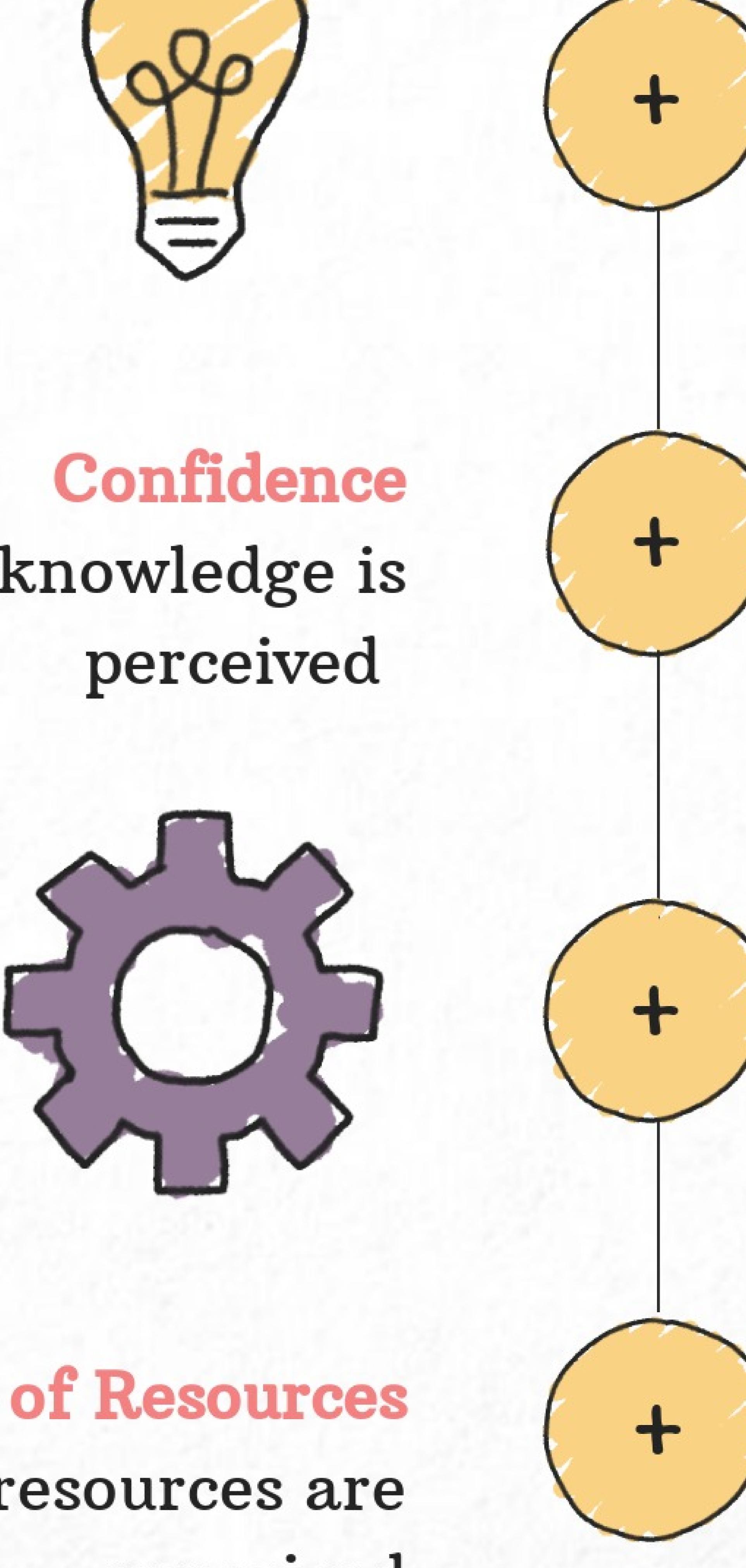
programs/services



## OUTCOMF RP M F A \

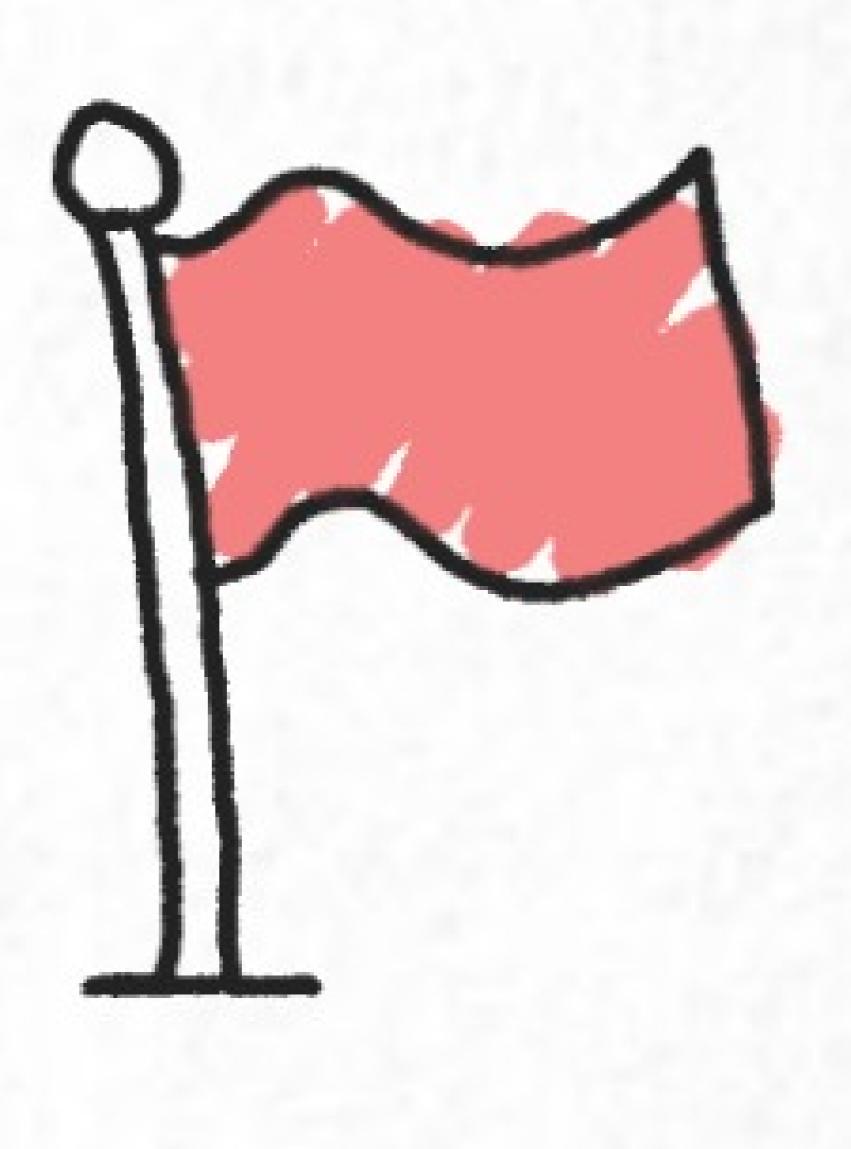


## How the new knowledge is



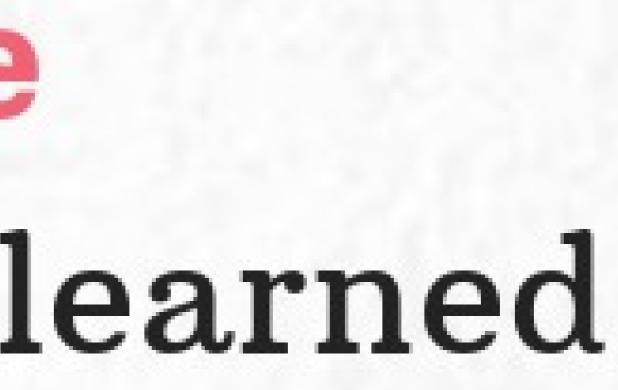
Awareness of Resources How the new resources are perceived

