TELLING THE LIBRARY STORY WITH DATA: VISUALIZATION

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Library Research Service
Colorado State Library
www.lrs.org

RESOURCES

https://s.lrs.org/g2s

DO YOU LIKE NUTELLA?

Nutrition Facts

Serv Size 2 tbsp.(37g)
Servings about 10
Calories 200
Fat Cal 100

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 11g	**17%**	**Total Carb.** 22g	**7%**
Sat. Fat 3.5g	**18%**	Fiber 1g	**6%**
Trans Fat 0g		Sugars 21g	
Cholest. 0mg	**0%**	**Protein** 3g	
Sodium 15mg	**1%**		

Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 4%

INGREDIENTS: SUGAR, PALM OIL, HAZELNUTS, COCOA, SKIM MILK, REDUCED MINERALS WHEY (MILK), LECITHIN AS EMULSIFIER (SOY), VANILLIN: AN ARTIFICIAL FLAVOR.

Image credit: Verbraucherzentrale Hamburg

LIBRARY OF MICHIGAN EXAMPLE

- 8,118 library workers
- 170,003 programs
- 1,448,737 hours open
- 3,955,831 program attendees
- 6,911,371 computer uses
- 7,766,401 answers to reference questions

Image Credit: Library of Michigan

DATA VISUALIZATION CONTINUUM

Excel chart/number art in a report or presentation

Complex infographic that includes a variety of visual elements

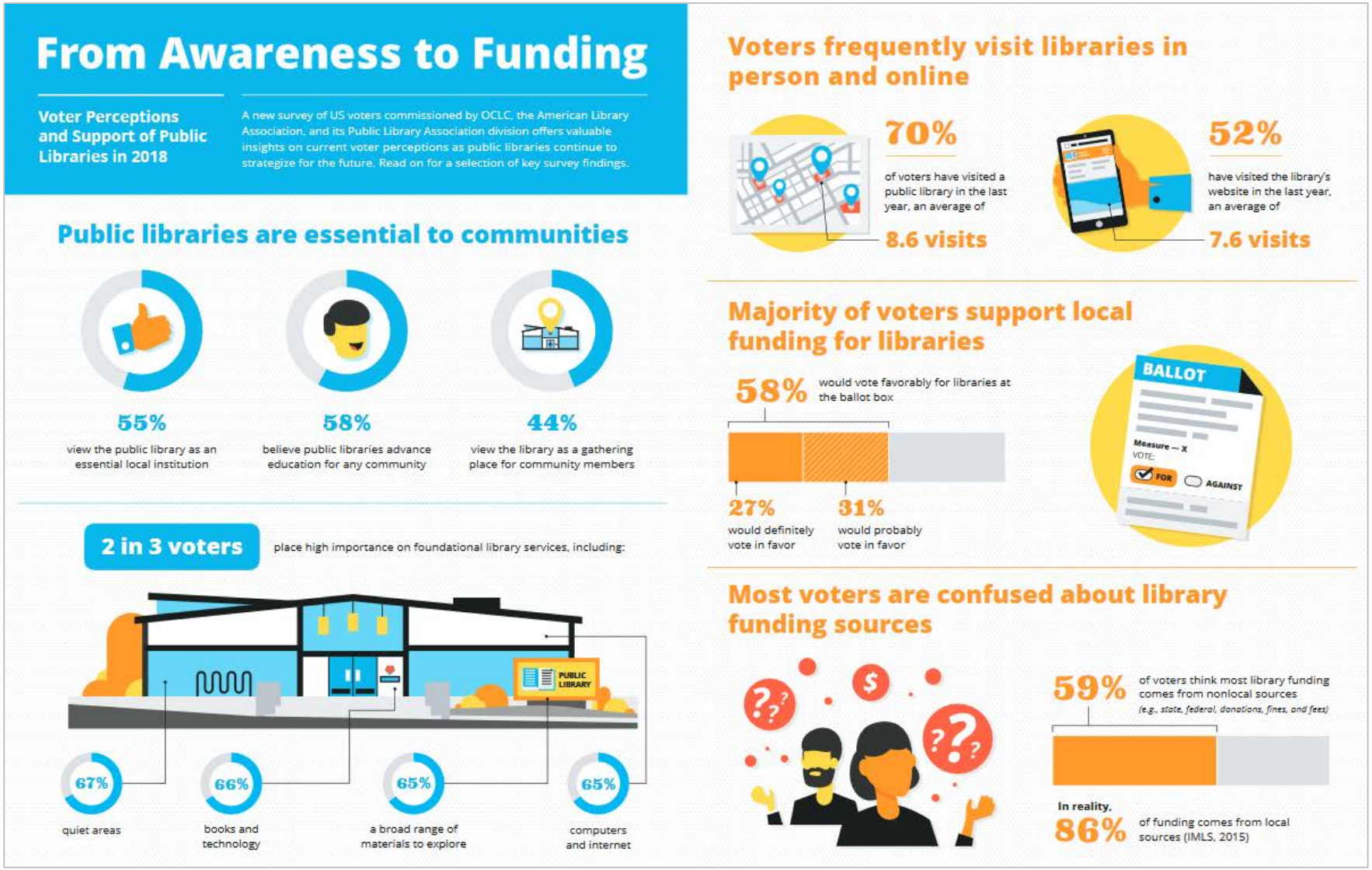
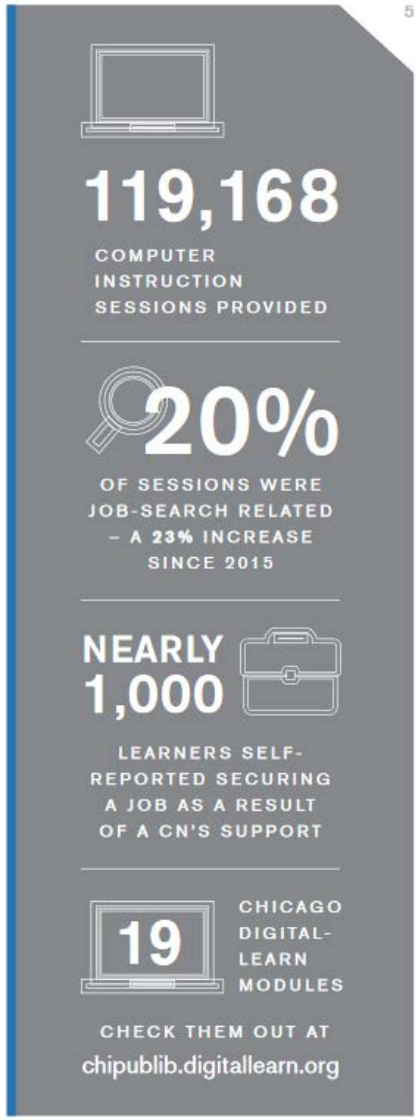


