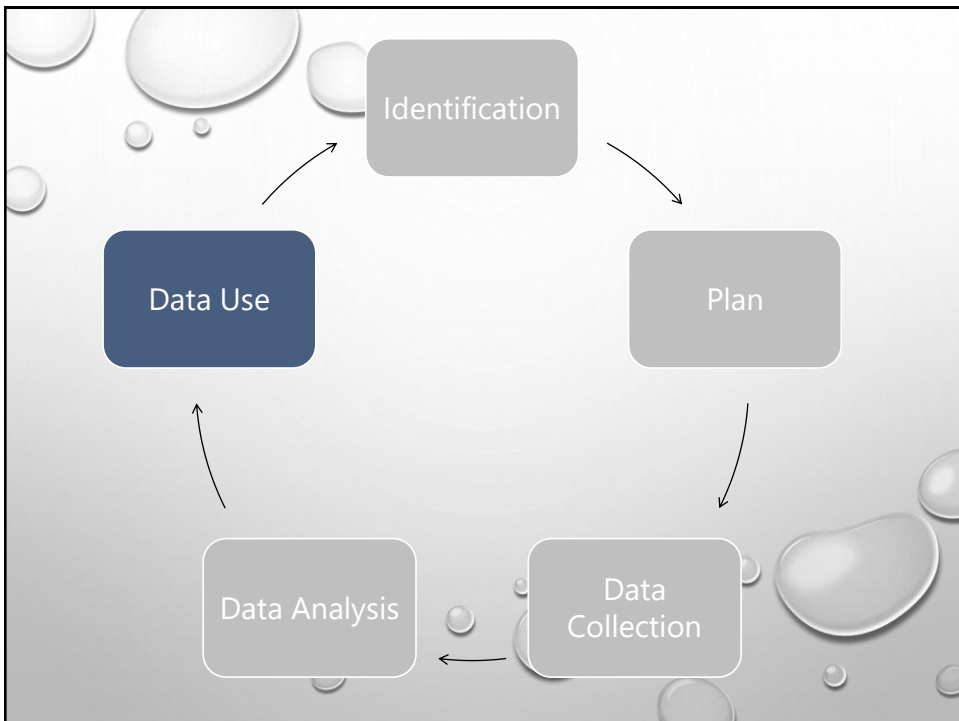


# BRINGING IT ALL TOGETHER

## USING DATA FOR MANAGEMENT DECISIONS & STRATEGIC PLANNING

1



2

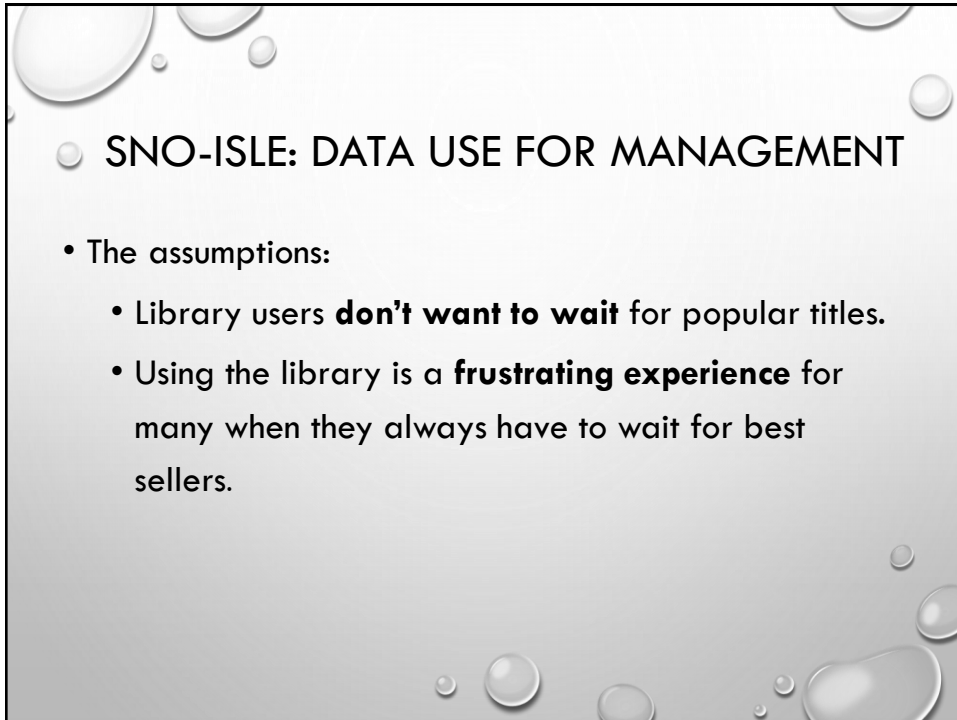
## USING DATA FOR MANAGEMENT DECISIONS

- HOLDS POLICY
- SHELVING ISSUES
- QUICK LIBRARY USERS' FEEDBACK
- SPANISH BOOK SELECTION

3

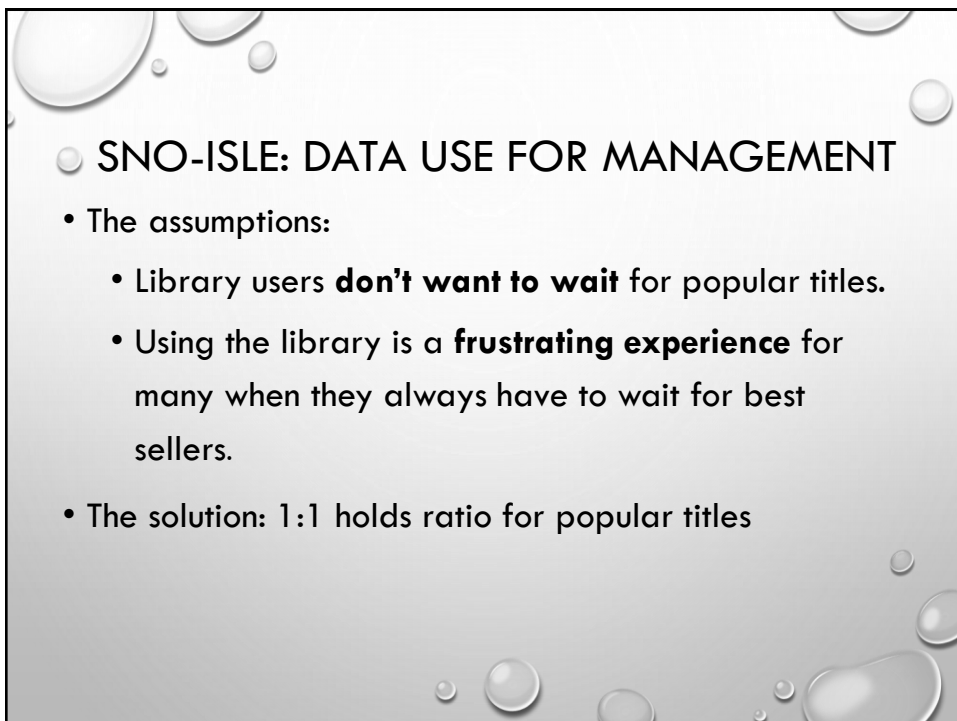


4



- SNO-ISLE: DATA USE FOR MANAGEMENT
  - The assumptions:
    - Library users **don't want to wait** for popular titles.
    - Using the library is a **frustrating experience** for many when they always have to wait for best sellers.

5



- SNO-ISLE: DATA USE FOR MANAGEMENT
  - The assumptions:
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  - The solution: 1:1 holds ratio for popular titles

6

## ○ SNO-ISLE: DATA USE FOR MANAGEMENT

- The assumptions:
  - Library users **don't want to wait** for popular titles.
  - Using the library is a **frustrating experience** for many when they always have to wait for best sellers.
- The solution: 1:1 holds ratio for popular titles
- The result: many of the extra copies were used 1-2 times

7

## ○ NEW APPROACH: USER SURVEY

8

## NEW APPROACH: USER SURVEY

Which is more important to you?