Knowledge What was learned



Intention of using the new



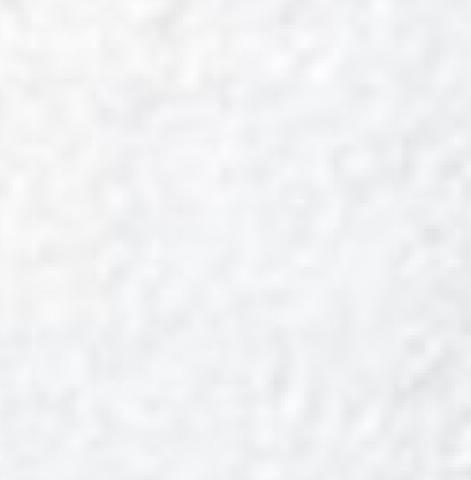


## **Application/New Skills**

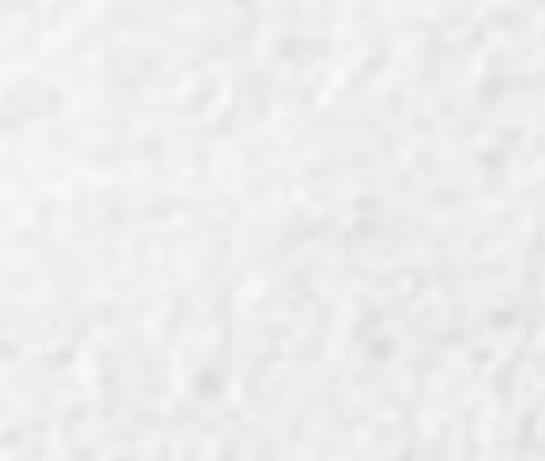
## knowlege/skills acquired







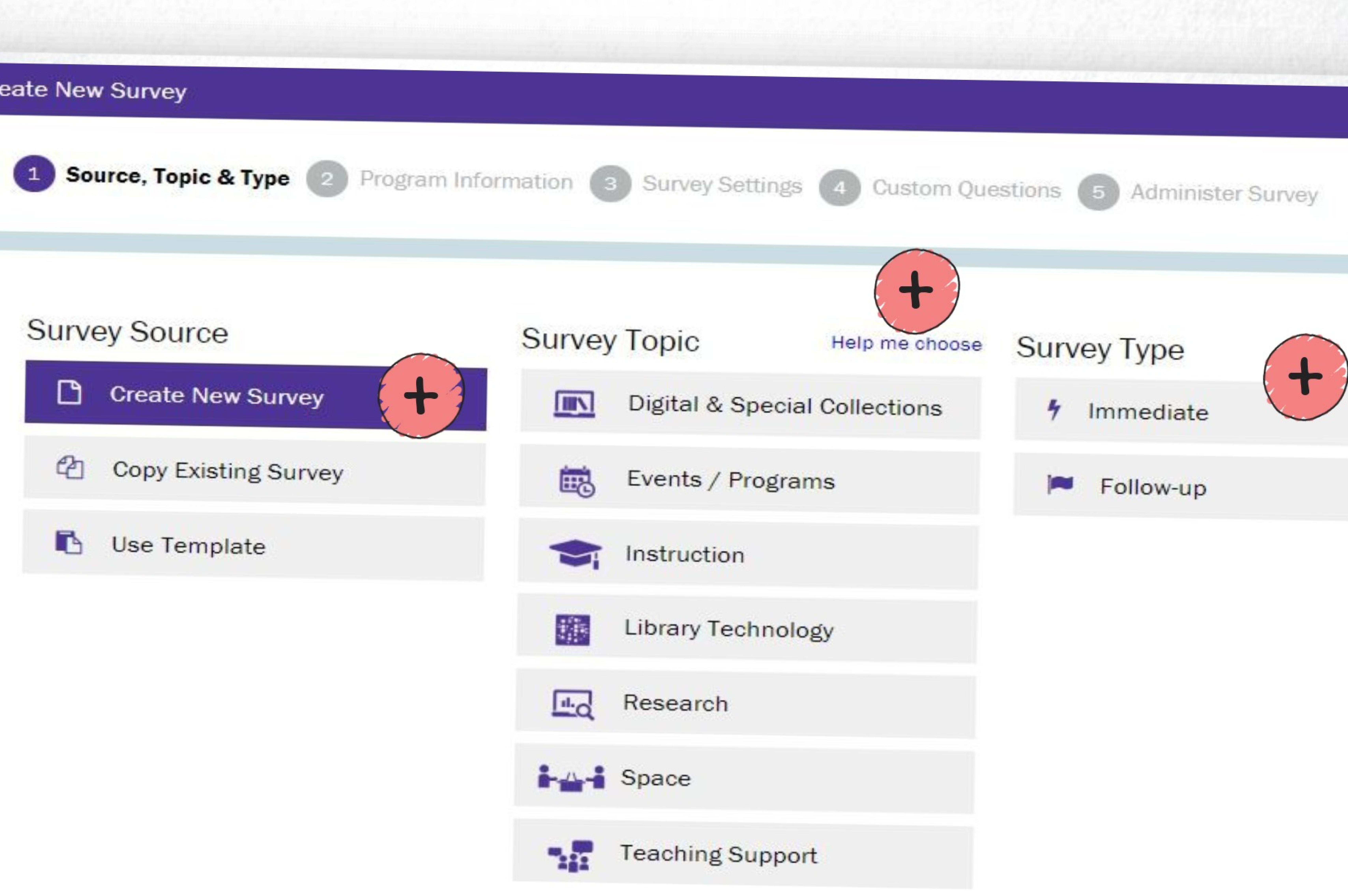


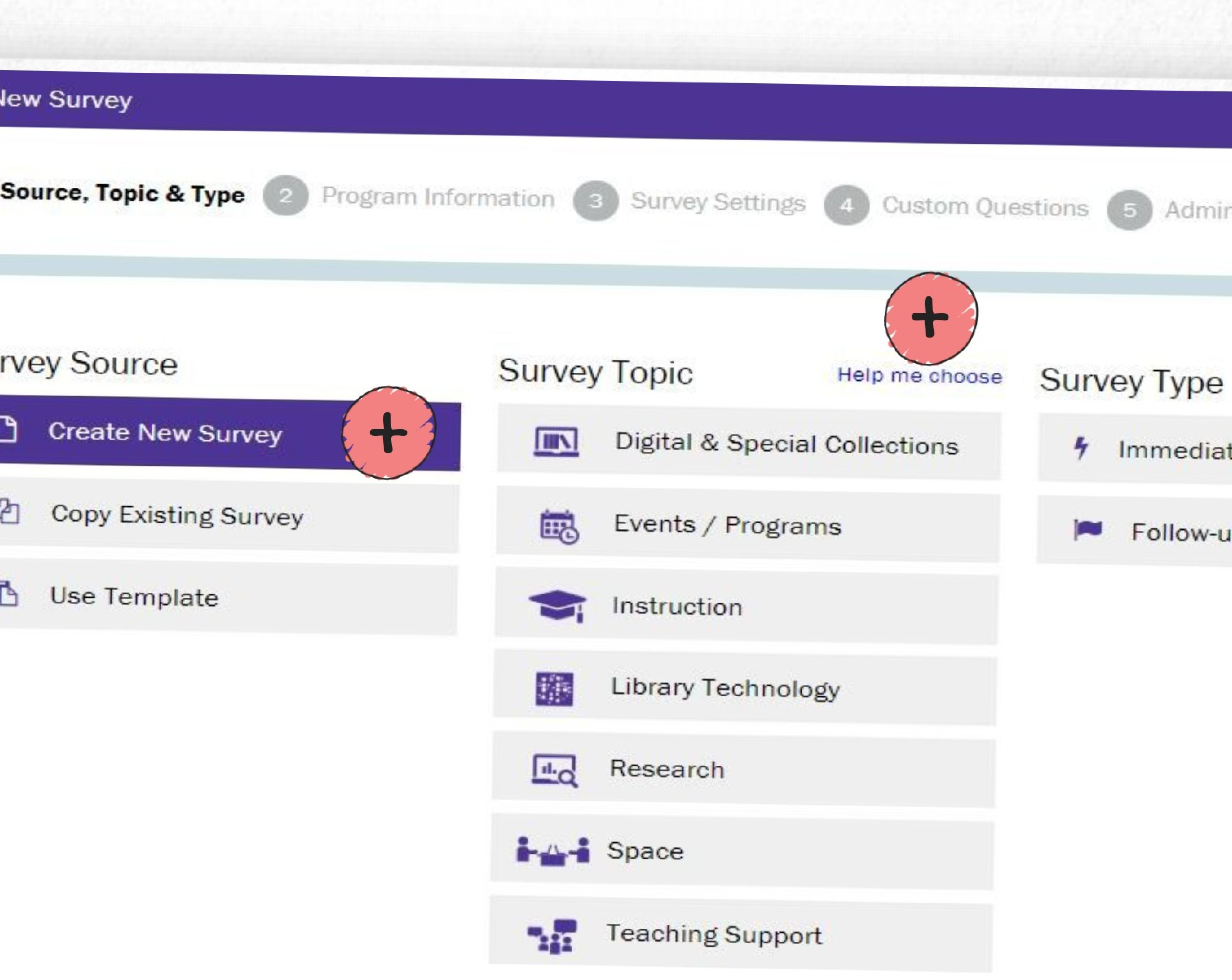




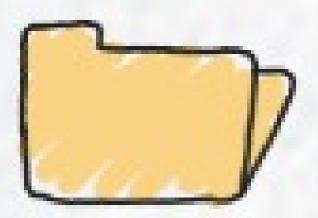


#### Create New Survey









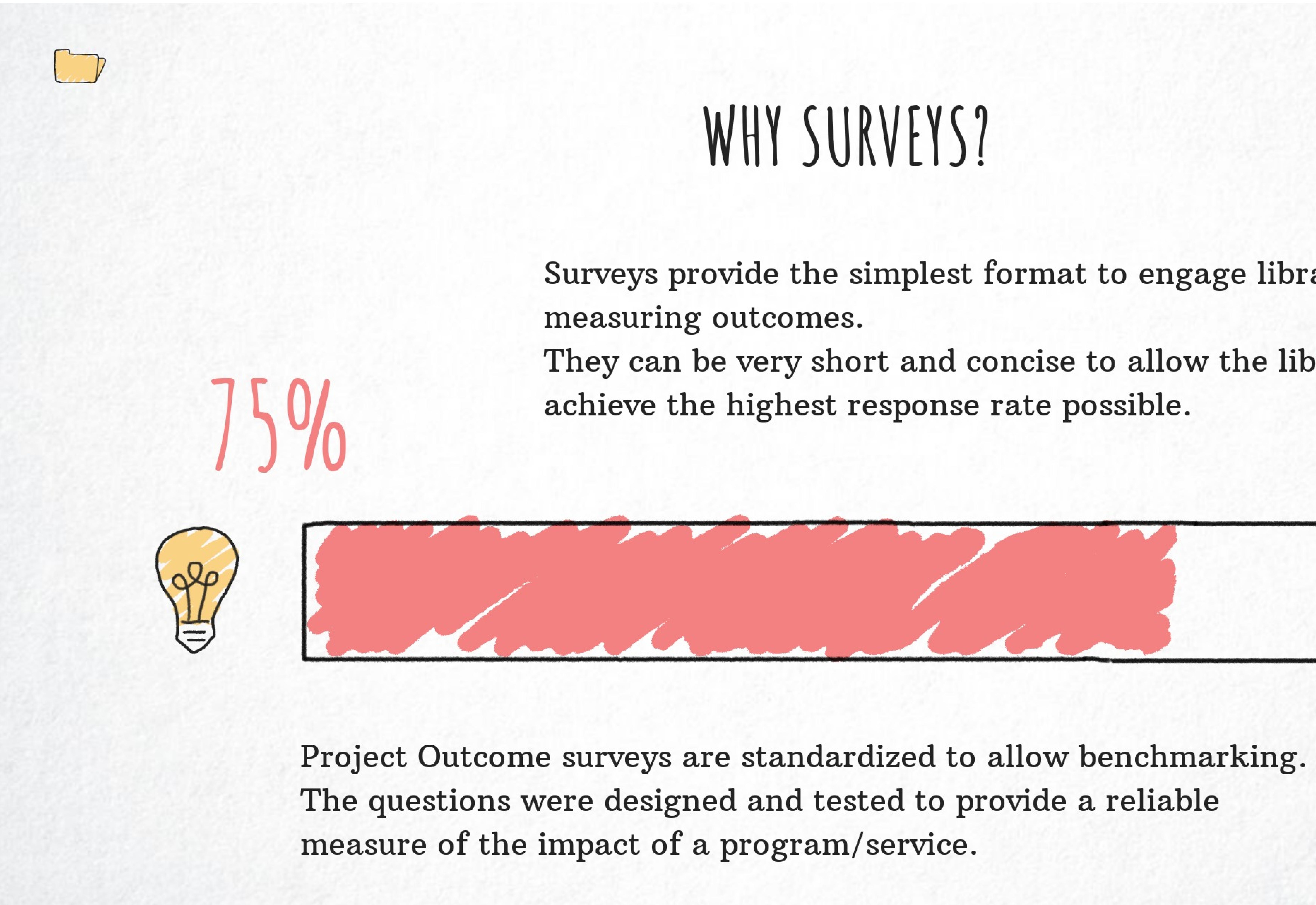
# SURVEYS LEVEL 1: REACTION

Project Outcome surveys are used to gather the attitudes, opinions, and feelings of the students. They are good instruments to assess the quality of a program, but they do not necessarily assess the learning of the students.



## KIRKPATRICK'S LEVELS OF EVALUATION

## Level 1 Level 2 Level 3 Level 4 Reaction Learning Behavior Results



Surveys provide the simplest format to engage libraries in They can be very short and concise to allow the library to





## DATA COLLECTION

Data gathered with Project Outcome surveys is primarily meant for assessment of the programs/services and action.

