Be a Data Champion at Your Library

An Infopeople Webinar
July 24, 2018

Presented by
Toby Greenwalt &
Amy Koester
Welcome!

**Toby Greenwalt**
Director of Digital Strategy and Technology Integration
Carnegie Library of Pittsburgh

**Amy Koester**
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.
Why data in libraries?

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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.
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

<table>
<thead>
<tr>
<th>Case Example 1</th>
<th>Case Example 2</th>
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<tbody>
<tr>
<td><strong>What is the data?</strong></td>
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## Data for Internal Analytics: Two Cases

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<td>Keep track of our items; Track usage</td>
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<td>Program staff enter their attendance in our program software, a manager runs monthly reports and edits them</td>
<td>ILS can retain all materials data linked to patron barcodes</td>
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<td>Analyze program trends; Share with program staff; Board reports; State reports</td>
<td>Understand how collections are being used; Track circulation trends; Board reports; Collection analysis</td>
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<td>Keep as is, or automate it</td>
<td>Conduct privacy audit</td>
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Data for Internal Analytics: Best Practices

Set standards and best practices for your data.
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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.
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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?"

- Blue dots: No high school diploma / GED
- Yellow dots: High school diploma / GED
- Green dots: Bachelor's degree
- Red dots: Master's degree or more
- Not confident at all
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.
Data Literacy: Best Practices

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Consider:
● Creating data components to existing programs or services
● Removing technology components to make concepts accessible
● Finding stories and personal connections to data
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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
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.
2 datasets found

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 $0.50

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
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

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

2. Values
   What values will guide your collaboration?

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

4. Concept
   Describe the concept of your event, activity, service, or tool.
   What roles will the core partners play?

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?

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?

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

8. Promotion and Publicity
   How will you reach your target audience?

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?

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?
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?

- Build Toward Shared Data
- Build Data Literacy
- Data Audit
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Build Toward Shared Data

Build Data Literacy

Data Audit

Consider Civic Switchboard
Time for questions, & thanks!

How to contact us:
Toby - greenwaltt@carnegielibrary.org
Amy - akoester@skokielibrary.info

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