

Beginning with the End in Mind: Aligning Outreach Activities to Goal-Driven Assessment



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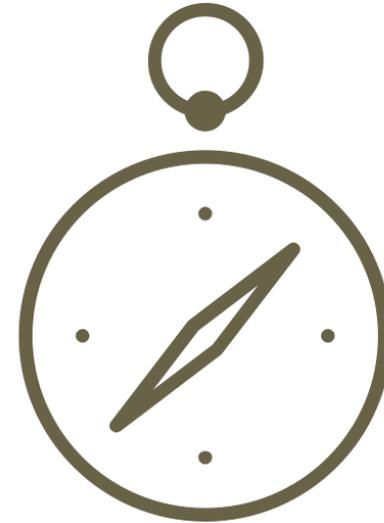
AGENDA

SMART Goals

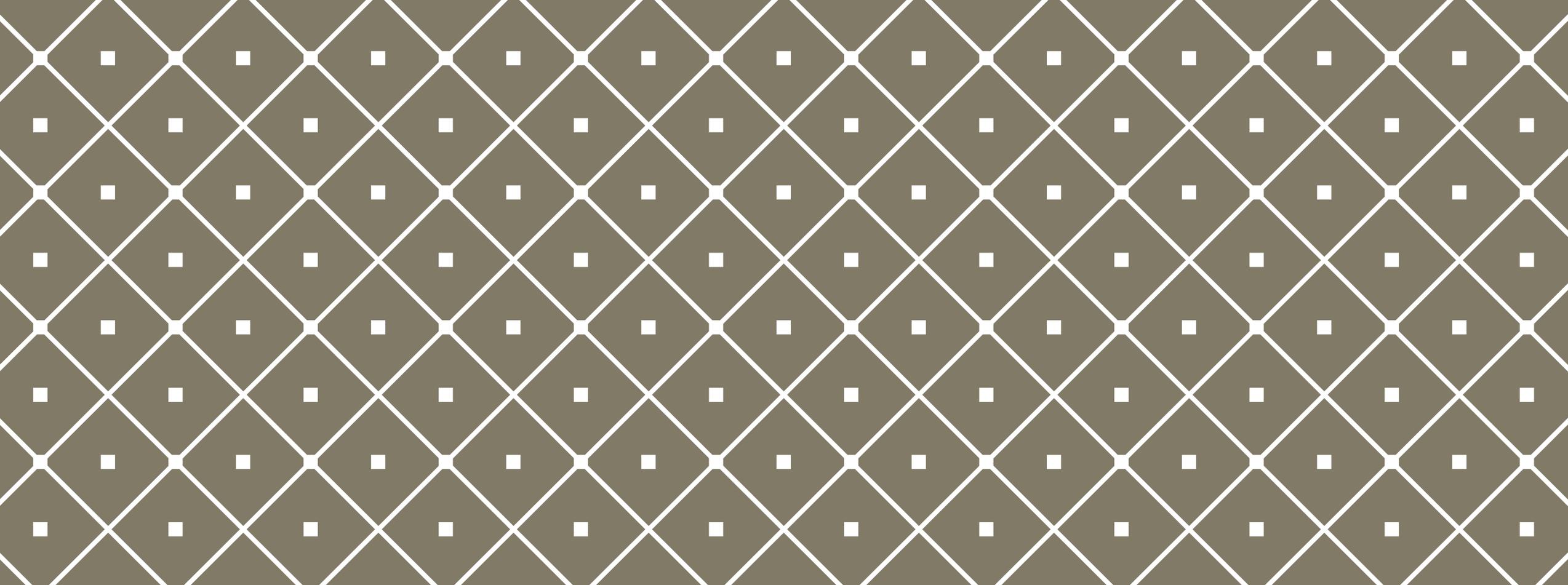
Assessment Techniques

Application Through Scenarios

Take-home Activity



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WHAT IS OUTREACH?



