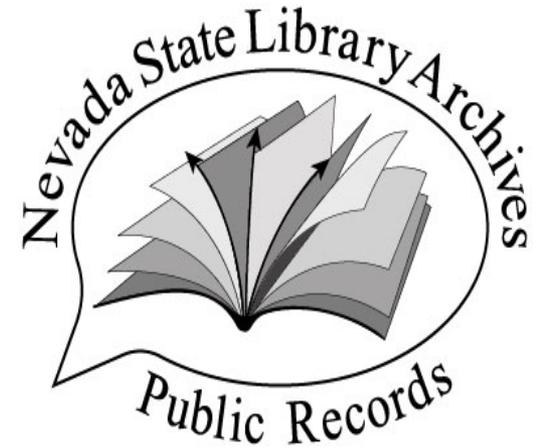


Nevada State Library, Archives and Public Records

division of

DEPARTMENT OF ADMINISTRATION



2016 LSTA Grants Evaluation

Karen Starr
Library Planning and Development
Nevada State Library & Archives
October 2016

Today's Agenda

- ▶ Quick Review
 - Application section
 - ▶ Evaluation
 - Outcome Based Evaluation
 - Four Steps
 - ▶ Q & A
- 

Library Services and Technology Act

- ▶ Federal Program
 - State based – NV LSTA plan
- ▶ Annually funded by Congress
- ▶ Applications due
 - Friday, November 13th
 - One electronic by email
 - One hard copy with signatures
- ▶ Need, Target Audience and Plans
 - Webinar – Oct. 8th
- ▶ Final Wednesday Webinar – Oct. 22nd

General Information



- ▶ Duns Number
- ▶ Applicant Information
 - Email address
- ▶ Contact person or persons
 - It may be more than one
- ▶ LSTA amount
- ▶ Persons Served

Application Components

- ▶ Abstract
- ▶ Need or Opportunity 
- ▶ Target Audience 
- ▶ Benefits to Target Audience 
- ▶ LSTA Goal and planning documents 
- ▶ Implementation
- ▶ **Evaluation**
- ▶ Budget & Budget Narrative
- ▶ Timeline

Application Components

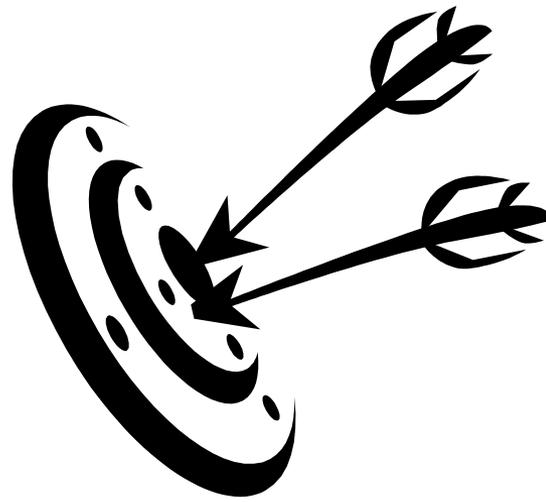
- ▶ Project Summary 
- ▶ LSTA Plan for Nevada Goals 
- ▶ Project Intent 
- ▶ Primary Audience 
- ▶ Partnerships 
- ▶ Project Need 
 - Target Population
 - Need
 - Evidence of Need
 - Connection to planning documents

Application Components

- ▶ Project Activities & Description 
 - Activity Information
 - Project Description
- ▶ Evaluation
 - Project Outputs
 - Project Outcome
- ▶ Budget Category
- ▶ Timeline

Questions?





Evaluation



Evaluation

- ▶ Project Outputs: Measures of services and/or products to be created or provided.
 - ▶ Project Outcome: Describe the measurable outcome.
- 

Outcome Based Evaluation

- ▶ GPRA
 - Government Performance and Results Act
 - 1993
 - 2000
 - ‘all public dollars are spent well’
- ▶ United Way
 - 1995
 - Focused on measuring effect
 - Service quality, impact

OBE – Framing the Evaluation

- ▶ Effective programming
- ▶ How the projects makes a difference for the end users
- ▶ Stewardship & transparency
- ▶ Process
- ▶ Efficiency
- ▶ Staff Performance

It is about

It's Not about

Why Outcomes

- ▶ Directly linked to need(s)
 - ▶ Demonstrates the project or program makes a difference
 - Worthy of funding – or continued funding
 - ▶ More Grantors require it
- 

Outcome Process – 4 Steps

- ▶ Forming the Evaluation
- ▶ Defining Goals and Objectives
- ▶ Data Collection Plan
- ▶ Writing It Up

IV



Step 1

- ▶ Identifying Needs
- ▶ Documenting Context
- ▶ Available Resources?
- ▶ Program Strategies

1. How do you know there is a need? 
2. Does it fit LSTA Goals? Library's goals? 
3. What resources already exist?
4. Program activities

Forming the Evaluation



Seniors – Web Literacy

- ▶ Need
 - Seniors in the community request web skills info
 - Target population information
- ▶ Context
 - LSTA Plan Goal
 - Library Plan Mission/Goal
- ▶ Resources?
 - Collection, Staff, Community
- ▶ Program Activities
 - Classes, Collection Development



Step 2 – Goals and Objectives

- ▶ Goals and benefits
- ▶ Objectives / activities
- ▶ Generate evaluation questions
 - Select measures and outcomes



Goal = Big Picture

What will the project achieve for the users?

