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

Follow-up to February 2

Rebecca Jones
Program Director, LLEAD Library Leadership Institute
rebecca@dysartjones.com
The session was designed to prompt your thinking:

**View**
Communication as a tool for stakeholders

**Consider**
How data can support stakeholders achieve their goals

**Gained**
A template to guide communication with stakeholders
A few ideas
Purpose of data or measures

To answer three questions:

What?

So what?

Now what?
Data (should) drive decisions

What?

So what?

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

Rebecca Jones
Program Director, LLEAD Library
Leadership Institute
rebecca@dysartjones.com
COMMUNICATING WITH
STAKEHOLDER DATA

SWEET SPOT OF SUCCESS

THOSE WITH A STAKE

DATA
Individuals who can put a stake of support under the library and its services or can put a stake through the heart of it.
Some stakeholders have more influence than others.
We, as individuals, are interested in communication that:

- Is of interest to us
- Builds our understanding or
- Gives us insight that supports our ability to do something that is important to us
- Confirms our ideas

That enables us, even in little ways, to accomplish our goals – our job.

WIIFM?
Let’s start then by looking through our own lens as a stakeholder.
Put on the lens a stakeholder by answering these questions:

1. **When** are you a stakeholder? (you are a staff member, so you are a stakeholder; or you may be a board member of a church, synagogue, charity – or even when you are a voter)

2. What do you want to accomplish as a stakeholder of the organization? What do you want? Why are you involved with the organization? (in other words, what are YOUR goals – not the organization’s goals – YOUR goals.)

3. What are your important jobs to be done? (paying the mortgage? Raising children? Caring for a loved one? Finishing a course?)

4. What do you **want to know** that will support you in accomplishing your goals and doing your job?

5. As stakeholder, what is the best data that’s been communicated to you in the past month?

Stakeholders are: individuals who can put a stake of support under your library or initiative, or a stake through the heart of it. They will support it if it helps them move their goals forward and fits their worldview. They will withdraw their support if another organization or initiative is more important for them or to accomplishing what they want to see happen. They may be part of a group that you view as stakeholders, but always remember each member of a group is an individual and may have very different goals than the rest of the group. Some members have more influence than other members.
Take some time to work through this exercise.
Ah HA!
Communication tool

Switch the starting point from:

HERE’S THE DATA WE HAVE

To

THIS WILL HELP YOU ACCOMPLISH YOUR GOALS AND DO YOU
City or County Manager

- City needs more cultural places, swimming pools & sports fields
- COVID has starved the city/county for cash
- Libraries days are numbered
  - Everyone has computers and internet
  - Working with service providers to bring bandwidth in and supply every family with digital devices
  - Sees this as cheaper than library
- Need information? It’s all online
- Digital means facilities can be made smaller – needs spaces for other depts.
Elected Official

• Lawyer, serving 2nd term in office
• Secured the first-ever dedicated budget line to specifically fund youth development programming and youth-focused organizations
• Relyed on library all through her education as a place to study
Deputy Mayor

- Has served on council for 30 years
- Liaison with police department, and concerned about crime
- Focus is on economic development – wants crime under control so as to attract more business downtown
- His brother lives in England where the library’s budget was reduced 15%; neither he, nor his family, use the library – and hasn’t for years
What do they have in common?

• They have goals, and things they want to accomplish for the city/county
  • these goals may be at odds with each other

• They all have the job of making as many voters and taxpayers as happy as possible

• They also have groups and influential people advocating for various causes

• They are asked constantly for support and funding

So, as you work through the top part of the worksheet on page 5 think about what would interest them to listen to someone from the Library
### City or County Influencers

<table>
<thead>
<tr>
<th>GROUP &amp; KEY INDIVIDUALS IN GROUP</th>
<th>WHAT JOB DO THEY HAVE TO DO?</th>
<th>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>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor</td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City or County Administration Officer</td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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?
Too often we don’t know the answers to those questions. We must form relationships to communicate effectively.
Data or financials is a “record of human activities expressed in numbers”

