

A photograph of a dark theater interior. Rows of empty, dark-colored seats are visible on both sides of a central aisle. The ceiling is dark, with numerous bright stage lights hanging from it, creating a bokeh effect. The floor is dark and reflective. In the background, there are red exit signs on the walls. The overall atmosphere is dim and professional.

# Cultural Institution Evaluation: Collecting And Using Information From Drop-in Patrons

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# Tools: Ticket Station





# Tools: Sticky Note Poster Board

What would help you  
the most in using Social  
Media Well?

What are the rules  
of etiquette in  
social media including  
advertising?

Someone else  
to do it for  
me LOL!

Feel what I  
did had an  
impact I  
could see

Getting A  
SYSTEM!

Understanding it  
All. What is Best  
For Me?

easy "plan"

If my goal is to be  
seen as an expert <sup>in my</sup> <sub>here</sub>,  
what are the best  
avenues to use?

How do I MAKE  
IT "PAY OFF" AS  
A MARKETING TOOL?

Shortcuts for  
posting to all

How users  
use it!



# Tools: Poster Board with Stickers

Have you been to Homework Help before? If so, tell us about what you do at the library. Place a sticker under each area that was true for you. Please only participate in this activity once while it is up.

Blue sticker = high school  
Green sticker = middle school  
Yellow sticker = elementary school

Since attending Homework Help...

I check out more books	I check out the same number of books	I check out less books
I do schoolwork more often	I do schoolwork the same as before	I do schoolwork less often
I use the computer more often	I use the computer the same as before	I use the computer less often
I hang out for fun more often	I hang out for fun the same as before	I hang out for fun less often

Hennepin County Library  
Nokomis  
www.hcrlib.org



# Tools: Video Booth





# Tools: Audio Interview





“Paper & Pencil” tools

# **TOOLS & APPROACHES FOR DROP- IN PATRONS**



# Tools: Verbal Survey

Since you started coming to the play & learn spots, have you discovered or learned more about any of these resources?

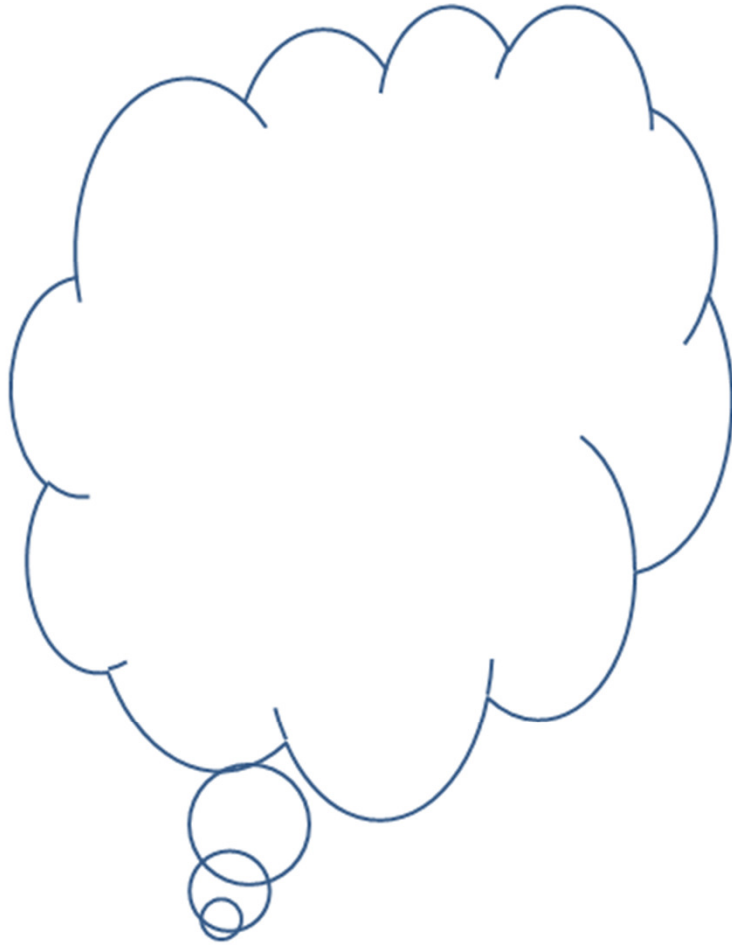
Resource	Yes	No (never heard of them)	No (knew of them before play & learn)
Story times	✓		
Family programs		✓	
Children's books	✓		
Youth Services librarian			



