Creating Data-Driven Professional Development Pathways for Public Library Staff

December 12, 2018

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Image credit: American Libraries Magazine 2018

Agenda

- Project background
- Defining data competencies
- Matching levels of expertise
- Finding resources
- Taking action
- Announcements / Q&A

Share in the Chat

What are some of your go-to resources for building data skills?

ALA Emerging Leaders

The American Library Association (ALA) Emerging Leaders program is a leadership development program which enables newer library workers from across the country to participate in problem-solving work groups, network with peers, gain an inside look into ALA structure, and have an opportunity to serve the profession in a leadership capacity.

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Image credit: American Libraries Magazine 2018

Project Background

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Librarian
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Background & Purpose

- PLA/RIPL held one-day summit at ALA Annual in 2017 to discuss public library outlook for data competency training and tools

- Additional resources and pathways needed to create data-driven public libraries and leaders

- PLA/RIPL charged ALA 2018 Emerging Leaders with further identifying data competency training and resources as defined in during summit

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Target Audiences

All public library staff
- Librarians
- Library Assistants
- Administrators

Timeline

June 2017: PLA/RIPL meeting at ALA Annual

November 2017: EL 2018 applicants selected and notified

Feb-June 2018: EL Group "I" meets for first time at ALA Midwinter and continue meeting virtually

June 2018: Emerging Leader program concludes with ALA Annual poster session & presentation to PLA Board

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Process

- Identified skills necessary for each competency based on skill level

- Resources were annotated and added to spreadsheet

- Data Pathways website built by EL team member, Aurelia Mandani: https://ripl.lrs.org/data-pathways/

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Defining Data Competencies

Claire Nickerson
Learning Initiatives and Open Educational Resources Librarian
Fort Hays State University, KS

Defining Data Competencies

What are the five data competencies?

Planning & management
- Define the problem or question
- Plan to collect data that will answer the question
- Plan how to curate and manage collected data

Research methods
- Choose a research method (case study, observation, historical, longitudinal . . .)
- Design instruments/protocols (survey, interview/focus group questions . . .)

Analysis
- Apply statistical skills to data sets
- Use data analysis software
- Read and create charts and graphs

Decisions & assessment
- Draw conclusions from survey data
- Use data to revise/create library programming
- Frame an array of data points to set a baseline or present context

Advocacy & storytelling
- Define your goal and audience
- Choose the right data and find hidden insights
- Select effective visualizations to communicate a compelling story

Important because:

Libraries want to collect useful data and store it for the future

Libraries want to collect valid data in an ethical manner

Libraries want to understand the data we collect

Libraries want to use our data to create positive change

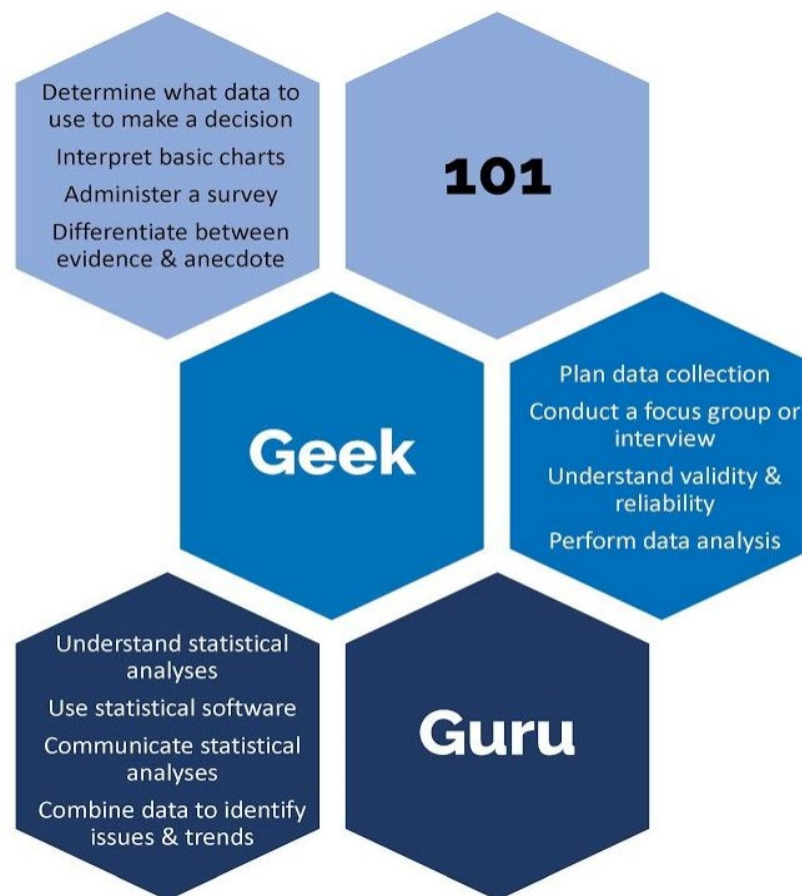Libraries want to use data to convince others to support us

