

## Embedding Evaluation in Libraries Kickoff Institute

### Step 1: Define the Program/Service

	Emerson Community Library	Your Library
<p><b>What is the program/service?</b></p> <ul style="list-style-type: none"> <li>○ What parts of the program/service are you going to evaluate?</li> <li>○ What portion of the population will be included in the evaluation?</li> </ul>		
<p><b>What are the goals of the program/service?</b></p> <ul style="list-style-type: none"> <li>○ What are the priorities or aims of the program or service?</li> </ul>		
<p><b>How is the program/service positioned in the library?</b></p> <ul style="list-style-type: none"> <li>○ What is the history of the program/service?</li> <li>○ How is it funded? Is the funding stable?</li> <li>○ Who are the key players in terms of staff and volunteers?</li> <li>○ What are the attitudes of the key players toward the program/service?</li> </ul>		

**Step 2: Analyze Context**

	Emerson Community Library	Your Library
<p><b>What are the purpose(s) and desired use(s) of the evaluation?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Accountability and oversight requirements</li> <li><input type="radio"/> Program improvement</li> <li><input type="radio"/> Advocacy</li> </ul>		
<p><b>Who are the stakeholders? What is their “stake”?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Who are the program stakeholders?</li> <li><input type="radio"/> Who are the evaluation stakeholders?               <ul style="list-style-type: none"> <li><input type="radio"/> Evaluator(s)</li> <li><input type="radio"/> Primary users of findings</li> <li><input type="radio"/> Audiences for reporting</li> </ul> </li> </ul>		
<p><b>What is the political context?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Who will be concerned about the evaluation?</li> <li><input type="radio"/> Who might benefit from positive or negative findings?</li> </ul>		

**Step 3: Clarify Program Theory**

	<b>Emerson Community Library</b>	<b>Your Library</b>
<p><b>What research/evaluation has already been conducted about the topic?</b></p>		
<p><b>What are the team's mental models?</b></p> <ul style="list-style-type: none"><li>○ Ideas about how and why a program or service will work to accomplish its goals</li></ul>		
<p><b>What are the components of the logic model?</b></p> <ul style="list-style-type: none"><li>○ Inputs</li><li>○ Outputs</li><li>○ Outcomes</li></ul>		

**Step 4: Develop Questions**

	Emerson Community Library	Your Library
<p><b>What does success look like for this program/service?</b></p> <ul style="list-style-type: none"> <li>○ Outcomes-related definitions of success are rarely sufficient (by themselves)</li> <li>○ Consider a multi-faceted picture of success</li> </ul>		
<p><b>What are the evaluation questions?</b></p> <ul style="list-style-type: none"> <li>○ Overarching, guiding questions that the evaluation seeks to answer</li> </ul>		

**Step 5: Design Study**

	Emerson Community Library	Your Library
<p><b>What is your plan for conducting the evaluation (steps 6-8)?</b></p>		
<p><b>What is your plan for using the evaluation results (steps 9-10)?</b></p>		

**Step 6: Collect Data**

	Emerson Community Library	Your Library
<p><b>What data collection methods will you use to answer the evaluation questions?</b></p> <ul style="list-style-type: none"> <li>○ Types of data needed to answer your evaluation questions</li> <li>○ Strengths and limitations of methods</li> <li>○ Organizational resources and expertise</li> </ul>		
<p><b>What steps will you take to collect relevant, credible data?</b></p> <ul style="list-style-type: none"> <li>○ Are your methods sufficient for yielding relevant, credible data?</li> <li>○ How will you define your samples?</li> <li>○ Who will collect the data?</li> </ul>		

**Step 7: Analyze Data**

	Emerson Community Library	Your Library
<p><b>How will you analyze the data?</b></p>		

### Step 8: Identify Findings

	Emerson Community Library	Your Library
What are your steps to integrate and interpret the findings and draw conclusions?		

### Step 9: Report Results

	Emerson Community Library	Your Library
What are your strategies for reporting findings to various audiences? <ul style="list-style-type: none"><li>○ Who are your stakeholders? (Identified in Step 2)</li><li>○ What messages will resonate with each stakeholder?</li><li>○ How should the messages be delivered?</li><li>○ What recommendations will you make to each stakeholder?</li></ul>		

### Step 10: Take Action

	Emerson Community Library	Your Library
How will you use your findings? <ul style="list-style-type: none"><li>○ Revisit the purpose of the evaluation, established in Step 2, and use this to determine how you will use the findings (e.g., program improvement, decision-making, advocacy, etc.)</li></ul>		