

# Using Statistical Data to Support Your Library

Presented by Thomas Ivie and Paige Bredenkamp




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## Who are we?

Thomas Ivie is the Research and Statistics Librarian at the Wyoming State Library. He manages the Annual Wyoming Public Library Survey and the Annual Wyoming School Library Survey, as well as the Wyoming Institutions Survey and Budget Surveys.



Paige Bredenkamp is the School Library Consultant at the Wyoming State Library. She helps coordinate the Annual Wyoming School Library Survey with Thomas and designs training presentations for school librarians.




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## Purpose of Webinar

Each year the Wyoming State Library collects data on school and public libraries in Wyoming. This data is available for use by those libraries, yet it can be very confusing to try to sort, analyze, and then put that data into a usable communication. We are here to help you tell your story with these pieces.

Average collection expenditures				Median expenditures per student			
Print	All other	TOTAL	Print	Total	Collection*		
\$4,352	\$2,034	\$10,731	\$15.73	\$20.25			
\$4,493	\$1,473	\$6,203	\$16.50	\$14.54			
\$4,234	\$100	\$4,337	\$17.70	\$19.94			
\$5,141	\$1,900	\$6,261	\$15.00	\$17.15			
\$4,922	\$1,355	\$11,250	\$20.40	\$33.35			
\$4,123	\$600	\$4,664	\$15.00	\$14.40			
\$4,381	\$1,486	\$8,683	\$14.80	\$17.48			

Collection expenditures				Expenditures per student			
Print	All other	TOTAL	Print	Total	Collection*		
\$4,400	\$5,100	\$10,500	\$18.90	\$24.50			
\$5,200	\$5,400	\$10,600	\$21.43	\$22.75			
\$1,701	\$4,444	\$12,455	\$18.47	\$24.94			
\$4,200	\$5,000	\$10,000	\$22.89	\$27.80			
\$5,000	\$5,400	\$10,400	\$24.43	\$27.60			
\$4,500	\$5,500	\$10,000	\$8.78	\$10.67			
\$4,500	\$5,000	\$7,000	\$14.40	\$14.40			
\$4,500	\$5,500	\$10,000	\$15.95	\$22.43			

Library in open				Library in open			
Print	All other	TOTAL	Print	Total	Collection*		
\$4,400	\$5,100	\$10,500	\$18.90	\$24.50			
\$5,200	\$5,400	\$10,600	\$21.43	\$22.75			
\$1,701	\$4,444	\$12,455	\$18.47	\$24.94			
\$4,200	\$5,000	\$10,000	\$22.89	\$27.80			
\$5,000	\$5,400	\$10,400	\$24.43	\$27.60			
\$4,500	\$5,500	\$10,000	\$8.78	\$10.67			
\$4,500	\$5,000	\$7,000	\$14.40	\$14.40			
\$4,500	\$5,500	\$10,000	\$15.95	\$22.43			

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### Why is data important?

Most organizations collect and analyze data about their operations and then use it to inform, convince, and make decisions.

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### Advocacy

To get the support of the community members, they need to know what they are supporting. Utilizing data shows snapshots of your organization's value.

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### Make Your Case

Use data to make your case to library boards, administrators, potential funders, and anyone.

- Show how you are helping the community
- Show how library is not just a benefit to your community, but to society as a whole
- Show how your library is raising academic achievement in students

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## Improvement

Comparing different sets of data (e.g., circulation, staffing, budget, etc.) can help library staff evaluate their performance and services.

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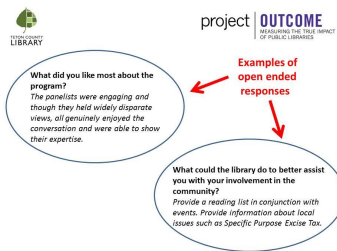
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## Improvement



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## Data

The Wyoming State Library performs several statistical surveys that have data you can utilize. Ones with the most data are:

- School Library Survey
- Public Library Survey

In addition, there are several sources for national data.

<http://library.wyo.gov/services/ldo/stats/>

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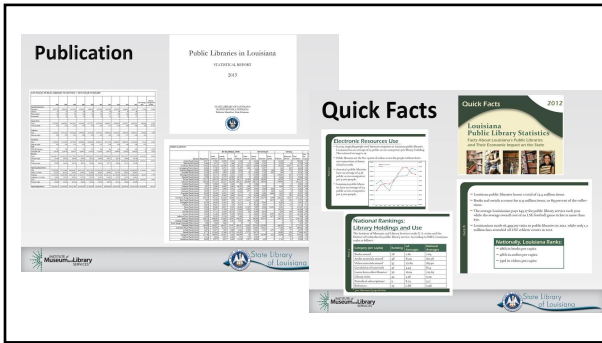
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You have data...Now, what will you do with it?

