capturing outcome measures in library survey

February 11, 2018

# Overview

Libraries ACT has responsibility for the provision of both a public library service, the home library service, the ACT Heritage Library and numerous other specialist information services. Libraries ACT make significant contribution to Australian economic activity and public learning. Quantifying the Libraries contribution would help the libraries to get additional investment to improve its services and also can tailor its program/activities to right demographics.

At present, Libraries ACT is reviewing the current accountability indicators to measure its performance. Current accountability indicators are based on output measures such as loans and visits per capita. Libraries ACT is moving towards outcome measures rather than output measures. The main way that outcomes are measured is most often done through a survey.

The main objective of this project is to design the survey questions and adopt widely used methodology to calculate outcome measures.

## Project Background and Description

Libraries ACT play a major role in community learning thus making significant contribution to ACT economic activities. Libraries ACT wish to quantify its value proposition to the ACT economy and measure the contribution it makes to the communities they serve. This would hugely benefit Canberrans as Libraries ACT can tailor its activities based on the outcome measures. Libraries ACT provide value in the areas such as

* Providing free public access to computer and information technology resources
* Creating better-informed communities
* Promoting lifelong learning and literacy
* Building connections between individuals, groups and government

ACT spends $32 per capita on public libraries between 2008 and 2009[[1]](#footnote-1) which is the lowest among other Australian states and Territories. ACT continues to occupy the lower per capita spend of $34 between 2015 and 2016 among all the states and territories in Australia. This project aims to capture the outcome measures and quantifies the value proposition of libraries to the ACT economy. This project outcome will help libraries to focus on the community needs thus helping the ACT economy to excel. This will also help libraries to quantify the need for investment in areas to maximise its impact on literacy, lifelong learning, economic and workforce development, and building stronger and creative communities.

## Project Scope and Problem statement

Libraries traditionally measure outputs – usually quantitative measures of the volume or performance of a library’s actions (e.g. loans, door counts, program attendance). Output information reflects activity, and is useful in capturing what libraries do, but outputs do not tell a compelling story about the outcomes of that activity and the impact achieved by library efforts across the full spectrum of activities and services. An outcome is a specific benefit that results from a library service or program designed to help library users change their knowledge, skills, attitudes, behaviour or awareness. Outcomes occur in the lives of people, and may not occur in the library itself. Outcomes can be quantitative or qualitative, and are generally expressed as changes individuals perceive in themselves.

The scope of the project is to design survey questions and methodology to compute outcome measures.

### Phase 1

The first phase of the project covers the outcome measures on the following areas

* Digital inclusions
* Customer satisfaction
* Return on Investment
* Heritage libraries

#### Digital inclusions

Community uses public computers and WiFi access points from the library to access information in the internet. Library users access internet for variety of task that includes

* Pursue recreational activities
* Apply for jobs
* Connect with their family and friends
* Access government services such as Centrelink, medicare and so on
* Study online courses and so on

Some of the possible outcome measures for digital inclusion category are

|  |  |
| --- | --- |
| Outcome | Measures |
| Access to technology | * Percentage of library branch visitors who use library WiFi * Percentage of branch visitors who use library computer services |
| Use of technology | * Percentage of people you use social media sites to connect with their family, friends and community * Percentage of people who access governmental services * Percentage of people who access financial and banking services * Percentage of people who accessed employment websites / services * Percentage of people who accessed library e-resources |
| Digital literacy | * Increase in the knowledge about using library resources * Number of technology training sessions ran at library and number of people attending those sessions |

Methodology to compute the outcome measures are detailed below

* Percentage of library branch visitors who use library WiFi

Number of WiFi users / Total number of visitors (per branch level per day)

* Percentage of branch visitors who use library computer services

Number of library user using library computers / Total number of visitors (per branch level per day)

* Percentage of people you use social media sites to connect with their family, friends and community

Number of users accessing social media sites / Total number of visitors (per branch level per day)

Social media sites includes

* + Facebook
  + Twitter
  + Instagram
  + Snapchat
  + Skype
  + Other video chat applications
* Percentage of people who access governmental services

Number of users accessing governmental services / Total number of visitors (per branch level per day)

Government sites includes

* + .gov.au sites
  + .act.gov.au sites
* Percentage of people who access financial and banking services

Number of users accessing financial services / Total number of visitors (per branch level per day)

Financial sites includes

* + Bank websites
* Percentage of people who accessed employment websites / services

Number of users accessing employment services / Total number of visitors (per branch level per day)

Employment sites includes

* + Seek
  + Jobsearch.gov.au
  + Careerone.com.au
* Percentage of people who accessed library e-resources

Number of users accessing library catalogue/search / Total number of visitors (per branch level per day)

Employment sites includes

* + Seek
  + Jobsearch.gov.au
  + Careerone.com.au
* Increase in the knowledge about using library resources
* Number of technology training sessions ran at library and number of people attending those sessions

#### Customer satisfaction

Customer satisfaction is a very important for libraries to understand the pulse of their customers. Some of the survey questions are detailed in Appendix.

#### Return on Investment

Benefit to cost ratio (BCR) is the best way to measure the return on investment for libraries. It quantifies how much economic value that libraries are adding to the community. Some of the survey questions are detailed in Appendix.