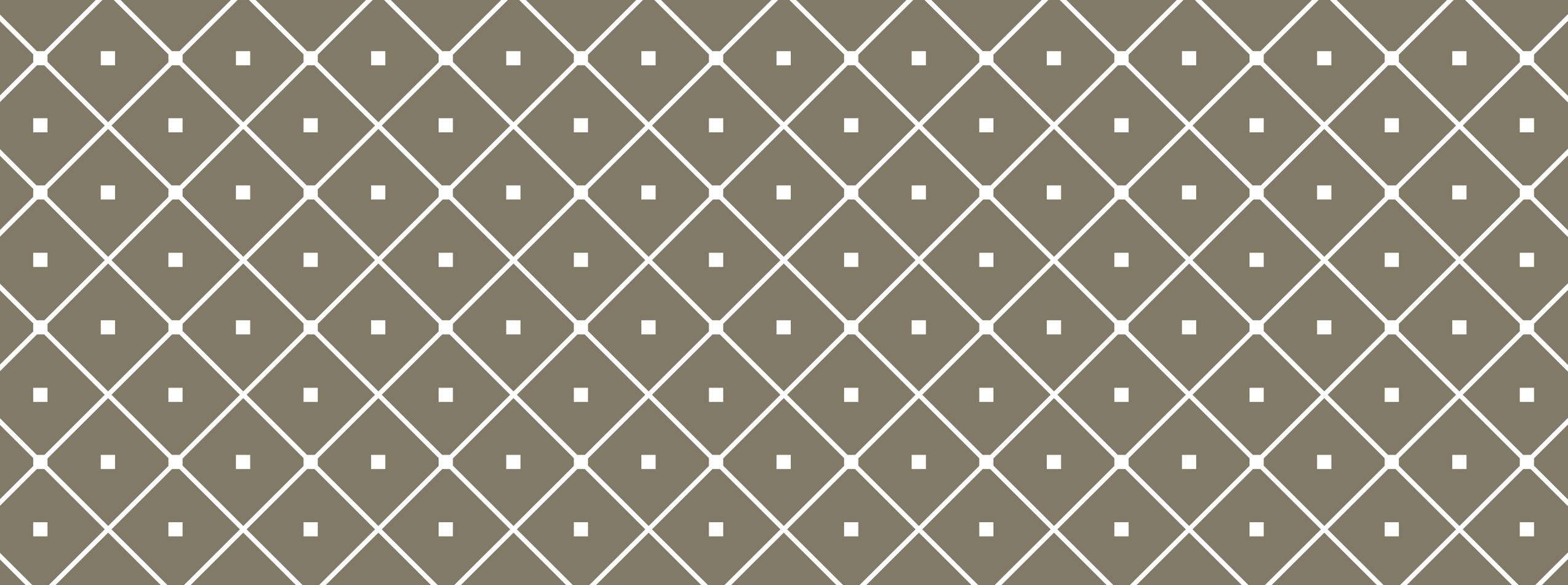
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WHAT IS OUTREACH?

WHAT IS OUTREACH?

- No consistent definition in the library community
- Can include activities related to:
 - advocacy
 - public relations
 - publicity
 - promotion
 - instruction
 - marketing
- Focused around library services, collections, and spaces

Our definition: Outreach is “activities and services that focus on community and relationship-building, in addition to marketing collections and services to targeted audiences” (Farrell and Mastel, 2016)



WRITING GOALS & OBJECTIVES



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GOAL WRITING

Mission/Vision

Goal

Objectives

Tasks

Tasks are specific things you need to do to meet the objective.

- They are detailed and can be done in a matter of minutes or hours.
- They answer “what steps would I take?”

SMART OBJECTIVES

S - **specific**, significant, stretching

M - **measurable**, meaningful,
motivational

A - **attainable**, achievable, action-
oriented

R - **realistic**, reasonable, results-
oriented

T - **time-bound**, tangible, trackable

(From Project Smart:

[https://www.projectsmart.co.uk/
smart-goals.php](https://www.projectsmart.co.uk/smart-goals.php))

Example Objective 1:

To have patrons use or circulate three items related to bookbinding and paper arts from the library's collection during, or immediately following, the event.

