Using Data to Communicate with Stakeholders:
Can you hear me now?

Worksheets for February 2

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## Topic - The Board

<table>
<thead>
<tr>
<th>GROUP &amp; KEY INDIVIDUALS IN GROUP</th>
<th>WHAT JOB DO THEY HAVE TO DO? WHAT ARE THEIR GOALS (OR WHAT DO THEY WANT)?</th>
<th>WHAT DO THEY KNOW NOW?</th>
<th>WHAT DO THEY NEED TO KNOW?</th>
<th>HOW DOES IT IMPACT THEIR ABILITY TO DO THEIR JOB IF THEY DON’T KNOW?</th>
<th>WHAT’S YOUR DESIRED OUTCOME WITH REGARDS TO THEM KNOWING?</th>
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<td>Board</td>
<td>Their role is to ensure: Financial stability CEO or Exec Director is fulfilling responsibilities (which they’ve set) Library is implementing strategies they set to be sustainable &amp; valuable To be proud of the library</td>
<td>What they experience as a library member – or not The budget Probably “circulation” and maybe what they’ve read or heard about libraries</td>
<td>How the budget works If the Library is on track with the budget Anything that will significantly impact the budget and why Broad and local trends and developments impacting the Library Library’s contribution to City, County or community solutions, goals and aspirations That the Library is modern and important to a broad percentage of voters</td>
<td>They focus on operations and services Decisions are ill-informed or emotionally driven</td>
<td>Their support and advocacy for the Library That they support changes you see must be introduced that are progressive, strategic and in the best interest of a community base or specific segment</td>
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<td>Elected Official(s) on Board</td>
<td>They are to be a board member, bringing council’s &amp; constituency perspective to the board, BUT! They may see it as their job to keep the library’s budget as low as possible. They want their voters to be happy.</td>
<td>That voters don’t want tax increases &amp; do want pools &amp; sports fields. What they experience(d) as a parent or library member, or not.</td>
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### Considering all this:

1. **WHAT data supports them in their role and what they want?**
   - regular financial reports
   - service or program levels and the % of people using these – and why
   - data that is in some ways comparable to other organizations with which members are familiar

2. **WHEN do they need this data?**
   - quarterly, or focus on one service or program area/month

3. **HOW should this data be communicated - do certain members need a modified communication method?**
   - the board chair or elected officials may need to hear the data first, to bring them onside, and not blind-side or embarrass them
   - in language meaningful for them
**Topic - Staff**

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<td><strong>Staff</strong></td>
<td>Fulfill their Library responsibilities. Fulfill their family responsibilities</td>
<td>They usually only know their work and those processes</td>
<td>They need to know how: What they do contributes to the Library’s goals and reputation, and to the community (the neighbourhood, and then broader to the city or county). Broader and local trends and developments that may impact the Library, community and the work they do</td>
<td>Duplication of effort or processes Loyalty to their unit, not the Library Fear Focus on work deficits rather than assets</td>
<td>They know they are respected Library is living its values towards its employees and is a great place to work Healthy collaborative progressive environment</td>
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<td><strong>Influential Staff (union president? Stewards? Staff association chair?)</strong></td>
<td>See above plus: They may feel a responsibility to represent staff to ensure fairness, equity, security To have a certain level of power and influence</td>
<td>See above plus: What other org’ns or libraries are doing in terms of staff security, pay and development</td>
<td>How pieces of the Library fit together, complement each other &amp; drive decisions</td>
<td>Look for the problems or hidden agendas Feel disconnected to Library and hesitant to be fully engaged</td>
<td>See above plus: Support organizational decisions</td>
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**Considering all this:**

1. WHAT data supports them in their role and what they want?

2. WHEN do they need this data?

3. HOW should this data be communicated - do certain members need a modified communication method?