

How can libraries measure outcomes?

Simple ways to capture the difference our programmes and services make



What kinds of programmes does your library run most often?

Choose up to three.



1. Digital skills



2. Reading & literacy



3. Education & lifelong learning



4. Health



5. Business support

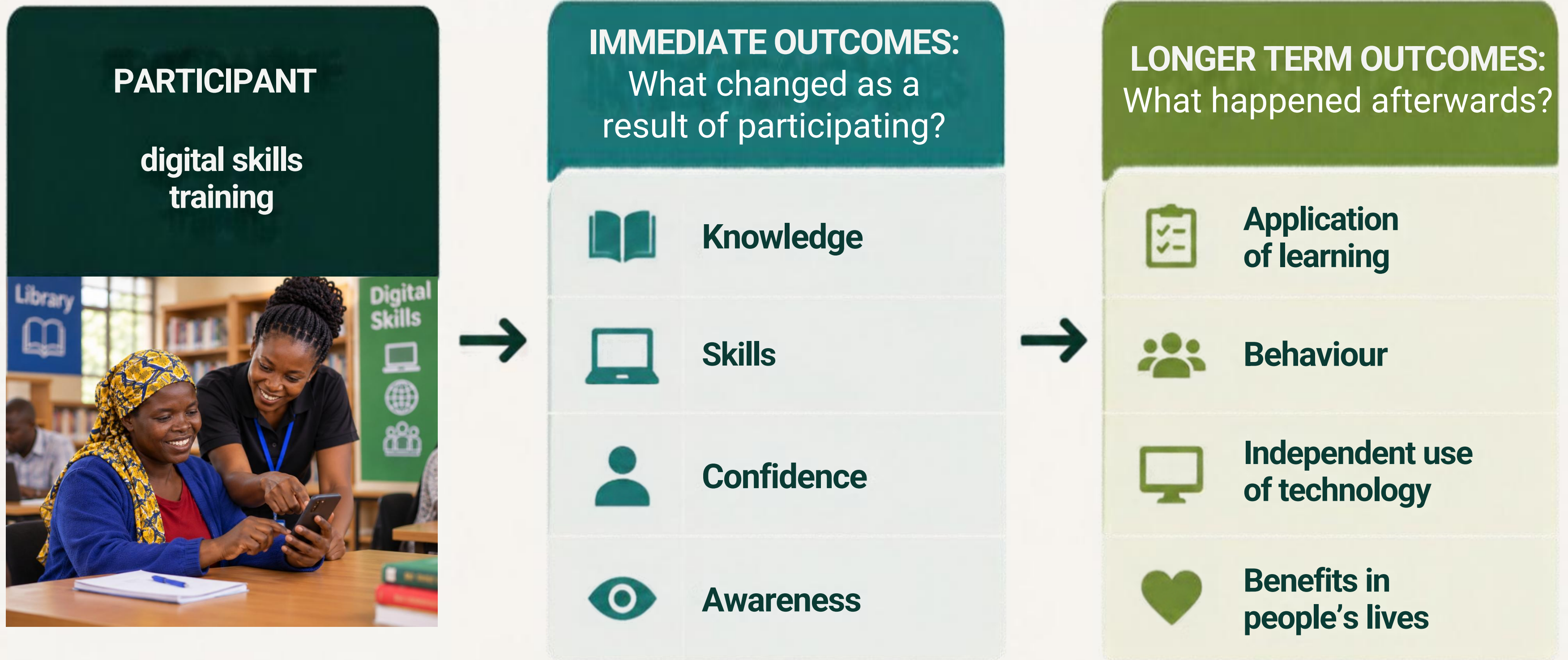


6. Job skills



7. Community engagement

What happens after a library programme?



What is the usual practice?

Digital Skills Training Registration Form

1. Personal information

Full name: _____
Phone number: _____
Age: ☐ Under 18 ☐ 18–24 ☐ 25–34 ☐ 35–49 ☐ 50 and above
Gender: ☐ Female ☐ Male ☐ Prefer not to say

