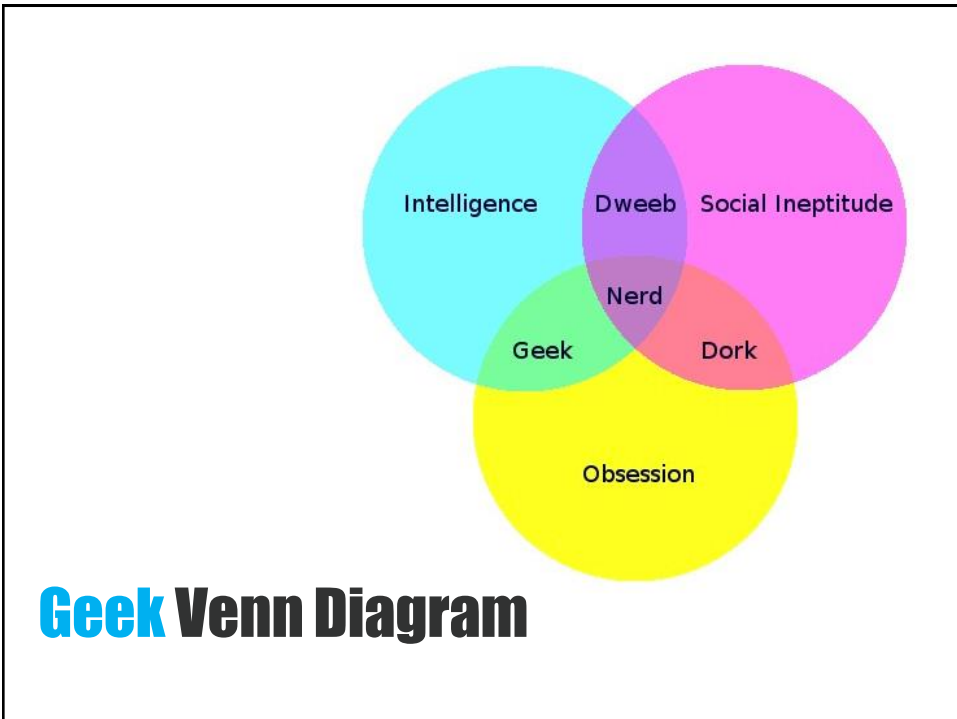




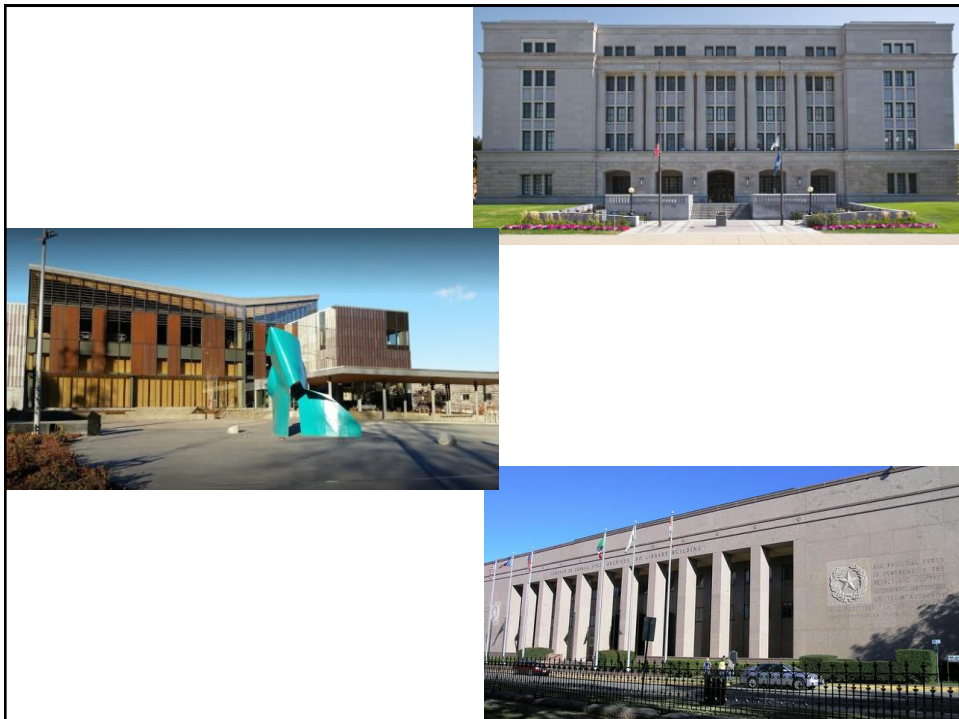
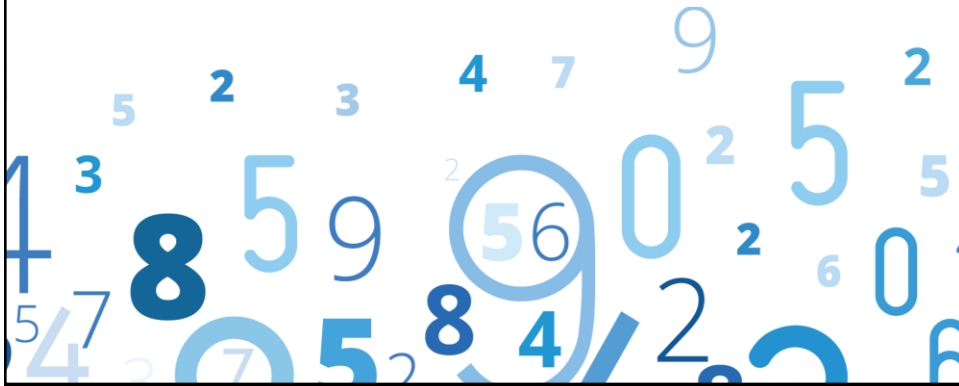
Data-Powered Libraries: Informed, Innovative, & Impactful

Linda Hofschire
Library Research Service
Colorado State Library
@lrs_co



You don't have to be great at numbers to be inspired by them.

Alan Smith



Why/How



Why Data?



How

Library data trends

Presenting data to demonstrate impact



Why Data?