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Matching Levels of Expertise

Crystal Chen
Young Adult Librarian
Woodstock Library Branch
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Levels of Expertise

1. Data 101
2. Data Geek
3. Data Guru

Determine what data to use to make a decision
Interpret basic charts
Administer a survey
Differentiate between evidence & anecdote

101

Geek

Plan data collection
Conduct a focus group or interview
Understand validity & reliability
Perform data analysis

Understand statistical analyses
Use statistical software
Communicate statistical analyses
Combine data to identify issues & trends

Guru

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Levels of Expertise

If you've never worked with data before, but want to start…

Data 101

- Determine what data to use to make a decision
- Interpret basic charts
- Administer a survey using templates, such as Project Outcome
- Understand the difference between an anecdote and evidence

Levels of Expertise

If you've worked with data before, but want to increase your skills…

Data Geek

- Design a data collection instrument (survey, interview guide, etc.)
- Conduct a focus group or interview
- Understand the concepts of validity and reliability
- Demonstrate knowledge of government datasets
- Perform basic data analysis using common software

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Levels of Expertise

If you've worked extensively with data, but want to refine your skills...

Data Guru

- Understand various statistical analyses such as regression
- Conduct statistical analysis using software, e.g. SPSS or R
- Enable others to understand the results of statistical analyses
- Combine data from various sources to identify issues and assess trends

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Finding Resources

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How to Use the Website

https://ripl.lrs.org/data-pathways/

1. Finding your pathway quiz
2. Navigation Tips
3. Using Resources
4. Suggestions
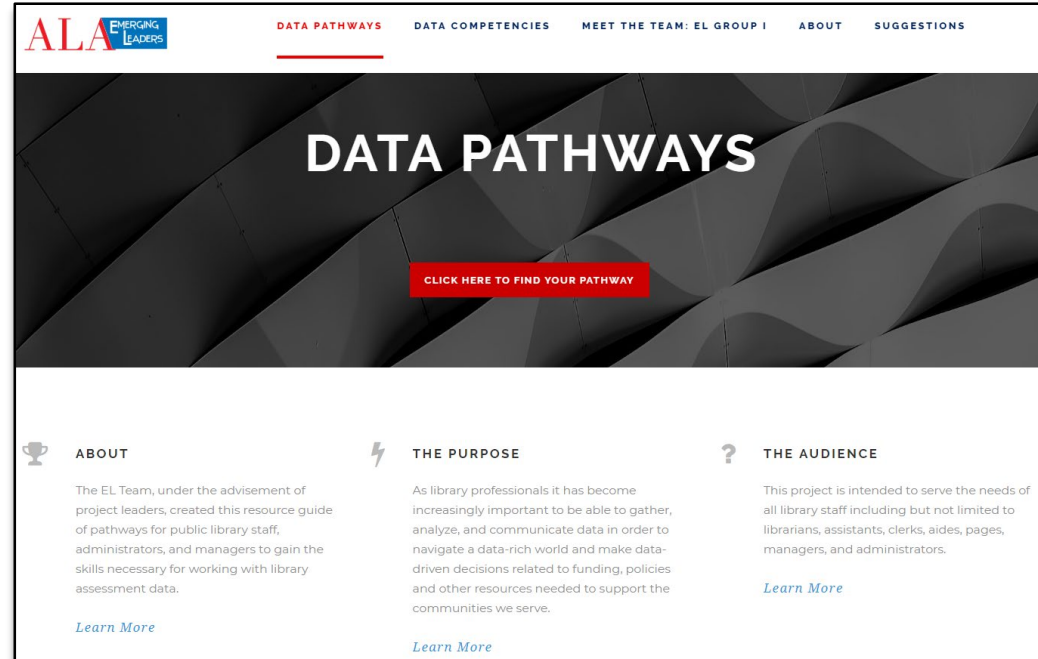
Finding Your Pathway