2. Location

District: _____
Community/Village: _____

3. Education level

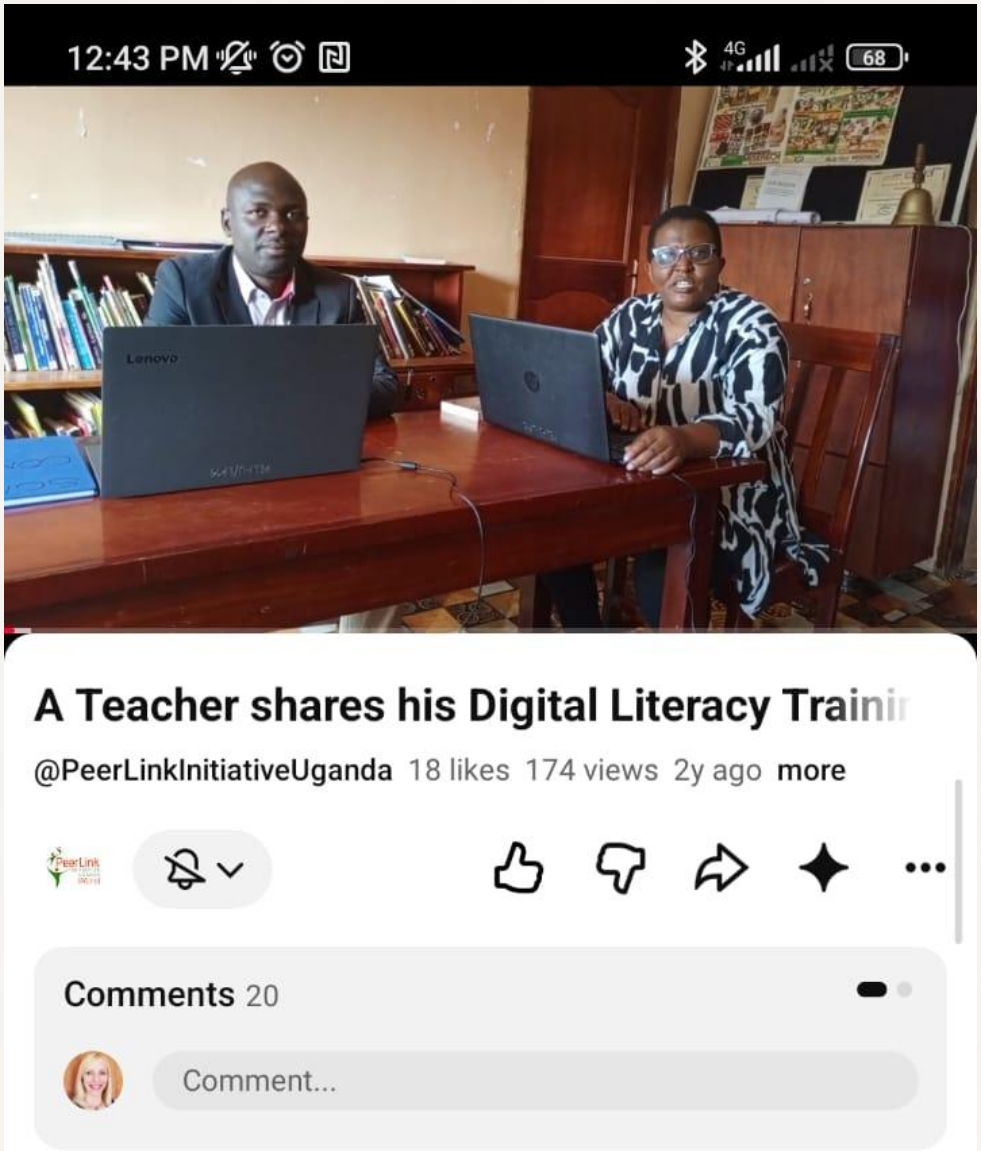
☐ No formal education ☐ Secondary education
☐ Primary education ☐ Vocational/Technical training
☐ Tertiary education (university, college)

4. Occupation (main activity)

☐ Student ☐ Job seeker
☐ Farmer (agriculture) ☐ Homemaker
☐ Self-employed (business) ☐ Retired
☐ Employed (formal job) ☐ Other (please specify): _____

1. Most libraries capture basic data about participants

3. Some capture success stories about changes that happen afterwards



Section E: Baseline Self-Assessment of Digital Literacy

Overall, how would you rate your current digital skills level?

Basic Intermediate Advanced

For each area below, tick the box that best describes you right now

	I cannot do this	With help	On my own	I can teach others
Foundations (Using a computer / mobile device and getting online)	☐	☐	☐	☐
Information Processing (Finding and judging information online)	☐	☐	☐	☐
Communication & Collaboration (Communicating and working with others using digital tools)	☐	☐	☐	☐