To be **accountable**

To tell our **story**

To be **informed so that we can provide innovative services**

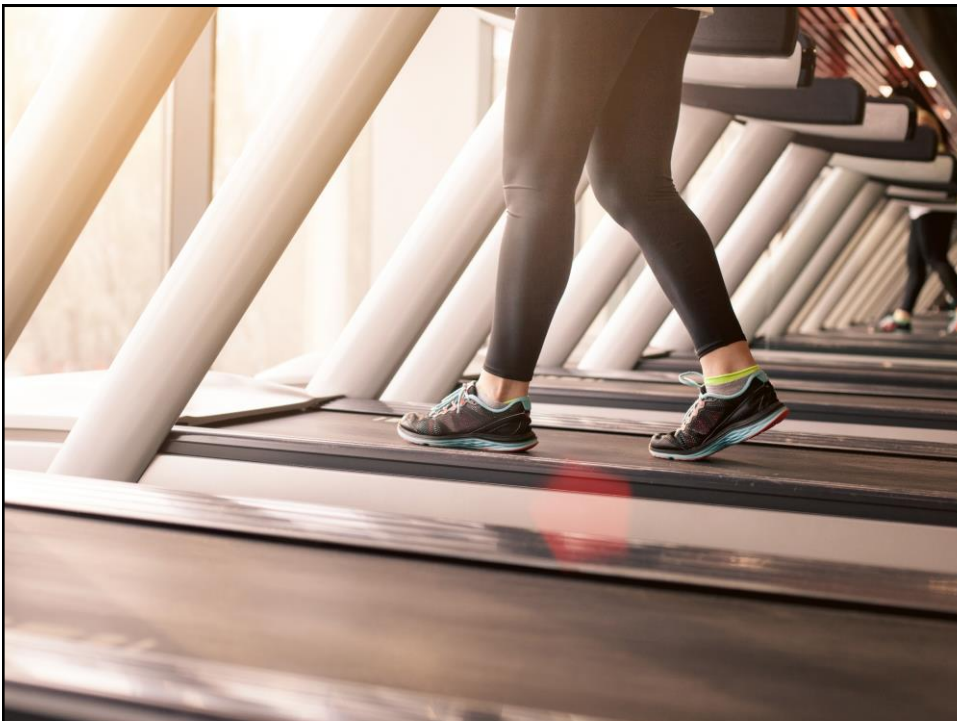


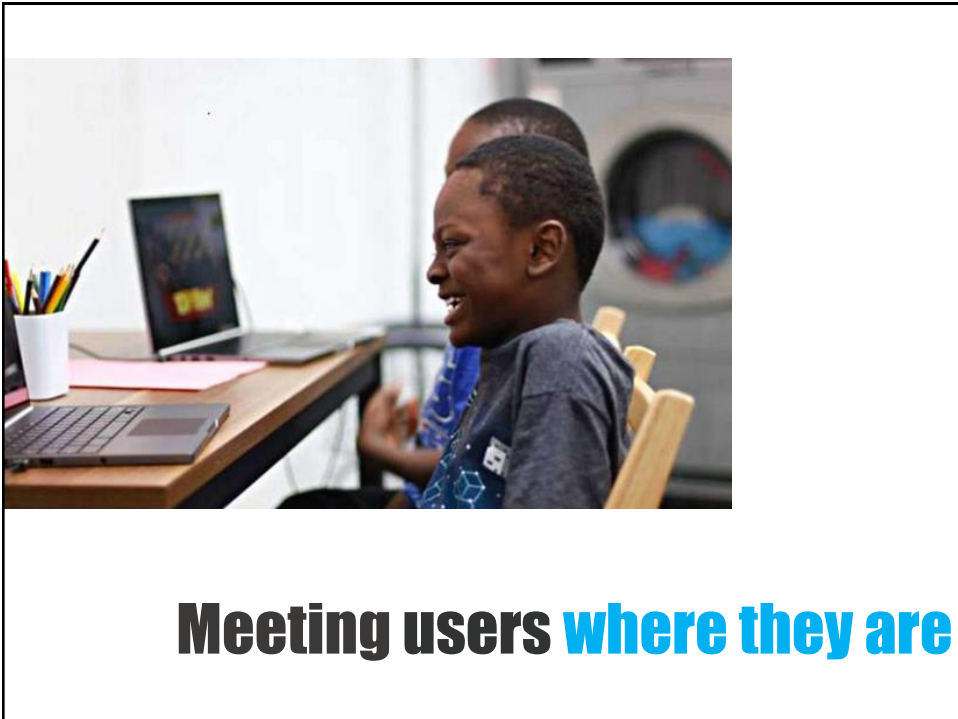
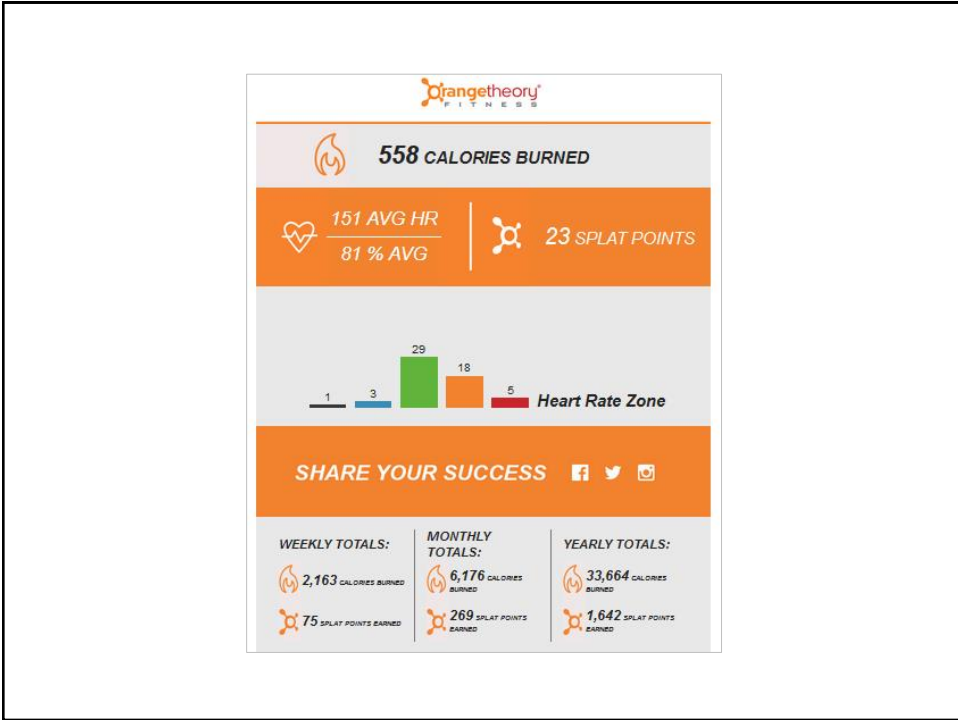
what's
your
story?

Controlling the Narrative



Data **informs** Library Services







Challenging assumptions about users



Challenging assumptions about users

The Assumptions:

- Library users **don't want to wait** for popular titles.
- Using the library is a **frustrating experience** for many when they always have to wait for best sellers.

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The Assumptions:

- Library users **don't want to wait** for popular titles.
- Using the library is a **frustrating experience** for many when they always have to wait for best sellers.

The Solution:

- 1:1 Holds Ratio for popular titles

The Result:

- Many of the extra copies were used 1-2 times

New Approach: User Survey

Which is more important to you?

- Lots of copies of popular books (I like to read popular titles as soon as possible)
- A large variety of books (I like to have a lot of choices and I don't mind waiting)

New Approach: User Survey

Which is more important to you?

- Lots of copies of popular books (I like to read popular titles as soon as possible)
- A large variety of books (I like to have a lot of choices and I don't mind waiting)

Result:

Customers prefer variety (79%) vs. not having to wait (21%)

New Solution:

Demand-driven acquisition: Users can view/
check out titles not yet owned

New Solution:

Demand-driven acquisition: Users can view/
check out titles not yet owned

Results:

- ✓ Increased # of unique Overdrive customers
- ✓ Increased circulation, lower cost per circ
- ✓ Fewer requests for items not owned



Challenging assumptions
about users

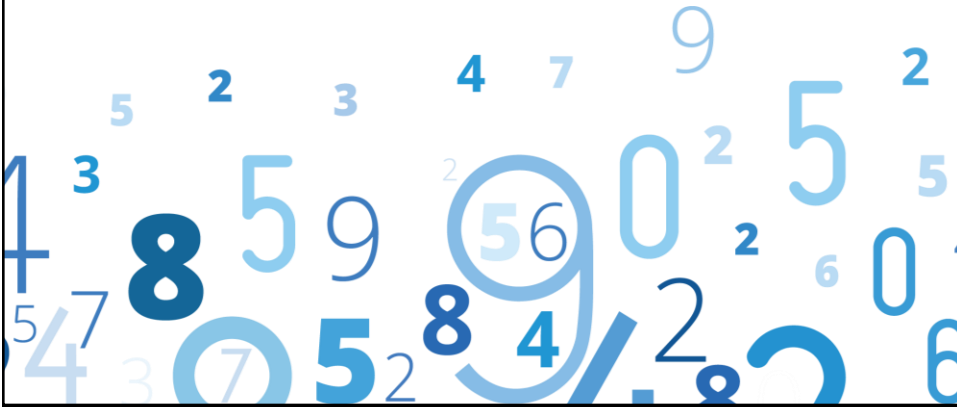
How

Library data trends

**Presenting data to demonstrate
impact**



Don't measure for measurement's sake.