Image credit: OCLC & PLA



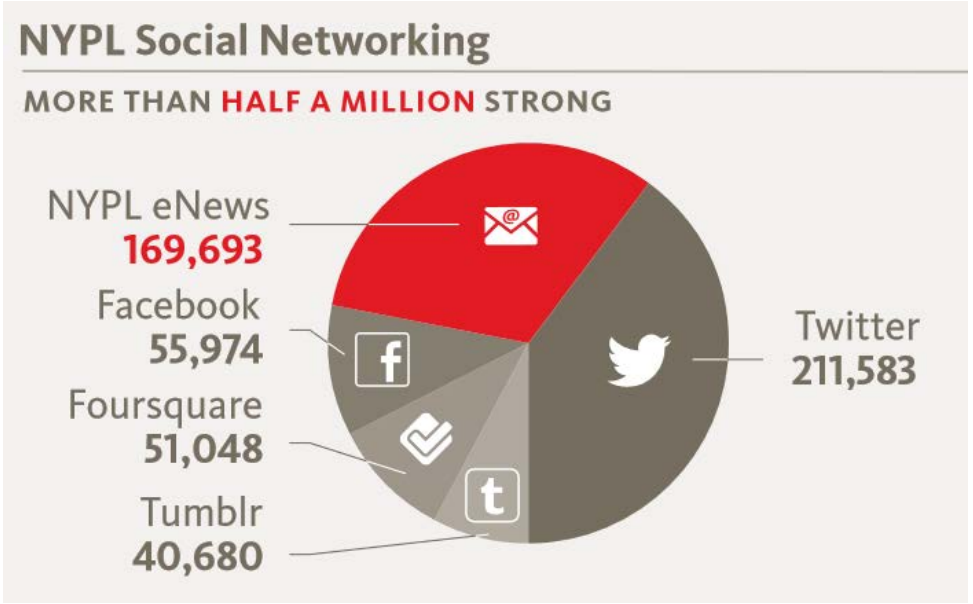


Image credits: Chicago Public Library, New York Public Library

DATA VISUALIZATION CONTINUUM

Excel chart/number art in a report or presentation

Complex infographic that includes a variety of visual elements

PURPOSES OF VISUALIZATION

Communicate

External Audience/ Public

Analyze

Internal Audience/ Researchers

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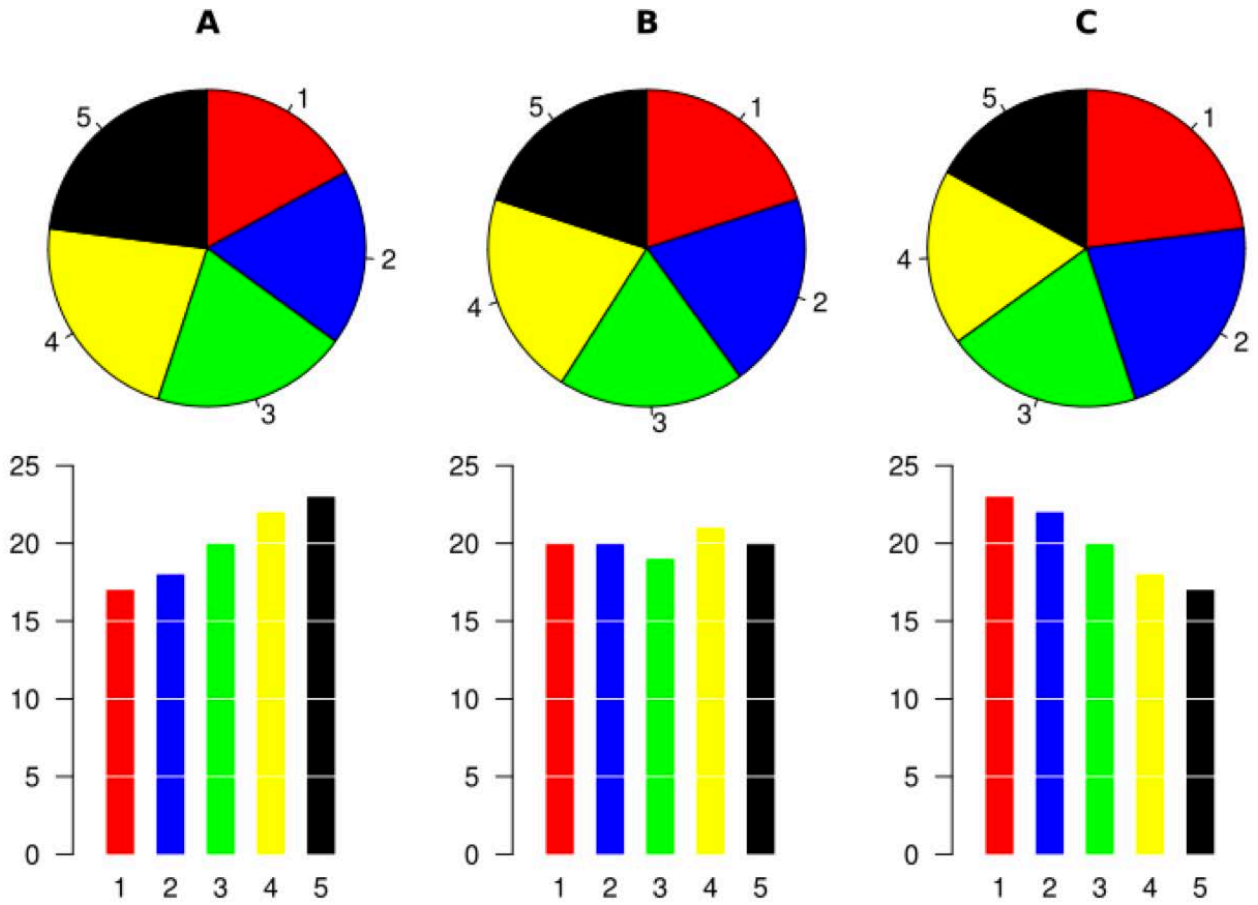
UNCHARTED TERRITORY

CREATING MEANINGFUL CHARTS

CREATING MEANINGFUL CHARTS

- Choose the appropriate chart
- Remove clutter
- Don’t assume Excel knows best
- Use titles and formatting to make a point

CHOOSE THE APPROPRIATE CHART



Source: Data is Beautiful/Reddit

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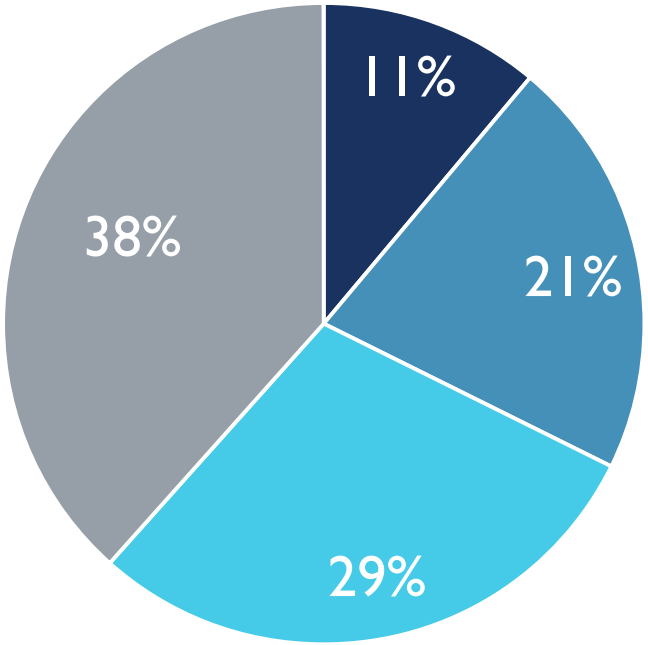

