

# **Improve Outreach and Advocacy: Five Minute Methods to Document and Communicate Library Value**

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Description: Exploration of practical approaches to needs assessment, engagement statistics, program impact, program improvement, and telling the story for the busy youth services specialist including choosing strategically among the options depending on local demands for accountability.

## **THE SITUATION:**

### **Accountability Demands:**

### **Biggest Challenges:**

### **Best Techniques:**

## **GENERAL ADVICE:**

- Data you already have/easily collect
- Systematic analysis
- Reach a conclusion
- Act

## **SCENARIOS:**

### **Needs Assessment:**

- when you say “no”
- closure: what else would help/interest/support/engage you next time?

### **Engagement Statistics:**

- how many and who
- taxonomy: present/attentive/engagement/next time

### **Program Impact:**

- relative to
  - intended outcome – identify it and level rating
  - participant goals – ask goal and level rating
- what will this help you do?

### **Program Improvement:**

- program leader reflection
  - what went well
  - what do differently next time
- variety of aspects: delivery, environment, size, content, etc.

### **Telling the Story:**

- general claim: purpose/mission of program and intended goal/impact
- narrative: goal, evidence, prove/improve, ask for engagement