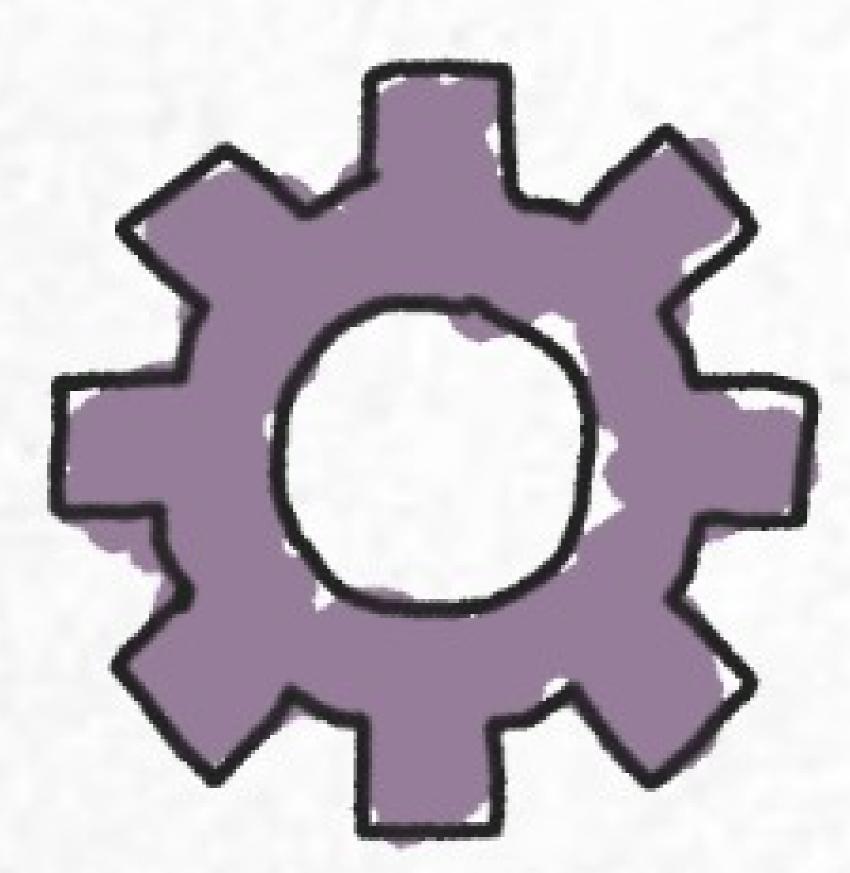






## DATA ANALYSIS

# other types of analysis.





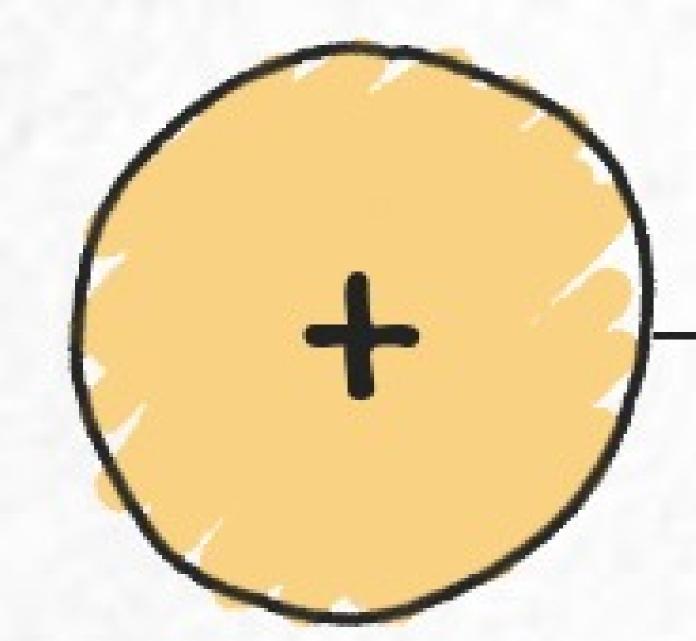
Project Outcome provides tools to analyze both qualitative and quantitative data. Raw data can be downloaded to run