#### Heritage libraries

<<To be developed>>

### Phase 2

The second phase of the project covers the outcome measures on the following areas

* Literacy and lifelong learning
* Personal development and wellbeing
* Stronger and more creative communities
* Economic and workforce development

## Stakeholders

Libraries ACT team, ICT team and Innovation & Customer Experience (ICx) team will be involved in this project. The contacts of the individual team members are given below

Libraries ACT Team

* Vanessa Little, Director
* Julie Parkhouse
* Sarah Steed
* Stuart Row

ICx Team

* John Bowdery, Director
* Selva Murugesan
* Geethaka Fernando

ICT Team

* Kieran Steele, Senior Manager, TCCS ICT
* Liam McKay

## Project Governance

Roles and Responsibilities

The below are the roles and responsibilities of each stakeholders. Each team member will execute the tasks assigned by the respective stakeholders.

ICx team will

* Develop survey questions for the topics listed in the project scope section
* Coordinate workshops and meetings
* Build survey app that contains survey questions
* Engage and work with both vendors and SSICT to provide the technology and technical expertise to source, ingest, store, analyse and present the data collected via survey forms
* Develop the Solution Architecture / Data management action plan for sourcing, ingesting, protecting, linking, analysing and presenting the data
* Assist in overcoming problems with access / authorisation to data sets that are required
* Manage and coordinate other agencies’ involvement where required
* Assist in sourcing the dataset from other directorates or external parties
* Perform access control and data governance for the datasets
* Work with SSICT team to source datasets that are relevant to this project

Libraries ACT team will

* Provide Subject Matter Experts to define the problem
* Provide Subject Matter Experts to infer insights from the data analysis outcomes/results
* Assist in the development of the survey question and methodology
* Provide datasets (for whom they are the data owners) to help solve the problem
* Provide metadata associated with the datasets that they own
* Assess the datasets for suitability
* Assist in sourcing the dataset from other directorates or external parties
* Write up the results of the analysis if needed
* Participate in workshops and meeting to provide feedback
* Help ICx team to define/tweak methodology to compute outcome measures

## Deliverables Stage

This project will deliver a detailed analysis report that describes the survey questions and methodology to compute outcome measures. The project will also deliver an app that contains survey questions.

A dashboard that contains some outcome measures for “Digital Inclusions” will also be delivered before the project deadline (If Libraries ACT and SSICT hold such kind of information and agreed to use the de-identified aggregated data for data analysis).

## Project deadline

The project deadline for the first phase is 26th February. Second phase delivery deadline is to be advised.

## Datasets

## Risk

The high level risks are presented in Table 1.

Table : High Level Risks

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Risk No. | Description | Risk Level | Treatment Option | Mitigation Strategy | Revised Risk Rating |
| 01 | Libraries ACT might not agree to release the data to compute outcome measures for “Digital Inclusion” category | High | Reduce likelihood to Low | Include a section in the survey to capture that data | Low |
| 02 | SSICT might not collect the data to compute outcome measures for “Digital Inclusion” category | High | Reduce likelihood to Low | Include a section in the survey to capture that data | Low |
| 03 |  |  |  |  |  |

# Meetings

|  |  |  |
| --- | --- | --- |
| Date and Time | Attendees | Description |
| 5/2/2018 | Vanessa Little, Sarah Steed, Julie Parkhouse, John Bowdery, Selva Murugesan | First meeting to understand the scope of the project and deliverables |
| 13/2/2018 | Julie Parkhouse, Selva Murugesan | Discussion about survey question, data acquisition and how survey will be done |
|  |  |  |

# Document history

|  |  |  |
| --- | --- | --- |
| Date and Time | Author | Change Log |
| 12/2/2018 | Selva Murugesan | Initial draft v1.0 |
| 13/2/2018 | Selva Murugesan | Draft v1.1; Added Julie questions and added methodology section |
| 16/2/2018 | Selva Murugesan | Draft v1.2; Updated stakeholder section and project phases |

# References



# Acronymns

* ICx : Innovation and Customer Experience
* IDA : Innovation and Data Analytics

**Appendix A**

**Demographics**

1. What is your age group?

* Under 18
* 18-25
* 26-40
* 41-59
* 60+

2. What is the library location?

* All library locations listed; May be prefilled if people allow their browser to access their location information

Digital Inclusions

1. Do you feel more connected to friends and your community having used the library computers or wifi?

* Yes
* No

2. Did you use the library computers to access government services?

* Yes
* No

3. Did you receive support or training from library staff at the library in the use of computers or the Internet?

* Yes
* No

4. Do you feel more knowledgeable about using computers and the Internet?

* Yes
* No

Customer Satisfaction

1. How would you rate today’s library services overall?

* Very good
* Good
* Satisfactory
* Poor
* Very poor

2. How would you rate library collections?

* Very good
* Good
* Satisfactory
* Poor
* Very poor

3. How would you rate library e resources?

* Very good
* Good
* Satisfactory
* Poor
* Very poor

4. How would you rate today’s library programs and events?

* Very good
* Good
* Satisfactory
* Poor
* Very poor

5. How would you rate library spaces today?

* Very good
* Good
* Satisfactory
* Poor
* Very poor

Return on investment/Cost benefit assessment

1. How much are you willing to pay if library services were provided by substitute, private sector providers?

2. Value of time, cost and effort that library users incur in getting to and in using public library services

3. How much library users and non-users would be willing to pay to keep public library services operating in their communities

Heritage libraries

**<Yet to be advised>**

1. Dollars, Sense and Public Libraries (State Library of Victoria and the Public Libraries Victoria Network, 2011) [↑](#footnote-ref-1)