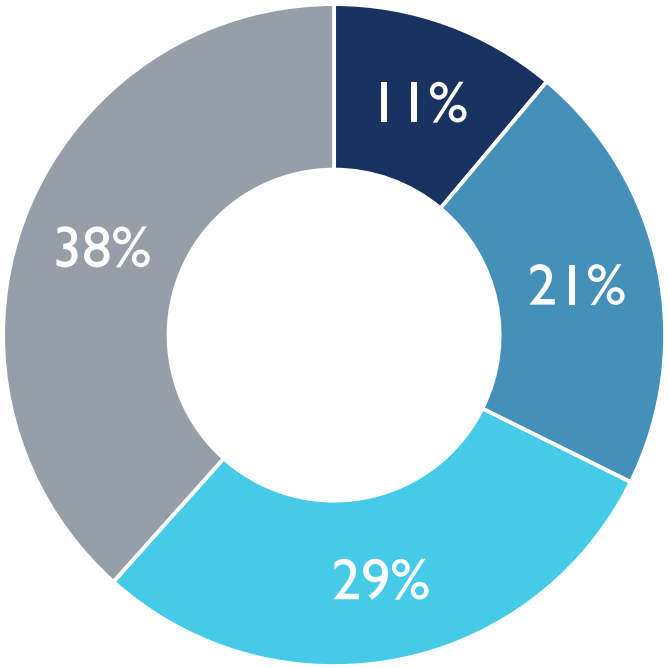

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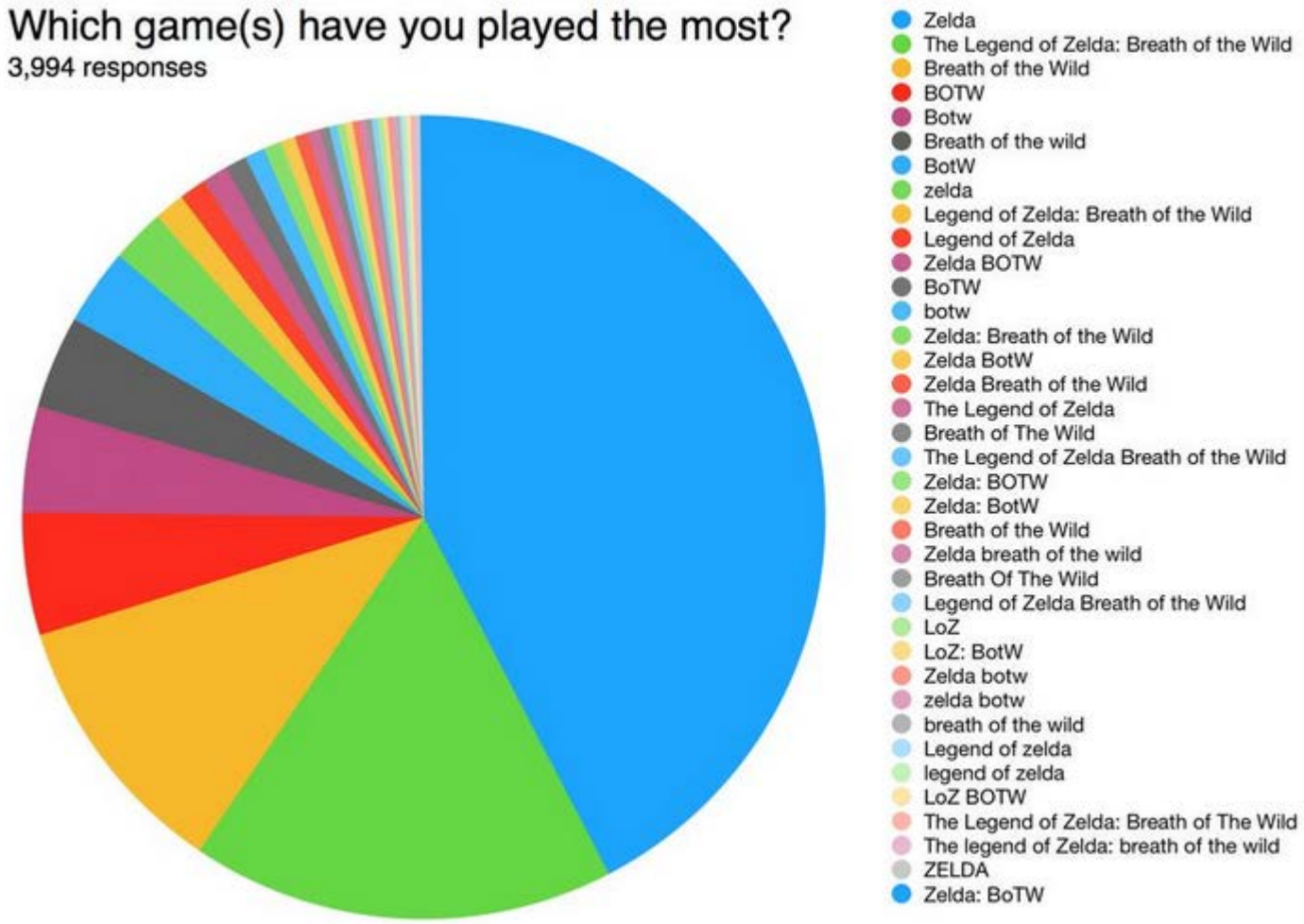