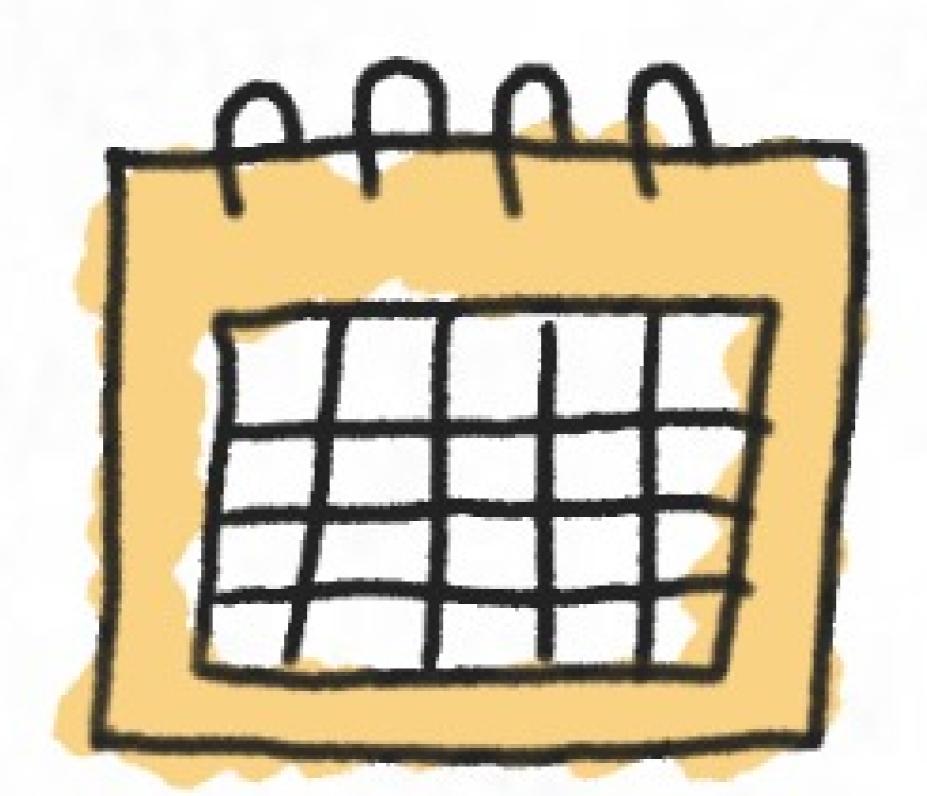


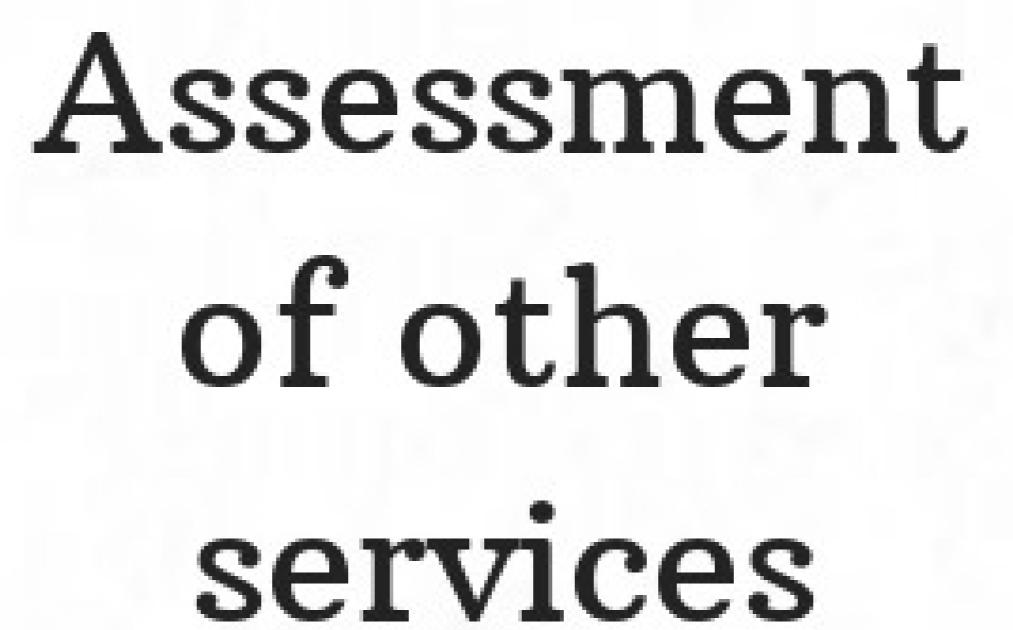
#### Program improvements

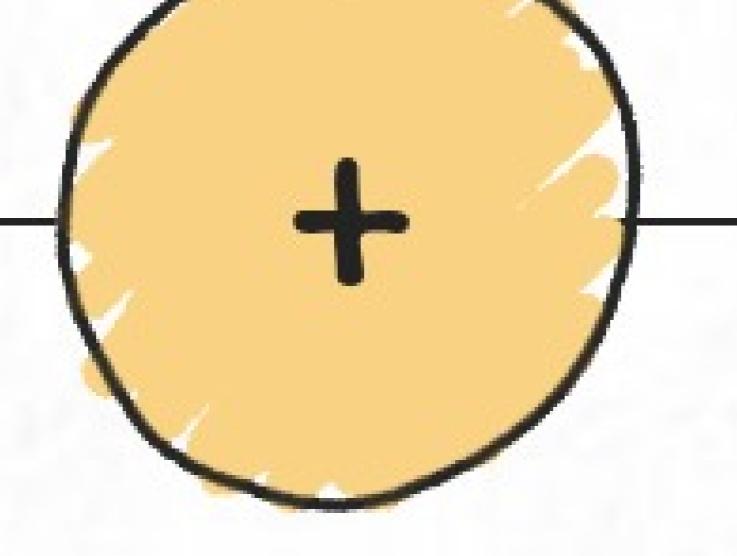




