**New Directions in Outreach Assessment: Defining the Value and Impact of Library Outreach**

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**OUTREACH ASSESSMENT FRAMEWORK**

**METHODS**
- Align assessment methods with goals, audience, and outreach activity type.
  - Social Media Analysis
  - Focus Groups
  - Photo Documentation
  - Headcounts
  - Self Reflection
  - Observation
  - Interviews
  - Surveys

**TOOLKIT**
- Use a flexible collection of template documents to guide planning, assessment, and communication.
  - Outreach Activity Inventory
  - Assessment Method Templates
  - Assessment Report

**COMMUNICATION**
- Demonstrate value to stakeholders and use evidence-based decision making.
  - Draw conclusions from assessment data and offer recommendations for future outreach programs or events.
  - Close the assessment loop and leverage assessment report as vehicle for ongoing communication with partners.
  - Position librarians as assessment experts, adding value to outreach events.

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**FUTURE DIRECTIONS**

- Intentionally integrate student voice through participatory design methods.
- Apply critical assessment to the framework.
- Transform team processes in order to model interactions with user communities and partners.

**WORKS CITED & ACKNOWLEDGMENTS**


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