- Lots of copies of popular books (I like to read popular titles as soon as possible)
- A large variety of books (I like to have a lot of choices and I don't mind waiting)

9

## NEW APPROACH: USER SURVEY

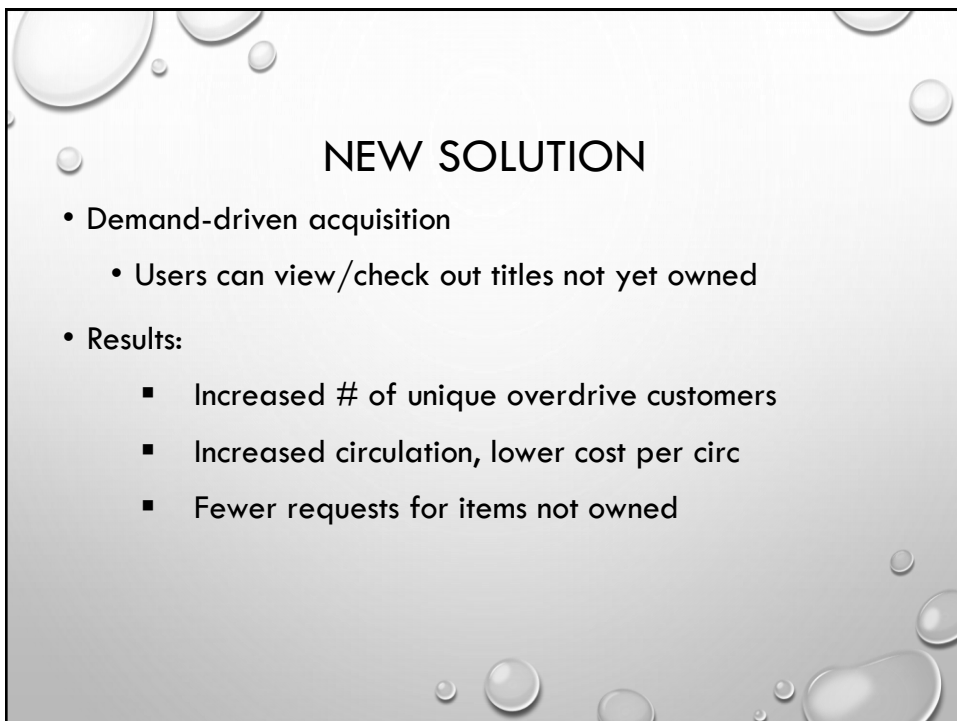
Which is more important to you?

- Lots of copies of popular books (I like to read popular titles as soon as possible)
- A large variety of books (I like to have a lot of choices and I don't mind waiting)
- Result: Customers prefer variety (79%) vs. Not having to wait (21%)

10



11



12

Let customers say what is of value to them. **#1**

Get items off my record as soon as possible after I return them and make items available to me for browsing.

13

1. SHOW EVIDENCE OF A PROBLEM

From Patron's Return to Check In	<b>6 days</b>
From Check In to Shelf	<b>(another) 8 days</b>
Patron Complaints	<b>*Lots/too many</b>

14

**START**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

initials: \_\_\_\_\_

**SCAN**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

initials: \_\_\_\_\_

**END**

Location:

Outgoing Courier

CW Holdshelf

CW Shelf

Date: \_\_\_\_\_

Time: \_\_\_\_\_

initials: \_\_\_\_\_

## 2. DESIGN, TEST, AND IMPLEMENT SOLUTIONS

15

## WORK YOUR EXCEL MAGIC

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Start Location	End Location	Start Time	Start Date	Scan Time	Scan Date	Hrs	Min	Start to Scan Duration (min)	Scan Time	Scan Date	End Time	End Date	Hrs	Min	Scan to End Duration (min)	Total Duration
2	bookdrop	CW shelf	7:00 PM	12/7/2010	3:30 PM	12/8/2010	20	30	1230	3:30 PM	12/8/2010	10:13 AM	12/8/2010	18	45	1123	2353
3	bookdrop	CW shelf	7:00 PM	12/7/2010	3:30 PM	12/8/2010	20	30	1230	3:30 PM	12/8/2010	10:24 AM	12/8/2010	18	54	1134	2364
4	bookdrop	CW shelf	7:00 PM	12/7/2010	3:32 PM	12/8/2010	20	32	1232	3:32 PM	12/8/2010	4:20 PM	12/8/2010	0	48	48	1280
5	bookdrop	CW shelf	3:00 PM	12/7/2010	7:15 PM	12/8/2010	27	15	1635	7:15 PM	12/8/2010	7:45 PM	12/8/2010	0	30	30	1665
6	bookdrop	CW shelf	7:00 PM	12/7/2010	3:34 PM	12/8/2010	20	34	1234	3:34 PM	12/8/2010	8:45 PM	12/8/2010	29	11	1751	2985
7	bookdrop	CW shelf	3:00 PM	12/7/2010	7:10 PM	12/8/2010	27	10	1630	7:10 PM	12/8/2010	1:15 PM	12/10/2010	42	15	2535	4165
8	bookdrop	CW shelf	3:00 PM	12/7/2010	7:36 PM	12/8/2010	27	36	1656	7:36 PM	12/8/2010	12:23 PM	12/10/2010	40	57	2457	4113
9	bookdrop	CW shelf	7:00 PM	12/7/2010	3:32 PM	12/8/2010	20	32	1232	3:32 PM	12/8/2010	11:14 AM	12/10/2010	43	42	2632	3854
10	bookdrop	CW shelf	7:00 PM	12/7/2010	3:30 PM	12/8/2010	20	30	1230	3:30 PM	12/8/2010	11:20 AM	12/10/2010	43	50	2630	3860
11	bookdrop	CW shelf	7:00 PM	12/7/2010	3:30 PM	12/8/2010	20	30	1230	3:30 PM	12/8/2010	8:01 PM	12/9/2010	28	31	1711	2941
12	bookdrop	CW shelf	3:00 PM	12/7/2010	7:10 PM	12/8/2010	27	10	1630	7:10 PM	12/8/2010	11:30 AM	12/10/2010	39	20	2360	3990
13	bookdrop	CW shelf	7:00 PM	12/7/2010	3:25 PM	12/8/2010	20	25	1225	3:25 PM	12/8/2010	2:45 PM	12/10/2010	47	40	2860	4085
14	bookdrop	CW shelf	9:00 AM	12/7/2010	7:15 PM	12/8/2010	22	15	1335	7:15 PM	12/8/2010	7:30 PM	12/8/2010	0	15	15	1350
15	bookdrop	CW shelf	9:00 AM	12/7/2010	5:25 PM	12/8/2010	20	25	1225	5:25 PM	12/8/2010	6:10 PM	12/8/2010	0	45	45	1270
16	bookdrop	CW shelf	9:00 AM	12/7/2010	5:30 PM	12/8/2010	20	30	1230	5:30 PM	12/8/2010	10:50 AM	12/8/2010	41	20	2480	3710
17	bookdrop	CW shelf	9:00 AM	12/7/2010	7:10 PM	12/8/2010	22	10	1330	7:10 PM	12/8/2010	12:26 PM	12/10/2010	41	10	2470	3800
18	bookdrop	outgoing courier	3:00 PM	12/7/2010	7:10 PM	12/8/2010	28	10	1690	7:10 PM	12/8/2010	7:10 PM	12/8/2010	0	0	0	1690
19	bookdrop	outgoing courier	3:00 PM	12/7/2010	7:10 PM	12/8/2010	28	10	1690	7:10 PM	12/8/2010	7:10 PM	12/8/2010	0	0	0	1690
20	bookdrop	outgoing courier	3:00 PM	12/7/2010	7:31 PM	12/8/2010	28	31	1711	7:31 PM	12/8/2010	7:31 PM	12/8/2010	0	0	0	1711
21	bookdrop	outgoing courier	3:00 PM	12/7/2010	7:36 PM	12/8/2010	28	36	1716	7:36 PM	12/8/2010	7:36 PM	12/8/2010	0	0	0	1716
22	bookdrop	outgoing courier	7:00 AM	12/7/2010	3:25 PM	12/8/2010	32	25	1945	3:25 PM	12/8/2010	3:25 PM	12/8/2010	0	0	0	1945
23	bookdrop	outgoing courier	9:00 AM	12/7/2010	7:10 PM	12/8/2010	22	10	1330	7:10 PM	12/8/2010	7:10 PM	12/8/2010	0	0	0	1330
24	bookdrop	outgoing courier	9:00 AM	12/7/2010	5:25 PM	12/8/2010	20	25	1225	5:25 PM	12/8/2010	5:25 PM	12/8/2010	0	0	0	1225
25	bookdrop	outgoing courier	9:00 AM	12/7/2010	5:25 PM	12/8/2010	20	25	1225	5:25 PM	12/8/2010	5:25 PM	12/8/2010	0	0	0	1225
26	bookdrop	outgoing courier	9:00 AM	12/7/2010	7:33 PM	12/8/2010	22	33	1343	7:33 PM	12/8/2010	7:33 PM	12/8/2010	0	0	0	1343
27	check-in	CW holdshelf	4:00 AM	12/7/2010	9:38 AM	12/7/2010	5	38	338	9:38 AM	12/7/2010	1:05 PM	12/7/2010	3	27	207	545

