

Be a Data Champion at Your Library

An Infopeople Webinar
July 24, 2018

Presented by
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Amy Koester





Welcome!



Toby Greenwalt

Director of Digital Strategy and Technology
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Carnegie Library of Pittsburgh



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Learning Experiences Manager

Skokie Public Library



Why data in libraries?



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Data is tied to equity.



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Open data is empowering.



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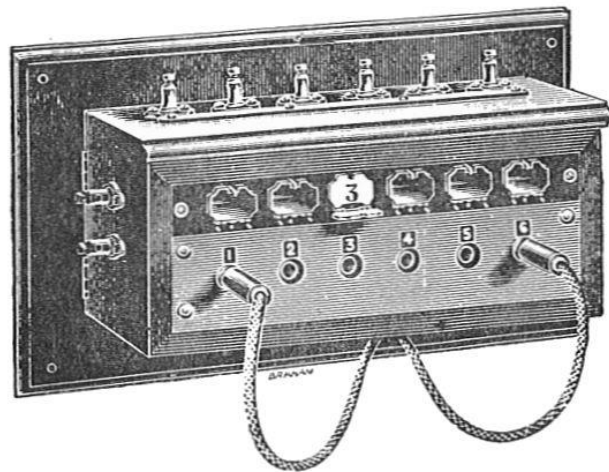
Data is tied to equity.

Open data is empowering.

Championing data isn't one-size-fits-all, and it's not necessarily a linear process.

Civic Switchboard

- IMLS-funded project to codify best practices for civic data in libraries
- Carnegie Library of Pittsburgh, University of Pittsburgh, NNIP
- <https://civic-switchboard.github.io/>



**What type of data work
is happening at your
library now?**

Share in the chat.



Data for Internal Analytics: A Data Audit

The data you currently have at your library is your low-hanging fruit.

Ask yourself:

- What data are you currently collecting?
- Why are you collecting it?
- What are the parameters of what you're collecting?
- How are you using what you collect?



Data for Internal Analytics: Two Cases

	Case Example 1	Case Example 2
What is the data?		
Why are we collecting it?		
What are the parameters?		
How are we using it?		
Verdict		



Data for Internal Analytics: Two Cases

	Case Example 1	Case Example 2
What is the data?	Program Attendance	
Why are we collecting it?	A metric for assessing program success; Required for state reports	
What are the parameters?	Program staff enter their attendance in our program software, a manager runs monthly reports and edits them	
How are we using it?	Analyze program trends; Share with program staff; Board reports; State reports	
Verdict	Keep as is, or automate it	



Data for Internal Analytics: Two Cases

	Case Example 1	Case Example 2
What is the data?	Program Attendance	Circulation Data
Why are we collecting it?	A metric for assessing program success; Required for state reports	Keep track of our items; Track usage
What are the parameters?	Program staff enter their attendance in our program software, a manager runs monthly reports and edits them	ILS can retain all materials data linked to patron barcodes
How are we using it?	Analyze program trends; Share with program staff; Board reports; State reports	Understand how collections are being used; Track circulation trends; Board reports; Collection analysis
Verdict	Keep as is, or automate it	Conduct privacy audit



Data for Internal Analytics: Best Practices

Set standards and best practices for your data.



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- Documentation is helpful.



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- Every data decision takes privacy into consideration.



Data for Internal Analytics: Best Practices

Set standards and best practices for your data.

Consider:

- Documentation is helpful.
- If you don't use it, lose it.
- Every data decision takes privacy into consideration.
- Set recurring intervals to reflect and re-evaluate.