Objective

Specific action / event linked to the goal

Goals & Objectives – example

- ▶ Web Literacy for Seniors

- Enhance web literacy among seniors of the community.

- ▶ Informational Classes

- ▶ One-on-One Training

- ▶ Expand Resources

- ▶ Connect with Program Partners

Goal

Objectives / activities

Generate Outcomes

- ▶ Outcome
 - Impact on the End User
- ▶ Impact – Change in:
 - Behavior
 - Attitude
 - Skills
 - Knowledge
 - Condition/Status

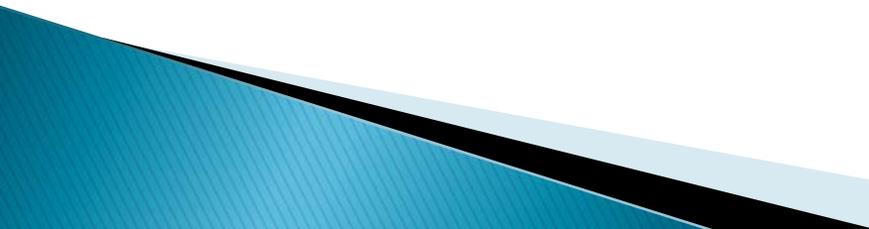
Outcome Evaluation

A user-centered approach to assessment of programs/services that have been designed to achieve a change for the user

Select the Outcome

- ▶ Identify intended participants 
- ▶ Pick one good outcome
 - Participants will demonstrate what new skill, attitude, knowledge or behavior?
 - Measurable?
 - Short – term
- ▶ Library/program already collects data

The Outcome

- ▶ It's about the users
 - ▶ Language
 - Begin sentence with the target group
 - Outcome verbs: know, understand, increase, improve, decrease, reduce, expand
 - Not activity based
 - ▶ Double Check
 - Specific? Measurable?
 - No output statements or program operations
- 

Seniors and Web Literacy

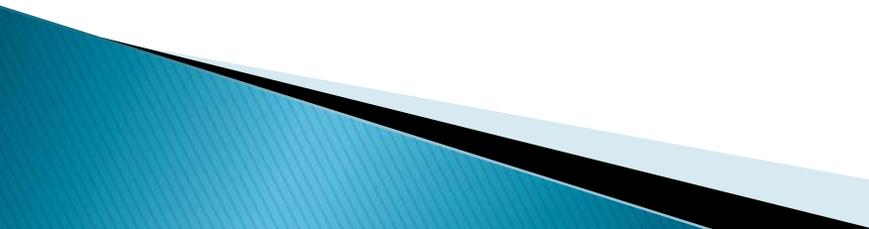
- ▶ Overall outcome:
 - Seniors of the community will gain web skills to access the Internet with ease.
- ▶ Pick one manageable outcome
 - Planned program = Workshop designed to teach online skills to seniors
 - Outcome = Seniors who take the workshop will learn basic Internet navigation skills

Step 3 – Data Collection Plan

- ▶ Design the Plan
- ▶ Methods
 - Practical
- ▶ Schedule
- ▶ Target for Change



Design the Outcome Plan

- ▶ What Method?
 - What will capture the change? – Remember the Goal
 - Most direct
 - Consider what exists
 - ▶ Schedule
 - Time-based
 - Event based
 - ▶ To consider
 - Patron input – it's voluntary
 - Patron input – Privacy/Confidentiality
 - Costs
- 

Method – Existing Data

- ▶ ILS
 - Registration
 - Circulation
- ▶ Reference Statistics
- ▶ Web hits
- ▶ Library resources
 - Print
 - Electronic
- ▶ Modifications possible?



Methods – Surveys

- ▶ Info is from the participant's perspective
 - Can be subjective
- ▶ Self administered
- ▶ Easy to analyze
- ▶ Caution
 - Watch the language – neutral
 - Question need to be understandable
 - Pilot test

Methods – Interview

- ▶ Info is from participant's perspective
 - ▶ Pre-defined questions
 - Clarification possible
 - ▶ Allows for follow-ups
 - ▶ Anecdotes possible
 - ▶ Labor intensive
 - ▶ Will individuals want to participate?
- 

