

How to Write an Outcome Statement

Outcomes – specifically identify the positive change(s) that have occurred as a result of using the library. Such change(s) may result from gaining a new or enhanced **skill**, acquiring new **knowledge**, taking on a different or improved **attitude**, modifying one's **behavior**, or improving one's life **status** or **condition**.

Outcomes are a benefit to the individual, not the library.

Outcome statements are community focused and so should always reflect benefits to the users, not to the library. The outcome should reflect the positive change in a person's life *as a result of using the library*.

Types of Outcomes:

- **Skill** – A change in skill results from learning to do something you weren't able to do before or improving performance in an area where you already had some ability.
- **Knowledge** – A change in knowledge leads to gaining or expanding command of a subject area.
- **Attitude** – A change in attitude involves ways of thinking or feeling.
- **Behavior** – A change in behavior means affecting what people do.
- **Condition or Status** – A change in condition or status involves helping people improve social, professional, or other aspects of their personal circumstance.

Tips on Outcomes Statements:

- Written in the present tense.
- The simpler the statement, the better. (So everyone understands what you're trying to achieve.)
- Focused on a very specific target population.

Examples:

- Remedial middle school students comprehend math homework.
- Caretakers read to children more often.
- Participants are comfortable learning how to use new technology.

Outcome MadLibs

_____ + _____ + _____
Target audience for program Verb Change in skill/knowledge/attitude/behavior/condition/status

_____ attending _____ will _____
goal number customer/staff program or service action verb + objective

Metro's Outcome Statements:

- Residents belong to a community of readers and understand literacy is fundamental to their future.
- Residents reach their educational goals and recognize the importance of lifelong learning.
- Residents gain the knowledge and skills to attain their highest level of desired employment.
- Residents make informed choices about their health and over well-being.
- Residents value arts and culture and find meaning in the experiences.
- Residents build community through civic dialogue and action.