Data Literacy





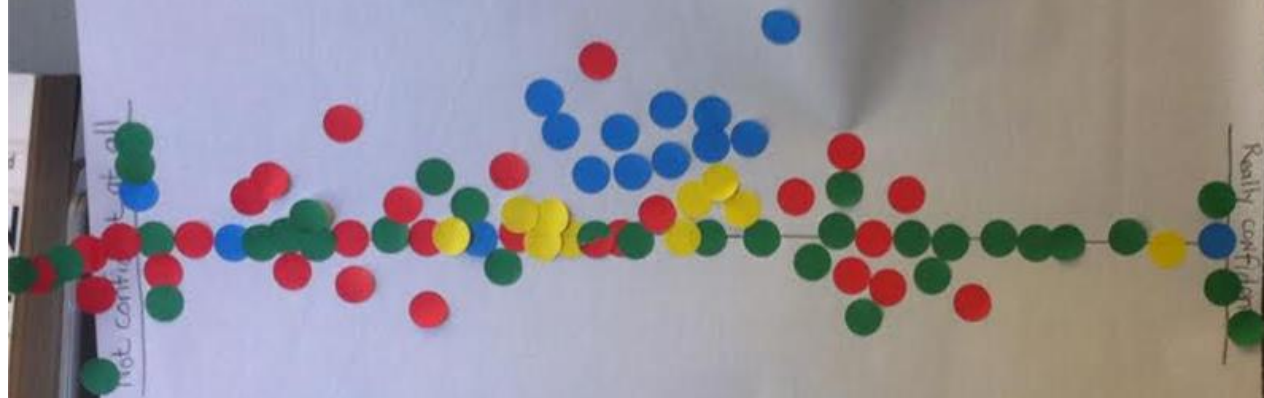
Data Literacy: Best Practices

Data is a “learn it all” disposition, not a “know-it-all” practice

Consider:

- Creating data components to existing programs or services

How confident are you in
your Pittsburgh job search?



- = No high school diploma / GED
- = high school diploma / GED
- = bachelor's degree
- = master's degree or more



Data Literacy: Best Practices

Data is a “learn it all” disposition, not a “know-it-all” practice

Consider:

- Creating data components to existing programs or services
- Removing technology components to make concepts accessible

Chart of How Many Bananas, Apples, Oranges and Kiwi I ate Last week by Piece and Type.



Bananas

Apples

Oranges

Kiwis

Type of fruit



Data Literacy: Best Practices

Data is a “learn it all” disposition, not a “know-it-all” practice

Consider:

- Creating data components to existing programs or services
- Removing technology components to make concepts accessible
- Finding stories and personal connections to data





Data Literacy: Best Practices

Data is a “learn it all” disposition, not a “know-it-all” practice

Consider:

- Create data components to existing programs or services
- Remove the technology component to make concepts accessible
- Find stories and personal connections to data
- Providing your own datasets and tools for digging deeper

All Locations

East Bay

Fife Lake

Interlochen

Kingsley

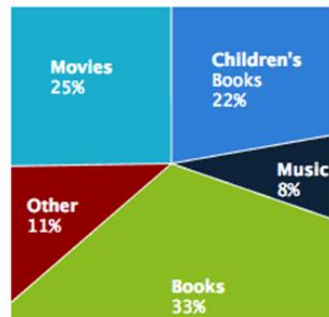
Peninsula

Woodmere

so far this year, **265,274** books, **178,198** children's books,
201,848 movies, **63,912** albums, **10,837** magazines ,
35,701 audiobooks and **1,132** puppets circulated.

41,730 public computing sessions by **7,930** users, totaling **33,729** hours.

3,183 new user accounts created. **67,172** questions answered.



Circulation by Type

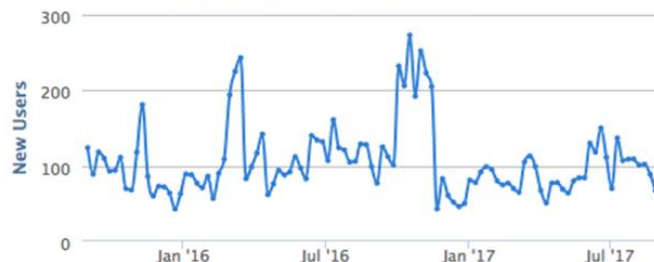
Circulation by Week

Click and drag in the plot area to zoom in



New Users by Week

Click and drag in the plot area to zoom in





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Carnegie Library of Pittsburgh

Carnegie Library of Pittsburgh

To Engage our Community in Literacy and Learning Carnegie Library of Pittsburgh is supporting individual achievement and strengthening the power of community. Through the... [read more](#)

Followers

1

Datasets

2

Datasets

Activity Stream

About

Data Requests

Search datasets...



