

# Data for Decision Making



---

An Infopeople Webinar

May 5, 2020

Presented by Lisa Dale & Mark Fink

# Introduction



Lisa Dale  
Collection Services Manager  
Sacramento Public Library



Mark Fink  
Director  
Yolo County Library

# Instant Poll

Rate your comfort level with incorporating data into decision making:

Great

Good

Average

Below Average

I need help!

# We want you to:

- Learn about becoming a data-informed organization
- Identify new internal and external data sources
- Become inspired to use data stories to inform your decisions about library programs, collections, services and operations.



<https://www.rawpixel.com/image/2304233/free-illustration-vector-advertisement-announcement-awareness>

1.

# Data Matters

# How do you use data now?





You can use  
data for any of  
these reasons

## Data is here to help

Use data to get a better understanding  
of the  
challenge you are solving

# Data Culture



Define what a data culture means to you

- If you are **data-informed**, you use data and its context as one element in your conversation and decision-making process
- If you are **data-driven**, you look solely at the data to find out what to do or how to approach something



"Don't let data completely overrule your human instincts and experience. Go ahead, use data extensively to inform your strategic decision-making. Just don't let it completely drive your decisions. Because as influential as data produced by machines can be, it's never going to replace a human brain."

--H.O. Maycotte, *Forbes*

# Data Matters When...

- Planning and evaluating services, programs, outreach, collections, budgets
- Prioritizing/Goal Setting
- Communicating with Stakeholders
- Advocating
- Marketing
- Grant Seeking



2.

What's Available?

# What Resources are Available?

Know and understand scope of data available to you.

## Internal

Internal data is captured from any number of systems used by the library and your own collection methods, surveys, counts, etc.

## External

External data is found outside your own system via other organizations or open data portals.

- Consider using a combination of sources for any one decision
- Costly analytics tools not required

# Conduct a Data Inventory

Understand and inventory the data sources available to you.



If it helps, start a spreadsheet that includes:

- What is the data source?
- How does this data support the Library's mission or purpose?
- Who is responsible for collecting this data?
- How often is this data collected?
- Where is the data stored?
- Who has access to this data?
- How often is this data shared?

3.

# Internal Data Tools

# Internal Data Tools

- Integrated Library Systems – circulation, holds, fines
- Automated Materials Handling Systems
- OverDrive and other content platforms
- AWE Early Learning Stations
- People Counters
- Computer Sessions & Wifi Use
- Incident Reports
- Program Statistics – how many offered, how often, attendance, recommendations for new programs



## Customer Portal

Username:

Password:

[Forgot your password?](#)

Log In

**AWE  
LEARNING**

*Inspiring discovery. Preparing lives.®*  
© 2020 AWE Acquisition, Inc. All rights reserved.

# AWE Early Learning Stations



## Data options:

- Most popular applications
- Daily, weekly and monthly session reports
- Use by individual station, by library branch, or systemwide.
- Total time spent on each session
- Average time per session (in minutes)
- Session time (in minutes) of all workstations in California and the United States

## Application Comparison Report

### Summary

Total Number of Application Sessions: 925  
 Date Range: 01/01/2019 thru 03/31/2019  
 Report Date: 04/24/2020

Total Application Utilization Time (minutes): 12,222  
 Applications: With Sessions  
 Requested By: Elizabeth Gray

Search:   
 Search:

Application	Sessions	Time	Average Time Per Session	State (CA) Sessions	National Sessions
La Casa de Dora	135	1,899	14	26,279	247,098
Diego's Safari Rescue	73	937	12	10,525	109,786
Reader Rabbit Toddler	40	760	19	8,843	80,565
World Of Goo	47	708	15	5,891	53,416
My Amazing Human Body	40	645	16	9,045	83,529
Giggles Toddler ABC's and 123's	35	614	17	5,862	58,184
Fingertapps Paint	36	605	16	6,077	67,810
Fingertapps Jelly Jigsaw	35	479	13	6,062	53,484
The Art Lesson	21	356	16	1,813	12,295
Getting Ready for Kindergarten	30	328	10	8,744	85,594
Billy Goats Gruff	20	316	15	972	9,771



<https://www.seekpng.com/>

How could you use this  
data in your library?

# What's the Data Story?

Use AWE Early Learning Station data to learn:

- **Where stations are most used.**  
Should you redeploy stations to other branches where use is high?
- **What applications are most popular.**  
Should you purchase print materials that mirror these use patterns?
- **How long an average session lasts.**  
Should you create 30-minute sessions for high demand stations or not set time restrictions for low use stations?