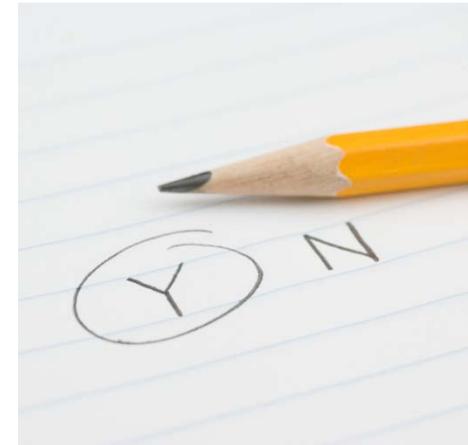
Methods

Self-Report & Observation

- ▶ Self-Report
 - Best for objective items
 - Will participants respond?
 - Anecdotes
 - Caution – accuracy
- ▶ Observation
 - Works if a change/behavior is observable
 - No direct questions
 - Observer may need training
 - Privacy issues possible

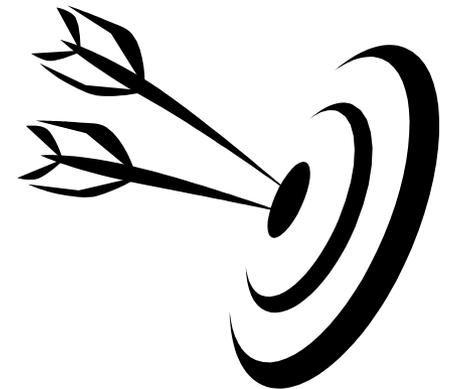
Methods – Tests

- ▶ Great for knowledge and skill changes
- ▶ Class or workshop setting
- ▶ Pre-test
 - Already exist?
- ▶ Post-test
- ▶ Easy to analyze
- ▶ Usually credible
- ▶ Development may be needed



Target for Change

- ▶ Targets – Standard for success
 - Numerical
 - Reasonable
 - Baseline available?
 - Realistic
- ▶ Identifies changed skill or behavior
 - One specific skill or behavior
 - Measurable



Seniors and Web Literacy

- ▶ Method = Complete searching exercise
- ▶ Method = Anecdotes (self report)
- ▶ Schedule = At each workshop for Seniors and the Internet – 3 workshops
- ▶ Target for Change = 75% of participants will be able to activate a search engine, enter a topic and print an example for the trainer – plan to reach 60 seniors during the program
 - **OUTCOME!!!**

Evaluation – example

- ▶ Web Literacy for Seniors
 - Enhance web literacy among seniors of the community.
- ▶ Informational Classes
- ▶ One-on-One Training
- ▶ Expand Resources
- ▶ Connect with Program Partners

Goal

Objectives

Step 4 – Writing it Up

- ▶ Evaluation starts at the beginning
 - Need
 - Target Population
- ▶ Integrated with Implementation
 - Timeline
 - Communication
 - Assign responsibility
 - Target population

IV

For the Application

- ▶ Results you expect
- ▶ Data collection methods
- ▶ Data that will be collected
- ▶ What records will be kept
- ▶ Who is responsible
- ▶ When evaluation will take place



For the App Continued....

- ▶ Evaluate the whole project
 - Use those outputs!
 - ▶ List all the projects
services / activities / products
 - ▶ Choose **one** outcome
 - ▶ Use best estimate for the target
 - ▶ Be specific on data sources, method and intervals
- 

Writing It Up – Final report

- ▶ Interpreting the Data
 - Look for patterns
 - Remember the project goal
- ▶ Unintended Consequences
- ▶ Obstacles
- ▶ Communication
 - Target Audience
 - During the project
 - Completion – reach the goal?
- ▶ Next Steps



It's a Wrap

- ▶ Quick Overview
- ▶ Evaluation section
- ▶ Outcome Based Evaluation
 - 4 Steps
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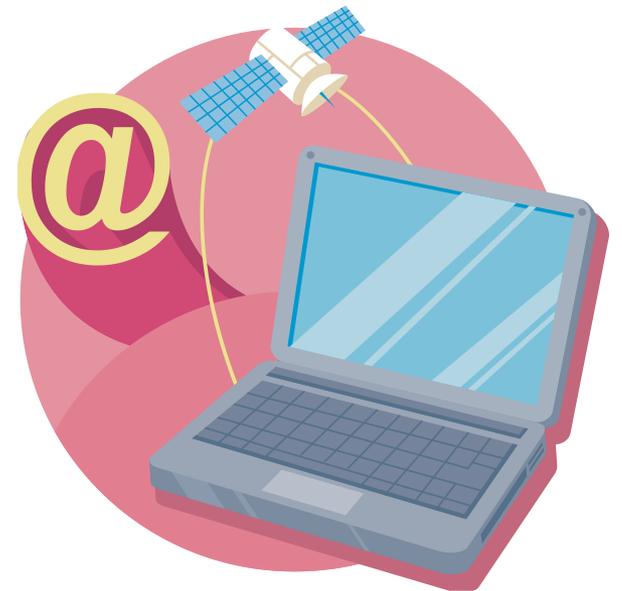


Questions?



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Giving Credit

This workshop is supported with Library Services and Technology Act (LSTA) funds and is brought to you by:

