Santa Clara County Library
Survey Results and Community Implications

Report Information
Topic: Education/Lifelong Learning
Program: SCCLD Summer Events for Kids
Date Range: 06/01/2017 to 07/31/2017

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.[i]

Santa Clara County Library Survey Work

Santa Clara County Library staff distributed surveys to program participants to collect data and insights about how their education and lifelong learning services and programs are supporting community needs. Santa Clara County Library surveyed patrons using the Project Outcome Education and Lifelong Learning Survey, which measures the impact of services designed to impart new knowledge and skills, improve academic performance, and engage in a variety of leisure learning activities. A total of **440** survey responses were collected.

Results

A total of **440** survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:

93% learned something that was helpful

87% intend to apply what they learned

88% felt more confident about what they learned

88% were more aware of applicable resources and services provided by the library

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

	Filtered Average Library				Topic/Outcome Averages Library State National
Knowledge	Library	41%	52%		Library 4.3 4.5
Confidence	Library	46%	42%		Library 4.2 4.4
Application / New Skills	Library	50%	37%		Library 4.2 4.4
Awareness of Resources	Library	40%	48%		Library 4.2 4.4

A total of **440** 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
SCCLD Summer Events for Kids - 6/1/2017	SCCLD Summer Events for Kids - 06/01/2017	0	N/A

Additional Survey Information

The library also asked the following questions:

- What did you like most about the program?
- What could the library do to better assist you in learning 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

Learning is a lifelong process. Public libraries provide an inclusive learning environment where community members can develop skills and knowledge at any age or stage of life. At the public library, users can find homework help, join book clubs, pursue a GED or higher education, and take classes or receive one-on-one help. Research shows that people from every walk of life use public libraries to enhance their education and pursue new knowledge and skills, and that education and lifelong learning provide lasting benefits for individuals and communities.

- Four out of five people in the United States (83%) have used a public library at some point in their lives, and about half (49%) have used a public library in the past year.[ii]
- A Pew Research study found that nearly all respondents (95%) agreed that the resources offered at public libraries are factors in individuals' opportunities for personal success.[iii]
- Many learning pursuits are enhanced by Internet access provided in the public library. According to a 2009 study by the Institute of Museum and Library Services, at least 36 million people used library computers for education and learning purposes over the course of a year. Nearly two-thirds (64%) of those who used a library computer to apply to a college degree or vocational program were accepted, and more than half (51%) of those who used library computers to seek financial aid to advance their education received funding.[iv]
- Closing the local public library would greatly affect the community according to 65% of people in the United States. Hispanics, African Americans, and people living in low-income households say they would be especially impacted by library closures.[ii] Adults who have not graduated from high school are most likely to say that if their public library were to close it would have a major impact on them and their family (35%).[vi]
- Support and training provided by public library staff is a critical part of the lifelong learning opportunities within public libraries. Among people in the United States who visited a library in the past year, 42% received help from a librarian, and 17% attended a class or lecture.[vii]

Sources

[i]Project Outcome. "Project Outcome: A Year in Review 2016 Annual Report," Accessed March 23, 2017.

https://www.projectoutcome.org/annual-report (https://www.projectoutcome.org/annual-report)

[ii]John B. Horrigan, Lee Rainie, and Dana Page. "Libraries at the crossroads." Pew Research Center (2015). Accessed October 23, 2015.

http://www.pewinternet.org/files/2015/09/2015-09-15librariesFINAL.pdf (http://www.pewinternet.org/files/2015/09/2015-09-15librariesFINAL.pdf)

[iii]Kathryn Zickuhr, Lee Rainie, and Kristen Purcell. "How Americans Value Public Libraries in Their Communities," Pew Research Center (2013). Accessed July 29, 2015. http://libraries.pewinternet.org/2013/12/11/libraries-in-communities/ (http://libraries.pewinternet.org/2013/12/11/libraries-in-communities/)

[iv]Samantha Becker, Michael D. Crandall etal. "Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries," (Washington, D.C.: Institute of Museum and Library Services, 2010). Accessed July 29, 2015. http://impact.ischool.washington.edu/documents/OPP4ALL_FinalReport.pdf (http://impact.ischool.washington.edu/documents/OPP4ALL_FinalReport.pdf)

[v]Horrigan, Rainie, and Page. "Libraries at the crossroads"

[vi]Zickuhr, Rainie, and Purcell. "How Americans Value Public Libraries"

[vii]Horrigan, Rainie, and Page. "Libraries at the crossroads"