## Insights Tab

- View a summary page with current checkouts, holds, and unique users
- Review details about current holdings by format, including number of titles and number of copies

## Trends Tab

- Review activity over time

## Goals Section

- See quarterly goals for circulation, users, and average wait period that are unique to your collection (based on 2 years use)

## Reports Section

- Popular reports include Checkouts, Current holds, Purchase orders, and Title status and usage



Search OC/OU &amp; MA by title, a...



Advanced search

CARTS

No pinned carts  
+ Create cart 

SHOP

One Copy/One User &amp; Metered Access

INSIGHTS

ADMIN

CURATE

NEWS

SUPPORT

FEATURED

GET HELP

Jump to: Insights Trends Goals

Start typing to find a report

## Popular reports

Checkouts

Current holds

Purchase orders

Title status &amp; usage

## &gt; Title activity reports

## &gt; Purchase &amp; order reports

## Insights

### Summary

Last 30 days

All formats

4,051 17,908 11,233

Total unique  
usersTotal Total holds  
checkouts

	Ebook	11,572	7,627
	Audiobook	6,329	3,606
	Video	7	0

Current holdings Updated 15 mins ago

# What's the Data Story?

Use OverDrive data to learn:

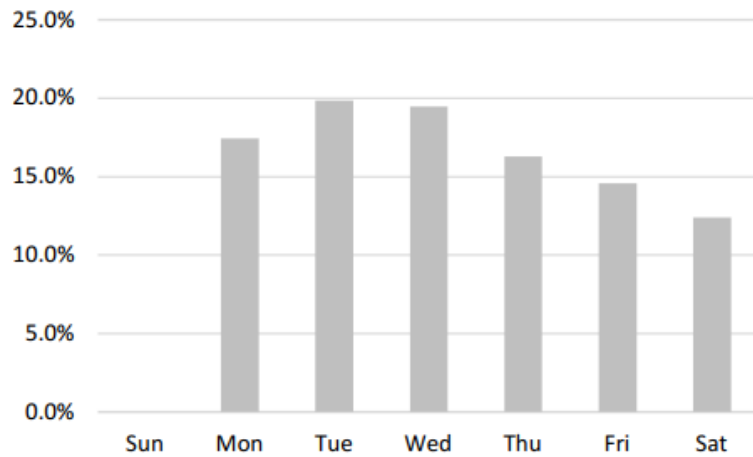
- What percentage of total circulation comes from eBook and eAudiobook collections.  
Should you make budget adjustments?
- Who borrows OverDrive items.  
Should you adjust purchasing decisions?
- Where OverDrive patrons live.  
Should you promote OverDrive in these communities or survey patrons to learn what to add to the collection?

# People Counters

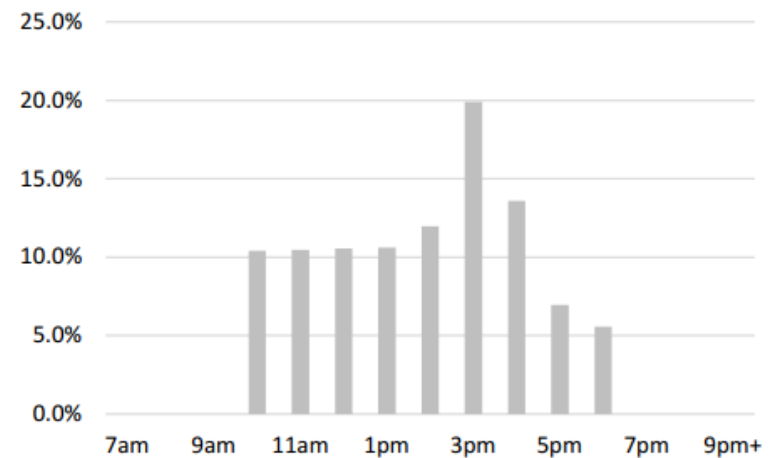
- Traffic counts are one metric of library use
- Typically important to stakeholders
- Counted in Public Library Survey
- Provide data for analysis of library visits and service needs