2 datasets found

Order by: Relevance ▾

CLP Public Wifi

Carnegie Library of Pittsburgh public wifi usage by library location

[CSV](#)

Library Locations

Carnegie Library of Pittsburgh locations including address, coordinates, phone number, square footage, and standard operating hours. The map below does not display locations...

[CSV](#)

DATA HELP 5¢



THE DOCTOR
IS IN



Learning Resources: Data DiscoTech



<https://www.alliedmedia.org/ddjc/discotech>
<https://www.alliedmedia.org/ddjc/products>



Learning Resources: Library Carpentry

Software and data skills for library professionals

**WELCOME TO LIBRARY
CARPENTRY**

<https://librarycarpentry.org>



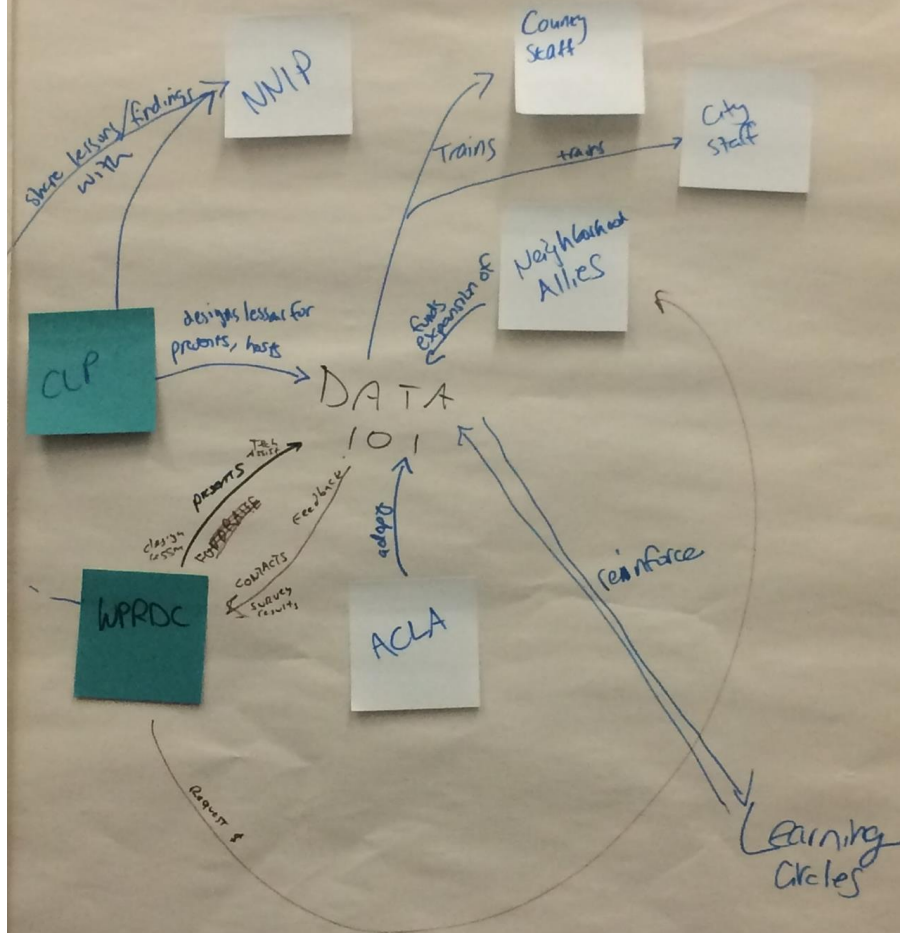
Data & Community/Civic Engagement

Who is in your civic data ecosystem?