Getting the numbers right vs. getting the right numbers.



Getting the numbers right vs. getting the right numbers.

What are we doing vs. what is our impact.



Inputs

Outputs

Outcomes



Inputs

Resource perspective

Funds

Staffing



Inputs


Outputs

Services perspective

Number of programs

Number of participants

Circulation

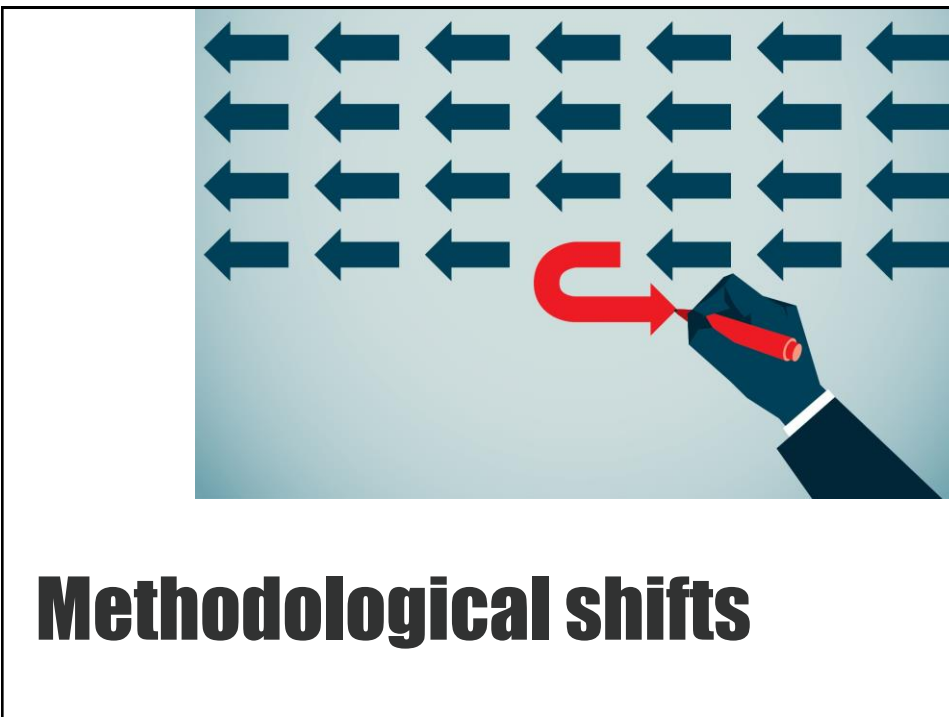


Inputs

Outputs

Outcomes

User perspective
Changes in knowledge,
attitude, behavior



Methodological shifts

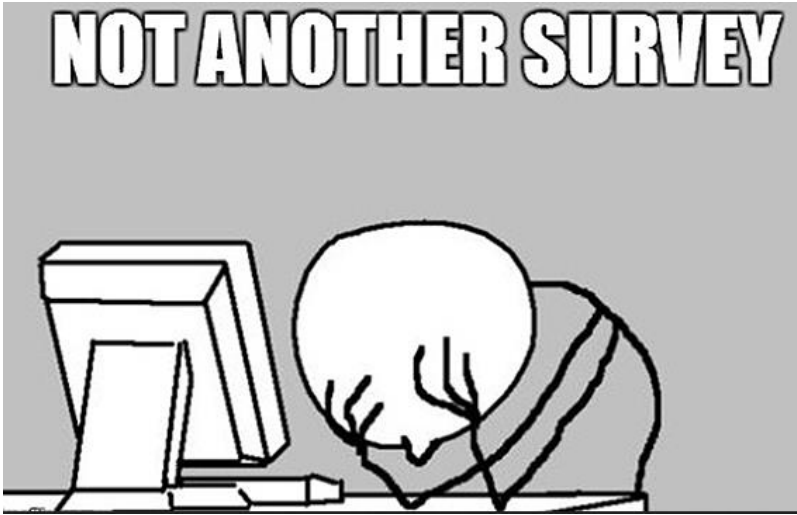


Image credit: SurveyCrest

I visited _____ Library
 (library name)
 on _____. The reason
 (date)
 I visited was to _____....

THE STORY OF MY VISIT

I visited _____ Library on _____ in the
 (library name) (date)

_____ The reason I visited was to _____
 (time of day)

_____. While in the library,
 I especially liked _____

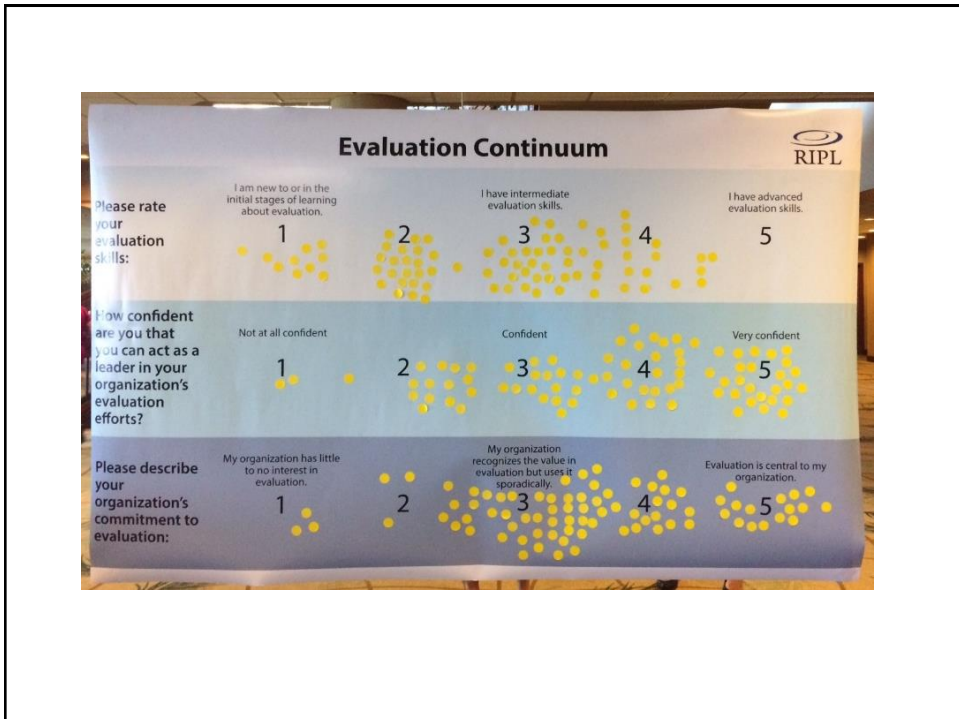
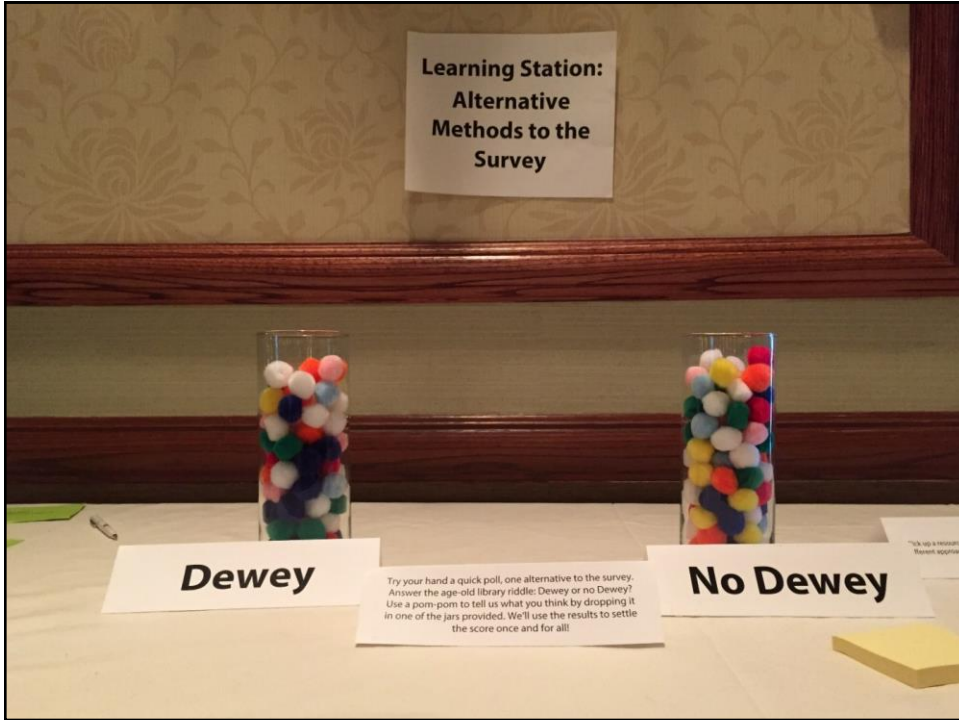
but I wish that _____

