

# EVALUATION DESIGN EXAMPLE | LIBRARY

## Hypothesis:

“If students participate in a structured summer reading program, then their reading comprehension and literacy skills will improve compared to students who do not participate.”

“Participation in the summer reading program will lead to increased library engagement, as evidenced by higher library traffic, more library card registrations, increased program attendance, and improved self-reported interest in reading among students, as well as greater intended future library use among parents.”

## Evaluation Questions:

- Will the summer reading program increase traffic into the library?
- Will the summer reading program increase the number of students and parents who sign up for library cards?
- Will the summer reading program increase the number of attendees that attend programs?
- Will circulation of children and youth books or materials increase?

## Logic Model

<b>Inputs</b>	<ul style="list-style-type: none"><li>▪ Library staff</li><li>▪ Business sponsorships (for prizes and events)</li></ul>
<b>Activities</b>	<ul style="list-style-type: none"><li>▪ Pick a theme for the summer reading program and design marketing materials based on the theme</li><li>▪ Design the framework for the summer reading program including but not limited to timeframe, log sheets, and programming</li><li>▪ Post social media posts regarding the program and events</li><li>▪ Update website to include information on the program and events</li><li>▪ Partner with school district, daycare centers, and other organizations to market the program</li><li>▪ Sign up students for the summer reading program</li><li>▪ Host special events</li><li>▪ Order prizes and give them out to students who complete the milestones</li></ul>
<b>Outputs</b>	<ul style="list-style-type: none"><li>▪ 200+ students sign up for the program</li><li>▪ 40+ students and parents who sign up for library cards</li><li>▪ 3,000 in-person patrons in May, June, and July</li><li>▪ Average 25 children attend program</li></ul>
<b>Outcomes</b>	<ul style="list-style-type: none"><li>▪ Students increase their interest in reading</li></ul>

- Parents bring their children to the library

The evaluation methods are outlined below. The instruments are listed in the corresponding appendices.

**Logic Model.** The logic model will drive the evaluation design to ensure inputs and activities achieve desired outputs, outcomes, and impacts. Formative evaluation results will guide programmatic interventions. Summative evaluation will inform the universities' collaboration and workforce development during and post-award.

**Project Management Plan (PMP).** The librarian has created a detailed project plan outlining tasks, those responsible, and corresponding budget. Refer to PMP in separate document.

**Database and Log Sheets.** The librarians will manually track the number of patrons visiting the library, number of students signed up for Summer Reading Program, number of library cards issued to parents and students, number of children at story time, and number of attendees at events. Once a week, the project lead will enter the data in a master spreadsheet. Refer to Appendix A.

**Parent Surveys.** At the end of the summer, parents will take an online or paper survey to gain feedback on the program. Refer to Appendix B.

**Student Surveys.** At the end of the summer, older students will take an online or paper survey to gain feedback on the program.

**Focus Groups.** At the last event, an informal focus group will be held to clarify what went well with the program and what can be improved. The attendees will also be asked for feedback for next year.

**APPENDIX A: Log Sheet**

<b>Date</b>	<b>Number of Patrons</b>	<b>Number of Students Signed up for Summer Reading Program</b>	<b>Library cards issued to students and parents</b>	<b>Number of children at events</b>	<b>Number of attendees at events</b>

## APPENDIX B: PARENT SURVEY

Thank you for participating in our Summer Reading Program! Your feedback will help us improve our programs and better serve our community. This survey should take about 5 minutes to complete. All responses are confidential.

### Section 1: Participation

1. Did your child participate in the Summer Reading Program?
  - Yes
  - No
2. How often did you/your child visit the library during the program?
  - First time visiting
  - Less than once per month
  - 1–2 times per month
  - 1–2 times per week
  - 3 or more times per week
3. Compared to before the Summer Reading Program, how often do you visit the library now?
  - Much less often
  - Less often
  - About the same
  - More often
  - Much more often

### Section 2: Library Use & Engagement

4. Did you or your child sign up for a new library card during the program?
  - Yes – child
  - Yes – parent/guardian
  - Yes – both
  - No
5. How many library programs (such as story time) did you/your child attend this summer?
  - None
  - 1–2
  - 3–5
  - 6–10
  - More than 10
6. Did you attend story time events?
  - Yes
  - No

7. If yes, how would you rate your experience with story time?
- Poor
  - Fair
  - Good
  - Very good
  - Excellent

**Section 3: Reading Interest (Student-Focused)**

8. Since participating in the Summer Reading Program, my child's interest in reading has:
- Decreased
  - Stayed the same
  - Increased slightly
  - Increased significantly
9. During the program, how often did your child read?
- Rarely
  - A few times per month
  - A few times per week
  - Daily
10. My child is more motivated to read after participating in the program:
- Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree

**Section 4: Future Intent (Parent/Guardian)**

11. Compared to last year, how likely are you to bring your child to the library in the coming year?
- Much less likely
  - Less likely
  - About the same
  - More likely
  - Much more likely
12. Do you plan to participate in future library programs?
- Yes
  - No
  - Unsure

### Section 5: Overall Experience

13. Overall, how satisfied were you with the Summer Reading Program?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

14. What did you like most about the program?

*(Open-ended)*

15. What suggestions do you have for improving the program?

*(Open-ended)*

### Optional Demographics (if useful for reporting)

16. Age of child:

- 0–4
- 5–8
- 9–12
- 13–17

17. Is this your first time participating in a library program?

- Yes
- No