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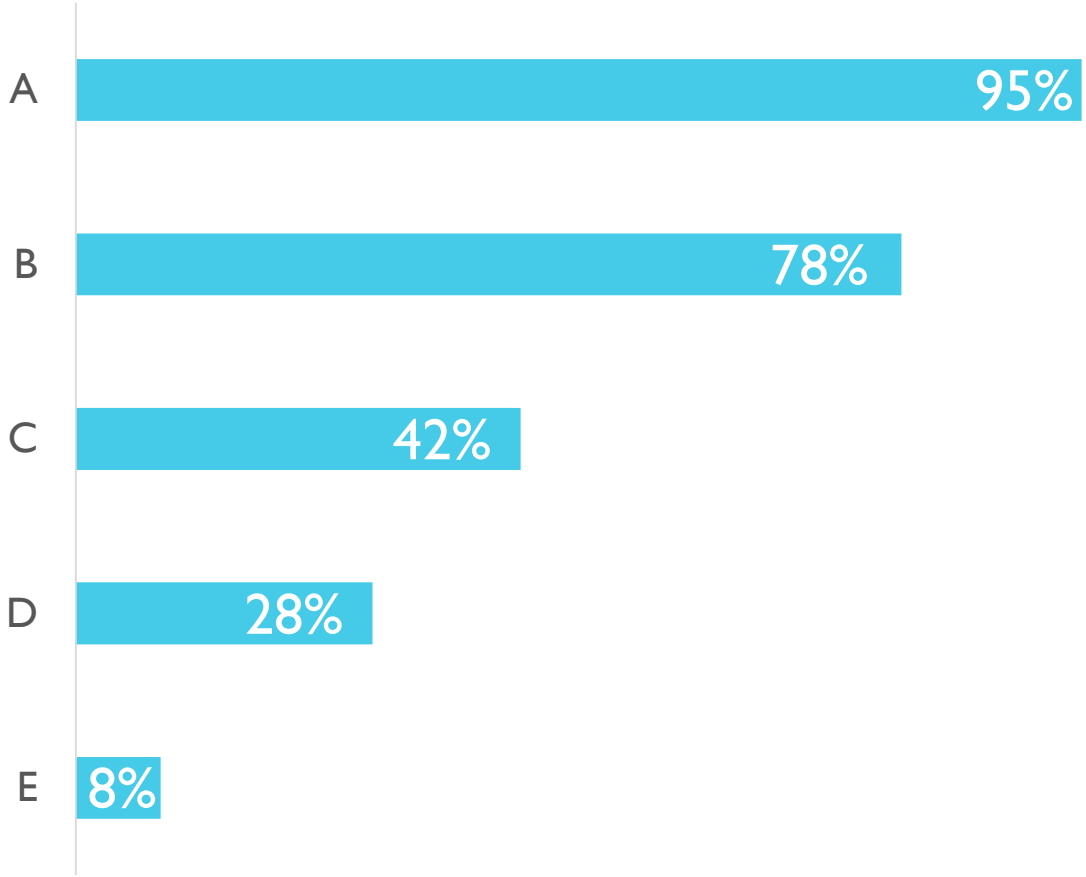