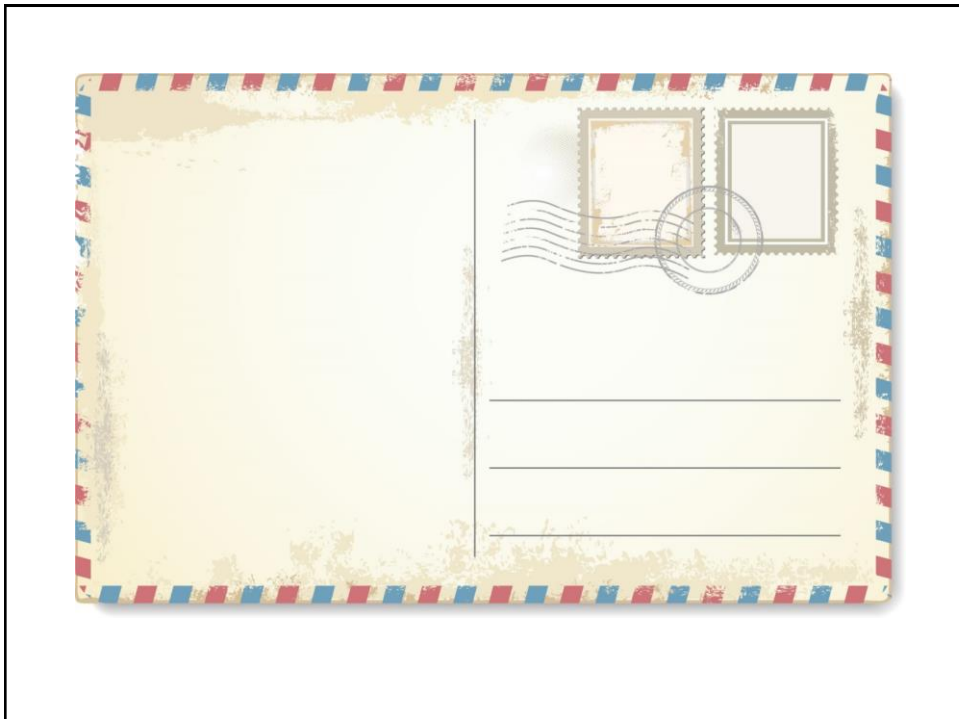
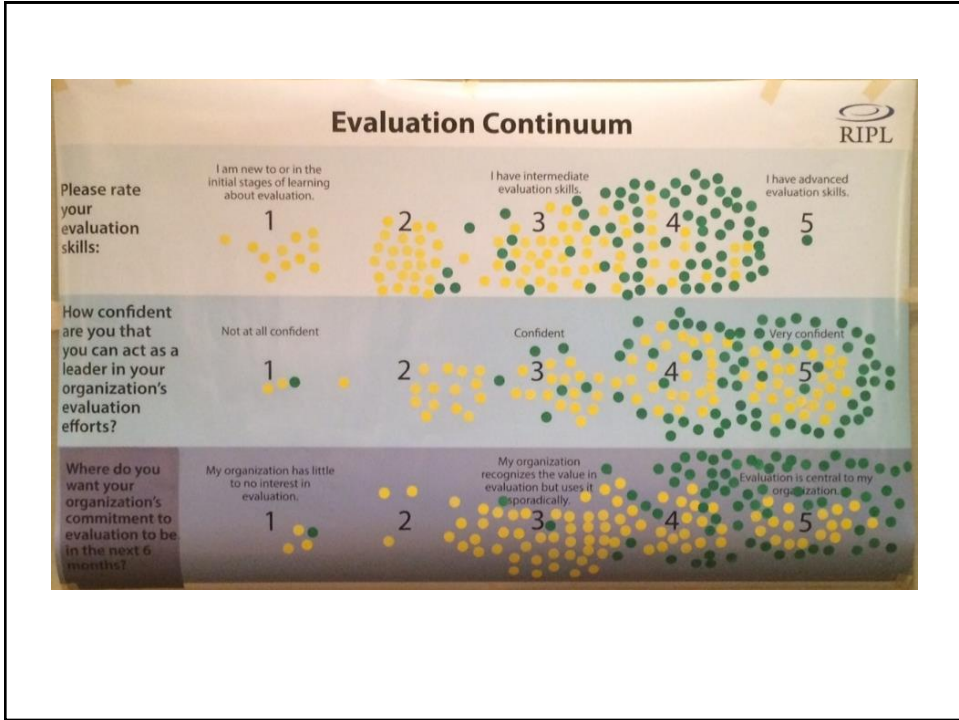
_____. What if the library _____
 _____?

All in all, my visit left me feeling _____

Signed,








Qualitative Approaches


THE ASPEN INSTITUTE
DIALOGUE ON
PUBLIC LIBRARIES

[GETTING STARTED](#)
[COMMUNITY STORIES](#)
[INSIGHTS BLOG](#)
[RESOURCES](#)
[MORE +](#)

[GET THE ACTION GUIDE](#)

3 STEPS TO TRANSFORMING YOUR LIBRARY AND COMMUNITY

The Report

The Aspen Institute report *Rising to the Challenge: Re-Envisioning Public Libraries* is starting conversations around the country. The report addresses a renewed vision for the public library, four strategies for success and action steps for library leaders, policymakers and community partners, and more.

Action Guide

The Action Guide for Re-Envisioning Your Public Library leads you through a variety of strategic activities and provides worksheets that evaluate the current level of support for your library and the resources needed to plan and convene your own community dialogue.

Dialogue Models

The Aspen Institute Dialogue on Public Libraries will convene a series of dialogues in cities across the country. Each public dialogue will test and develop a variety of models for engaging state and local leaders and community partners to advance new thinking about the role of public libraries.

Aspen Institute

Libraries Transforming Communities



BECAUSE OUR DIVIDED NATION NEEDS CONVERSATION MORE THAN EVER.

