Welcome!

EMBEDDING EVALUATION CAROLINAS COHORT

1

Preparing for the Kickoff Institute

Early July	Watch 2 videos: • What is Evaluation? • Scoping Your Project **Work as a team to re-size or re-scope project, as necessary**
July	Meet with Rebecca and Linda to discuss project
Late July/ Early Aug	Submit an updated project description by 8/3 Watch the "Getting Started" videos
Aug	Participate in Kickoff Institute (8/9-8/10)

EMBEDDING Evaluation
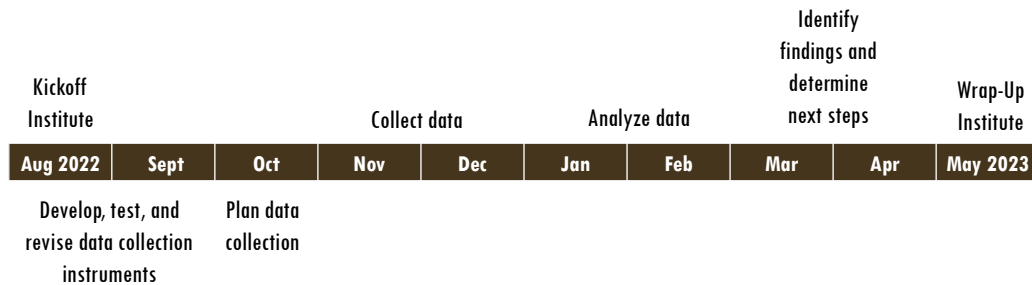
2

Scoping Your Project

EMBEDDING
Evaluation

3

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

4

Embedding Evaluation Timeline

	Kickoff Institute			Collect data		Analyze data		Identify findings and determine next steps		Wrap-Up Institute

Aug 2022	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May 2023

Develop, test, and revise data collection instruments — Plan data collection

5

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

6

3

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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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

9

Evaluation Project — Narrowing the scope

What are your information needs?

What are the practical considerations?

10

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)

11

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?	

12

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13

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14

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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.

15

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

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16

8

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17

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18

9

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 August-May timeframe?
o Staff capacity

19

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.	
Aug-May Timeframe		
Staff Capacity		

20

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21

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Staff Capacity	This project would be burdensome for staff because of complications regarding reaching the target population, need for translation/language services, etc.	

22

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23

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24

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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.

25

Your Turn: 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

3. Be ready to discuss items #1 and #2 with Rebecca and Linda during your July team meeting.

26