Example Objective 2:

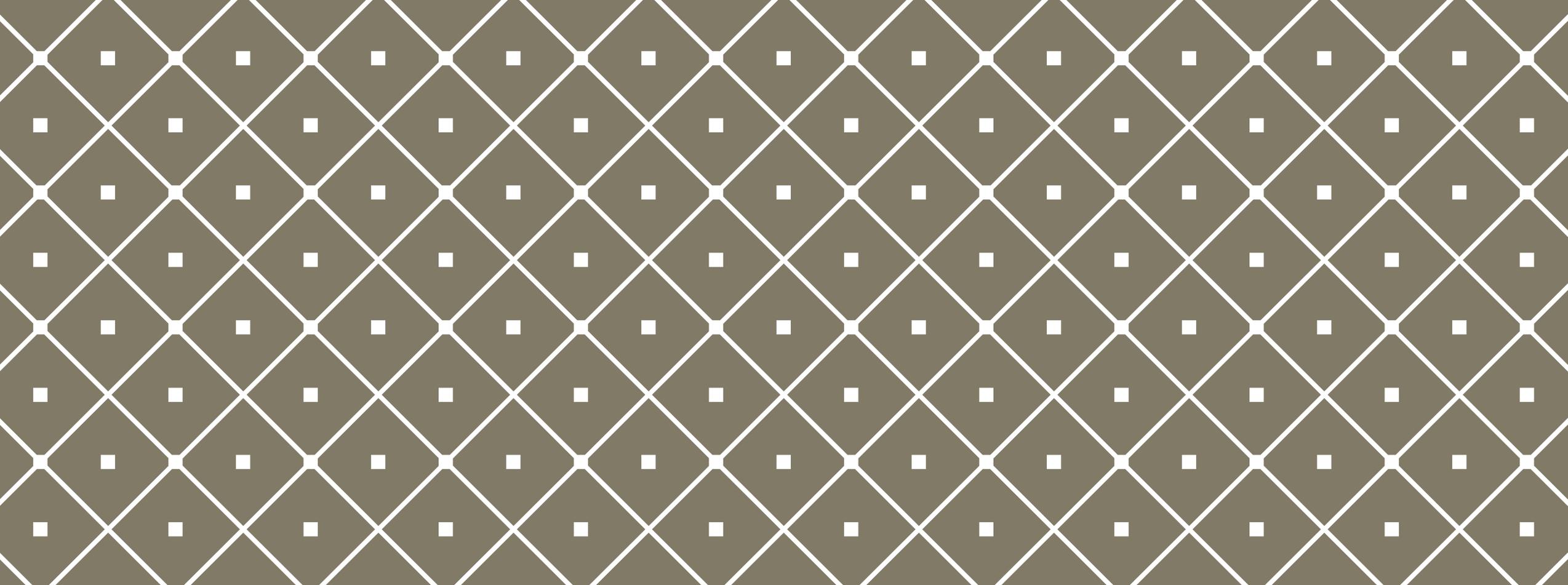
To provide an engaging event where 75% of attendees rate the activity satisfactory or higher.

GOALS/OBJECTIVES ACTIVITY

Turn these into SMART objectives (Specific, Measurable, Attainable, Realistic, Time-bound):

- Raise awareness of the Libraries' digital repository in order to preserve University documents
- Provide students with stress-relieving activities during finals in order to support well-being

**Verb or action phrase + in order to =
great outcome!**



ASSESSMENT TECHNIQUES



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POLL

What method(s) do you use to gather feedback on your outreach event/activity?