Greatgame.com
Use their language

From
- Circulation
- Reference
- Gate Counts
- Active Cardholders
- Customers
- Databases
- Downloads

To Community & Resident-focused
- Borrowing
- Advisory; Consultations
- Interactions
- People welcomed
- Study spaces used
- Membership Engagement
- Members, residents, visitors
- Proprietary e-content
- Premium web content
- Uses
- Borrowed
Do the exercise on page 5:

- What data will help them do their jobs?
  - Meet their goals?
- When and how should it be provided and discussed?
What do they have in common?

- They have goals, and things they want to accomplish for the city/county
  - these goals may be at odds with each other

- They all have the job of making as many voters and taxpayers as happy as possible

- They also have groups and influential people advocating for various causes

- They are asked constantly for support and funding

WIIFT to communicate with the Library?

The Library:

- Doesn’t ask for anything, but rather gives them something that helps them in their job

- Demonstrates reciprocity, competence & awareness of community
Brampton Library
every day, 7 days a week

6 locations

5700 people thru our doors

8200 people to our website

13,700 digital & physical items borrowed

80 new members

512 computers used

1500 wifi logons

176 people at programs
Leverage data communications

Use as Board executive summary before the detailed report, and as a communique to volunteers and the community.
Working with your data - Analyze

What does it all mean?
- Population Size
  - Increasing or decreasing?
- Demographics
  - Age of population
  - Families/seniors
- Household size
- Economics
  - Low income population
- Languages spoken

Top Ten Mother-Tongue Languages in Brampton, Census 2016

- English: 48.2%
- Other: 15.8%
- Italian: 1.2%
- Tagalog (Filipino; Filipino): 1.1%
- Portuguese: 0.3%
- Spanish: 0.3%
- Tamil: 0.2%
- Hind: 0.2%
- Gujarati: 0.2%
- Urdu: 0.2%
- Punjabi (Panjabi): 0.2%

Note that all languages less than 1% were amalgamated in "Other".

The new SouthWest branch has the second youngest demographic
Branch Neighborhood Profiles

For Staff Programming & Service Decision Making and Training

III. Living in Four Corners

Education

With schools located in the Four Corners area, it is easy to see the focus on education. There are currently six schools located within the 3 km radius of Four Corners, including one public and five private schools. This includes public, private, and Catholic schools. Not included are the two French elementary Schools, Carrefour des jeunesses and Ecole elementaire catholique Sainte-Jeanne d'Arc, and the Peel Alternative Secondary School. All are located within Four Corners.

Five of the 37 schools in the area are walkable within 1 km. These walkable schools are:

- McNichol Public School (Public Elementary)
- Sir Winston Churchill Public School (Public Elementary)
- Rowntree Montessori Downtown Campus (Private Elementary)
- St. Mary Elementary School (Catholic Elementary)
- Cardinal Leger Secondary School (Catholic Secondary)

We count some schools that are outside the typical 3 km radius that defines Four Corners catchment area as these schools are closer to Four Corners than any other library branch. There are currently no post-secondary schools in the area.
III. Living in Four Corners

Education

Within a 4 km radius surrounding Four Corners, there are 33 elementary schools with a total of 14,286 students and four secondary schools with a total of 3,738 students which are closer to Four Corners than any other library branch. This includes public, private, and Catholic schools. Not included are the two French elementary Schools, Carrefour des jeunes and École élémentaire catholique Saints-Jeanne d’Arc, and the Peel Alternative Secondary School. Four Corners is located within Four Corners Ward.