- Government
- Nonprofits
- Schools
- Hackers
- Civics enthusiasts
- Neighborhood groups/CDCs
- Journalists
- Business/Chambers of Commerce

Who else may be included here? What are their?







Creating the Map

- **Top-Down:** Make the list of everyone you are aware of working in the data space.
- **Organic:** Talk to your partners. Who do they know? This may highlight hidden connections.
- **Community-Building:** Invite known stakeholders to create the map together.



Creating Shared Data Initiatives

Where can a library be useful in a data partnership?

- Training
- Privacy advice
- Public space

What are your shared outcomes?

Library/Civic Data Intermediary Activity Planning Canvas Instructions

10. Measuring Success

How will you measure success, and what types of indicators will you use?

11. Next Steps

What are the immediate/next steps you will take to implement your event, service, activity, or tool?

2. Values

What values will guide your collaboration?

3. Goals

What are the broad goals of your collaborative event, activity, service, or tool?

9. Resources

What will it cost in terms of time and financial support to implement your event, service, activity, or tool?

Who can provide cash or donated/in-kind resources, and what value proposition is important for each supporter?

1. Target Audience

Who will attend your event, benefit from your service, participate in your activity, or use your tool or data?

4. Concept

Describe the concept of your event, activity, service, or tool.

What roles will the core partners play?

8. Promotion and Publicity

How will you reach your target audience?

7. Logistics

What locations, facility requirements, materials, equipment, and infrastructure will be needed to create and implement your event, service, activity, or tool?

6. Content

Where will the content of your event, activity, service, or tool come from?

Will you leverage an existing model, standard, or product, or will the content be developed from scratch?

5. Additional Partners

Who else will you need to work with to implement your event, service, activity, or tool, and what role(s) will these additional partners play?

Will your partnerships or collaborations require any formal agreements?





Sharing Data Across Organizations

Elements of a data partnership/MOU

- Agreement on a shared outcome
- Commitment to user privacy
- Shared action plan
- Schedule for deletion of data

Data & Skokie's Civic Lab

The Civic Lab aims to engage the community in discussions and explorations around civics, the news, and topics of importance to the community.

Data is fundamental to understanding complex social structures.

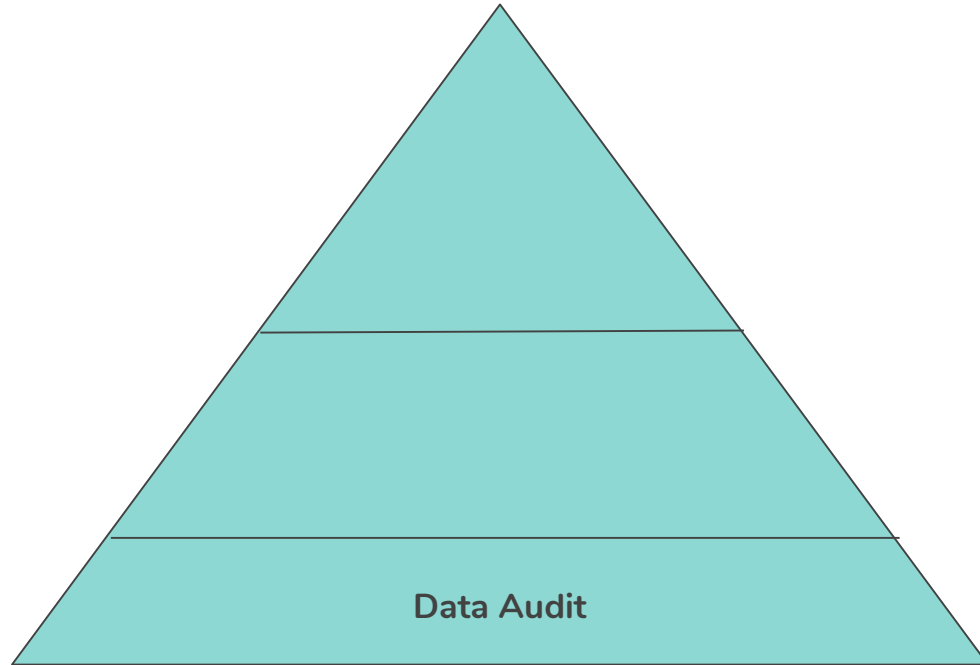


**What feels most
attainable to you and
your organization right
now?**

Share in the chat.