METHODS OF ASSESSMENT

Staff Resources	
	can be done as an individual
	small team
	labor intensive

Cost	
	affordable
	reasonable cost
	expensive

Time Commitment	
	quick
	reasonable amount of time
	time-intensive

Accessibility	
	fully accessible
	some access issues
	not accessible

Outputs	
	qualitative
	quantitative

METHOD	DESCRIPTION	CONSIDERATIONS
Face-to-face audience surveys	Interviewer-led questionnaires, using staff or volunteers.	     
Follow-up e-survey	Collect email addresses on the day and send a link to an e-survey shortly after.	     
Mini interviews	Very short interviewer-led questionnaires, using staff or volunteers.	     
Vox pops	Audio or video recording quick interviews to get immediate impressions/impacts.	    
Documentation	Collecting images and anecdotes in e.g. a scrapbook to paint an overall picture of event.	    
Postcards	Capturing data through small set of questions on self-addressed postcard.	     
Mystery shoppers	Pre-recruited researchers go 'undercover' to test your event, and feedback using a structured form.	     
Comments books, letters, word of mouth	Capture thoughts of motivated participants.	    
Focus groups	Meet with participants in groups, following the event.	    
Compiling press cuttings	Gather coverage through social media, newspapers, and other media outlets.	    
Observations	Record what participants do at your event, and how they engage with the content.	     

ASSESSMENT STRATEGIES

- **Capturing comments:** Collect thoughts of motivated participants; can occur on paper, white boards, or other media
- **Compiling social media comments or press cuttings:** Gather coverage of an event through social media, newspapers, and other media outlets



ASSESSMENT STRATEGIES

- ***Documentation:*** Capture photographs and anecdotes in a document or report to paint an overall picture of an event
- ***E-surveys:*** Collect e-mail addresses on the day of the event and send out an e-survey shortly after



ASSESSMENT STRATEGIES

- **Face-to-face audience surveys:** Administer questionnaires to participants at the event, led by an interviewer

- **Head counts:** Count the number of people present at an event



ASSESSMENT STRATEGIES

- **Mini interviews during the event:** Conduct very short interviews during the event, led by a staff member or volunteer. The type of interview conducted can vary, whether it asks an open-ended question or has a set list of questions to be answered
- **Minute papers:** Ask participants to take one minute to write down an answer to a question.



ASSESSMENT STRATEGIES

- ***Mystery shoppers:***
Recruit 'undercover' trained volunteers to evaluate your event and report experiences

- ***Observations during the event:*** Note how participants move through the event and how they interface and interact with the event's content



ASSESSMENT STRATEGIES

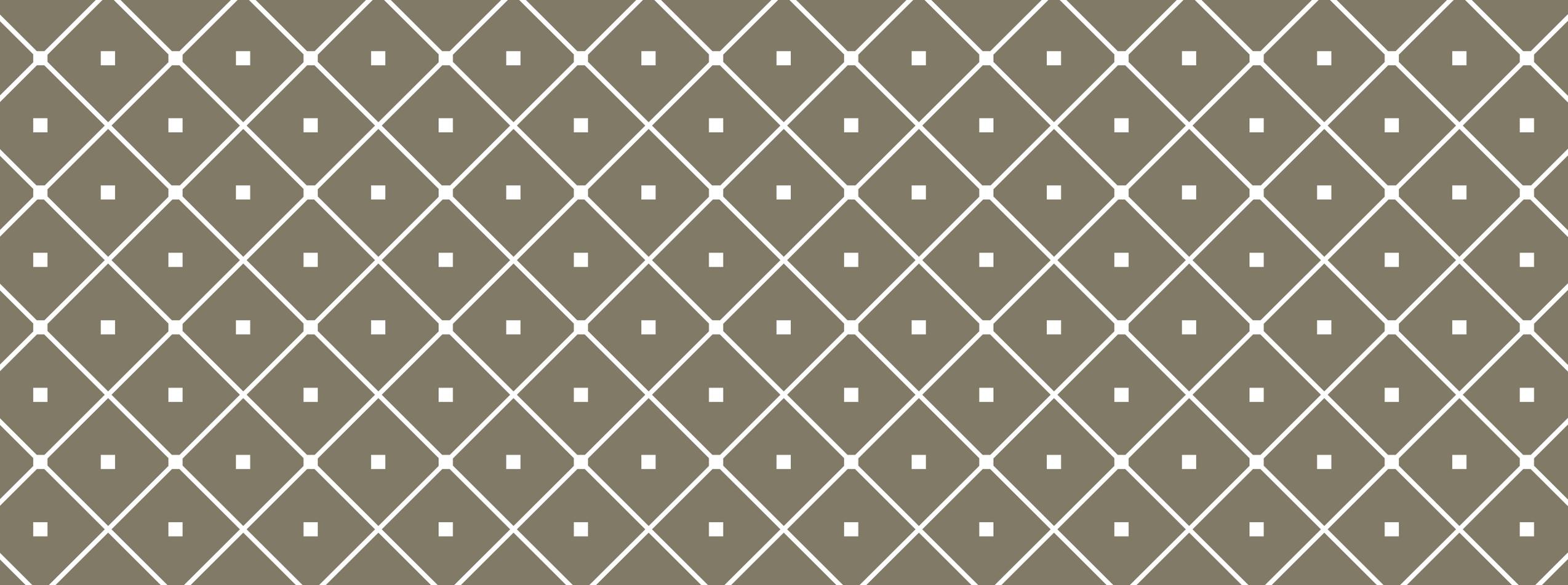
- ***Self-addressed postcard surveys:***
Use a self-addressed postcard to deliver a short survey.
- ***Vox pops:*** Document participants' thoughts and feelings via short audio or video recordings.