# TAKING ACTION



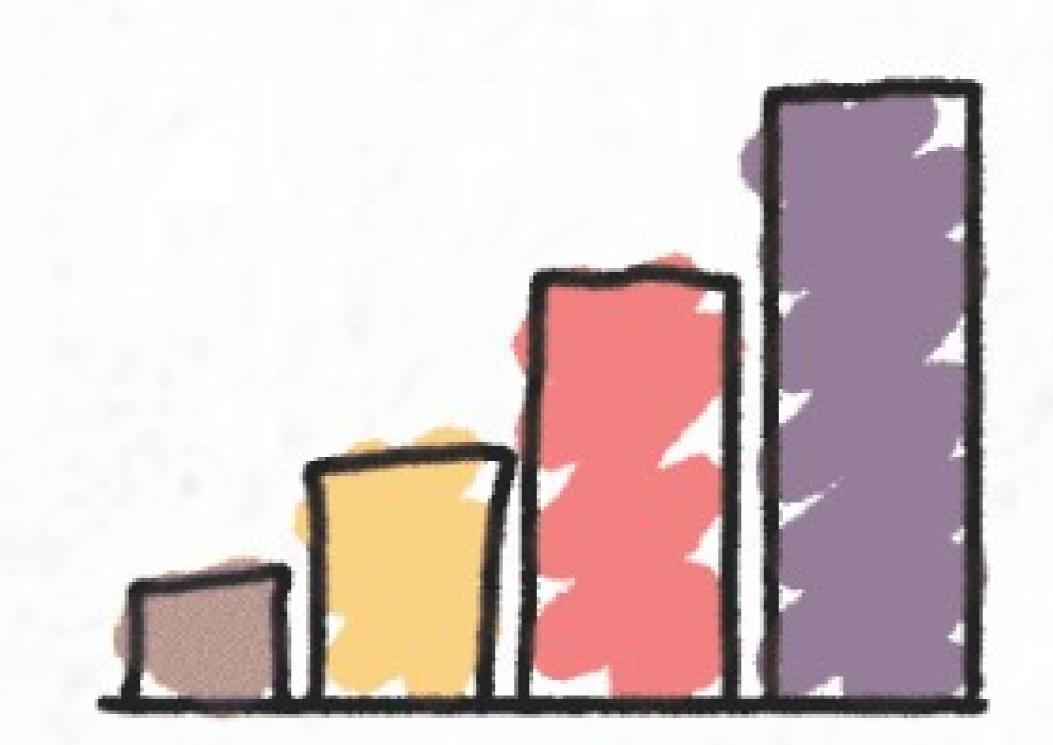


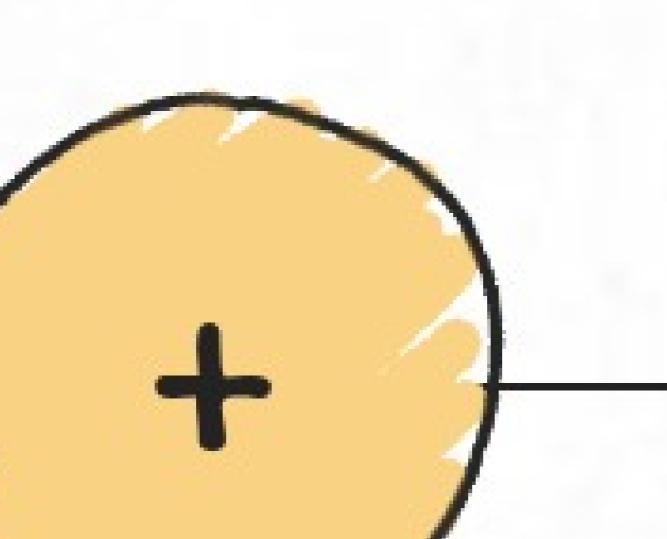


Surveys used

for other

programs.