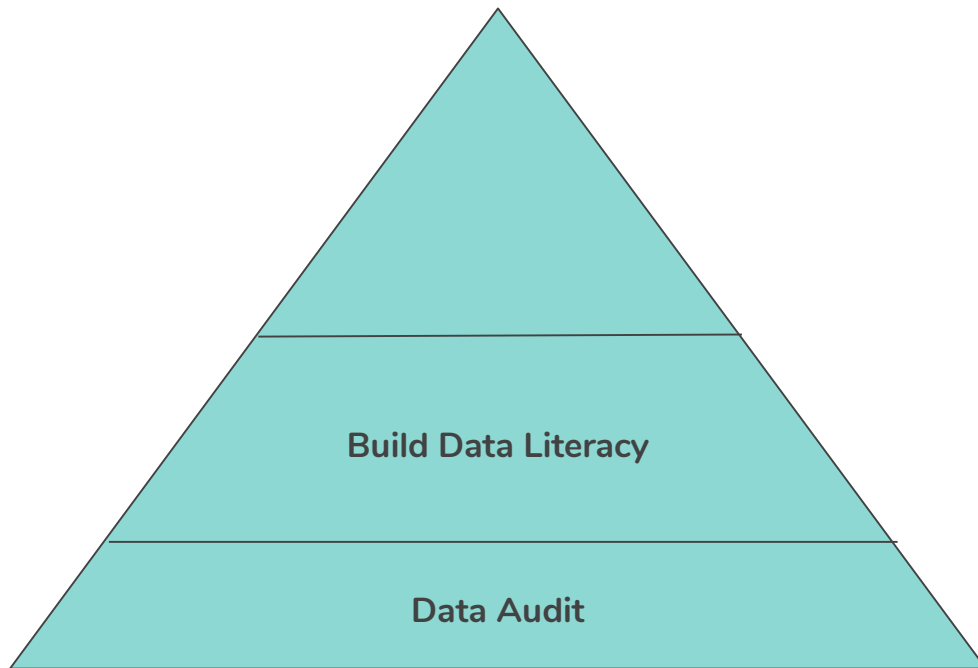


What can your next steps be?