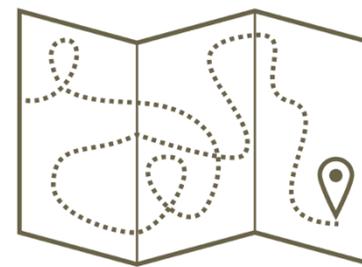
A decorative L-shaped line consisting of a vertical orange line on the left and a horizontal grey line at the bottom, meeting at the top-left corner of the word 'POLL'.

POLL

Which of these assessment strategies are you more willing to try at your institution after learning about the time, cost, and effort involved?



EXAMPLE SCENARIO



EXAMPLE SCENARIO

A large research university library is planning an **exhibit** featuring **Minnesota's natural history**. It will contain images of birds, moose, wolves, trees, wildflowers, and landscapes, and includes field notebooks, books, and journals. The materials will be on display **for two months in two large 6-foot tall locked glass cases** near the library entrance. Additional related field guides and books that are **available for checkout** will be placed adjacent to the display. The exhibit will have a **two-hour opening reception** with a local amateur naturalist, with a budget of \$200 for refreshments.

EXAMPLE SCENARIO

- **Goal #1:** To increase awareness of the library's exhibit and have 30 people participate in an opening reception.
- **Assessment Strategy #1: Head counts and observations** during the event: One staff member will observe throughout the course of the event. Data will be collected on: How many people attended? How long are people staying during the event? How many people asked questions?



EXAMPLE SCENARIO

- **Goal #1:** To increase awareness of the library's exhibit and have 30 people participate in an opening reception.
 - **Assessment Strategy #2: Vox Pops:** Using a video recorder, willing attendees will be asked what they learned from attending the opening reception and how they plan to use/share that information. This will take place in an area offset from the main library doors, so comments can be captured before people leave the event.



