



Appleton Public Library

Survey Results and Community Implications

Report Information

Topic: Summer Reading

Program: 2017 Summer Library Program for Adults

Date Range: 05/31/2017 to 09/01/2017

Overview

Wherever public libraries are working, possibility lives. People who work in public libraries know that library services open new opportunities for anyone who enters – putting people on the path to literacy, technological know-how, or a better job. Libraries see evidence of this every day – what they are often missing is the data to support it. Measuring outcome data helps libraries demonstrate the good they are doing and the value their impact is having in the community. For example, the Project Outcome: Year in Review 2016 Annual Report sites that nearly 80% of library users surveyed report that library programs and services have had some kind of positive impact on their lives in the last year, with a majority of patrons reporting that the educational aspect of these programs and services is what they like most. And these patron benefits are in high demand. Patrons most commonly suggested improvement for the library is new, more, or more frequent classes and programs.¹

Appleton Public Library Survey Work

Appleton Public Library conducted follow-up surveys to program participants to collect data and insights about how their summer reading services and programs are supporting community needs. Appleton Public Library surveyed patrons using the Project Outcome Summer Reading Adult Survey, which measures patron-reported outcomes after a period of time has passed. A total of 60 survey responses were collected.

Results

A total of 60 survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:

80% learned something new from what they read or experienced

67% read more often

62% enjoy reading more

65% want to use the library more often

The full results of the survey(s) are shown below.

AVERAGES: Ranges from 1.0-5.0

SCORING:

Strongly Disagree

Disagree

Neither

Agree

Strongly Agree



A total of **60** survey responses were collected across **1** surveys. The list of programs surveyed are shown in the table below.

Program Name	Survey Name	Attendance	Response Rate
2017 Summer Library Program for Adults - 6/1/2017	2017 Summer Library Program for Adults - 06/01/2017	0	N/A

Additional Survey Information

The library also asked the following questions:

- What did you like most about the program/service?
- What could the library do to help you continue to learn more?

About the Surveys

The Project Outcome surveys were developed by the Public Library Association's Performance Measurement Task Force, which is comprised of a diverse group of public and state library leaders, consultants, data researchers and analysts. The surveys are designed to help libraries measure the outcomes of programs and services and the impact they have on patrons. The results are intended to show a direction of change, not rigorous statistical proof of change. To learn more about Project Outcome, visit www.projectoutcome.org (<https://www.projectoutcome.org>).

Implications for Community Impact

Summer reading programs are an essential public library service that benefits a range of patrons from children, teens and adults. Public libraries intend summer reading programs to be engaging and fun while providing structure that supports ongoing learning opportunities for adults and protects against literacy backsliding for children out of school.

- According to the Library Research Service, Colorado State Library, adult summer reading programs benefit patrons by providing opportunities in literacy development and exposure to new literary genres. Summer reading programs promote the value of reading and its immense benefits, including reduced stress and modeling good reading behavior for children.ⁱⁱ
- Adults continue to pursue interests and self-growth, such as reading, past formal education. According to research produced by the Pew Research Institute, 74% of adults are "personal learners," which means they do activities such as reading or taking classes tied to personal interests. There are a multitude of social and psychological benefits that come from personal learning. According to Pew, 87% of personal learners feel well-rounded and 64% reported their learning helped them make new friends.ⁱⁱⁱ
- Most people in the United States view public libraries as an integral part of the education system by providing resources to everyone, while also being advocates of digital and information literacy. A recent report produced by the Pew Research Institute found that those over the age of 15 feel that public libraries have an important role in fulfilling the educational needs of the community they serve. In addition, 78% feel libraries adequately encourage literacy and an enthusiasm for reading.^{iv}



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Survey Type: Adult | Report Created On: 9/11/2017