Preparing for the Kickoff Institute

May

Watch 2 videos:
- o What is Evaluation?
- o Scoping Your Project

Work as a team to re-size or re-scope project, as necessary

Early June

Meet with Rebecca and Linda to discuss project

June/ July

- Submit an updated project description by 6/15
- Record a brief introduction video via Flipgrid
- Watch six short videos and discuss as a team

July

Participate in Kickoff Institute (7/19-7/21)

EMBEDDING Evaluation

Scoping Your Project

Evaluation Project

1 Examines public-facing library programs or services

2 Adopts a community focus rather than a library focus

3 Includes data collection from members of the public

Embedding Evaluation Timeline

Kickoff Institute

Plan data collection

Collect data

Analyze data

Identify findings and determine next steps

Wrap-Up Institute

| July 2021 | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar 2022 |

Develop, test, revise data collection instruments

Scoping Your Project

1. Consider the scale of your topic:
- o   Number of audiences targeted
- o   Types of services

2. If your topic spans multiple audiences and services, narrow the scope by thinking about:
- o   Your information needs
- o   Practical considerations

EMBEDDING
Evaluation

Evaluation Project Topic: Job and Career Services

Job and Career Services — what is the scale of these services?

Target audiences

Entrepreneurs, recent immigrants, small business, reentry after incarceration, emerging adults

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Target audiences
Entrepreneurs, recent immigrants, small business, reentry after incarceration, emerging adults

Types of services
Program series and one-offs; mentoring; reference appointments with business librarian; outreach to community colleges, co-working spaces, chamber of commerce; partnerships with city's workforce development department and various nonprofits

Evaluation Project — Narrowing the scope

What are your information needs?

What are the practical considerations?

Evaluation Project – Narrowing the scope

What are your information needs?

Key Considerations:

○ Within the broader topic, list the programs and services you have questions about

○ Identify the purpose evaluation would serve and its desired use (program improvement, monitoring and reporting requirements, funding and advocacy)

Job and Career Services — Information needs

Programs/services the library has questions about:	Purpose and desired use of the evaluation:
Outreach: How can we more effectively reach new immigrants with job and career services needs?	
Job search programs: We started offering these virtually during the pandemic. Should we continue with virtual only, offer a mix of virtual and in-person, or return to fully in-person?	
Program series for emerging adults: Are participants gaining what they need to prepare them for employment?	

Job and Career Services – Information needs

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Program series for emerging adults: Are participants gaining what they need to prepare them for employment?	Program improvement and funding/advocacy — this series is relatively new and we don't know how it's impacting participants. Serving emerging adults is a focal area of our strategic plan, and we want to apply for funding to grow this series.

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How well do these topics meet the Embedding Evaluation project criteria?

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Evaluation Project – Narrowing the scope

What are the practical considerations?

Key considerations:

o What information needs are most urgent or time sensitive?

o Does the project make sense in terms of the Embedding Evaluation July-March timeframe?

o Staff capacity

Job and Career Services — Narrowing the scope

	Outreach to New Immigrants	Program Series for Emerging Adults
Urgent/Time Sensitive	While we want to determine how to more effectively reach new immigrants, we aren't aware of any current opportunities to apply for funding or other support.	
July-March Timeframe	This timeframe feels tight because we have so many unanswered questions about this population and need to develop stronger relationships with partner organizations in order to connect with immigrants.	
Staff Capacity	This project would be burdensome for staff because of complications regarding reaching the target population, need for translation/language services, etc.	

Job and Career Services — Narrowing the scope

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Urgent/Time Sensitive	While we want to determine how to more effectively reach new immigrants, we aren't aware of any current opportunities to apply for funding or other support.	• Serving emerging adults is a high priority for our library right now (5-year strategic plan) • We need outcome data to make a case for increased funding • A local foundation has an upcoming grant opportunity, with applications due in the spring
July-March Timeframe	This timeframe feels tight because we have so many unanswered questions about this population and need to develop stronger relationships with partner organizations in order to connect with immigrants.	This timeframe works well in terms of having results in time to meet the grant application deadline.
Staff Capacity	This project would be burdensome for staff because of complications regarding reaching the target population, need for translation/language services, etc.	This project would be manageable for staff because it focuses on an existing program series and the participants are easily reachable.

Your Turn: Scoping Your Project

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3. Schedule your team meeting with Rebecca and Linda