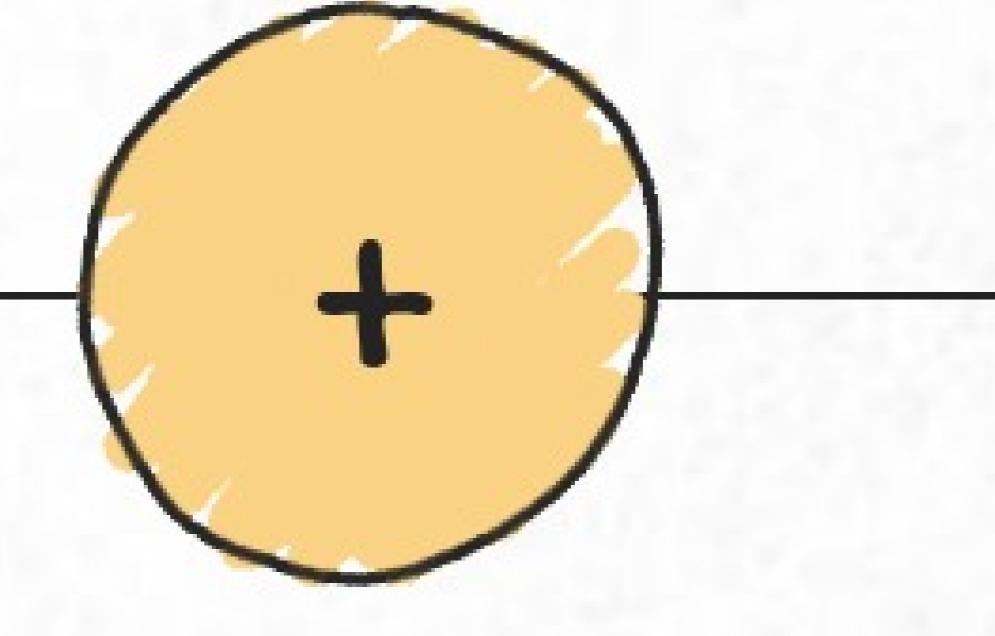




of other services

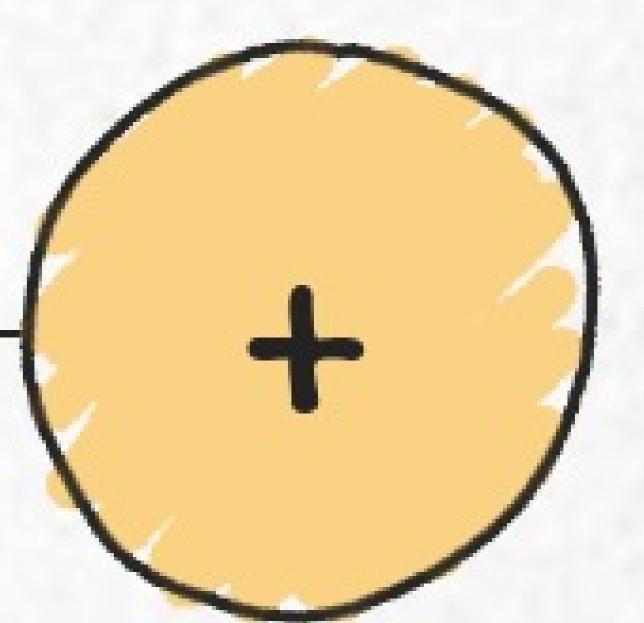




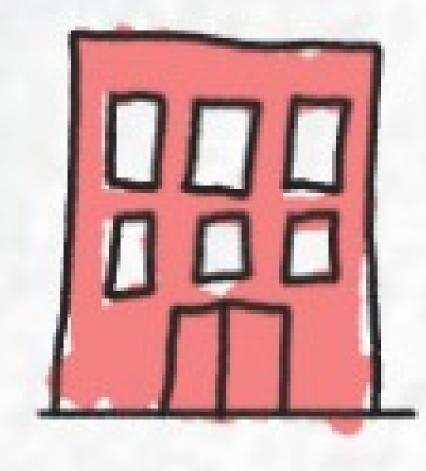


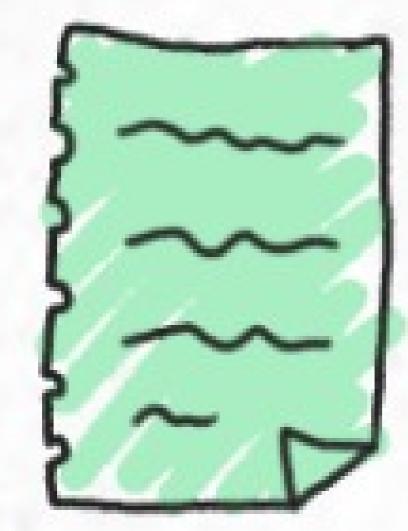
#### Assessment of the resources

### Improve marketing actions



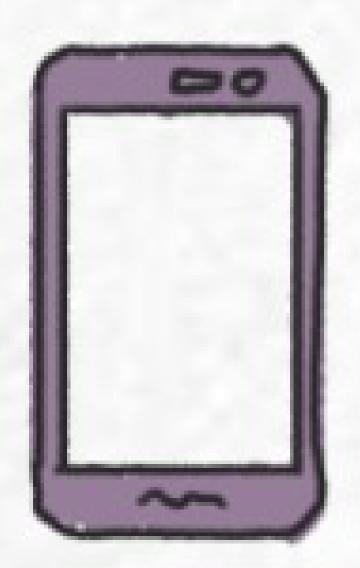












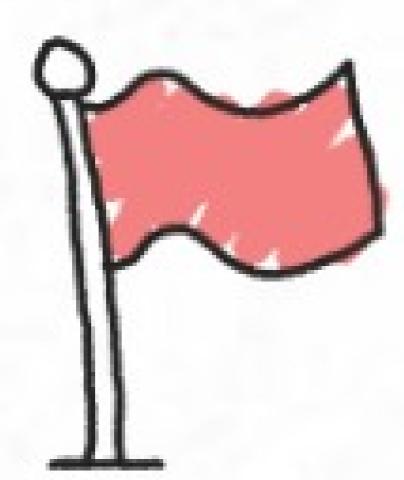


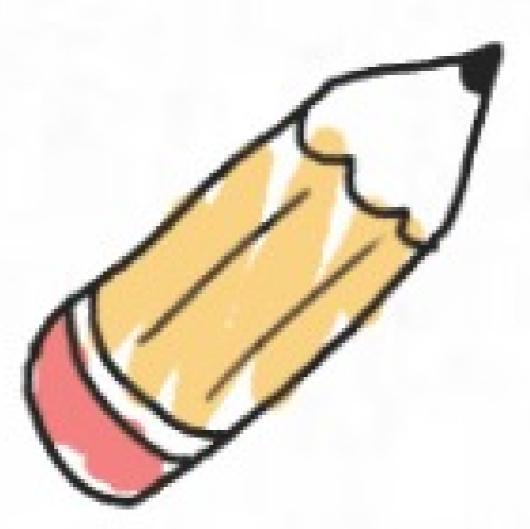