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### 3. PROVE THE CURE

Measures	Before	After
From Patron's Return to Check In	6 days	90 minutes
From Check In to Shelf	8 days	same day

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### TWO PICTURES ARE WORTH 2000 WORDS



Before



After

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# SPANISH LANGUAGE MATERIAL @ HILLSBORO PUBLIC LIBRARY

GUADALAJARA INTERNATIONAL BOOK FESTIVAL?

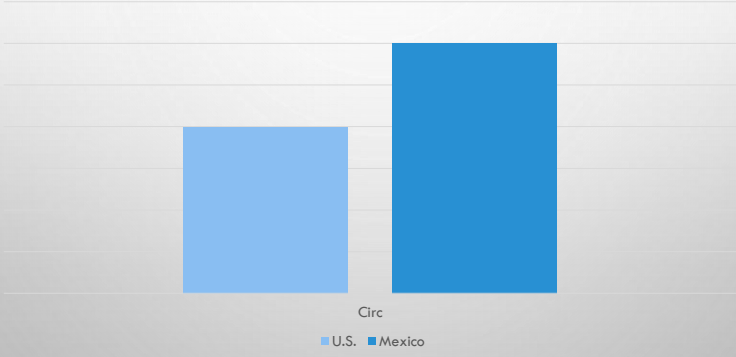


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## WHAT DOES THE CIRC DATA SAY?

Books from International Book Fair check out roughly 1.5 more than US-sourced books



Country	Circulation (Circ)
U.S.	1.0
Mexico	1.5

20

## **DATA USE FOR MANAGEMENT DOUGLAS COUNTY LIBRARIES**

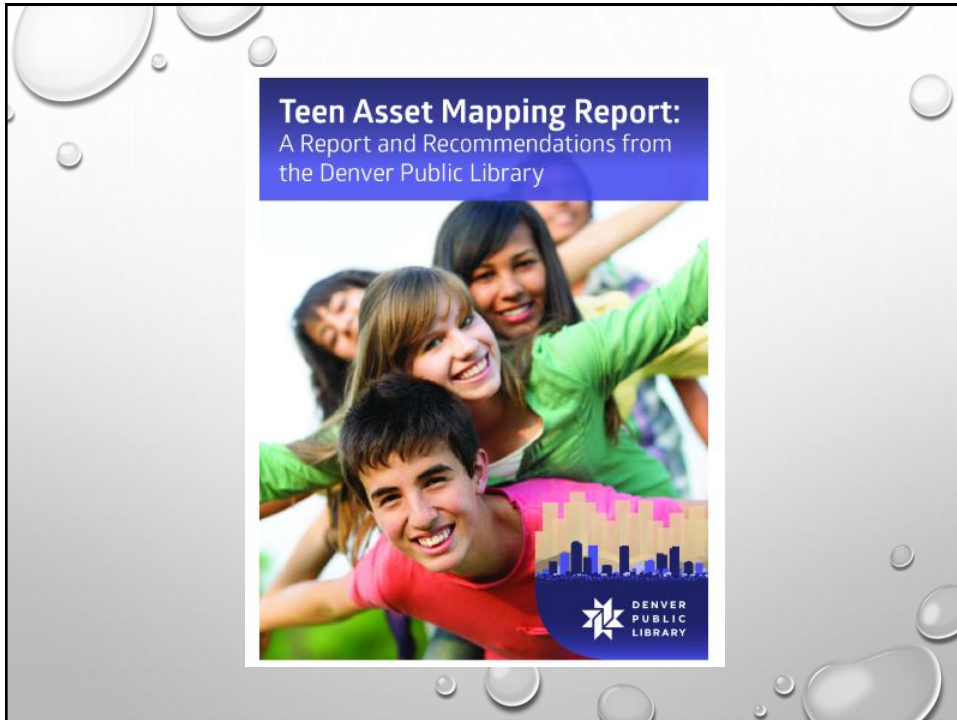


21

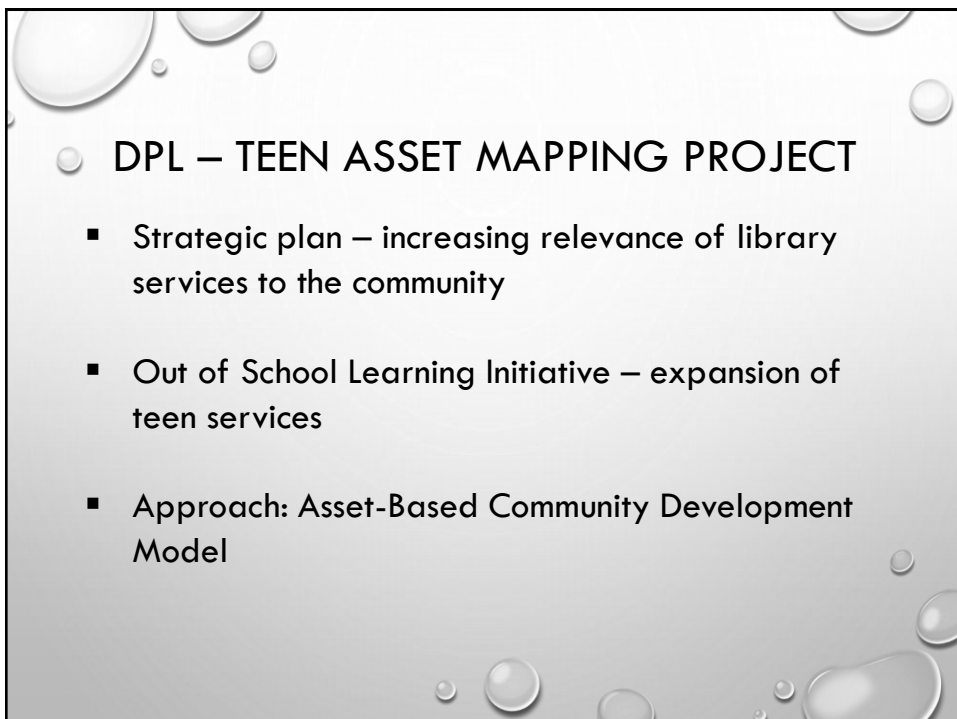
## **USING DATA FOR STRATEGIC PLANNING**

