

# Using Data to Understand Your Community & Measure Impact

November 30, 2017

## Presenters' Websites

Project Outcome: <https://www.projectoutcome.org/>

Research Institute for Public Libraries: <https://ripl.lrs.org/>

## Additional Resources

### Presenter suggestions:

- Aspen Institute: [http://www.libraryvision.org/download\\_action\\_guide](http://www.libraryvision.org/download_action_guide)
- Asset mapping: <https://resources.depaul.edu/abcd-institute/Pages/default.aspx>
- Asset mapping, an example of a library asset mapping project:  
<http://www.ala.org/pla/sites/ala.org.pla/files/content/about/fellows/TAMFinalReport.pdf>
- Census: <https://census.gov/>
- Census, American Community Survey:  
<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
- Colorado, State Demography Office: <https://demography.dola.colorado.gov/>
- Harwood/ALA: <http://www.ala.org/tools/librariestransform/libraries-transforming-communities/resources-for-library-professionals>
- Kids Count: <http://datacenter.kidscount.org/>
- Public Library Data Service: <http://www.ala.org/pla/resources/publications/plds>
- Public Libraries Survey: <https://www.ims.gov/research-evaluation/data-collection/public-libraries-survey>
- Canada, Statistics Canada: <http://www12.statcan.gc.ca/census-recensement/index-eng.cfm>
- Canada, Canadian Urban Libraries Council: <http://www.culc.ca/kpis/>

### Participant suggestions:

- Gale products - Analytics on Demand (a Gale product)
- Regional Planning Commissions for data & population projections
- Market segmentation tools (subscription with Gale Cengage)
- Other government organizations' strategic planning research

- County GIS to assist with service areas research as well as surveys & outreach
- Mergent
- Ref USE
- Demographics Now
- Other community organizations' survey data (non-profits, etc.)
- State Inspector of Public Instruction for data
- School district data & demographics
- State legislative district
- Facebook (qualitative data)