# Elk Grove Library

Year to Date Visits by Day of Week

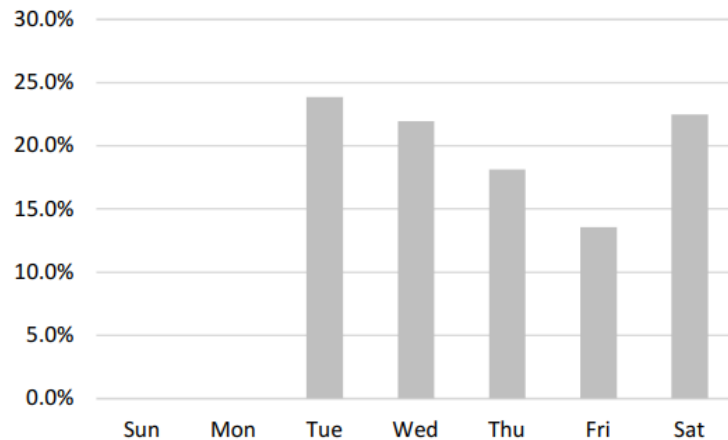


Year to Date Visits by Time of Day

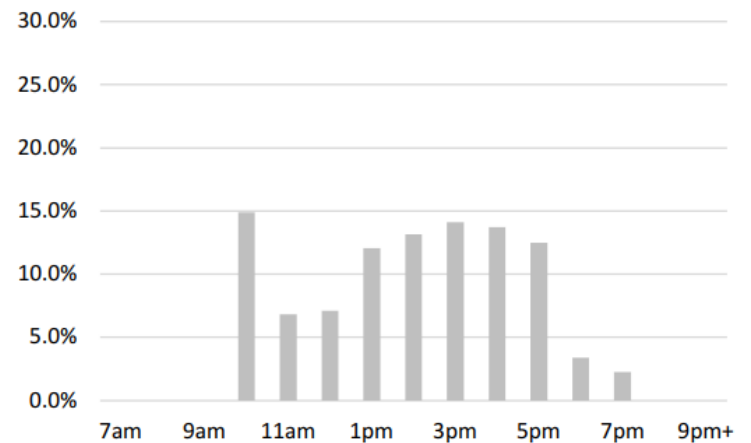


# McClatchy Library

Year to Date Visits by Day of Week



Year to Date Visits by Time of Day



# What's the Data Story?

Use people counter data to inform:

- **What are branch staffing needs?**  
How can you schedule staff more effectively? Should you adjust staffing levels or add security guards at certain branches due to high/low usage?
- **How could you adjust library hours?**  
What open hours resonate most with your community?
- **When should you schedule programs and events?**  
Do you want to have an event during a typically busy day and time? Or do you want to schedule a tour during a less populated time to minimize impact?
- **How can this data help inform COVID-19 curbside service or reopening plans?**

# Evaluations and Surveys

- **Assess** current programs, services and collections to determine quality, relevancy and impact.
- Use collected data to **inform** future decisions

*“The goal is to turn data into information, and information into insight” – Carly Fiorina*

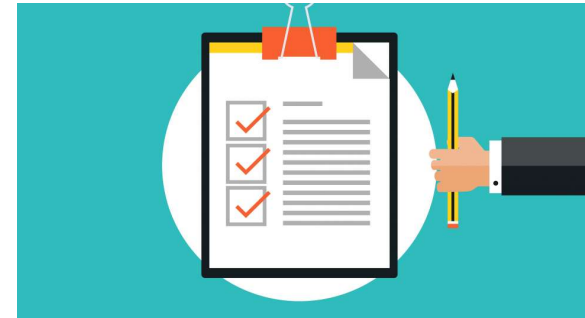
# Surveying Library Patrons

- What do you want to know?
- Can you find this information from other sources?
- Who is your target audience?
- How many questions should you ask?
- Which languages will you use for the survey?
- Will you use print or online surveys?
- How often will you survey patrons?



# Yolo County Library

Survey data revealed:



- **Why people attended library programs**  
Out of 791 adults surveyed, 60% strongly agreed and 25% agreed that they **learned something new** at library programs
- **How people felt about the library**  
Out of 771 adults surveyed, 80% strongly agreed that the library provided **good value for the tax dollars invested**
- **Where people learned about library programs**  
Out of 795 adults surveyed, 30% from friends/family, 26% from flyers at the library, 14% from library staff, and 11% from Facebook

# Yolo County Library Fine Forgiveness



In January 2019, Yolo County Library stopped charging late fees for minors and waived existing debt.

## December 2018

- 16% of all accounts were blocked because of fines and fees over \$10

## January 2020

- 4.5% of all accounts were blocked because of fines and fees over \$10
- Circulation of YA and J material increased 24%

4.