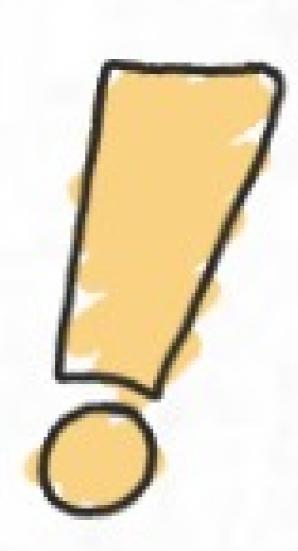






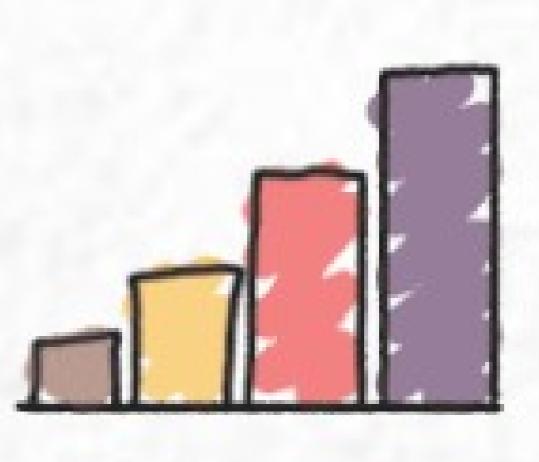


# THANK YOU!

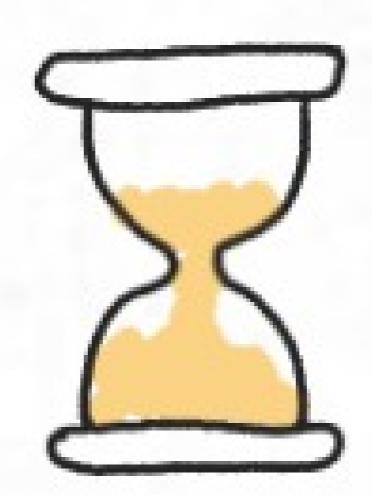






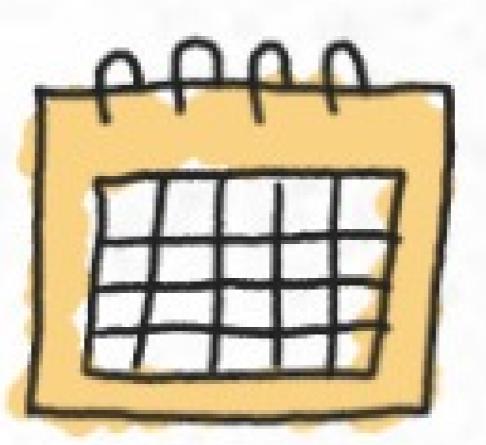














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UVIA PIOTTO

JOHN CABOT UNIVERSITY

## REFERENCE AND INSTRUCTION COORDINATOR













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