

JUN 26 2013

OREGON STATE LIBRARY

Library Services and Technology Act
Grant Activities Report

(check one)

quarterly reports must be filed even if there is no activity in that quarter

1st Quarter Report 3rd Quarter Report

2nd Quarter Report 4th Quarter Report

Final Report

(send e-copy to State Library)

Project Name: Reaching Out: A Community Assessment Model

Grant Project Number: 12-08-6p

Date Submitted: June 26, 2013

Submitted By: Kelley Jacobs

Phone: 503-588-6064

1. Summarize the overall purpose of the grant project:

The purpose of this project is to perform a statistically valid community assessment of the services and programs offered by Salem Public Library and to make improvements based on the survey results. A second purpose of the project is creation of a toolkit that can be used to conduct similar assessments in other Oregon communities.

2. Summarize the project results to date:

Outputs Summary – please report as appropriate depending upon your grant

(double click Word table to enter data- table can be altered to record appropriate outputs)

# of completed competitive bid processes to select a qualified firm to design and conduct the survey.	1	# of completed competitive bid processes to select a qualified firm to design and conduct the survey.	1
# of designed and executed survey tools and completed collection of other relevant data.	3	# of designed and executed survey tools and completed collection of other relevant data.	3
# of completed survey analyses.	3	# of completed survey analyses.	3
# of completed community assessment toolkits available via the internet.	1	# of completed community assessment toolkits available via the internet.	1
# of presentations at the Oregon Library Association Annual conference discussing the project outcomes and availability of the toolkit.	0	# of presentations at the Oregon Library Association Annual conference discussing the project outcomes and availability of the toolkit.	0

Narrative summary:

Project Deliverables

Community Assessment

As noted in the Salem Public Library (SPL) fourth quarter grant report, the Community Assessment was completed during summer 2012. The subsequent data analysis, market segmentation, cluster development, outcome work sessions and final report from SPL's contractor, OrangeBoy, Inc., were completed in December 2012. SPL initiated changes to its strategic plan supported by the results of the community assessment and the recommendations provided by OrangeBoy. In March 2013, the Library Advisory Board approved the revised strategic plan. SPL's management team continues to further define and develop action plans associated with each of the five strategic initiatives contained in the plan.

Tutorial Website

The second deliverable for SPL's Reaching Out project is a web-based tutorial to assist Oregon libraries to conduct their own community assessment. The tutorial site is complete and accessible via <http://www.orangeboyinc.com/researchtutorial/>

As this LSTA-funded project was not selected for presentation at the OLA/WLA conference in April 2013, SPL performed the following outreach to inform Oregon libraries of the existence of the tutorial site.

- Announcement on statewide listserv
- Featured in OLA newsletter

3. Report on specific project objectives to date:

Objective 1: To complete a statistically valid community assessment of Salem library users that will reveal patterns of library use and attitudes toward established and potential library programs and services.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

All three surveys associated with the community assessment were completed during the third quarter. Survey responses were analyzed by SPL's contractor, OrangeBoy, Inc., as well as SPL management team members. OrangeBoy developed the market segmentation or clusters of SPL users and non-users and reviewed their findings during two work sessions. In addition to a review of the findings, OrangeBoy also initiated a service prioritization discussion with SPL's management team and provided final recommendations during the fourth quarter.

Objective 2: Create a community assessment toolkit for use by Oregon public libraries that will include the questions and methodology of the assessment, implementation plan details, and analytical tools, along with step-by-step instructions for other libraries.	% Progress / Results: 100%
Activity Summary: <i>(type below this table)</i>	

The community assessment tutorial website “went live” in March 2013. The website includes a series of seven step-by-step audio/visual presentations to assist other Oregon libraries in developing and conducting community assessments, analyzing the resulting data, and translating that analysis into a strategy for action. The site additionally includes a resources page with sample online and telephone survey instruments, market analysis report, and a sample final outcomes presentation. Included with the resources page are links to helpful external resources and a brief how-to on developing an action plan.

4. Significant developments:

The project evaluation was completed in June 2013 by Joanna Rood and is attached to this report.

Original Timeline	Activity	Modified Timeline
February 15, 2012	Complete bidding and select consultant	May 2012
March 15, 2012	Prepare questions and survey plan	July 2012
April 15, 2012	Working with supporting organizations to create community awareness of survey	July 2012
May – July 2012	Gather survey responses	August 2012
September 2012	Prepare reports of survey results	September – October 2012
December 31, 2012	Review survey results and create action plan for using what has been learned to create online toolkit	October - December 2012
December 31, 2012	Complete toolkit	February 2013
April 2013	Present methodology at OLA conference	April 2013
	Project evaluation completed	June 2013