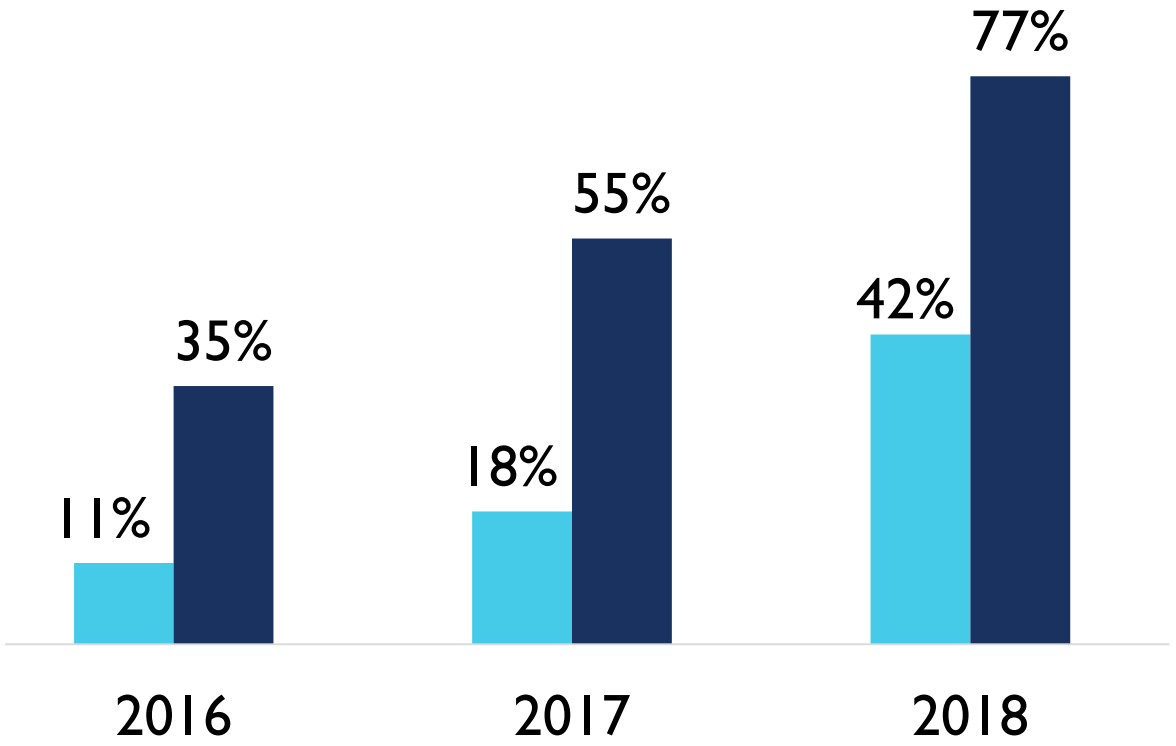

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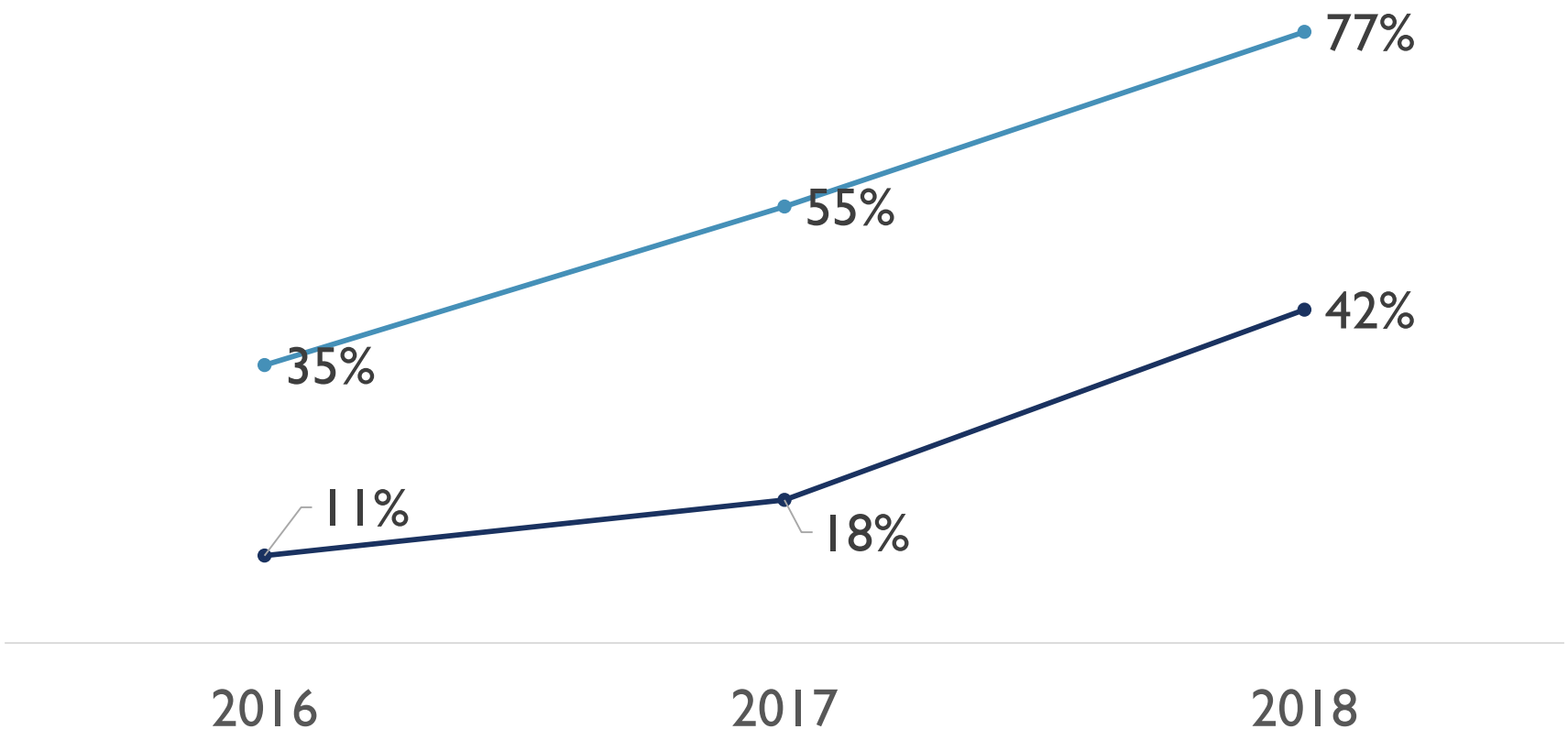
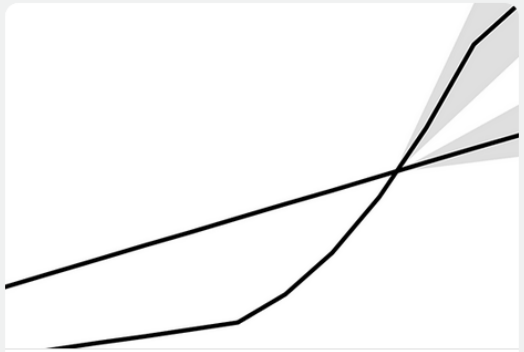


ANN EMERY'S CHART CHOOSER TOOL

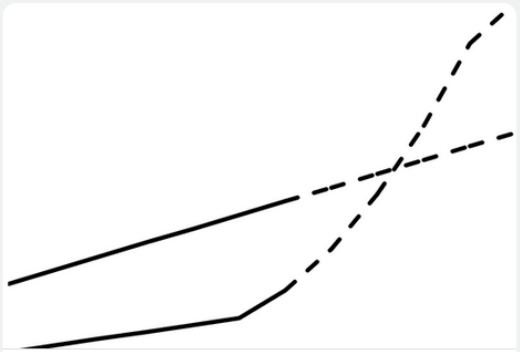
Interactive Chart Chooser

Wondering which type of graph is the best fit for your data? Explore our interactive chart chooser using the filters. For example, if you click on 3+ Points in Time, you'll see familiar faces like line graphs and meet new friends like multimedia timelines.

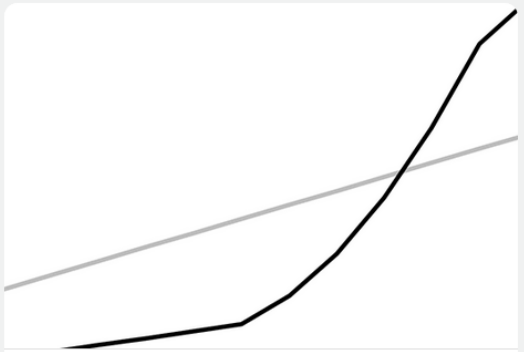
All | 1 Point in Time | 2 Points in Time | 3+ Points in Time | Comparisons | Correlation | Distribution | Exploratory | Part to Whole | Progress Towards Goals | Relationships