To get started, select the library type that best describes your library.

Large and/or urban public libraries

Small, mid-sized, and/or rural public libraries

Academic libraries

Through Libraries Transforming Communities (LTC), ALA seeks to strengthen communities by giving libraries the tools they need to bring disparate voices together and lead change.

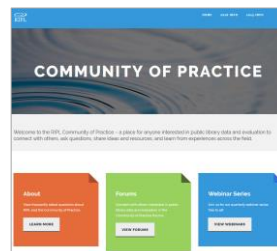
Harwood Institute



Community Dialogue



Teen **Asset Mapping** Project



Training



Tools



LibQUAL+®
Charting Library Service Quality

[SURVEY DASHBOARD](#)

[ABOUT](#)

[ANALYTICS](#)

[NEWS](#)

What is LibQUAL+®?

LibQUAL+ is a web-based survey offered by the Association of Research Libraries that helps libraries assess and improve library services, change organizational culture, and market the library. The survey instrument measures library users' minimum, perceived, and desired levels of service quality across three dimensions: Affect of Service, Information Control, and Library as Place.

[Read more about LibQUAL+](#)

How will LibQUAL+ benefit your library users?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. LibQUAL+® gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. Institutional data and reports enable you to assess whether your library services are meeting user expectations—and develop services that better meet those expectations.

**Click here to learn
more about**

**LibQUAL+
Lite**



LibQUAL

project **OUTCOME**
MEASURING THE TRUE IMPACT
OF PUBLIC LIBRARIES

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Outcome Measurement Made Easy

Resources and Tools to Create Surveys and Analyze Outcome Data at Your Library

[SIGN UP](#)

Project Outcome

impact survey
Advancing libraries through community insight

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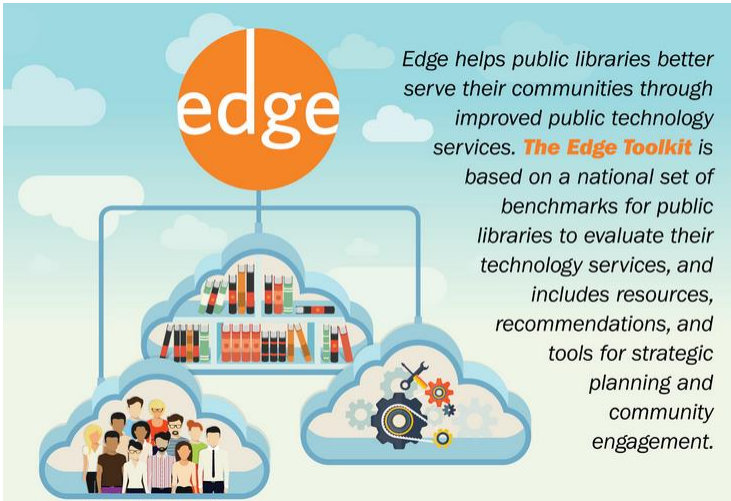
Since October 2013, **1,756 libraries** have registered for Impact Survey, and **86,739 library patrons** have submitted the patron technology survey.

[See the results](#) from across the United States.
Get results for *your* community. [Register](#) for Impact Survey today!

The Impact Survey is an online survey tool designed specifically for public libraries that want to better understand their communities and how people use their public technology resources and services.

Run the Impact Survey at your library	Learn about your library patrons' unique digital needs	Make smart decisions about internal strategies and resource allocation	Effectively advocate for support and funding for your library's technology services	Provide high-quality technology services to patrons and improve digital inclusion in your community
SO THAT YOU CAN	SO THAT YOU CAN	SO THAT YOU CAN	AND CAN	SO THAT YOU CAN

Impact Survey



The graphic features the word "edge" in a white, lowercase, sans-serif font inside a large orange circle at the top center. Below this, a blue line connects to a cloud-shaped shelf filled with colorful books. To the left of the shelf is a cloud containing a diverse group of people. To the right is a cloud containing a gear and a wrench. The background is a light blue sky with white clouds.

*Edge helps public libraries better serve their communities through improved public technology services. **The Edge Toolkit** is based on a national set of benchmarks for public libraries to evaluate their technology services, and includes resources, recommendations, and tools for strategic planning and community engagement.*

Edge

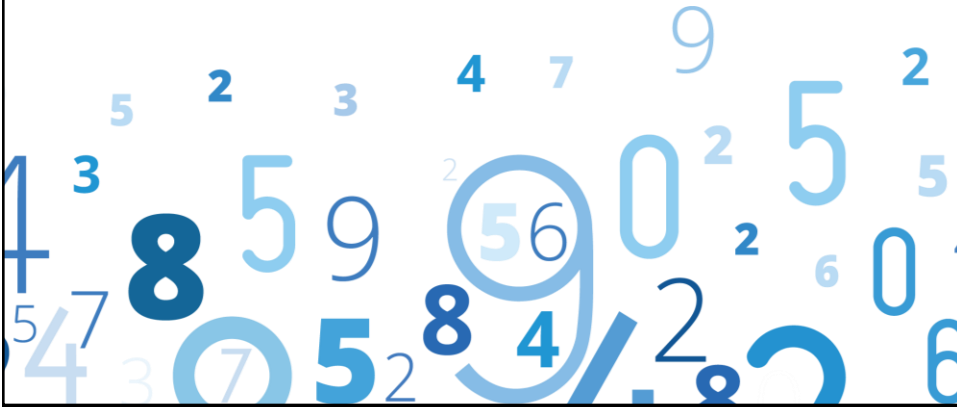
How

✓ Library data trends

Presenting data to demonstrate impact



Don't numb with numbers.
Tony Biancotti



Put numbers in context

123 million items circulated



or more than **23** items for each person in the state

More than **9 in 10**



public libraries help people find jobs

7 times



as many libraries as Starbucks stores

65 million visits



more than **5 times** as many visits as our state parks



Discuss patterns in the data

Trends



Benchmarking



Visualization

School Library **Impact** Studies



School Libraries & Student Achievement

School Librarians are Linked to Improved Standardized Reading Test Scores

Studies conducted over the past two decades, both in Colorado and nationwide, show that students in schools with endorsed librarians score better on standardized achievement tests in reading, compared with students in schools without endorsed librarians.

This increase in scores exists regardless of:

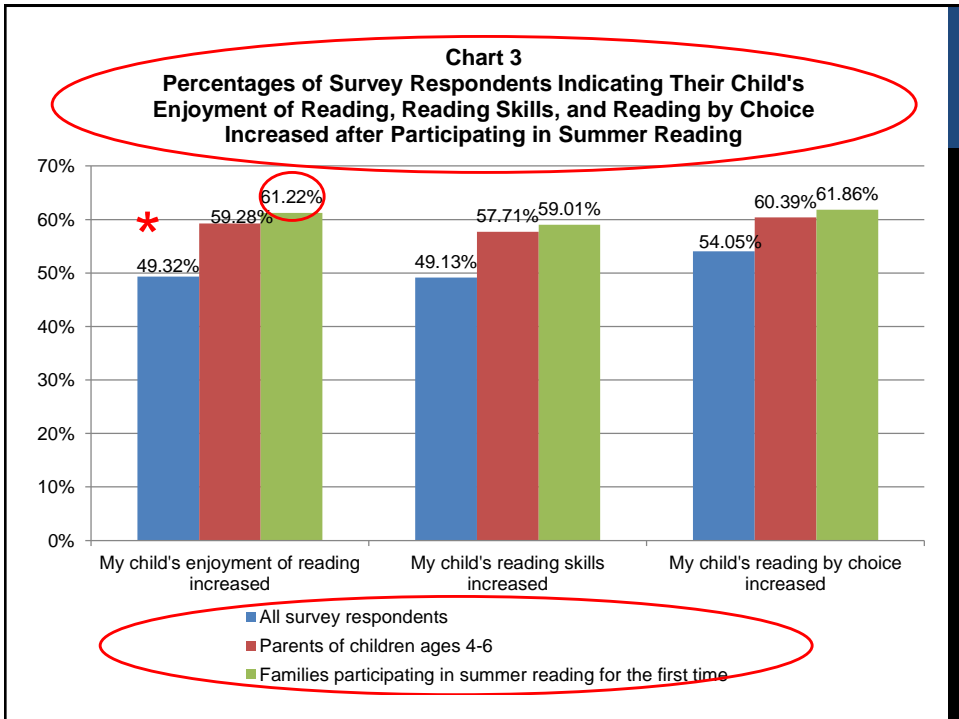
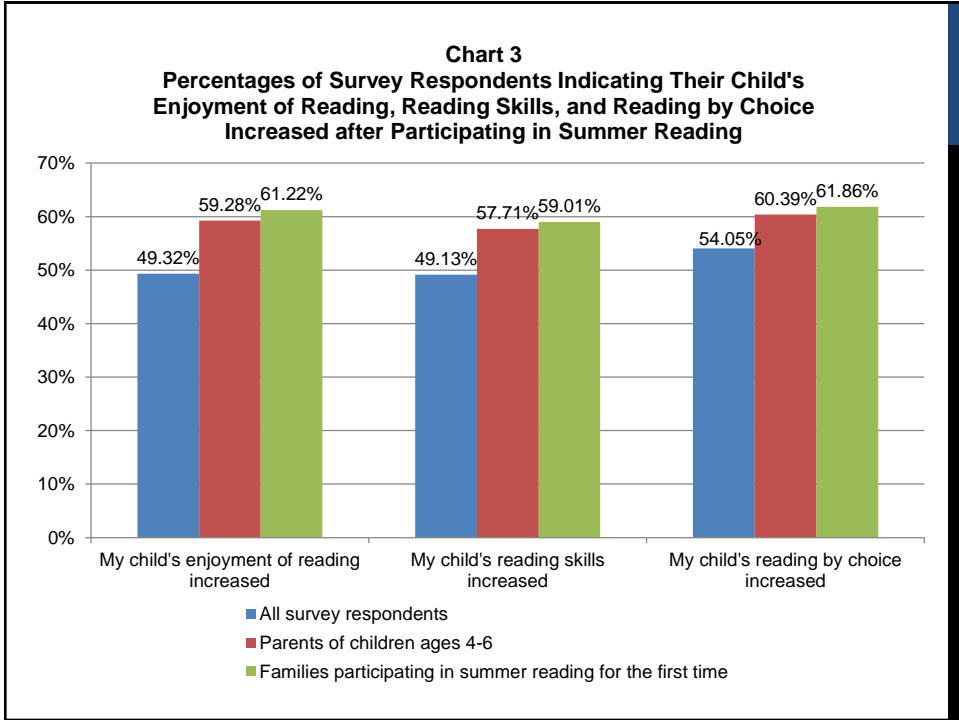
- Student Poverty Levels¹**
In a Colorado study, the presence of school librarians positively impacted students' standardized reading scores even when controlling for student poverty (free and reduced-cost meal status).
- Overall Staffing Losses²**
In a national study, even if schools had overall staff declines between 2004 and 2008, students' standardized reading scores were better in schools that maintained or gained a librarian during this time period.

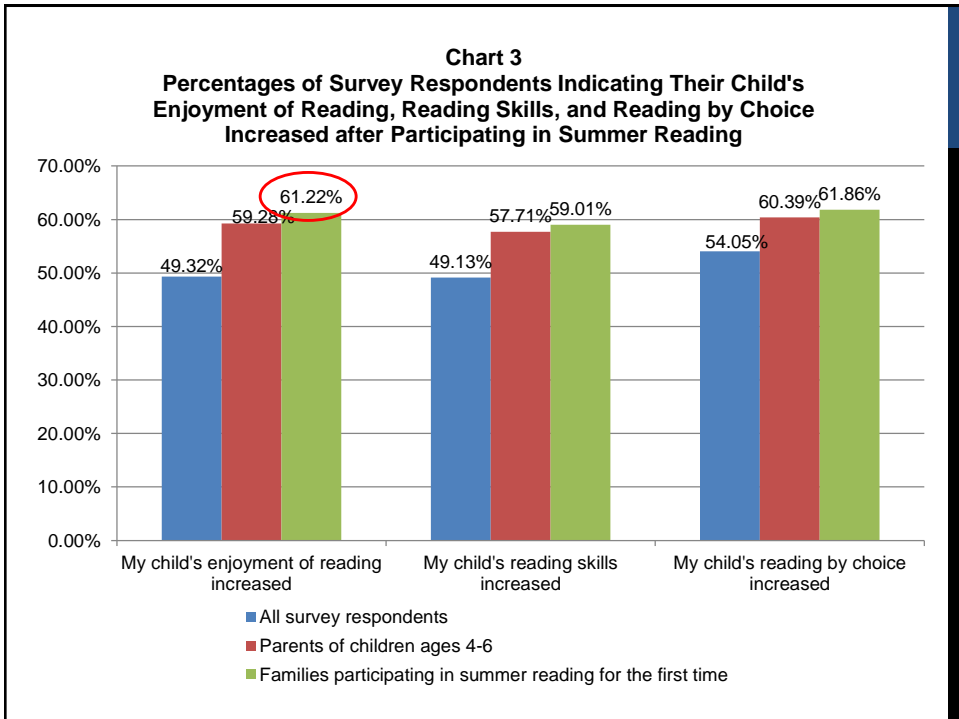
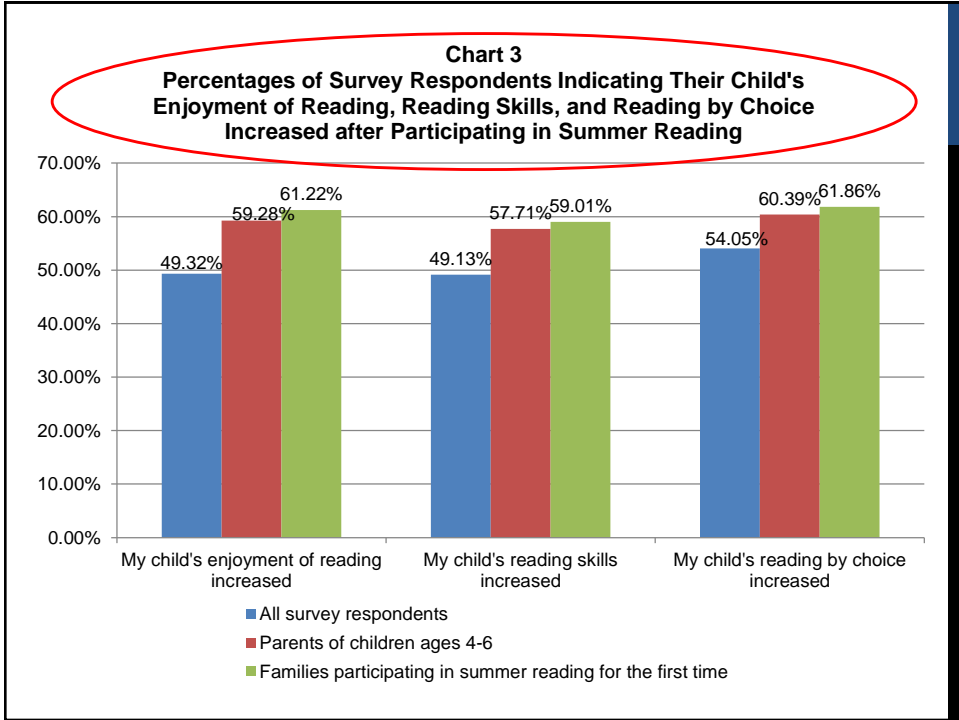
What other school library characteristics are associated with better test scores?