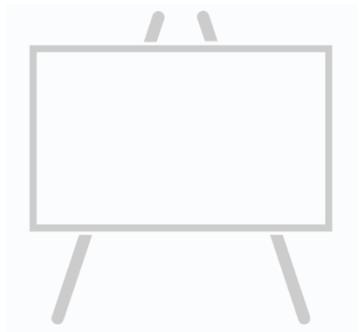
EXAMPLE SCENARIO

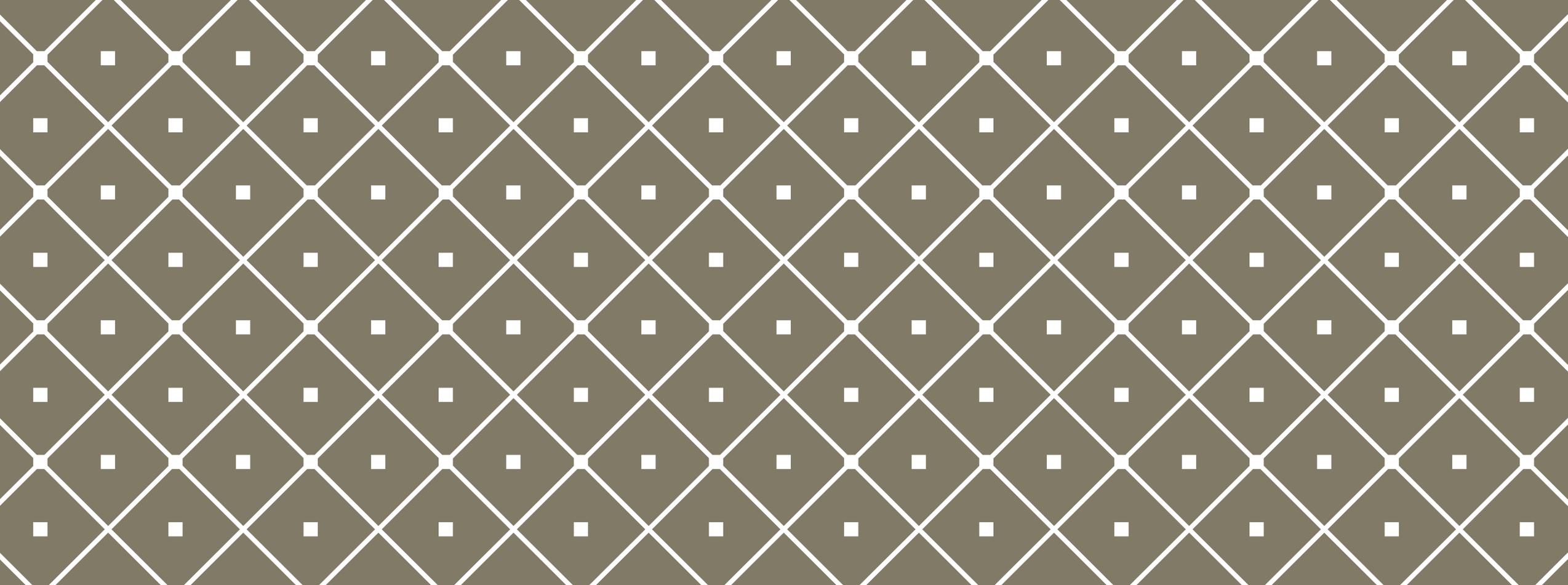
- **Goal #2:** To have 15 patrons engage with the display's content.
 - **Assessment Strategy #1: Worksheet contest:** Have participants complete a worksheet that asks them to count and identify tree species surrounding the library and what they liked about the exhibit. Those who complete and return the worksheet will be entered into a drawing to win a \$25 book store gift card.



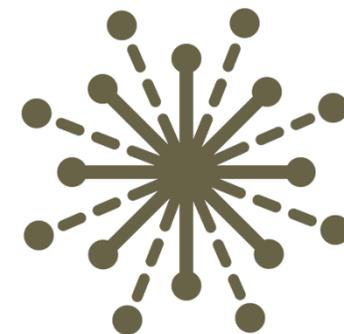
EXAMPLE SCENARIO

- **Goal #2:** To have 15 patrons engage with the display's content.
- **Assessment Strategy #2: Whiteboard comments:** Have participants answer various questions related to natural history. The question will be changed once a week. Library workers will photograph and count how many responses per question are generated.