# External Data Tools

# POLL

## Rate your skill in finding external data sources

- Expert - I could teach this! **#killingit**
- Strong - I am comfortable finding sources **#solidskillz**
- Good – I have some skill, but still have a lot to learn **#tryingwithsomeprogress**
- Not There Yet – I’ve tried but haven’t gotten far **#dataishard**
- Stop. Talking. About. Data. **#quarantinesucks**



# External Data Tools



- Public Library Survey
- Census/American Community Survey
- Federal/State/Local Open Data Portals
- National Data
- Community Data



# Use External Sources

- To better align library services with community needs
- To help find and better serve marginalized populations
- To benchmark with other libraries
- To obtain needs of students
- To inform grants and initiatives

# External Search Strategies

- Expect external sources to widely vary in ease of use
- Evaluate data found
  - Who published it?
  - How timely is it?
  - How relevant is it to your need?
  - If open data, do you have the software needed to work with the file?
- Bookmark useful sites

Research & Evaluation	>
<b>Data Catalog</b>	▼
Public Libraries Survey	>
State Library Administrative Agency Survey	>
Public Needs for Library and Museum Services Survey	
Museum Data Files	
Administrative Discretionary Grant Data	
Heritage Health Information Survey (HHIS)	
Library Search & Compare	

[Home](#) » [Data](#) » [Research & Evaluation](#) » [Data Catalog](#)

## Data Catalog



### [Library Search & Compare](#)

This web-based tool provides an easy way to query, browse, view, and download data about individual libraries from the FY2016 Public Libraries Survey. You can also find your library's FSCS code: The FSCS ID is listed after each library's name in parentheses.



### [Public Libraries Survey \(PLS\)](#)

Conducted annually since 1988, PLS is your definitive source on the state of public libraries in the United States. Explore the PLS data to find key information on over 9,000 public library systems and 17,000 public library outlets nationwide.

## Institute of Museum and Library Services

- Public Libraries Survey National Data Set
- Library Search and Compare tool

**Note:** Published data is generally not timely, but can still be useful

<https://www.imls.gov/research-tools/data-collection>

# What's the Data Story?

Use Public Libraries Survey data to learn:

- **What are state and national averages?** Can you use this data to determine typical average facility size, staffing level or computer use?
- **How does my library compare?** Based on the data, can you justify staffing, collection, or program changes? Or, are you meeting or exceeding averages for like systems?

## Data & Statistics

Obtain access to educational data, statistics, and information about California's students and schools.

## California Dept of Education

- Languages spoken in the home
- Poverty rates
- Foster Student Enrollment
- Graduation and College Going Rates ... + More

# California Dept of Education Portal



**DataQuest** provides meaningful data and statistics about California's K-12 public educational system that supports a wide variety of informational, research, and policy needs. Summary and detailed data reports are available for multiple subject areas at the school, district, county, and state levels.

## To create a report:

1. Select a report **Level**
2. Select a report **Subject**
3. Select **Submit**

## Data Resources

- [What's NEW?](#) DataQuest Change Log
- [QuickQuest](#) lets you find answers fast!
- [Student & School Downloadable Data Files](#)
- [Staff & Course Downloadable Data Files](#)
- [California School Dashboard](#)
- [CAASPP/ELPAC Test Results](#)
- [Data Requests](#)

## Other CDE Resources

- [CA Department of Education Home](#)
- [California School Directory](#)
- [Data & Statistics](#)
- [Testing & Accountability](#)
- [CA Education Fingertip Facts](#)



## 1. Select Level

State
County
District
School
SELPA
Other Choices



## 3. Select Submit

Submit	Reset
--------	-------



## 2. Select Subject

<b>Accountability Data</b> California School Dashboard Dashboard Additional Reports and Data
<b>Assessment Data</b> CAASPP Test Results English Language Proficiency Assessments for CA (ELPAC) Postsecondary Preparation (SAT, ACT, AP) Physical Fitness Test (PFT)
<b>Enrollment Data</b> Annual Enrollment Data English Learner Data Foster Student Data Special Education Data
<b>Graduation &amp; Dropout Data</b> Four-Year Cohort Graduation Rates & Outcomes Five-Year Cohort Graduation Rates One-Year Graduation Data One-Year Dropout Data
<b>Local Control Funding Formula Data</b> Local Control Funding Formula Reports
<b>Post-Secondary Enrollment</b> College-Going Rates
<b>School Climate Data</b> Suspension and Expulsion Rates Chronic Absenteeism Rates
<b>Staff Data</b> Staff Counts and FTE Estimated Teacher Hires
<b>Student Course Enrollment Data</b>

<https://dq.cde.ca.gov/dataquest/>

## English Learners by Grade & Language

Downloadable data files for English learners (ELs) by grade, language, and school.