	A	B	C	D	E	F	G	H	I	J
1	Wyoming Public Library Systems FY15 July 1, 2014 - June 30, 2015									
2	County	Local collection population	Collection expense per capita	Print materials expense	Print % of total	Electronic materials expense	Electronic % of total	Other materials	Other % of total	
3										
4	Libraries serving 50,000+ population									
5	Laramie County Library System	97,121	\$34,797	\$3.12	\$202,329	69.2%	\$54,940	16.1%	\$84,117	24.7%
6	Walden County Public Library	82,176	\$359,632	\$4.12	\$199,829	46.9%	\$100,437	24.3%	\$59,366	14.8%
7										
8	Libraries serving 20,000-49,999									
9	Campbell County Public Library System	49,228	\$373,609	\$7.18	\$201,234	63.9%	\$55,382	15.4%	\$117,093	22.2%
10	Jefferson County Library System	44,406	\$266,044	\$6.19	\$144,981	69.9%	\$39,262	19.4%	\$81,801	18.4%
11	Freemont County Library System	42,315	\$300,317	\$2.18	\$75,974	63.1%	\$1,469	4.4%	\$42,883	36.6%
12	Albany County Public Library	37,866	\$70,173	\$1.86	\$67,981	36.0%	\$2,272	3.2%	\$0	0.0%
13	Theriot County Public Library System	30,889	\$14,793	\$3.12	\$21,085	73.9%	\$12,668	16.1%	\$9,783	19.0%
14	Park County Library System	29,225	\$300,081	\$3.42	\$74,357	79.2%	\$3,840	3.8%	\$27,884	21.7%
15										
16	Libraries serving 10,000-24,999									
17	Teton County Library	23,125	\$131,261	\$5.71	\$72,852	65.0%	\$27,979	21.3%	\$30,430	23.1%
18	Lincoln County Library	20,822	\$6	\$0.00	\$0	-	\$0	-	\$0	-
19	Lincoln County Library System	19,722	\$102,197	\$9.87	\$154,618	73.4%	\$4,693	2.2%	\$44,887	24.1%
20	Carbon County Library System	15,938	\$96,317	\$6.08	\$98,889	89.9%	\$5,784	6.0%	\$5,349	4.1%
21	Converse County Library	14,258	\$79,129	\$5.49	\$21,087	42.0%	\$11,568	14.6%	\$47,474	42.9%
22	Golden County Library	13,383	\$29,272	\$2.48	\$25,522	76.7%	\$0	0.0%	\$7,750	26.3%
23	Big Horn County Library	12,527	\$35,483	\$2.84	\$22,248	91.9%	\$0	0.0%	\$13,235	81.1%
24										
25	Libraries serving less than 10,000									
26	Sublette County Library	9,889	\$97,215	\$9.47	\$89,279	61.0%	\$5,999	16.7%	\$2,937	28.7%
27	Matthi County Public Library System	8,812	\$52,714	\$6.00	\$41,526	67.1%	\$0	0.0%	\$11,188	12.9%
28	Johnson County Library System	8,686	\$44,846	\$5.16	\$42,275	91.7%	\$0	0.0%	\$2,571	8.9%
29	Washakie County Library	8,328	\$21,430	\$2.58	\$18,889	83.7%	\$0	0.0%	\$2,541	16.3%
30	Greene County Public Library	7,444	\$51,626	\$6.93	\$39,912	95.2%	\$1,680	3.1%	\$9,034	17.7%
31	Weston County Library System	7,234	\$11,824	\$1.64	\$9,554	80.0%	\$176	4.4%	\$1,094	14.3%
32	Hot Springs County Library	7,241	\$25,675	\$6.32	\$22,554	96.9%	\$0	0.0%	\$3,121	14.2%
33	Nodders County Library	2,842	\$50,424	\$20.47	\$16,414	30.0%	\$7,418	15.1%	\$27,192	53.9%
34										
35	State Totals	596,187	\$2,620,764	\$4.40	\$1,744,863	66.0%	\$281,119	16.7%	\$594,881	22.7%