PRACTICE SCENARIOS



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SCENARIO #1

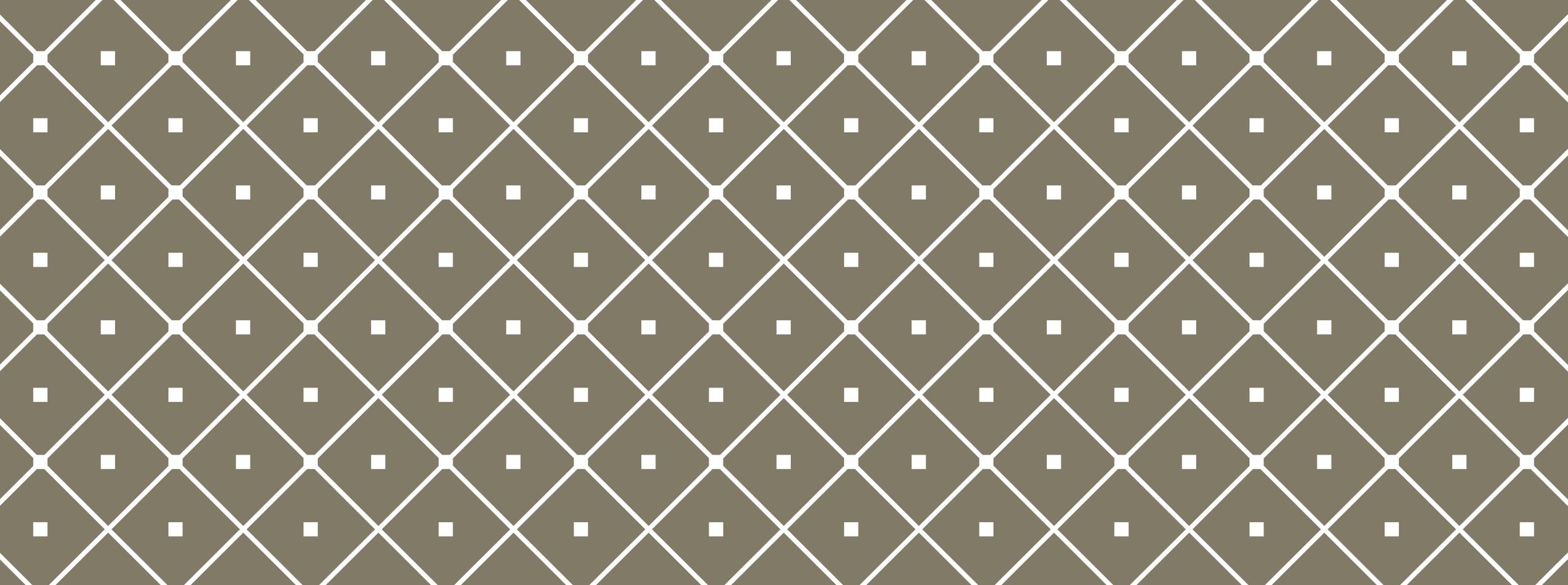
A medium-sized academic library is collaborating with their local health and wellness center to bring in a team of five animal handlers. This event will take place over the course of four hours midday during finals week inside the library in a reserved space. Two library staff will be in attendance; one person is designated to support the animal handlers while the other interacts with attendees. Based on previous events, 150 students are expected to attend. The budget for the event includes parking passes for the animal handlers, treats for the animals, signage, and fees associated with the coordinating organization.

Goal: To reduce student anxiety and stress during finals after participating in the pet therapy activity.

SCENARIO #2

The library of a small liberal arts college is hosting a first-year orientation event for the incoming class of 500 students. This event will be one day, over the course of six hours, with multiple activities available, such as meeting with subject librarians, hands-on time with special collection specimens, a photo booth, and a trivia contest. Students will also be able to learn about library resources and services through a scavenger hunt throughout the library. Since this event is so large, it involves participation from all library staff (approximately 15 people). The budget for this event is moderate: approximately \$2,000 for library swag items (e.g. pencils, water bottles), marketing, and food to entice the students to attend.

Goal: To increase undergraduate student engagement with the library.



INDIVIDUAL PLANNING HANDOUT



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QUESTIONS?

Contact us

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Created by Amanda Clifford
from Noun Project

PLEASE
TAKE OUR
SURVEY!



Created by Alec Dhuse
from the Noun Project

<http://z.umn.edu/outreach>

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