Using Data Analysis and Branding to Build Relationships

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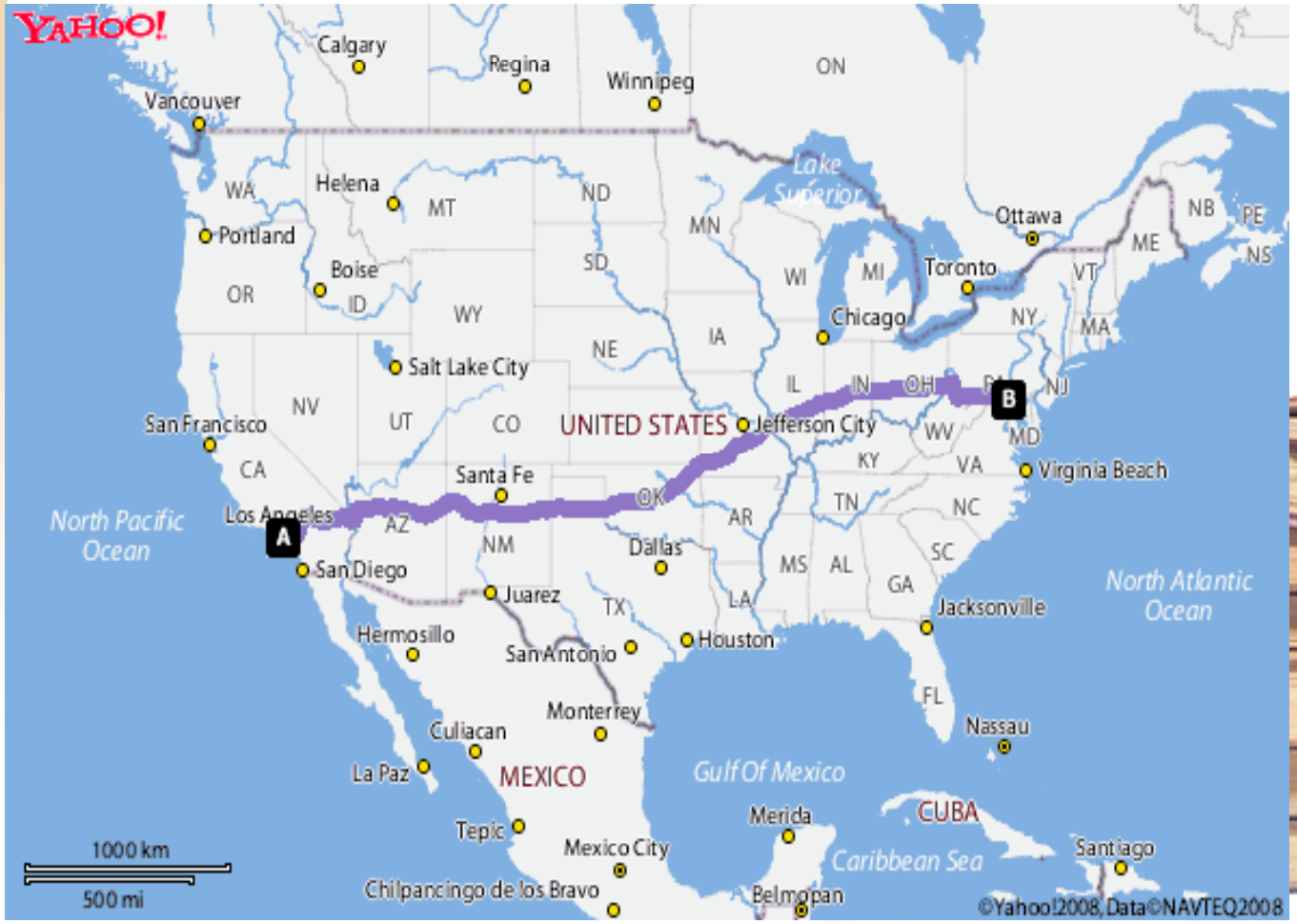
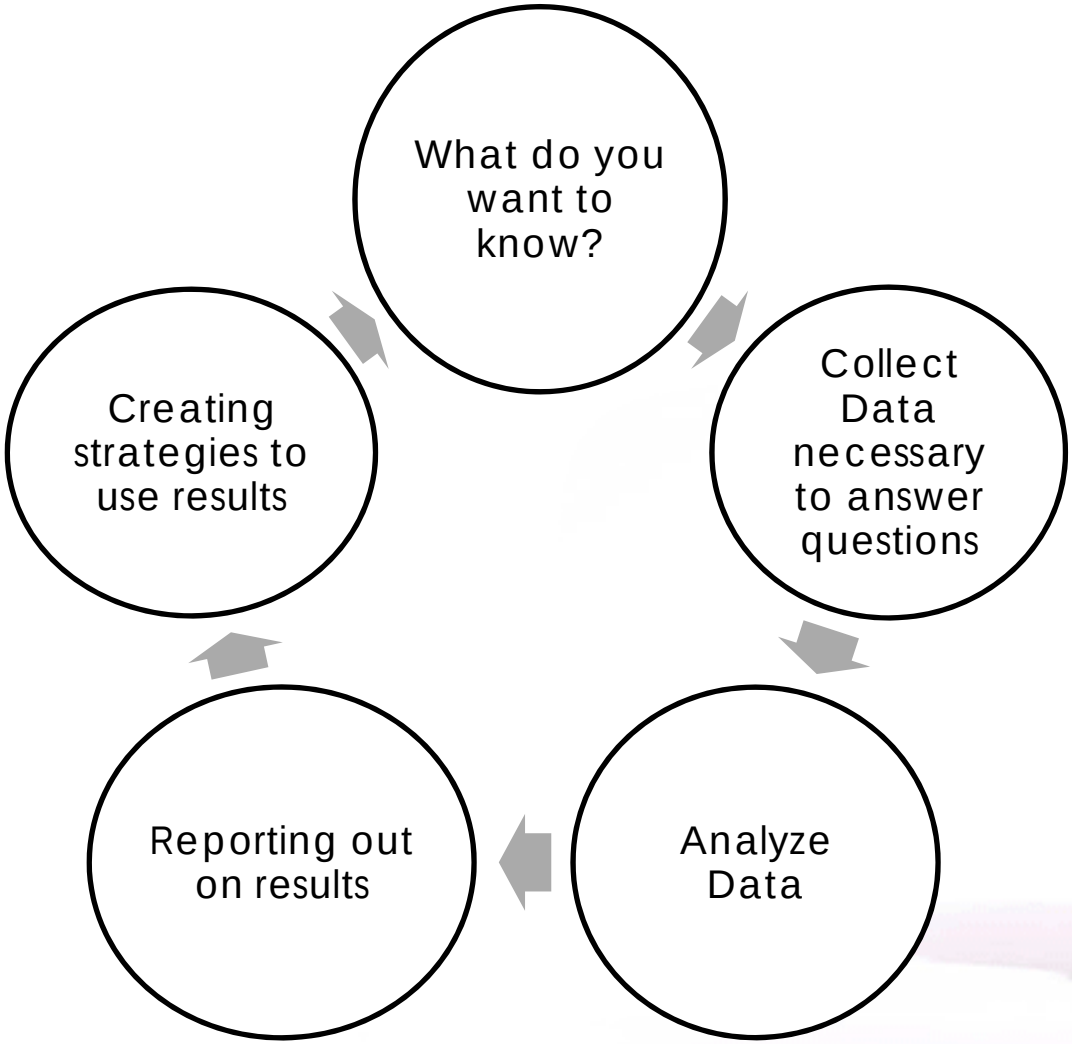
DATA IS MEANINGLESS

WITHOUT CONTEXT

The Road Map
How To Get There



How Do you Build Context?



How Do You Build Context?

- Develop an Assessment Plan
  - Mission/Vision
  - Goals
  - Learning or Process Outcomes
  - Ways to Measure Outcomes
  - Results
  - Presentation of Results
  - Strategies to Use the Results

What are your goals?

- What is the wider working context of what you do?
- What are the over-arching organizational priorities
- Take into account interest of key stakeholders (and potential partners)
- Keep your professional judgment in mind

What Outcomes Will Get You There?

- User-focused – lifelong learning, opportunities for young people and adults

- Internally focused- develop the capacity of staff and the organization to learn and improve

Outcome Quiz- Outcome or Activity?

1. To support managers in carrying out their work effectively and efficiently by providing appropriate information.

2. To provide access to ICT-based learning through adult learning sessions.

3. To enable students to operate effectively in an e-environment.

4. To enable health care staff to find the evidence to develop local care pathways.

5. To provide materials appropriate to the needs of ethnic minorities.

Outcome Quiz- Outcome or Activity?

6. To increase the confidence and competence of socially excluded people in using library resources.
7. To develop children as readers.
8. To secure the library as a main source of information in conducting research in the field.
9. To collaborate with managers in the organization in order to integrate the library into their work.
10. To develop the skills of library staff in delivering effective user-education

Outcomes vs. Activity

- The Biggest Mistake Made is Prescribing Activities instead of Outcomes.
- What is it that you want to get out of it?
- Control

Examples of Outcomes

- Public Library Services
  - To build individuals' capacity to engage in lifelong learning.
  - To promote and encourage reading across generations.
  - To sustain community identity and confidence.

Examples of Outcomes

- School Library Services
  - To enrich/extend learning opportunities for all pupils **by providing classroom resources.**
  - To enable parity of access to resources across schools.
  - To develop school librarians to support reading and learning within schools more effectively.

How can I tell if we are succeeding in our outcomes?

What Data Do You Have Available?

- Quantitative: primarily thought of as numbers.

- Qualitative: Text data
  - interviewing
  - observation
  - participant observation
  - focus groups

What Data Can You Collect?

- Quantitative: surveys, counts, memberships.

- Qualitative: membership focus groups, interviewing stakeholders, interviewing staff, observation of library users behavior.

What is the Most Effective Way to Analyze Your Data?

1. What are priorities and what level and type of library service can support these priorities. Based on mission and goals.

2. Put in the context of the professional standards.

3. **Look at the data collected through lens of goals.**

What is the Most Effective Way to Analyze Your Data?

- What Appears to be Going on and How Do I make Sense Out of It?
- Don’t look for data to support your theories.
- Compare findings to baseline data (previous survey data, number of books in a collection, increase in services).
- Create themes from the data.
- Doesn’t have to be fancy- just honest and accurate.

What is the Most Effective Way to Present Your Data?

- Who needs to know?
- Who do you want to influence with your evidence?
- Who has the right to know?

What is the Most Effective Way to Present Your Data?

- What are the most important findings?
- Talk to people to present the results
- Find a Champion to speak on your behalf
- Are there any decision-making meetings to influence

What is the Most Effective Way to Present Your Data?

- 1 page of findings
- 1 page of recommendations for action to that level
- http://academic.scranton.edu/department/pairo/documents/Information-Literacy-Assessment-Report.pdf

Who Are Your Donors?

- Who are potential your donors?
  - Who has donated before?
  - How much?
  - To Whom (libraries, education, etc.)?
- Research your donors
  - Google name
  - 990’s online
  - Newspapers
  - Lexus/Nexus
  - Business Journals

Cultivating Donors

- At events
  - Big prize drawing for people who complete survey.
  - Figure out who was there.
  - Who do we serve?
  - How do we serve them?
  - Keep an interest file.
- Who?
  - Volunteers
  - Membership base
  - Program participants
  - Vendors
  - Families
  - Community Businesses

What Works with Targeted Donors?

- Communication is the key
  - Newsletters
  - Events
  - Post cards on events
  - Exposure to your organization
  - Part of your organization
  - Because of you…
  - Thank them at least 7 times

What Works With Donation Drives?

- Personalize your requests.
- Tell the story of the impact the donation will have for the people helped.
- Habitat for Humanity- Dramatic Human Interest Stories
- Special Olympics

In-Kind Donors

- Profile
  - Students
  - Faculty
  - Program Participants
  - Volunteers
  - Local Business People

- Interest File
  - What are their interests?
  - Areas of expertise/study?
  - Projects willing to support?

How Can You Match Your Goals with Donor Interests?

- Combination of interest profile and goals/priorities for library.
- Compare the interests with goals/priorities.
- Review developed outcomes.
- Send specific communications about opportunities for partnerships/potential development or improvement of services available.

Final Thoughts

- Data is your FRIEND.
- Quantitative is useful for grants, keeping count of growth measures, attendance at events, number of books in a collection, etc.
  - Only tells part of the story
- Qualitative data gives depth to the quantitative data.
  - Puts the heart into the story
  - Useful in resource negotiation, advocacy, and service accountability.
  - Sometime harder to sell

Final Thoughts

- Tell the Story.
- Use your passion to get your point across.
- Support your passion with data.

Resources

- http://www.facetpublishing.co.uk/evaluatingimpact/index.shtml (Research Tools)
- http://www.inspiringlearningforall.gov.uk/measuring_learning/default.aspx (Measuring Learning and Development of outcomes)

Resources

- Moore, N. (2006)How to Do research: the complete guide to designing and managing research projects, 3rd rev. edn, London, Facet publishing.

- Powell, M. E. and Connaway, L.S. (2004) Basic research Methods for Librarians, 4th edn, Portsmouth, NH, Free Press

- Bell, J. (2005) Doing Your research Project: a guide for first-time researchers in education and social sciences, Buckingham, Open University Press.

References

- Gillis, H. (2008, June 11). *Library data needs and donor cultivation*. Personal Communication presented at Telephone conference, Carroll Community College.

- Mayan, K., & . (2008, June 9). *Donor cultivation*. Personal communication presented at Carroll Community College, Westminster, Maryland.

- Markless, S., & Streatfield, D. (2006). *Evaluating the impact of your library*. London: Facet .