Five of the 33 schools in the area are walkable within 1 km. These walkable schools are:

- McHugh Public School (Public Elementary)
- Sir Winston Churchill Public School (Public Elementary)
- Rowntree Montessori Downtown Campus (Private Elementary)
- St. Mary Elementary School (Catholic Elementary)
- Cardinal Leger Secondary School (Catholic Secondary)

We count some schools that are outside the typical 3 km radius that defines Four Corners’ catchment area as these schools are closer to Four Corners than any other Brampton Library branch. There are currently no post-secondary schools in the area.
Funders

Does our data “fit” for them?

http://www.brampton.ca/EN/City-Hall/budget/Documents
YOUR IMPACT

34,080
NIGHTS OF SAFETY

102,240
MEALS

339 men accessed Porter Place, and 168 moved into permanent housing

316 family members rebuilt their lives at Leeder Place, and 159 secured a home

177 youth stayed at Kevin’s Place, and 88 found housing

330 preschool-aged children built skills and played in the Bunny Club

204 individuals received supports to keep their home

832 children, youth, men, and women received supports and a safe place to sleep

7,339 transformational wraparound support sessions
FIRE AND EMERGENCY SERVICES

DID YOU KNOW?

- 13 Fire Stations
- 18 Fire Vehicles
- 16,843 Citizens Trained in Fire and Life Safety
- 6,921 Fire and Life Safety Education Centre Visitors
- Calls Responded To 22,944
- Alarmed for Life Homes Visited 513
- Provided 562 Smoke Alarms
- 396 Carbon Monoxide Alarms

EMERGENCY MANAGEMENT OFFICE

CROSS-ORGANIZATIONAL TRAINING 350* PEOPLE

Residents Participating in Emergency Preparedness Campaign 6,000

*Statistics for 2016

RECREATION AND CULTURE

DID YOU KNOW?

- Outdoor/Indoor Sports Fields 233*
- Recreation Facilities 36
- Ice Pads 18
  - Includes 1 Ice Rink and 7 Sliding Rinks
- Swimming Pools 13
- Fitness Centres 7
- Outdoor Skating Rink 4
- Theatres 3
- Seniors Centres - Lawn Bowling Facility 2
- 9 Hole Public Golf Course 1
- Ski Hill 1

REGISTRATIONS

PROGRAM 162,499
FLOWER CITY SENIORS RECREATION CENTRE 15,340
YOUTH SPORTS AFFILIATES 21 GROUPS 20,000 PARTICIPANTS
ADULT COMMUNITY 80 GROUPS

550 City-Supported Performing Arts Events

TOP 3 REGISTRANTS

- Swimming 59,233
- Camping 36,094
- Skating 14,069
- Sports 12,963

*Statistics for 2016
BRAMPTON LIBRARY

DID YOU KNOW?

6 BRANCHES

327,211 TIMES COMPUTERS USED

2,008,015 VISITS TO BRANCHES

4,387,158 FREE PRINT AND DIGITAL ITEMS BORROWED

235,200 REQUESTS FOR INFORMATION

9,566 CITIZENS ENROLLED IN 12,500 E-LEARNING COURSES

158,288 PEOPLE AT 5,318 FREE PROGRAMS AND WORKSHOPS

BRANCHES OPEN 7/DAYS/WEEK
BRAMPTON.CA OPEN 24/7
Short emails, every 3 – 4 weeks to all elected and city officials and board members

“Library Update”: 2 short paragraphs (1 screen) to:

• Send them greetings

• 1 news item about the Library addressing a community issue, such as loaning sunshine or therapy lights, to help those battling depression, coinciding with virtual programming on ways to deal with depression for all age groups

• Human activities expressed in numbers: “2126 residents throughout the region borrowed items in the past 2 weeks (books, e-books, digital audio, games, sunshine lights!). 234 adults participated in virtual programs this past week; 610 school-age children were in this month’s virtual MakerSpace programs; 823 pre-schoolers are building skills in the Super Storytimers.”

• Offer support for any of the recipients.

Data or financials is a “record of human activities expressed in numbers” Greatgame.com
Ideas?
You’ve invested in:

- **Viewing** Communication as a tool for stakeholders
- **Considering** How data can support stakeholders achieve their goals
- **Gaining** A template to guide stakeholder communication
  - A few ideas
Thank you!

rebecca@dysartjones.com