Fan Chart

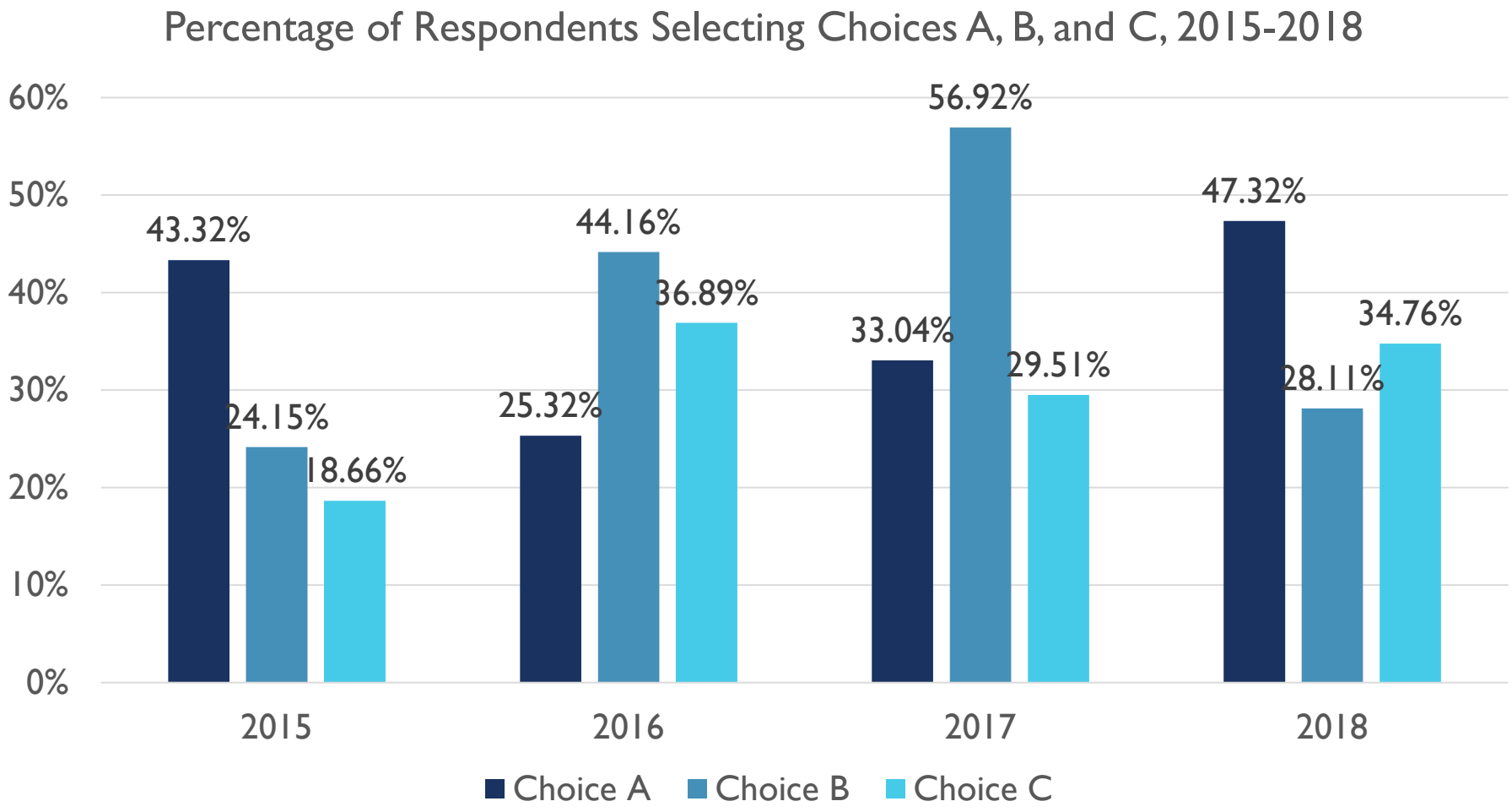


Estimations



Target Lines on Line Charts

REMOVE CLUTTER



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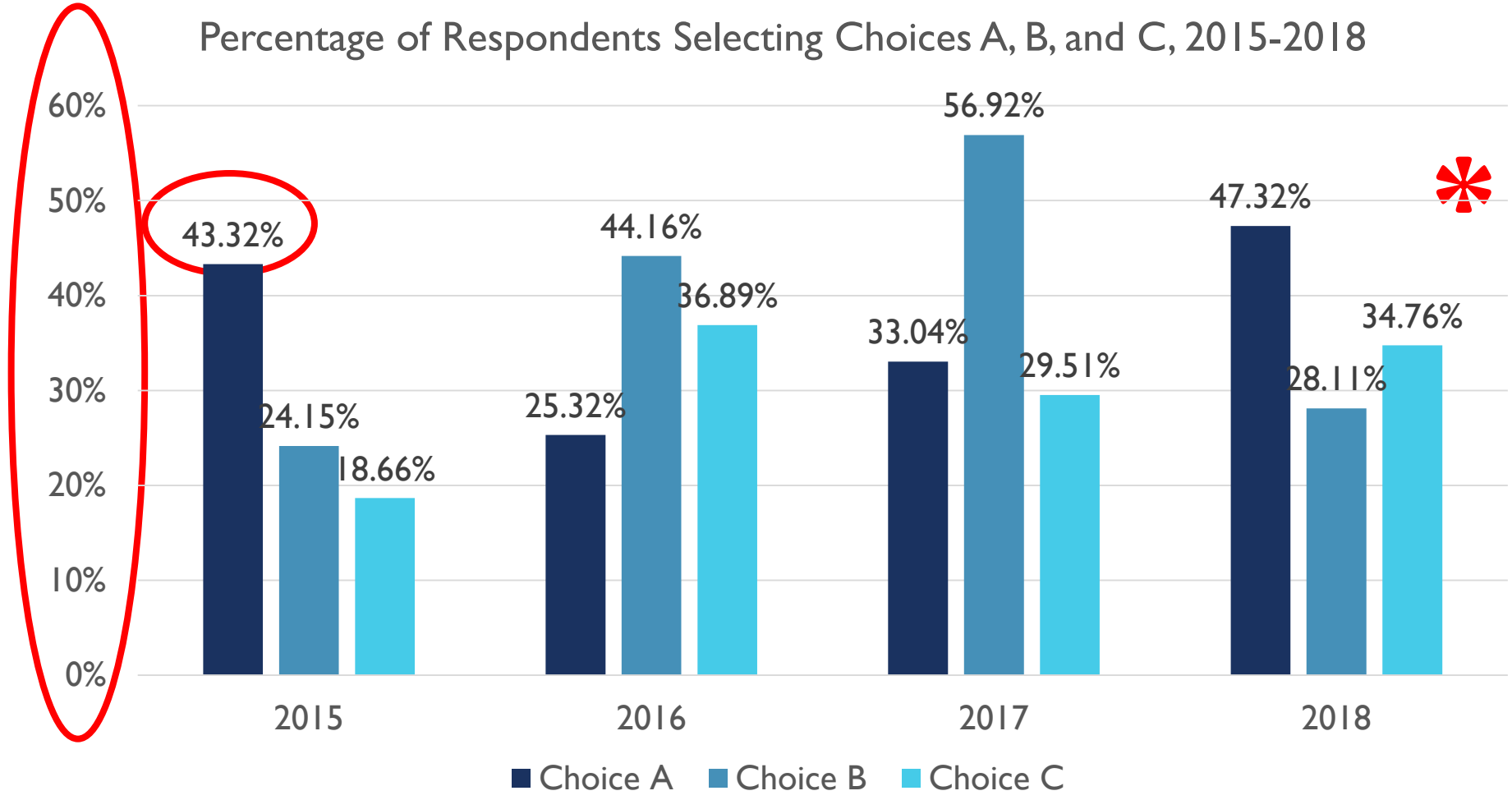

