

# Embedding Evaluation in Libraries

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APRIL 6, 2022 | 1:00 PM EASTERN

REBECCA TEASDALE, LINDA HOFSCIRE, LISA SOLKO

# Welcome!

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What's a project you're working on right now that you are excited about?



Information for Potential  
Applicants

Evaluation Resources

Cohorts

Colorado Cohort  
Resources

Staff and Partners

773.682.5316  
[info@libraryeval.org](mailto:info@libraryeval.org)

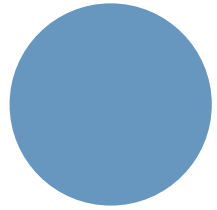


# Embedding Evaluation in Libraries

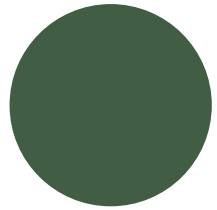
Developing Internal Evaluators

# Target outcomes

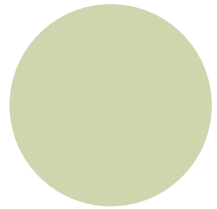
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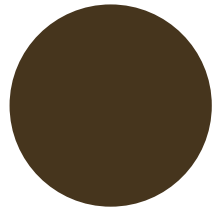
Build your evaluation knowledge and skills



Use new social science research methods



Embed evaluation in your library



Develop a network of like-minded peers in your region

# Evaluation project

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## Program or service

A specific library program, service, or other offering

## New data

Project will include data collection from members of the public. Projects focusing on output data such as cardholder registrations, circulation, etc. are not appropriate for this opportunity.

## Public-facing

Focused on library users or community members

## Innovative or under-served

Priority given to innovative programs, communities the library has under-served

# Teams

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1 person

Evaluation coordinator: staff member who leads evaluation work in your library

1 person

Supervisor of the evaluation coordinator

1-2  
people

Staff members involved in your library's evaluation work

# Activities

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August 9-10, 2022 in  
Raleigh, NC

September 2022 — April 2023

May 2-3, 2023  
Location TBD

2-Day Kickoff  
Institute

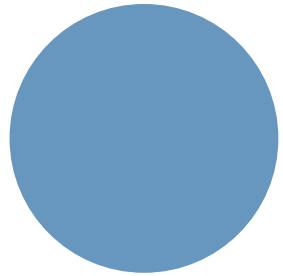
Six Coaching  
Calls

Six Virtual  
Cohort  
Discussions

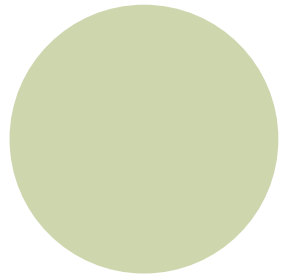
2-Day Wrap-  
Up Institute

# Travel Funds

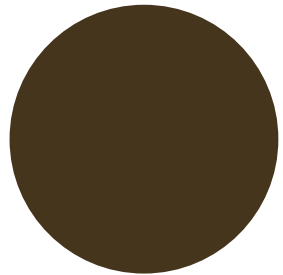
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All teams will receive funds to cover travel costs for Kickoff and Wrap-Up Institutes (airfare, mileage, ground transportation, lodging, meals)



Amounts will be determined based on the number of team members and the library's proximity to the Kickoff and Wrap-Up Institutes



Teams will receive information about the amount of their Kickoff Institute travel funds in their acceptance notification



To apply for the 2022-2023 *Embedding Evaluation* cohort in North Carolina, your library team must submit an application consisting of:

- Completed [Application Form](#)
- Responses to application questions
- Resumes for all team members
- A letter of support from the library director. If the library director is a member of the team, a letter of support from the library director, city manager, etc.).

**Applications are due May 6, 2022 at 5:00 PM EDT.** Please combine all items into one PDF file, and send it to [info@libraryeval.org](mailto:info@libraryeval.org) by May 27, 2022.