1	2000 Library survey 2010-16									
2	Sections									
3	Percentages do not include non-reporting schools. See "N" under each detail table for number reporting									
4										
5										
6	Type of school	Total print items held	Average collection size				Average age Dewey Ext			
7		Print materials	Median print per student	Audio-video	Periodical subs	Median copyright	Median age			
8	Senior high (9-12) [28 resp.]	281,942	11,678	27.8	268	26	1906	17		
9	Junior-senior high (10-12) [4 resp.]	42,272	10,300	58.0	287	21	1902	22		
10	High school (9-12) [13 resp.]	139,872	13,067	72.3	239	20	1907	18		
11	Junior high/middle (5-8) [28 resp.]	280,888	12,037	27.8	268	19	1900	17		
12	Full Elem. (K-8) [8 resp.]	80,421	16,040	36.3	287	11	2003	12		
13	Elementary (K-8) [65 resp.]	722,706	10,467	37.7	184	6	2000	10		
14	Total [160 resp.]	1,573,030	11,456	37.6	259	14	1999	16		
15										
16										
17	School	Grades	Enrollment	Items in collection			Periodical subscription s	Average copyright	Average age	
18		N =	760	Print materials	Audio & Video	160	160	160	160	
19				Print items per student						
20	School	Grades	Enrollment	Items in collection			Periodical subscription s	Average copyright	Average age	
21		N =	4	Print materials	Audio & Video	4	4	4	4	
22				Print items per student						
23	Wright J. & Jr. High School	7-12	200	11,290	36.2	0	0	1984	31	
24	HEM Junior/Senior High School	7-12	91	12,000	131.8	0	0	1988	36	
25	Sundance Secondary School	7-12	167	10,536	63.1	126	43	2004	11	
26	Cokeville High School	7-12	116	6,500	56.6	410	20	1995	20	
27						1,290	85			
28	Total	64	49,375							
29	Average	144	10,666		307	21				
30	Median	142	10,888		59.6	289	20	1992	23	



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### Infographics

Infographics are visual representations of information that present that information quickly and clearly.

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### Infographics

Numbers have an important story to tell. They rely on you to give them a clear and convincing voice. —*Stephen Few*

Stories are how numbers talk to people. -*Thomas Davenport*

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### Infographics

- An effective way to grab attention
- People interpret visual information better
- People are more likely to share information that is appealing and compelling vs plain content (think social media)
- Easy to link to website

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### Infographics

Avoid using too much data and text

- Makes it hard to focus on the point of the infographic
- Can turn off the intended target

Tell your story but keep it simple

- The story should be the focus of your art
- Keep the design clean and with space between data and text
- Use a simple color scheme

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### Infographics

Here are some examples of some infographics we have created at the Wyoming State Library.

<http://library.wyo.gov/downloads/one.jpg>

<http://library.wyo.gov/downloads/DCS-2013-16.jpg>

<http://library.wyo.gov/downloads/Databases-Electronic-Materials.jpg>

<http://library.wyo.gov/downloads/Wyoming-School-Library-Visits-2015-16.pdf>



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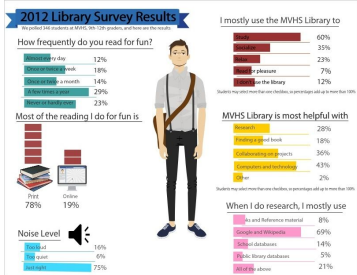
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A few examples:



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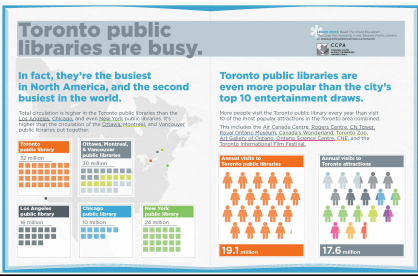
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A few examples:



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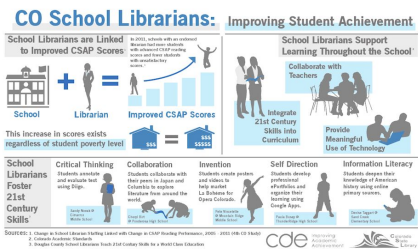
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A few examples:



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Infographics

Here are a few FREE online infographic packages to get you started.

- Canva <https://www.canva.com/>
- Piktochart <https://piktochart.com/>
- Infogr.am <https://infogr.am/>
- Easel.ly <https://www.easel.ly/>

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Infographics

A few things to remember:

- Tell a story
- Keep it simple
- Make sharing easy
- Do it

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The bottom line...

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Put it out there!

- Add data to your webpage, newsletters, bookmarks, and other communications that will be viewed, even in your email signature. Change this up periodically so your community sees these snapshots.
- Create an annual report comparing your library's data to the statewide data.



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Put interesting library outcomes/facts on library tabletop signs, library posters, bulletin boards



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Use data to bolster your requests

1. Instead of "I need this (new) material" try "This addition to the collection will support (grade, student population, discipline, activity, program)."
2. Instead of "We need more of" try "This addition will allow x more users or uses that support (test preparation, accelerated learning)."

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## More ways to use data

- Team with a classroom teacher to present a student success/outcomes presentation and/or workshop for a specific discipline using data.
- Feature library outcomes that mirror classroom teacher curriculum outcomes.
- Ask the principal to include library student success data into his/her school board presentation (or make your own slide presentation to add to it)

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## Thank You

For letting us share some data insights and practical uses of it to support your library.



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## Contact Information:

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