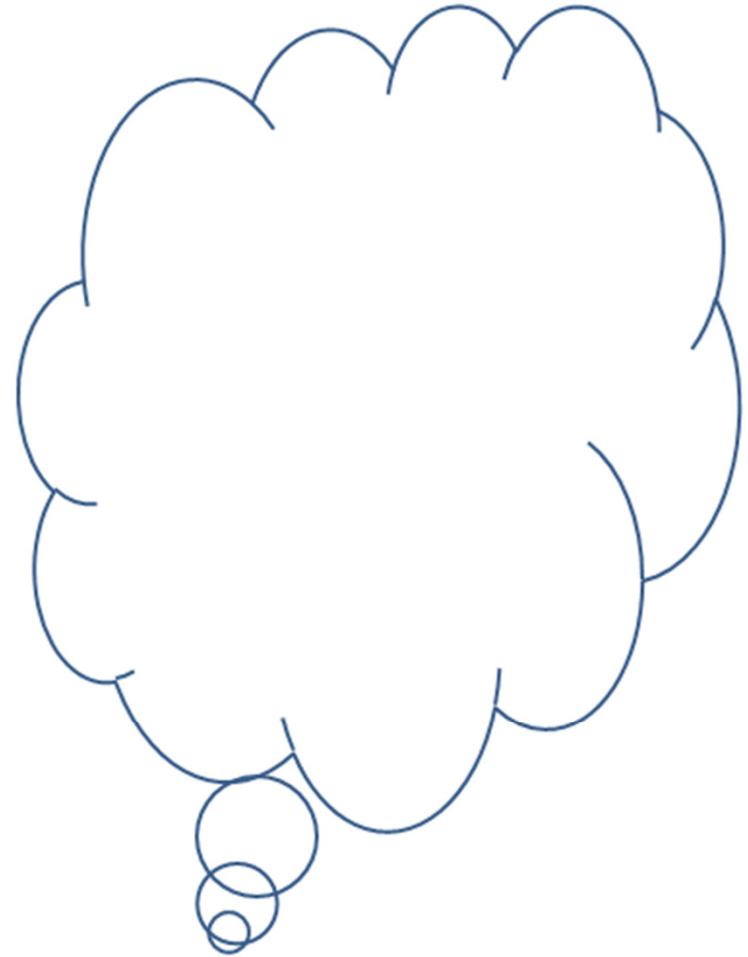
# Tools: Paper Reflection Survey



# Tools: Cloud Reflection



What are your hopes and dreams for  
**your child** through this program?



What are your hopes and dreams for  
**yourself** through this program?



# Tools: Observation



# Approach: Check out data





# Minnesota Children's Museum: Using Traditional Evaluation Methods in a Creative Setting







Tool: Observation

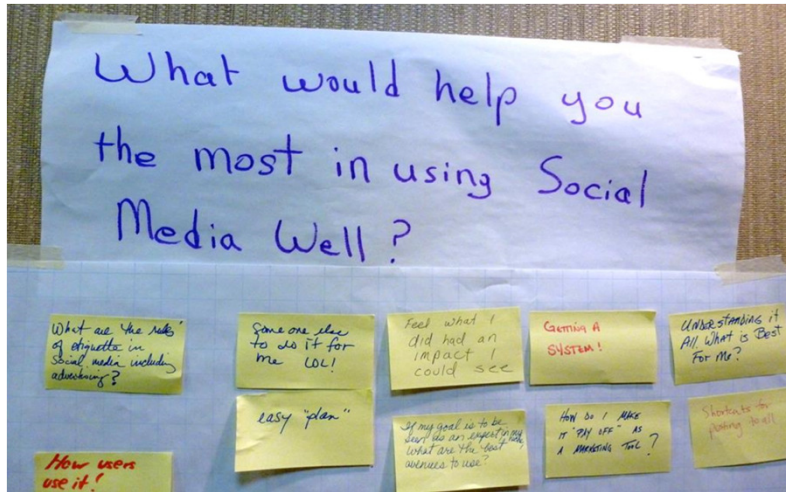
Resource	Yes	No (never heard of them)	No (knew them but they don't play & learn)
Story times	✓		
Family programs		✓	
Children's books	✓		
Youth Services librarian			

Tool: Verbal Survey



Tools: Ticket Station





Tool: Sticky Note Poster Board



Tool: Survey

A photograph of a dark theater interior. The stage is in the foreground, and rows of empty seats are visible on both sides. The ceiling is dark, and several bright stage lights are hanging from it, illuminating the scene. The text "Conclusions..." is overlaid in the center of the image.

Conclusions...

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**Q** **-->** **A** **-->** **USE**

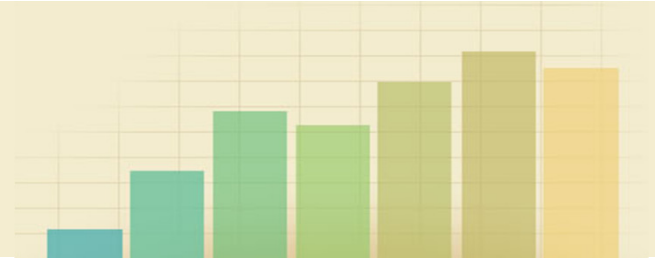


**= X%**  
**liked it**





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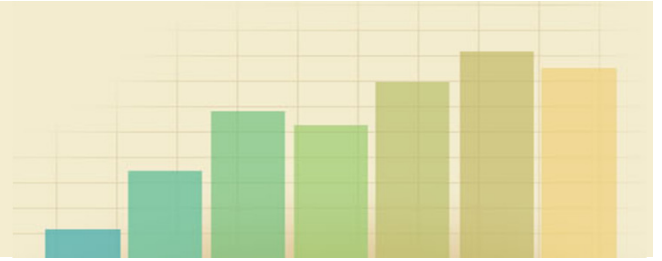
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