Projects, Data, Outcomes:
Support for Strategic Planning

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- Collect and manage
- Report and present
- Explore and discover
Data Analysis Process

1. Question
2. Plan
3. Collect
4. Analyze
5. Share
“Since we are looking at data to drive decision-making, we need a measurable way to know if the business library is advancing towards its goals.”

-Gwen Shapira
Oracle
You can’t manage what you don’t measure
Is the data useful or interesting?
Question

- What are your goals?
- What is the community asking for?
- How is your strategic plan written?
Example:
Should the Library Adjust Open Hours?

- Board of Trustees
- Eliminate barriers to access
- Staffing efficiency
Plan

- Prioritize
- Big questions → small questions
Should the library adjust open hours?

When is the library busiest?
- Visits
- Meeting Rooms
- Materials
- Programs

What are other library’s hours?
- Service Population
- Daily and Weekly hours
- Number of Locations
- Budget
- Proximity to Schools
Collect

- Existing data
- New data
- Ease of data collection vs usefulness
Analyze

- Patterns, trends, correlations
- Beware of bias!
- Avoid: Big statements from small samples
Worldwide non-commercial space launches correlates with Sociology doctorates awarded (US)

http://www.tylervigen.com/spurious-correlations
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Checkouts by Day of the Week and Hour of the Day
Share

- Framing and context
- Visualizations
- Timeline
Share: Audience

- Community
- Board of Trustees
- Management
- All library staff
Share: Open Hours Analysis

- Community survey
- Formal board report
- Service area specifics
- Staff conversations
Things to note

- **Main** on Tuesdays, Wednesdays, and Thursday see large spike after 5:00 pm
  - Friday matches usage during the day, but does not show signs
  - of patrons using the meeting rooms until the last minute like other weekdays
  - Saturdays show high usage most of the day, then, like Friday, trail off as closing time approaches
  - Sundays show a nice bell curve with a peak in the middle of the open time
- **Dole** shows little to no use on weekdays before 4:00 pm (very little use)
  - on Fridays), but increase like Main after 5:00 pm
    - Saturday and Sunday show similar trends to Main on the same days
- **Maze** shows an inflation of the same trends from Main and Dole on Saturdays and Sundays, i.e. same shape but more extended meaning more pronounced usage
  - Weekdays show same pattern as Dole, with little to not use before 5:00 pm, then a spike until close.
Other Projects

- Adult program surveys
- Children’s Summer Reading
- Desk Interactions Log
- Meeting room
- Public computers
- Book bike
- Special collections
- Citizen Survey
- Fine Free library
- Auto-renewal
- Library Open Hours
- Frequency of visit and use
- Patrons usage trends
- Email marketing campaigns
- Community and staff conversations (Harwood)