Year of Data	File Name	File Structure
2019–20	<a href="#">elsch20</a> (TXT; 7MB; Posted 13-Apr-2020)	<a href="#">File Structure - ELs by Grade and Language</a>
2018–19	<a href="#">elsch19</a> (TXT; 7MB; Posted 28-Mar-2019)	<a href="#">File Structure - ELs by Grade and Language</a>
2017–18	<a href="#">elsch18</a> (TXT; 7MB; Posted 11-Apr-2018)	<a href="#">File Structure - ELs by Grade and Language</a>

DISTRICT	SCHOOL	LC	LANGUAGE	KDGN	GR_1	GR_2	GR_3	GR_4	GR_5	GR_6	GR_7	GR_8
Alameda	Alameda	County Office of Education	Envision Academy for Arts & Technology	11	Arabic	0	0					
Alameda	Alameda	County Office of Education	Envision Academy for Arts & Technology	99	Other non-English lang							
Alameda	Alameda	County Office of Education	Envision Academy for Arts & Technology	02	Vietnamese	0						
Alameda	Alameda	County Office of Education	Envision Academy for Arts & Technology	03	Cantonese	0						
Alameda	Alameda	County Office of Education	Envision Academy for Arts & Technology	01	Spanish	0	0					
Alameda	Alameda	County Office of Education	Community School for Creative Education	03	Cantonese	3						
Alameda	Alameda	County Office of Education	Community School for Creative Education	99	Other non-English lang							
Alameda	Alameda	County Office of Education	Community School for Creative Education	01	Spanish	20	12					
Alameda	Alameda	County Office of Education	Community School for Creative Education	05	Filipino (Pilipino or							
Alameda	Alameda	County Office of Education	Community School for Creative Education	11	Arabic	1	0					



## Student Poverty FRPM Data

Downloadable data files pertaining to students eligible for Free or Reduced Price Meals (FRPM).

This page contains the complete data files pertaining to students who are eligible for Free or Reduced Price Meals (FRPM). FRPM data are collected annually. Beginning in 2012–13, the data reflect Fall Census Day (first Wednesday in October) data certified by local educational agencies as part of the California Longitudinal Pupil Achievement Data System (CALPADS) Fall 1 data submission. Because the source of data has changed over the past few years, it is important to refer to the file structure for further details regarding the file's content.

### School Level Data Files

Year of Data	Data File	Information about the File	File Structure
2019–20	<a href="#">Unduplicated Student Poverty – Free or Reduced Price Meals Data 2019–20</a> (XLSX; 2MB; Posted 13-Apr-2020)	<a href="#">Unduplicated Student Poverty Data 2014–2019</a>	<a href="#">File Structure: Unduplicated Student Poverty – FRPM Data 2014–2019</a>

## Free & Reduced Price Meals

- Spreadsheet searchable by county and school
- Data includes eligibility, enrollment, free meal counts and %'s