- ASSET MAPPING TO PRIORITIZE TEEN SERVICES
- TOWN PARK DESIGN

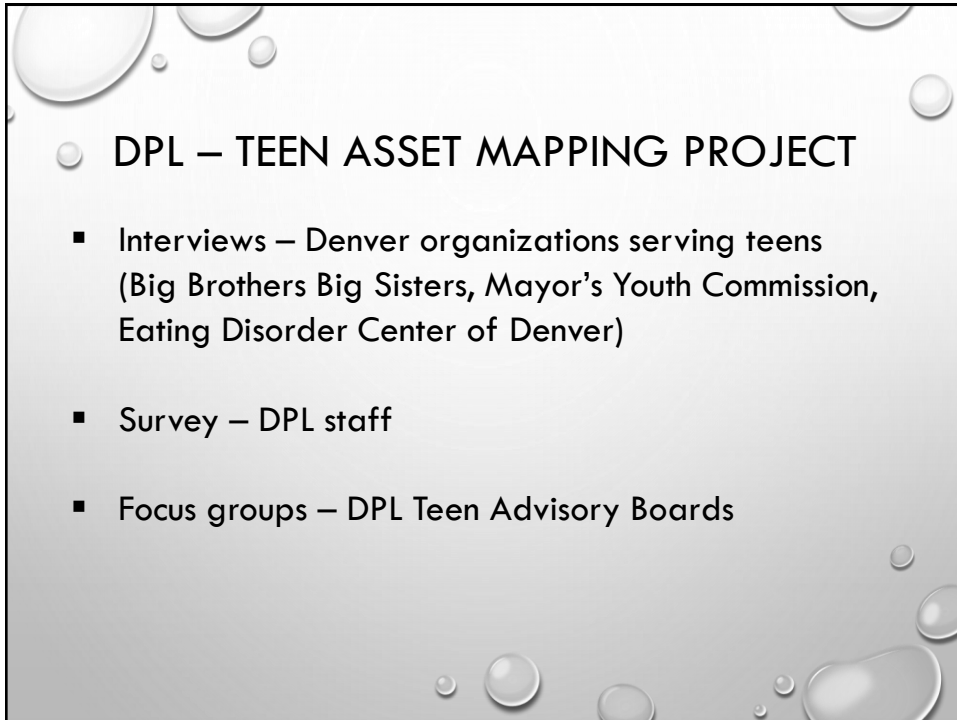
22



23

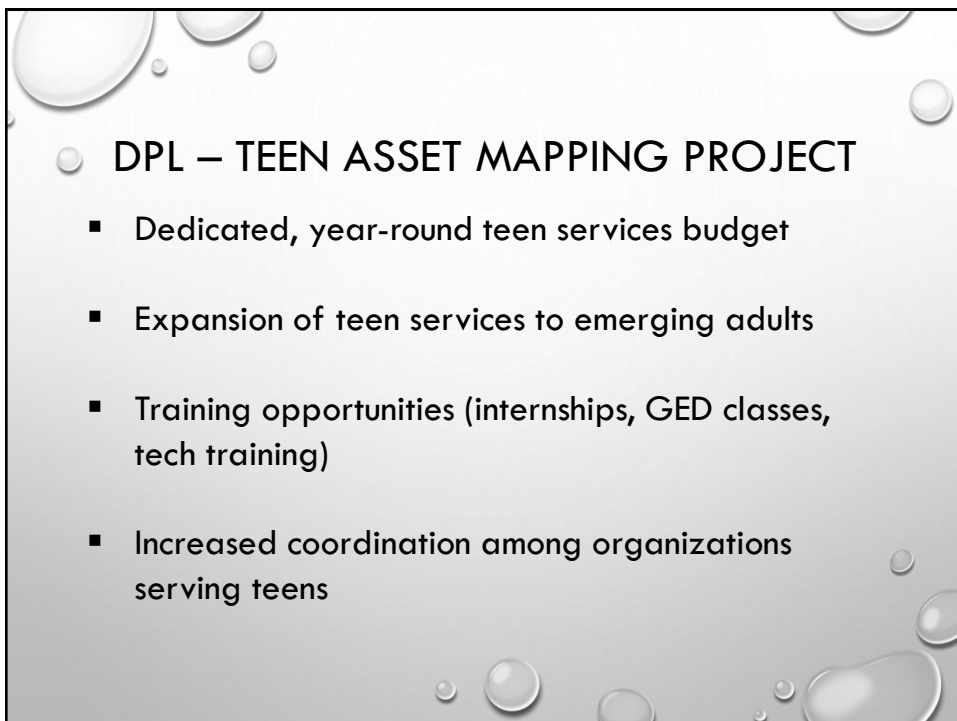


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- **DPL – TEEN ASSET MAPPING PROJECT**
  - Interviews – Denver organizations serving teens (Big Brothers Big Sisters, Mayor’s Youth Commission, Eating Disorder Center of Denver)
  - Survey – DPL staff
  - Focus groups – DPL Teen Advisory Boards

25



- **DPL – TEEN ASSET MAPPING PROJECT**
  - Dedicated, year-round teen services budget
  - Expansion of teen services to emerging adults
  - Training opportunities (internships, GED classes, tech training)
  - Increased coordination among organizations serving teens