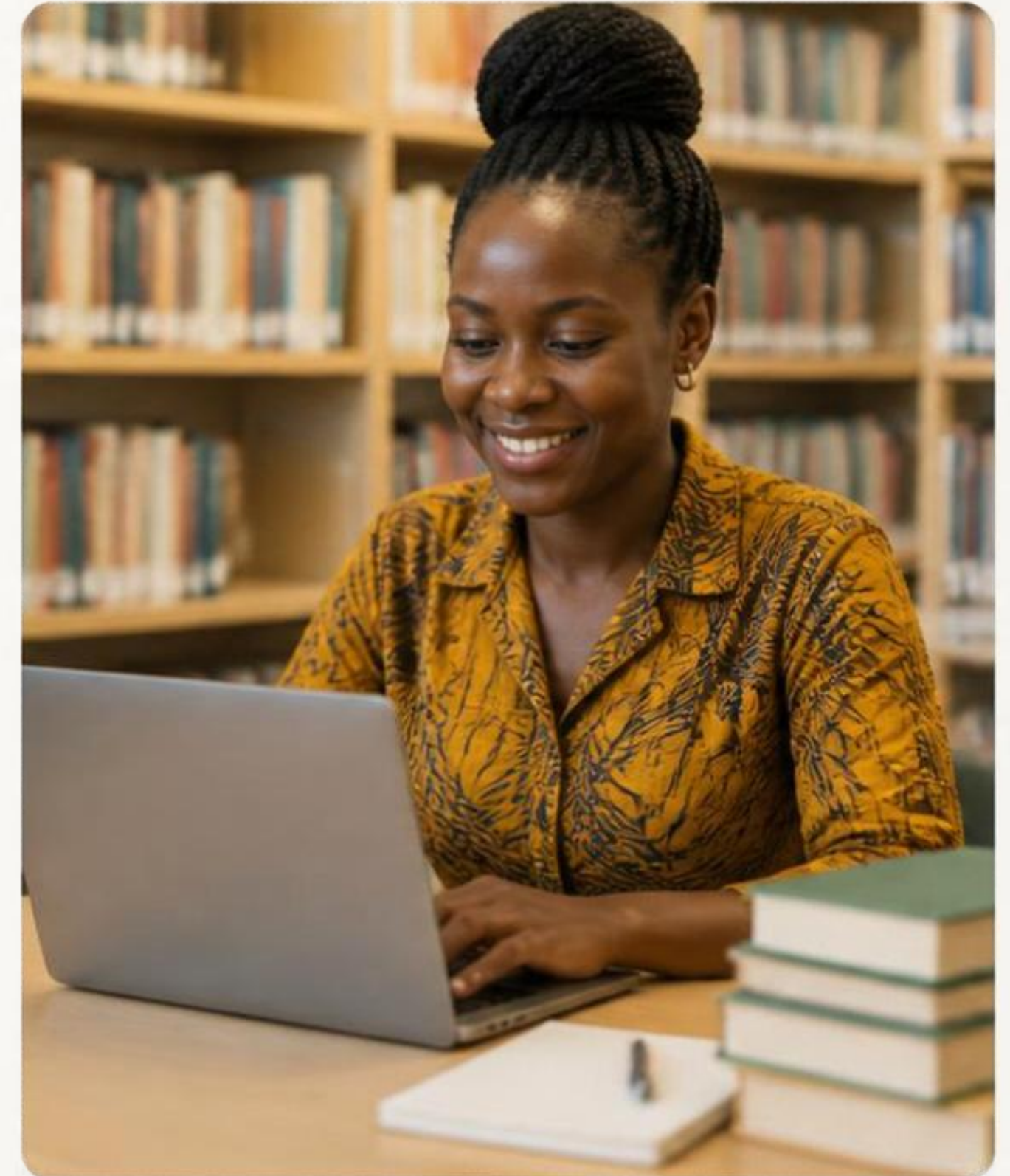
3. Some use surveys asking about the level of skills before and after training

Example: digital learning – immediate survey

After participating in this programme...

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I learned something new.	☐	☐	☐	☐	☐
I feel more confident using technology.	☐	☐	☐	☐	☐
I intend to apply what I learned.	☐	☐	☐	☐	☐

What are these questions measuring?



What could we ask later?

Since participating in the programme...

Have you used what you learned?

Are you more confident using technology independently?

Has what you learned helped you achieve something?

I learned...



I used...



Different programmes – different outcomes

READING & LITERACY

NOW

I feel more confident reading.

LATER

I read more often.

HEALTH

NOW

I know more about reliable health information.

LATER

I used the information I learned to improve my health.

BUSINESS SUPPORT

NOW

I learned something useful for my business.

LATER

I applied what I learned in my business and started selling more.

JOB SKILLS

NOW

I feel more confident applying for jobs.

LATER

I used what I learned to apply for a job.

Which questions tell us about outcomes?

Choose the
questions that
actually tell us
about change.



1. How satisfied were you with the training?



2. Did you learn something new?



3. Was the trainer friendly?



4. Do you feel more confident using what you learned?



5. Would you recommend the library to a friend?

Let's build an outcome survey together

OUTCOME

QUESTIONS

What change do we expect?

What and when should we ask?

Don't start from scratch

Project Outcome Survey Templates by ALA Public Library Association

Immediate + follow-up survey templates for different types of
library programmes:

<https://www.ala.org/pla/data/outcomemeasurement>



Scan to open the templates