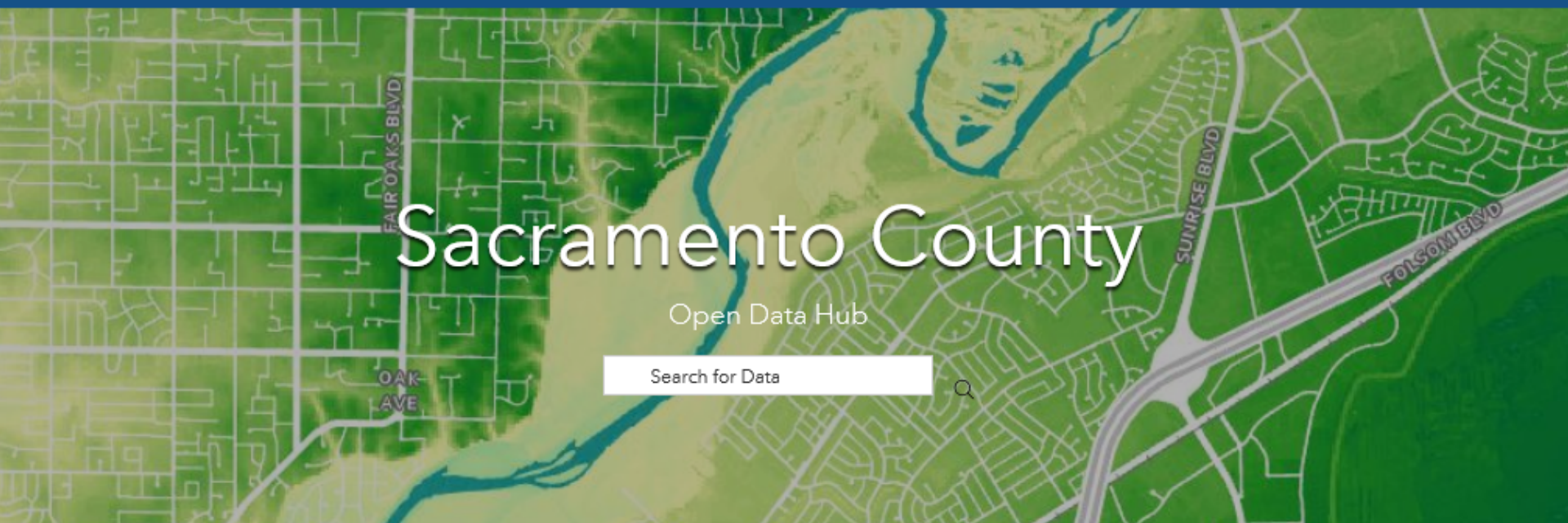
<https://www.seekpng.com/>

How could you use  
school data in your library?

# What's the Data Story?

Use Dept of Education data to determine:

- **Where are your youth English Learners?** Can you use this data to inform collections and programs?
- **What schools in your service area have the highest free/reduced priced meals?** Based on the data, can you provide higher need schools with additional programs and giveaways?
- **Where do service opportunities exist?** Based on the data, should you offer programming for targeted populations such as foster youth or those with lowest college-going rates?
- **How can this data inform grants and other initiatives?**



Welcome to Sacramento County's public platform for exploring and downloading open data to engage in solving important local issues.  
Let's make our great community even better!

# What are your local sources of data?

# Be Healthy Sacramento

[FIND DATA](#)

[USE TOOLS + RESOURCES](#)

[EXPLORE PROMISING PRACTICES](#)

## Welcome

Welcome to Be Healthy Sacramento. This site is designed as a hub, presenting public data on a variety of topics from education to health. Please browse the site and follow your data interest where ever they may take you. Whether you are just curious or are working on a project and have a need for specific data, you have found an excellent starting point with Be Healthy Sacramento.



### [COMMUNITY DASHBOARD](#)

See how our community stacks up compared to California and the nation



### [HEALTHY PEOPLE 2020 TRACKER](#)

Learn how we are doing based on national goals



### [INDICATOR COMPARISON REPORT](#)

Select the indicators you want to compare across regions



### [DEMOGRAPHICS DASHBOARD](#)

View demographic data by race, gender, and ethnicity



### [PROMISING PRACTICES](#)

Learn about over 2000 health and wellness program from across the country



### [SOCIONEEDS INDEX](#)

Compare the socio-economic need between zip codes in our region



# Sacramento Coalition for Digital Inclusion

The Sacramento Coalition for Digital Inclusion is focused on creating more opportunities for digital equity in the Greater Sacramento Region.

[READ THE REPORT](#)

## SCDI Preliminary Report

In September 2019, we published a preliminary report with recommendations to increase digital inclusion in Sacramento County and inform the development of a comprehensive plan.

[DOWNLOAD THE REPORT](#)

## Census Data Map

We created a map to show where households own computers and subscribe to broadband. The SCDI Preliminary Report contains printer-friendly versions of the map.

[LAUNCH MAP](#)

# Data in the time of COVID-19



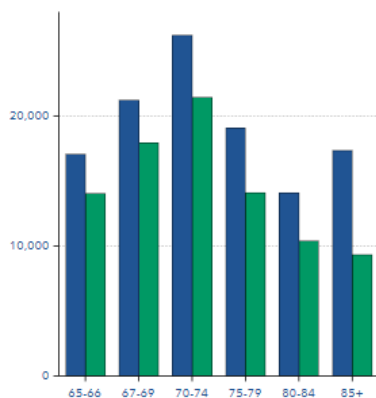
## COUNTY COVID-19 IMPACT PLANNING REPORT

Sacramento County, California (FIPS 06067)

United States  
**Census**  
Bureau

### POPULATION 65 AND OLDER

■ Females ■ Males



Source: 2014-2018 American Community Survey 5-year and County Business Patterns (CBP) 2017