# Application deadline: 5/6/22, 5 pm EDT

<https://www.libraryeval.org/application-process/>

## Embedding Evaluation in Libraries: Developing Internal Evaluators Application Form

1. Library Name:

Mailing Address:

2. Please complete the following information for each team member (Teams must consist of 2-4 members – see the [Embedding Evaluation website](#) for more information about team requirements):

Name:

Title:

Email Address:

Phone Number:

Role within team:

Evaluation coordinator ☐ Supervisor of evaluation coordinator ☐ Team member ☐

Does this person have previous education and/or experience in evaluation, assessment, or research methods? Yes ☐ No ☐

Name:

Title:

Email Address:

Phone Number:

Role within team:

Evaluation coordinator ☐ Supervisor of evaluation coordinator ☐ Team member ☐

Does this person have previous education and/or experience in evaluation, assessment, or research methods? Yes ☐ No ☐



Lisa Solko, Head of Collection Development, Mesa County Libraries

## *Artist In Residence (AIR) Program*

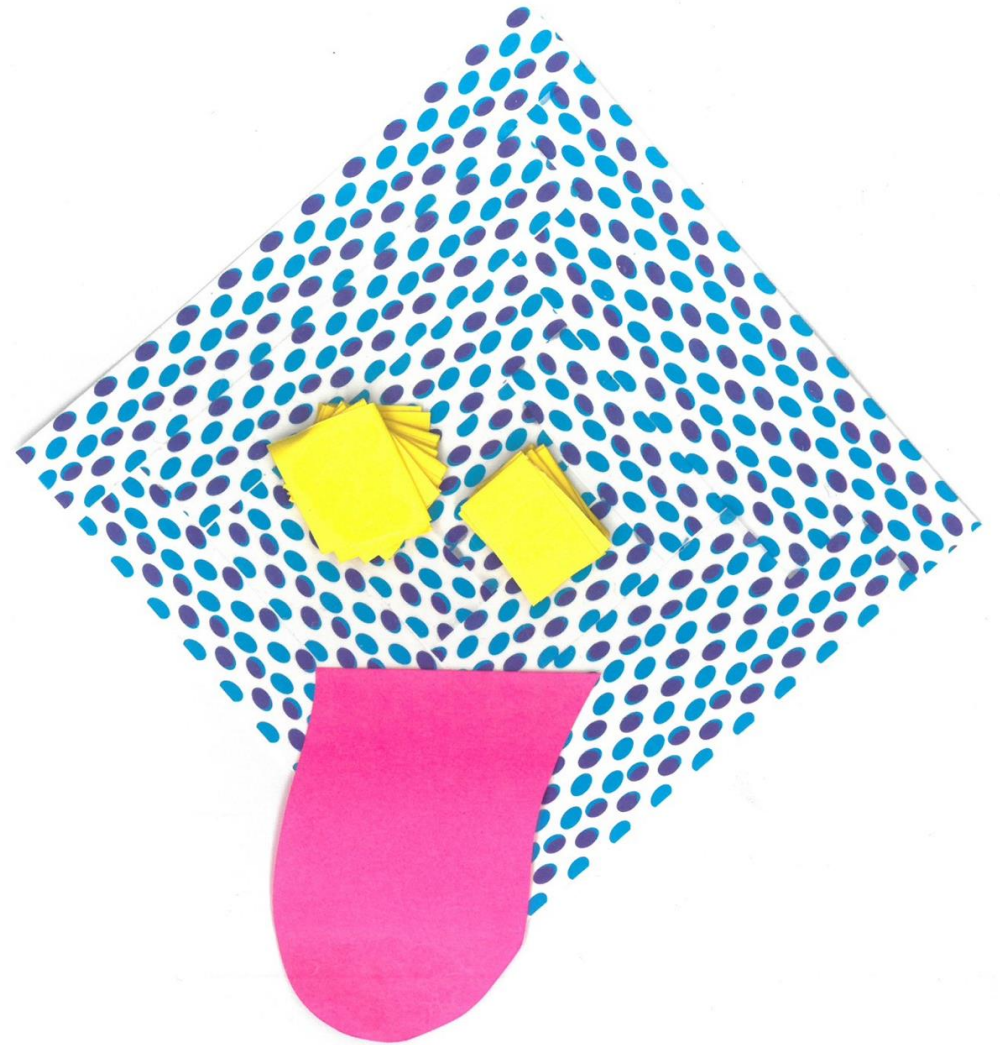
Since 2016, the library has hosted three local Artists in Residence per year.

Artists agree to:

- Conduct a minimum of three public programs
- Hold open studio hours for all ages
- Contribute content to our digital archive

The mission of the program is to support our local artists who connect and engage the community with a variety of arts.

Artists receive a stipend courtesy of the Mesa County Libraries Foundation.



Farris, E. (2021)

# Evaluation Questions



1. In what ways has the AIR benefited from the residency professionally?
2. To what extent have the art programs and open studio hours provided connection within the art community?
3. How effective is the program in helping the AIR connect to the community at large?
4. What parts of the AIR program are most/least relevant to the artist?



