

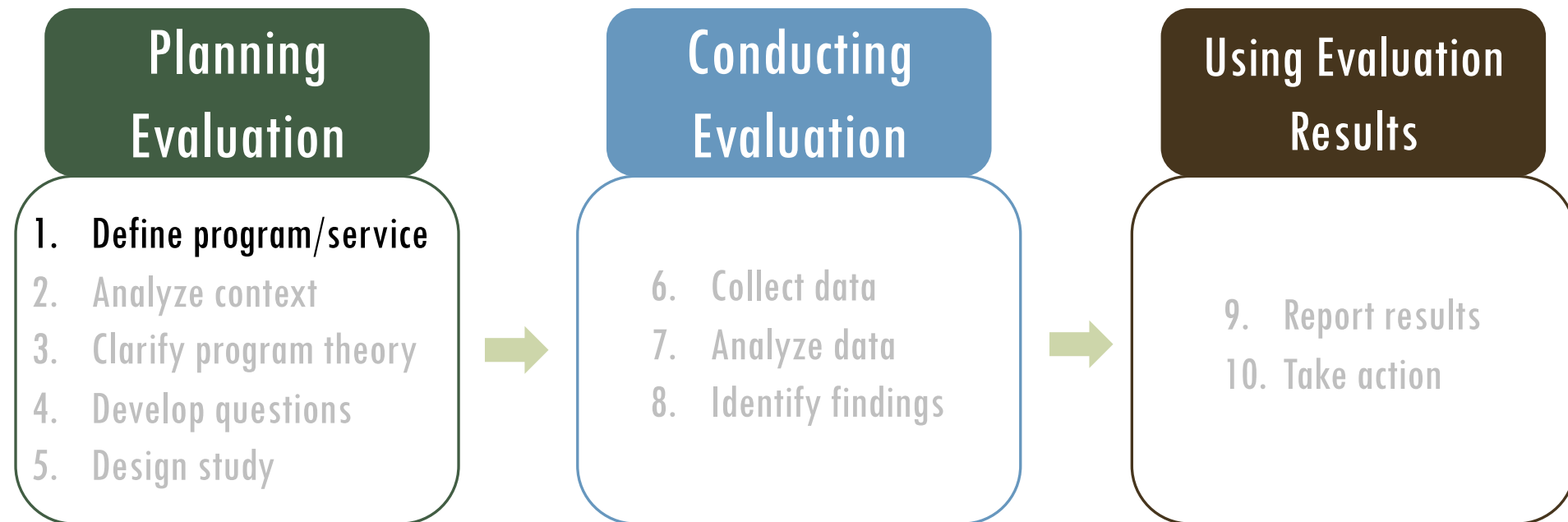
The Evaluation Process:

Step 1

DEFINE AND DESCRIBE THE PROGRAM/SERVICE



The Evaluation Process



Step 1: Define program/service Emerson Community Library

What is the program/service?

What parts of the program/service are you going to evaluate?

What portion of the population will be included in the evaluation?

What are the goals of the program/ service?

What are the priorities or aims of the program or service?

How is the program/service positioned in the library?

What is the history of the program/service?

How is it funded?
Is the funding stable?

Who are the key players in terms of staff and volunteers?

What are the attitudes of the key players toward the program/service?

4

Step 1: Define program/service Your Library

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5

pp. 4-5

Planning the Evaluation - Step 1: Define program/service

What is the
program/service?

What are the goals
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How is the
program/service
positioned in the
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Planning the Evaluation - Step 1: Define program/service

What is the
program/service?

Key Considerations:

- What parts of the program/service are you going to evaluate?
- What portion of the population will be included in the evaluation?



PUBLIC LIBRARY

Emerson Community Library: Define program/ service



ECL has three outlets and serves multiple communities across the county, which vary in levels of income and library use.



Community concerns include STEM education, particularly elementary school math performance.

Emerson Community Library: Define program/ service



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Library has historically under-served low-income families, such as those served by Head Start



Community concerns include STEM education, particularly elementary school math performance.



20 Head Start centers in the county serve children ages birth to five

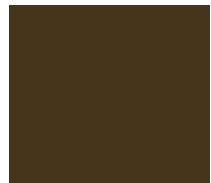
Emerson Community Library: Define program/ service



ECL provides STEM storytimes both in and outside of the library to various age groups



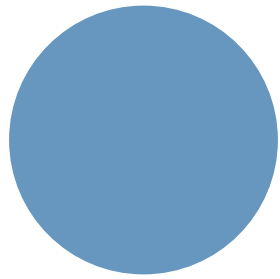
Infusing Math into Preschool Services focuses on the three communities with the lowest levels of library use



Infusing Math into Preschool Services brings a math-focused 8-session storytime series to Head Start centers

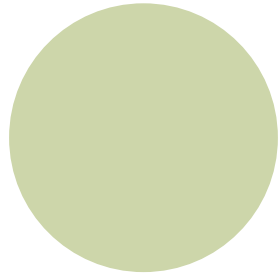
Emerson Community Library: Define program/service

The ECL evaluation team decides to focus on:



Storytimes:

- Only math storytimes that are part of the library's 8-session math series
- Only those storytimes delivered at the 10 Head Start centers located in the three focal communities with lowest levels of library use



Population:

- 3-5-year-old children (although Head Start centers serve birth to 5 years old and younger children may attend the math storytimes)
- Head Start teachers in the 10 centers

Planning the Evaluation - Step 1: Define program/service

What are the goals
of the program/
service?

Key Considerations:

- What are the priorities or aims of the program or service?



PUBLIC LIBRARY

Emerson Community Library

The program's goals include:

- to support a school district initiative focused on boosting elementary school math performance
- to engage 3-5-year-olds in math concepts and activities
- to help Head Start teachers
 - Understand the importance of early math engagement
 - Learn how they can support early math engagement with math concepts and activities
 - Incorporate math concepts and activities in their work

Planning the Evaluation - Step 1: Define program/service

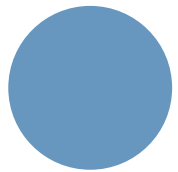
**How is the
program/service
positioned in the
library?**

Key Considerations:

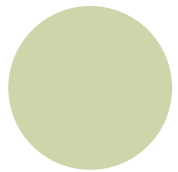
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Emerson Community Library

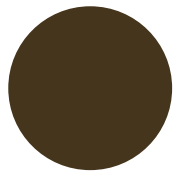
How the program is positioned in the library:



Program history: Launched one year ago



Program funding: Operating funds and a starter grant from a local corporate foundation



Key players: Variety of staff and volunteers

library director



Eager to support a school district initiative focused on boosting elementary school math performance.

assistant library director



Concerned STEM is a trendy topic rather than the core mission of library youth services.

children's librarian



Excited to integrate reading and STEM, and serve Head Start centers.

teen librarian



Disappointed operating funds weren't allocated to making-related teen programming in the same three focal communities.

volunteers



Love the library and are eager to give back.

Some don't like math.

Equity, Diversity, and Inclusion Implications



Reflect on your own assumptions and values and how these will influence the evaluation (hint: evaluation is never neutral!)



Consider if this program/service is considered “core” or “special”



Engage with the community: Find out the history, how the program is viewed, how an evaluation would be viewed

Your Library: Define program/service

Work with your library team to establish the following:

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