### KEY FACTS

**1,510,023**  
Total Population

**536,029**  
Total Households

**2.77**  
Average Household Size

**36.0**  
Median Age

**86.0%**  
Internet at Home

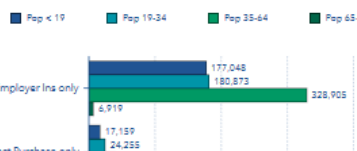
**BUSINESSES**

**29,515**  
Total establishments

**481,229**  
Total employees

**\$26,676,913**  
Total annual payroll

### HEALTH INSURANCE COVERAGE BY AGE



### POVERTY

**77,214**  
Households Below the Poverty Level

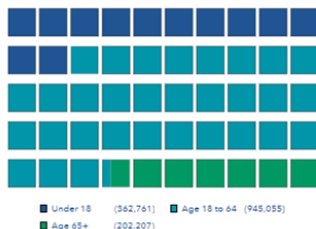
### AT-RISK POPULATION

**133,076**  
Households With Disability

**50,337**  
Households w/Pop 65+ Living Alone

LANGUAGE SPOKEN AT HOME BY AGE	5-17	18-64	65+	Total
English Only	180,499	623,655	150,086	954,240
Spanish	44,080	136,067	14,227	194,317
Speak English "very well"	37,350	81,456	6,988	125,794
English less than "very well"	6,730	54,611	7,239	68,523
Other Indo-European	18,599	76,181	13,767	108,547
Speak English "very well"	14,304	45,850	5,210	65,364
English less than "very well"	4,295	30,331	8,557	43,183
Asian-Pacific Island	18,022	99,528	22,863	140,413
Speak English "very well"	13,021	82,127	4,359	71,507
English less than "very well"	5,001	47,401	16,504	68,906
Other Languages	2,202	9,684	1,264	13,150
Speak English "very well"	1,434	5,946	554	7,934
English less than "very well"	766	3,738	710	5,214

### POPULATION BY AGE



Source: 2014-2018 American Community Survey 5-year and County Business Patterns (CBP) 2017



## COUNTY COVID-19 IMPACT PLANNING REPORT

Sacramento County, California

### KEY FACTS

**1,510,023**  
Total Population

**536,029**  
Total Households

**2.77**  
Average Household Size

**36.0**  
Median Age

**86.0%**  
Internet at Home

### POPULATION AND POVERTY STATUS

	Total
Population for whom Poverty Status is Determined	1,489,573
Income to Poverty Ratio <0.50	103,194
Income to Poverty Ratio 0.50-0.99	152,788
Income to Poverty Ratio 1.00-1.24	70,044
Income to Poverty Ratio 1.25-1.49	70,227
Income to Poverty Ratio 1.50-1.84	92,208
Income to Poverty Ratio 1.85-1.99	41,240
Income to Poverty Ratio 2.00+	979,852

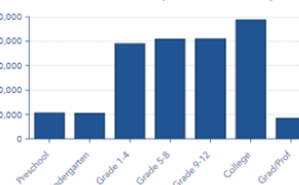
### POVERTY LEVELS

	Below	Above	Total
All Households	77,214	458,815	536,029
Married-Couple Family Households	17,119	228,738	245,857
Other Families w/Head w/Male Householder	5,192	27,461	32,653
Other Families w/Head w/Female Householder	19,857	57,216	76,853
Nonfamily w/Head w/Male Householder	15,083	65,711	80,794
Nonfamily w/Head w/Female Householder	20,183	79,689	99,872

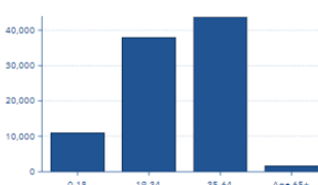
### OTHER POPULATION FACTS

	Total
Population Density (per square km)	603.9
Population in Dependent Age (under 18 and 65+)	564,968
Population 65+ Living in Group Quarters	6,327
Average Household Size of Owner-Occupied Unit	2.82
Average Household Size of Renter-Occupied Unit	2.70

### SCHOOL ENROLLMENT (AGE 3 AND OVER)



### POPULATION WITH NO HEALTH INSURANCE BY AGE



Version 1.6  
April 7, 2020

<https://uscensus.maps.arcgis.com/apps/opstdashboard/index.html#/7f254e8861bd48df9532fc6e6e829571>

# COVID-19 (2019 Novel Coronavirus)

## Sacramento County Numbers at a Glance\* - Updated 5/2, 1:10 p.m.

Confirmed Cases	Deaths
1,107	42**
By Age Group 0-17: 16 18-49: 481 50-64: 271 65+: 339	**Individuals who died from complications of COVID-19 were either age 65+ and/or had underlying health conditions and/or other risk factors.