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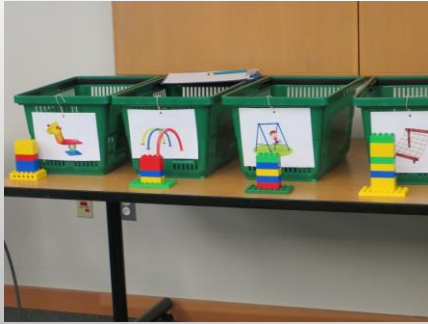


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# HIGHLAND TOWNSHIP PUBLIC LIBRARY (MI): PARK PLANNING



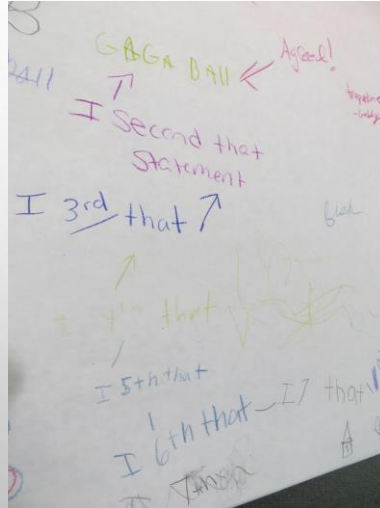
29

# HIGHLAND TOWNSHIP PUBLIC LIBRARY (MI): PARK PLANNING



30

## HIGHLAND TOWNSHIP PUBLIC LIBRARY (MI): PARK PLANNING



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## TABLE TALK – YOUR STORIES

Data use for  
Management Decisions  
Strategic Planning

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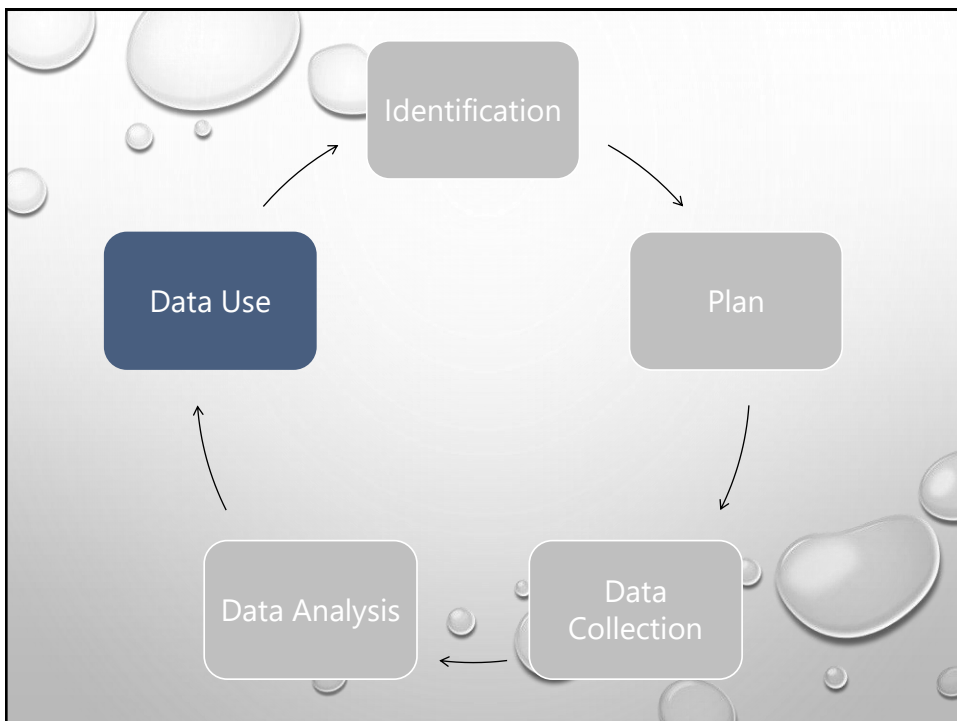
**REFLECT & APPLY**

**Data use for Strategic Planning  
Management Decisions  
in YOUR Libraries**

What?  
Who?  
How?

P. 35

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