Three-part quiz
- 5 Pathways
- Skill Level
- Training Level

Find Your Data Pathway: Take the Quiz

Find Your Pathway

1. This self-assessment quiz will help you determine what data-related skills you want to work on and then suggest resources for professional development.

Please select an area that you would like to work on:

○ Knowledge of and practices with data analysis

○ Knowledge of and practices with data collection planning and data management

○ Knowledge of and practices with public library research and evaluation methods

○ Principles and practices of communicating data to inform decision-making and assess progress towards goals

○ Principles and practices of communicating data and using different types of data for advocacy and storytelling

NEXT

0%

Note: These are just starting points that we created and are for all website attendees to assess what skills they might want to learn.

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Navigation Tips

If the quiz is not something you want to do, you can just explore our site.

Site is responsive
- ☑ Apple IOS
- ☑ Android
- ☑ Desktops
- ☑ Any mobile device that connects to the internet

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Using Resources

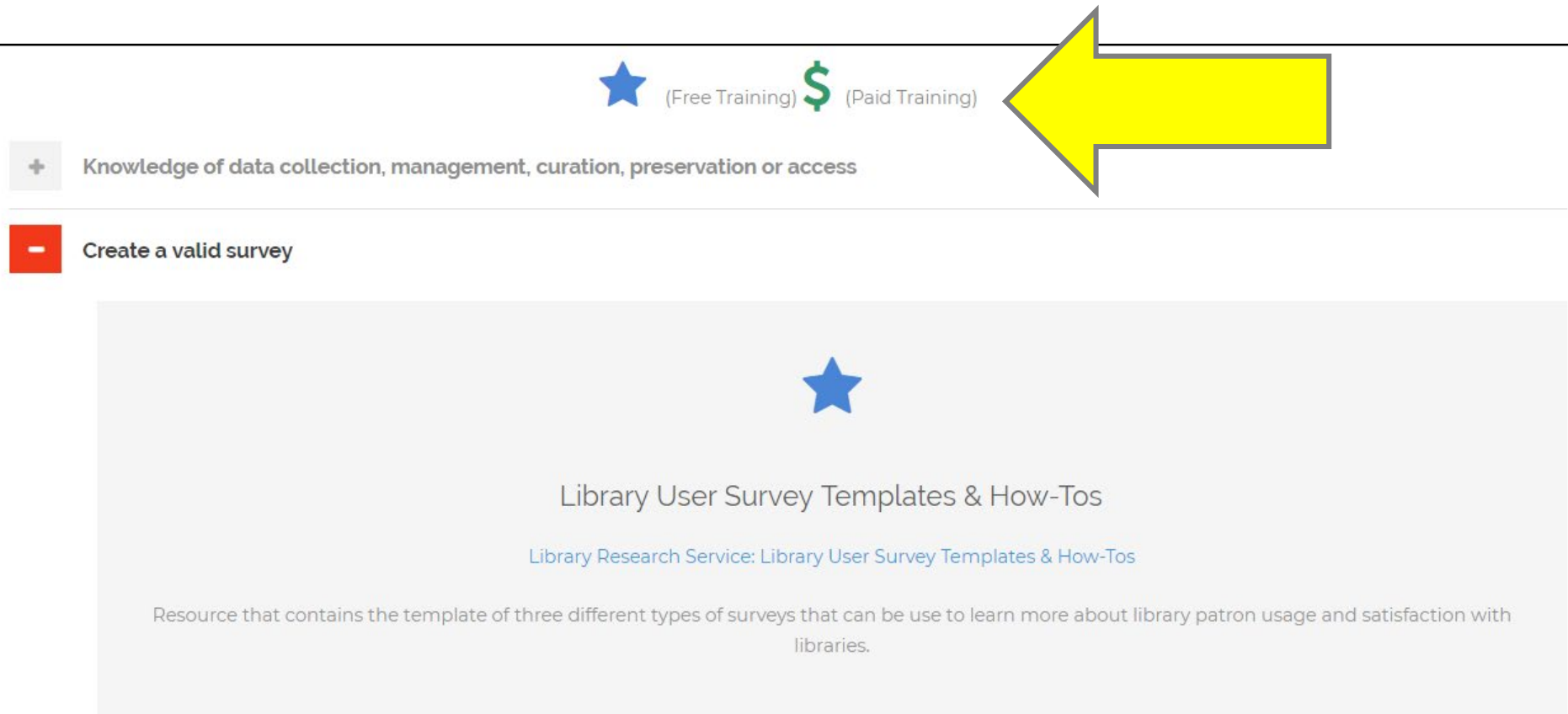The menu is segmented to help you keep track of what skill level you are navigating to.

Using Resources

Resources are organized by skill, and cost (mostly free).

★ (Free Training) $ (Paid Training)

+ Knowledge of data collection, management, curation, preservation or access

− Create a valid survey

★

Library User Survey Templates & How-Tos

Library Research Service: Library User Survey Templates & How-Tos

Resource that contains the template of three different types of surveys that can be use to learn more about library patron usage and satisfaction with libraries.

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Suggestions

If you have any suggestions for the website, or if you know of any resources that you might want to add, please let us know at:

https://ripl.lrs.org/data-pathways/suggestions/

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Taking Action

Tracy Drake
Archivist
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Next Steps for Resources

- Advertise website and resources
- Re-evaluate resources regularly
- Continue to update competencies
- Expand self-evaluation rubrics

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Application in Your Library

- Staff trainings
- Professional development
- Specialized departments i.e. outreach, committees
- Accountability

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Announcements | Q&A

Samantha Lopez
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Announcements

PLA @ ALA Midwinter Meeting

- **Jan. 25:** PLA Midwinter Institute - *Advancing Racial Equity in Public Libraries: Normalizing, Organizing, and Operationalizing*

- **Jan. 25:** PLA Happy Hour @ Pike Brewing Company

- **Jan. 26:** Measurement, Evaluation & Assessment Committee meeting

- **Jan. 27:** News You Can Use: Project Outcome – *Public Library Trends, Results & Impacts*

http://www.ala.org/pla/education/conferences/alamidwinter

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Announcements

Research Institute for Public Libraries (RIPL) Events

National RIPL event: Summer 2020

RIPL Regional events in 2019:
- Utah RIPL Regional: Salt Lake City, Utah, March 6-7, 2019
- Virginia RIPL Regional: June 2019 (tentative)
- Michigan RIPL Regional: Lansing, Michigan, August 7-8, 2019
- 1-Day RIPL Preconference at the Association for Rural and Small Libraries Conference: Burlington, Vermont, September 4-7, 2019.
- Montana RIPL Regional: Billings, Montana, October 7-8, 2019

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Announcements

Let's Talk Data

- PLA Members: Join the PLA Data and Measurement Interest Group on ALA Connect @ https://connect.ala.org/pla/communities/pla-interest-groups

- Project Outcome Peer Discussion Board: http://community.projectoutcome.org/

- RIPL Community of Practice: https://ripl.lrs.org/community-of-practice/

Questions?

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