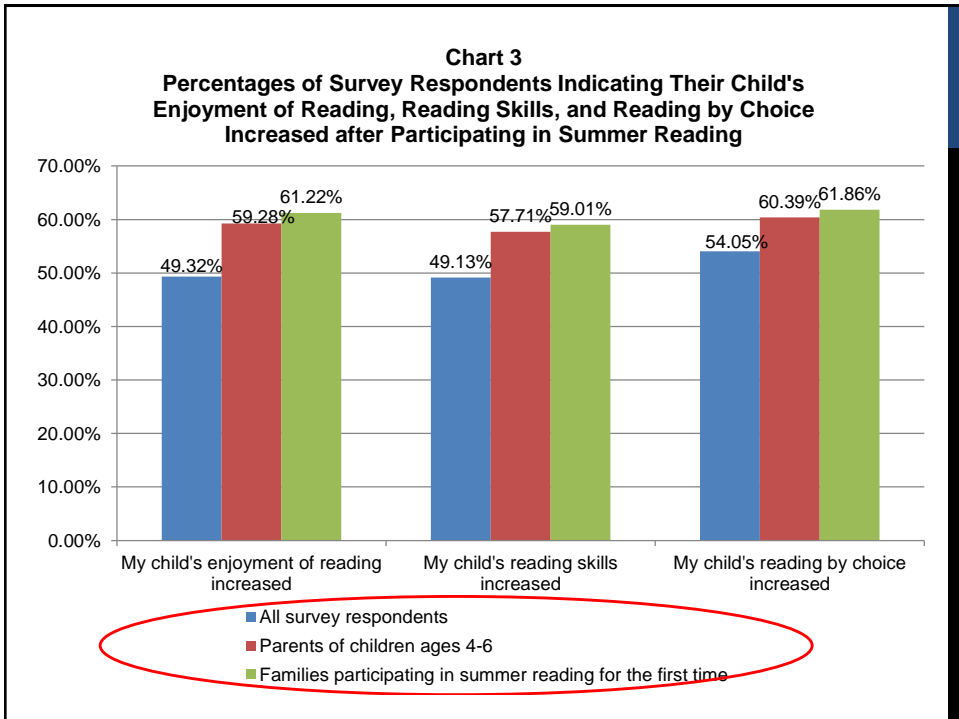
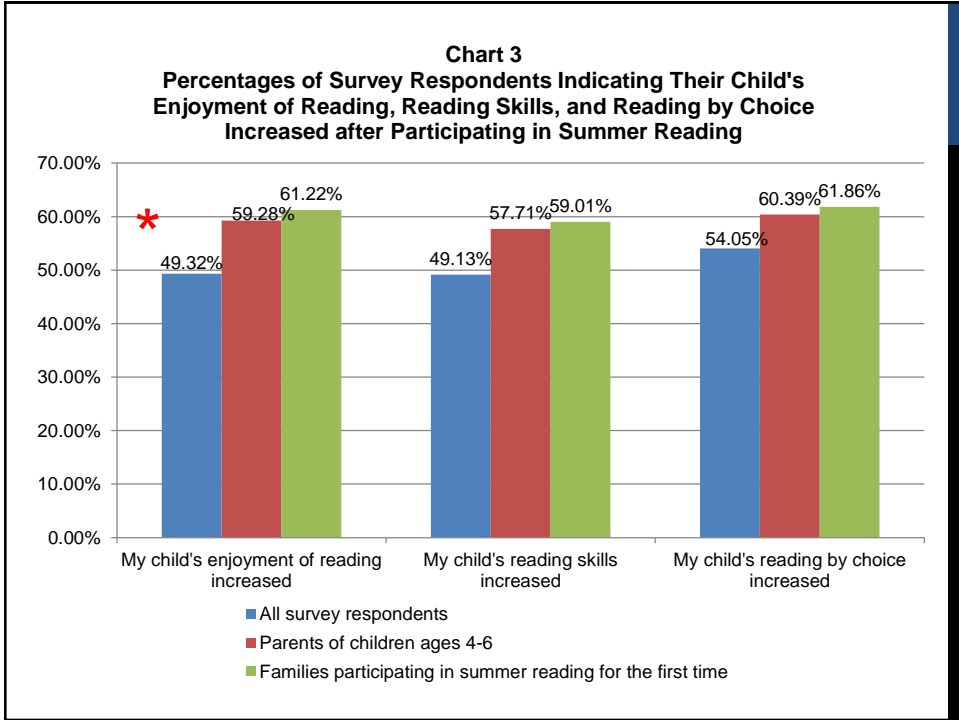
- School Librarians Teaching Information Literacy Skills to Students*
- Staffed by Endorsed Librarians*
- Collaborative Planning Between School Librarians & Teachers**
- Extended Library & Staff Hours*
- School Librarians Providing In-Service Training to Teachers*
- Larger & Newer Collections***
- More Student Visits*
- Flexible Scheduling*
- Higher Expenditures***