Confirmed COVID-19 Cases / Deaths by Cities and Unincorporated Sacramento County							
*only includes cases where address has been confirmed							
City of Sacramento	Elk Grove	Citrus Heights	Folsom	Rancho Cordova	Galt	Isleton	Outside of Cities
610 / 22	91 / 3	64 / 4	43 / 1	91 / 2	12 / 0	2 / 0	188 / 10

\*No announcements of individual confirmed cases or deaths will be made. The case counts are updated daily (see date/time stamp above).  
The datasets are dynamic and information may be revised or updated.



- Monitor the latest data provided at the County level
- Refer residents to this site instead of assigning library staff to do research and update this information

<https://www.yolocounty.org/health-human-services/adults/communicable-disease-investigation-and-control/novel-coronavirus-2019/dashboard-and-documents>

## Documentos en Español

- Cierre de Escuelas Qué Hacer En Casa
- Evite Estafas Financieras
- Infografica-Información General
- Infografica-Que necesita saber del
- Información y Recursos para Inmigrantes
- Manténganse en Casa – Salve Vidas
- Orden de Refugiar en Lugar Extendida al 1 de Mayo
- PARA PRENSA-Extensión de la Orden de Refugiar en Lugar
- Recursos para la Salud Mental
- Vive en Apartamento o Comparte Cuarto

## Russian Language Documents (русский)

- Close Quarters and Apartments- Russian (русский)
- Guidance for Bryce and Broderick-Russian (русский)
- Guidelines- What to do at Home 3.17.20-Russian (русский)
- Infographic-Russian (русский)
- Infographic 2-Russian (русский)
- Mental Health Resources 3.27.20-Russian (русский)
- Order Shelter In Place Extension to May 1-Russian (русский)
- Order Shelter In Place Extension to May 1 Press Release-Russian (русский)
- Stay at Home Infographic-Russian (русский)

## Chinese & Other Language Documents (中文)

- Close Quarters and Apartments- Simplified Chinese (中文)
- Guidelines- What to do at Home 3.17.20-Simplified Chinese (中文)
- Infographic 2-Simplified Chinese (中文)
- Infographic 2-Vietnamese (Tiếng Việt)
- Order Shelter In Place Extension to May 1-Simplified Chinese (中文)
- Order Shelter In Place Extension to May 1 Press Release-Simplified Chinese (中文)



# Key “External” Tool = Local GIS Departments

**What they have that you may not:**

- GIS Specialists = mapping capability
- Ability to aggregate data at more granular level
- Connections to data otherwise unavailable to you
- New ideas and advice



<https://www.seekpng.com/>

How could you use local  
data in your library?

# What's the Data Story?

Use local data sources to learn:

- **What are the populations served within branch service areas?** Based on the data, identify demographics of populations served.
- **How to understand your community better.** Use this data to inform program and service needs, and short/long term future service and facility plans
- **Where are resources available to your community?** Be able to refer patrons to the best resources.

6.

Now What?

# Presenting Data Effectively

- Know your audience
- Be thoughtful and strategic
- Present only what you need
- Make it digestible and meaningful

**How you present your data matters!**

# In Closing

We hope you learned:

- More about data-informed organizations
- To identify new internal and external data sources
- To be inspired to use data to inform your decisions
- The importance of knowing your target audience and how to tailor your message accordingly
- That being data-informed can be ***EASY PEASY!***



What  
are you  
**inspired** to  
do?

# For Further Information

- California Public Library Statistics  
<https://www.library.ca.gov/services/to-libraries/statistics/>
- *Data Gems* – How to access and use Census data  
<https://www.census.gov/data/academy/data-gems.html>
- PLA Impact Survey/Project Outcome  
<http://www.ala.org/pla/initiatives/impactsurvey>  
<https://www.projectoutcome.org/>
- RIPL Community of Practice  
<https://ripl.lrs.org/community-of-practice/>
- ULC Edge Project  
<https://www.urbanlibraries.org/initiatives/edge>

# Thank You!

## Any questions?

Lisa Dale

[ldale@saclibrary.org](mailto:ldale@saclibrary.org)

916-264-2866

Mark Fink

[Mark.Fink@yolocounty.org](mailto:Mark.Fink@yolocounty.org)

530-666-8002