## The Study

- Focus group of seven past artists in residence
- Focus group of five internal stakeholders
- Surveys of 32 attendees from three AIR programs



## *MCL: Creating a Team & Selecting a Evaluation Topic*

### Team Considerations:

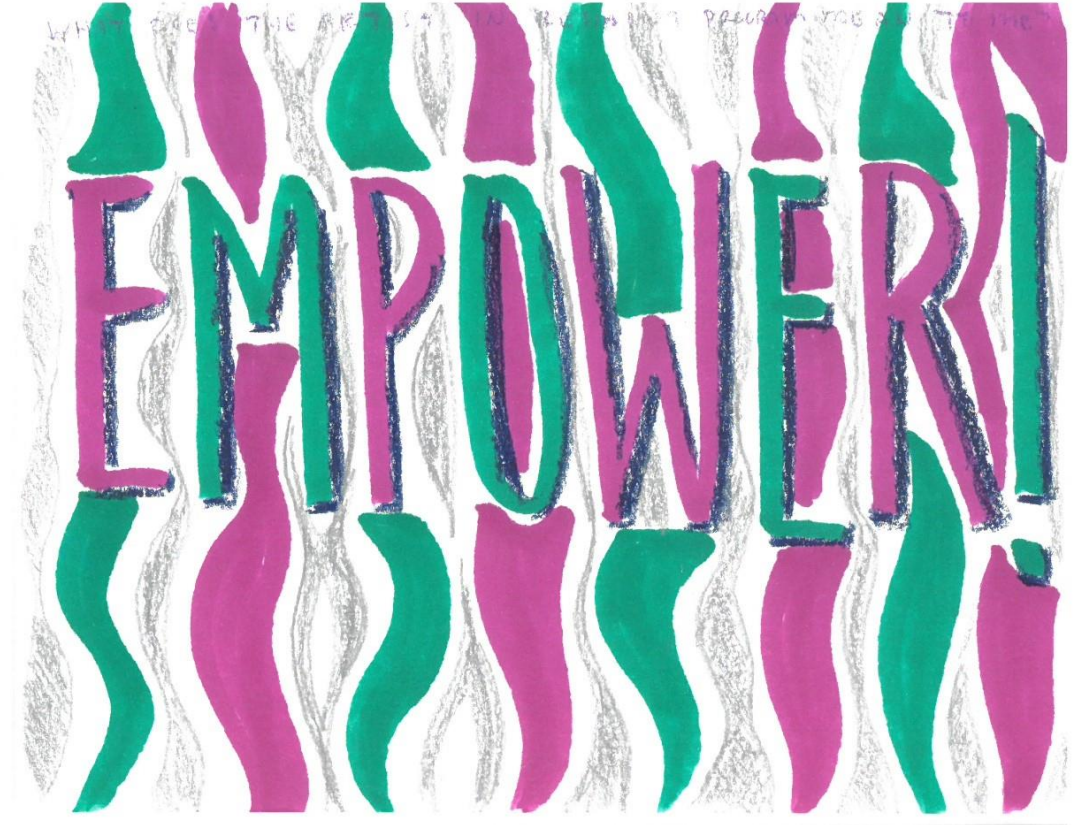
- Genuine interest in evaluation
- Invested in the project to be evaluated
- Balance of management and forward facing staff
- Enough people to help complete the work and withstand possible attrition

### Topic Considerations:

- Interest of the team members
- Established program (but new programs work too)
- Limited in scope
- Desire to improve program

## Next Steps

- Report on and move forward on findings and recommendations from evaluation
- Develop Mesa County Libraries specific Embedding Evaluation guidelines and tools and present to library staff
- Next projects: Weeding & Pop-up libraries
- Possible: CAL presentation about the AIR program with Embedding Evaluation a portion of that presentation.

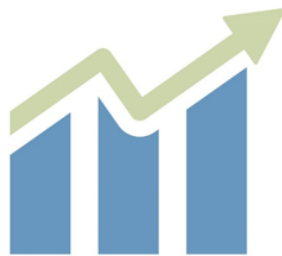


Farris, E. (2021)

# Questions?

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# Evaluation: The Key to Maximizing the Success of Library Programs

INFOPEOPLE WEBINAR

3/10/2021

## Today's webinar: Presenters



**Rebecca Teasdale**

Rebecca Teasdale & Associates



**Linda Hofschire**

Consultant



**Lisa Dale**

Sacramento Public Library



**Elizabeth Gray**

Yolo County Library



**Andrea Hilliard**

Carlsbad City Library



**Madelyn Horton**

Carlsbad City Library

Recording: <https://infopeople.org/civcrm/event/info?id=969&reset=1>



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# Thank You!

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