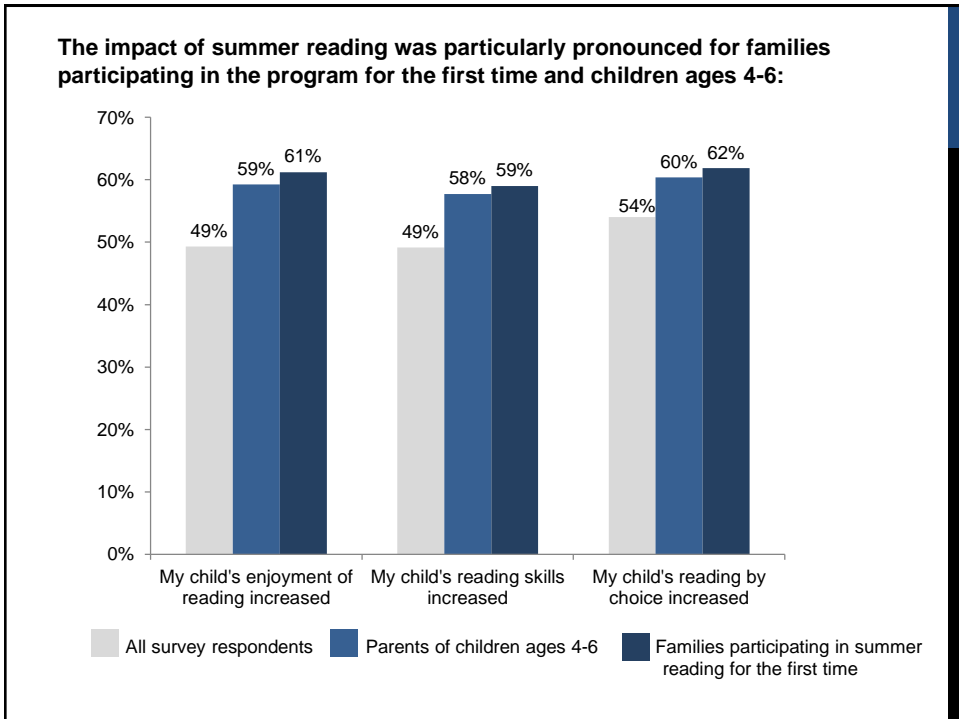
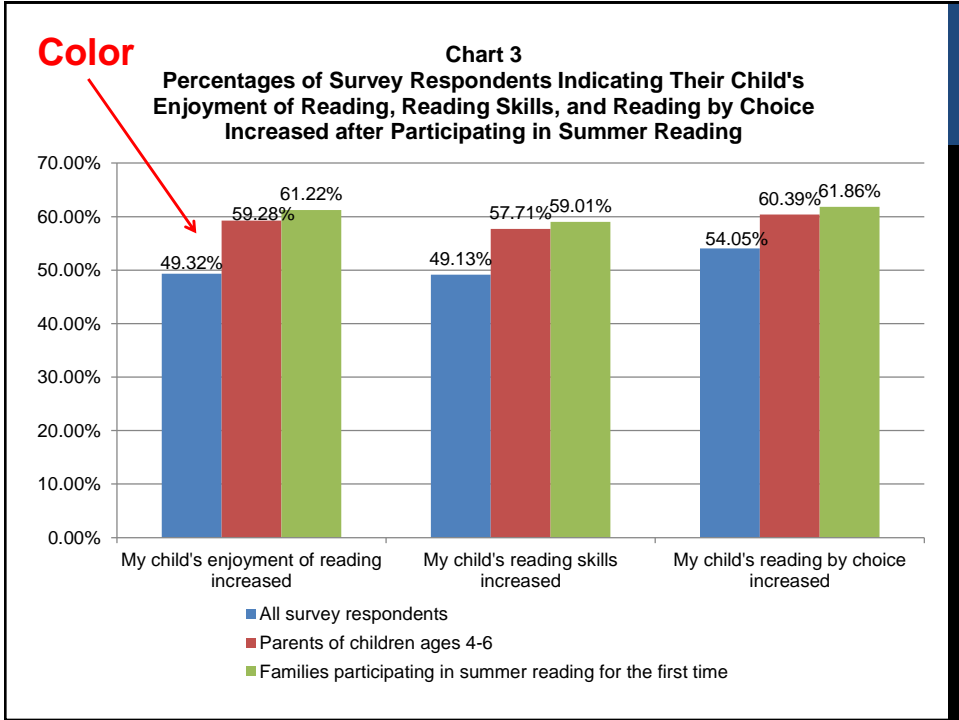
See www.lrs.org/data/roleofschool-librarians/impact-studies/ for a list of school library impact studies.

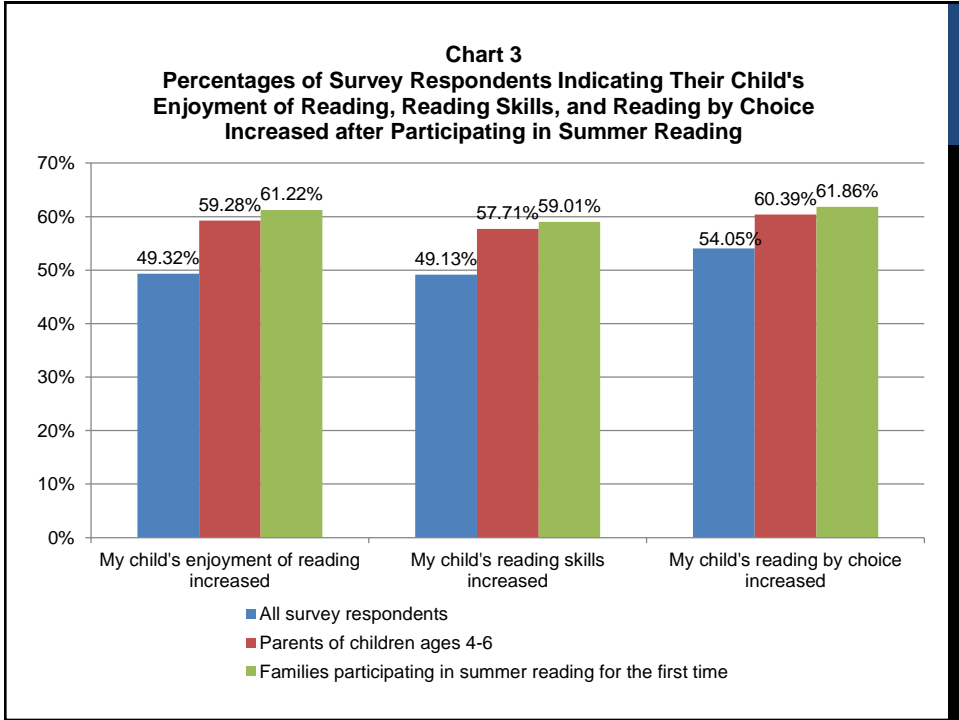
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Final Thoughts

Creating a **Culture of Evaluation**

If it's worth doing, it's worth measuring.

Be less about succeeding or failing and
more about learning.

You only fail when you fail to measure.

Chris Cairo, Indianapolis Public Library

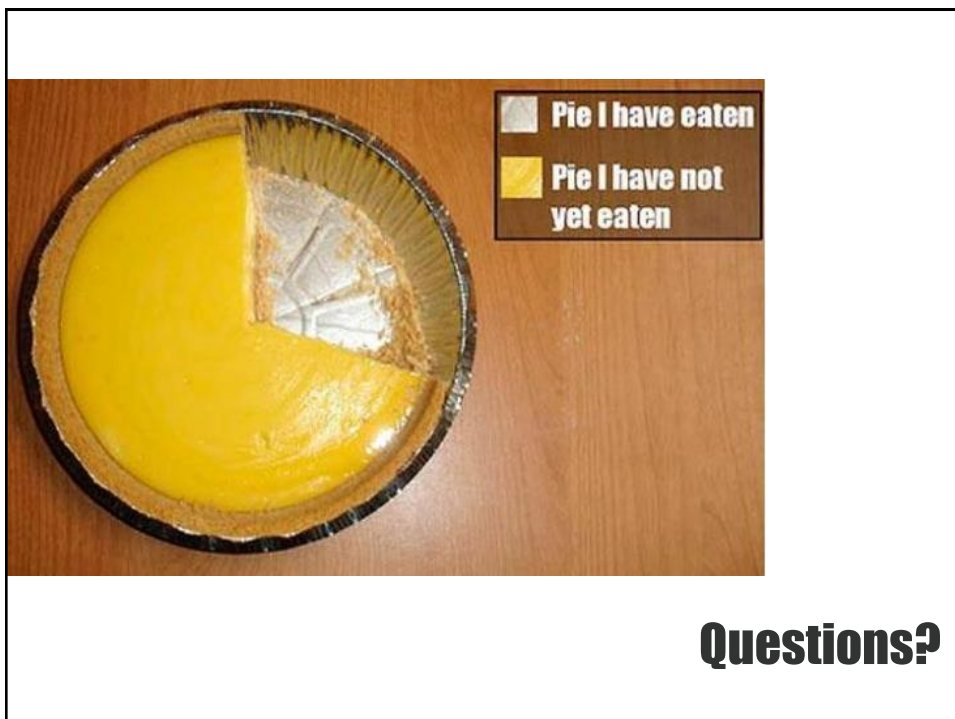
Creating a **Culture of Evaluation**

It's easier to be a critic than it
is to be a creator.

The enemy of good data
is perfect data.

Creating a **Culture of Evaluation**

Evaluation provides a framework for managing responsibilities and determining priorities.



Thank you!

<http://bit.ly/McCusker2017>

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