Evaluation of Thinking Money by New Knowledge Organization Ltd.

As research and evaluation partners for the initiative, NewKnowledge would like to welcome you to Thinking Money. We’re excited that you have joined the team of host libraries! We’d like to introduce ourselves and provide some information about evaluation, which will be an ongoing part of the Thinking Money exhibition.

NewKnowledge is working with ALA PPO and the FINRA Foundation to study how Thinking Money advances the exhibition’s 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.

Here’s what you can expect as a host library:

**Immediately before you host the exhibition:** Join a conference call or online meeting facilitated by NewKnowledge with ALA PPO, the FINRA Foundation, and the three other libraries hosting during the same period as your library. This group will be your library “cohort” and you’ll be encouraged to stay in touch and share resources and experiences. Unless you are part of the very first cohort, other libraries that have already hosted will be on hand to provide guidance and answer questions.

**While you’re hosting the exhibition:** You will collect survey data from library patrons and enter the data online. Both paper and iPad versions will be provided - it’s your choice which to use. We want to know what people learn from the exhibition and from related programs put on by your library.

**Immediately after your hosting period ends:** Members of your library staff will be asked to give feedback and describe how you saw patrons interacting with Thinking Money materials and programs. You’ll have this survey in advance so you know what insight is most valuable.

Finally, your library might be selected as a **case study** for more in-depth exploration. If this happens, a NewKnowledge researcher will visit in person to talk to library patrons and staff and attend a Thinking Money program event.

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 capacity 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 Rebecca Joy Norlander at rnorlander@newknowledge.org. We look forward to hearing from you!
The New Knowledge Evaluation Team

The evaluation team is from New Knowledge Organization Ltd. (NewKnowledge), a non-profit research institute based in New York City. The NewKnowledge team draws its strength from a multi-disciplinary approach to program evaluation.

**Dr. Rebecca Joy Norlander** joined NewKnowledge as a researcher with expertise in transformative social change. Her doctorate in Human Science from Saybrook University (2014) allows her to combine theory and practice to explore how people work to change social structures and advance rights-based systems. She also serves as the Regional Representative of Human Rights Educators USA, a nationwide coalition that supports human rights advocates and policy reform, and develops resources for formal and informal education settings. Dr. Norlander was a key member of the NewKnowledge team for the National Impact of Library Public Programs Assessment (NILPPA) and directed evaluation for ALA’s Libraries Transforming Communities initiative.

**Dr. John Fraser** is a conservation psychologist, architect, and educator. His research focuses on how our experience community influences learning, attitudes, and motivations for engagement with solving the problems that face society. He holds adjunct faculty positions at Columbia University and Indiana University Purdue University Indianapolis (IUPUI) and developed and implemented the conservation psychology graduate curriculum at Canisius College and Hunter College CUNY. He is Associate Editor for the California Academy of Sciences’ *Curator: The Museum Journal*, and a founding editorial board member for Museums & Social Issues. He directed the ALA PPO’s IMLS-funded project, the National Impact of Library Public Programs Assessment (NILPPA).

**Dr. Su-Jen Roberts** is a researcher and analyst at NewKnowledge. She completed her Ph.D. in the Ecology, Evolution, and Environmental Biology Department at Columbia University where she studied competition in wild blue monkeys. She has experience teaching elementary, middle school, and college students in formal and informal education settings in New York City and developing and analyzing large survey-based data sets through NewKnowledge collaborations with the Nature Conservancy and the Educational Gaming Environments (EdGE) group at TERC. She managed evaluation for ALA’s Libraries Transforming Communities initiative.