Evaluation of Thinking Money for Kids – by Knology

As the research and evaluation partner for the initiative, Knology would like to welcome you to the team of host libraries for the *Thinking Money for Kids* exhibition! We're excited that you have agreed to be part of this initiative aimed at improving financial literacy in young children and their families. We'd like to introduce ourselves and provide some information about evaluation, which will be an ongoing part of the project.

Knology is working with ALA PPO and the FINRA Foundation to study how the *Thinking Money for Kids* exhibition advances the project goals of increasing library patrons' understanding of financial subjects, building capacity at public libraries, and advancing understanding of how to reach diverse library populations. The evaluation team's goal is to collect data to understand the exhibition experience and learning outcomes throughout the grant period, and provide feedback to help ALA, the FINRA Foundation, and host libraries advance their goals. We greatly appreciate your commitment to this work.

- At the ALA Conference Workshop in Washington DC (June 20, 2019): Two researchers from Knology will explain the evaluation process. Library representatives will be asked for input to ensure that instrument design is as effective as possible across all library settings.
- Before you host the exhibition: A Knology researcher will share additional details about the evaluation plan during a "cohort convening call" with all libraries hosting the exhibition during the same time period. A previous library host will also join the call to provide guidance, including answering questions about the evaluation process. You will receive a link from Knology to your unique library patron survey.
- During the exhibition: We ask that you engage attendees from at least 3 library programs in a 5-minute mobile-based survey. All we require is that you share the link provided and explain the value of program participants' feedback. The data will be sent directly to Knology. Host libraries are also asked to select an interactive visual activity to do with kids and families who come to check out the exhibition. This will be something kids can do without a librarian present. Please take pictures of the results, as this is an important source of data for us.
- After the exhibition: You will be asked to answer questions about your experience with the *Thinking Money for Kids* grant in a final report to both ALA and Knology. We call this the "Final Reflection Questionnaire," and you will have access to the questions in advance (in the site support notebook and if you log into your ALA account at *https://apply.ala.org/*). That way, you will know ahead of time what topics to be thinking about while you host the exhibit. We ask that all staff members who were involved with the exhibition and programs think about and respond to the questions together as a team, if possible. Please also upload photos of the interactive visual activities done by kids and families at your library!

- Possible case study: Your library may be selected as a case study for more in-depth exploration. If this happens, a Knology researcher will visit in person to talk to library patrons and staff and attend a *Thinking Money for Kids* program.

We'd like to highlight the importance of your participation in these evaluation efforts. Your contributions will help the evaluation team to assess the impact of financial capability exhibitions and programming on library patrons and staff. The assistance and expertise of library professionals like you are crucial to improving this program.

Throughout this process, we will be in touch with each of you to make sure that you have everything you need. If you have any questions about the data collection or methods, or have any feedback on the exhibition or programming, you can contact Knology at TM4K@knology.org. We look forward to hearing from you!

Knology Evaluation Team

The evaluation team is from Knology, a non-profit research think tank based in New York City. The Knology team draws its strengths from a multi-disciplinary approach to program evaluation. The core team members will be as follows:

Dr. Rebecca Joy Norlander leads the Culture research area at Knology, focusing on qualitative research design and analysis.

With a doctorate in Human Science from Saybrook University

(2014) focused on human rights education, she combines theory and practice to explore how people work to change social structures and advance rights-based systems. Dr.Norlander led the evaluation of the original Thinking Money project from 2016-2018, directs research strategy for the ongoing National Impact of Library Public Programs Assessment (NILPPA) and oversees evaluation of ALA's Libraries Transforming Communities initiatives.

Ms. Joanna Laursen Brucker is an educator. Her work focuses upon education's role in identity formation and cross-cultural dialogue for conflict mediation. Drawing upon her master'sstudies at Harvard University (2009) in education policy, she seeks to draw connections between evaluation results and practical application.

Ms. Nicole LaMarca is a Researcher and Project Manager at Knology. She brings to the organization an interest in human influenced environmental change and informing management plans and policies to respond to these issues. Nicole focuses on environmental education and conservation advocacy at Knology, with the goal of helping others as they work to support a healthy and thriving biosphere. She graduated from Hunter College's Animal Behavior and Conservation program. Nicole also holds a B.A. from the University of Maryland - College Park, where she studied Psychology and Human Development.