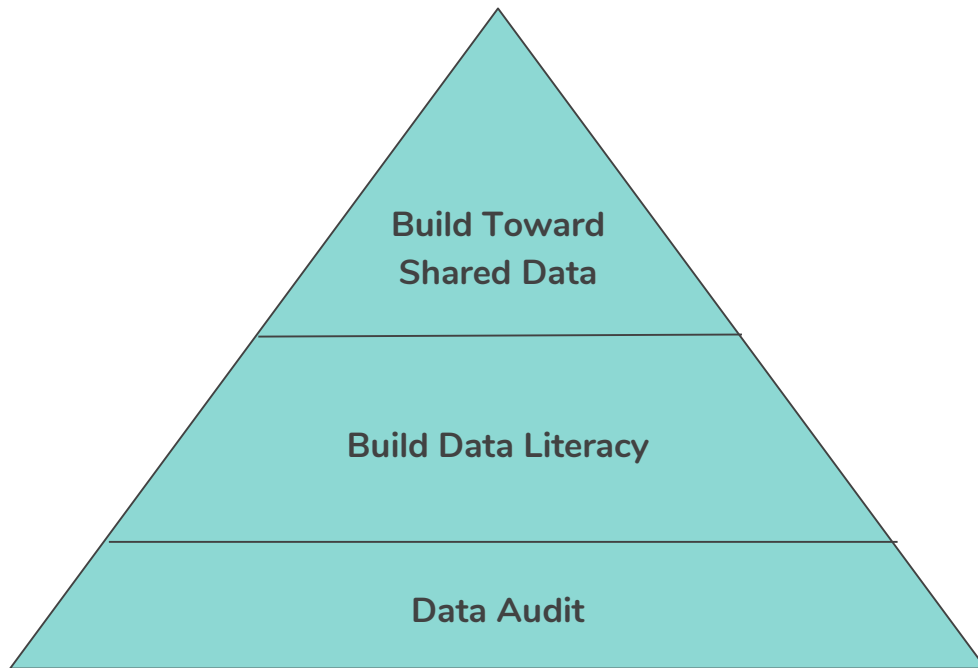


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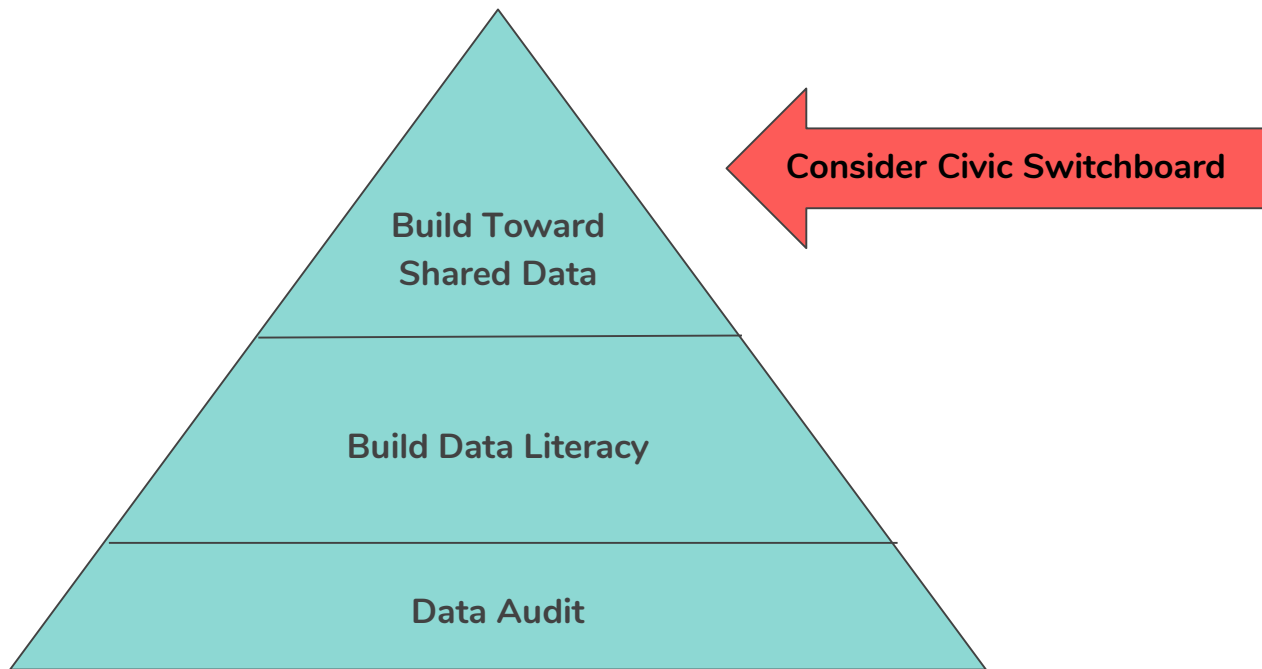


What can your next steps be?





What can your next steps be?



**Time for questions, &
thanks!**

How to contact us:

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<https://civic-switchboard.github.io/>



This webinar is part of the Data Informed Public Libraries (DIPL) initiative sponsored by the California State Library and implemented by Infopeople. This project is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act.