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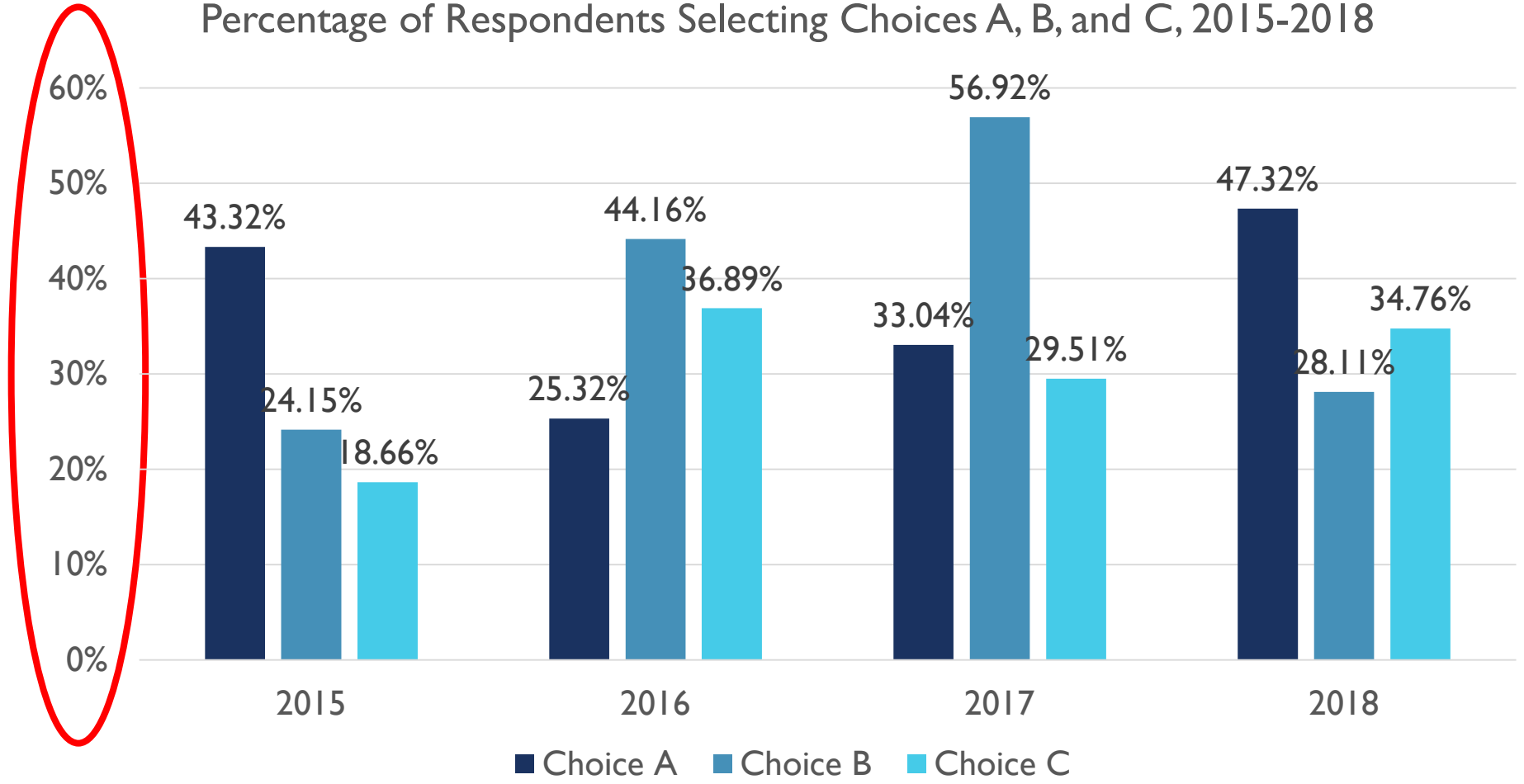

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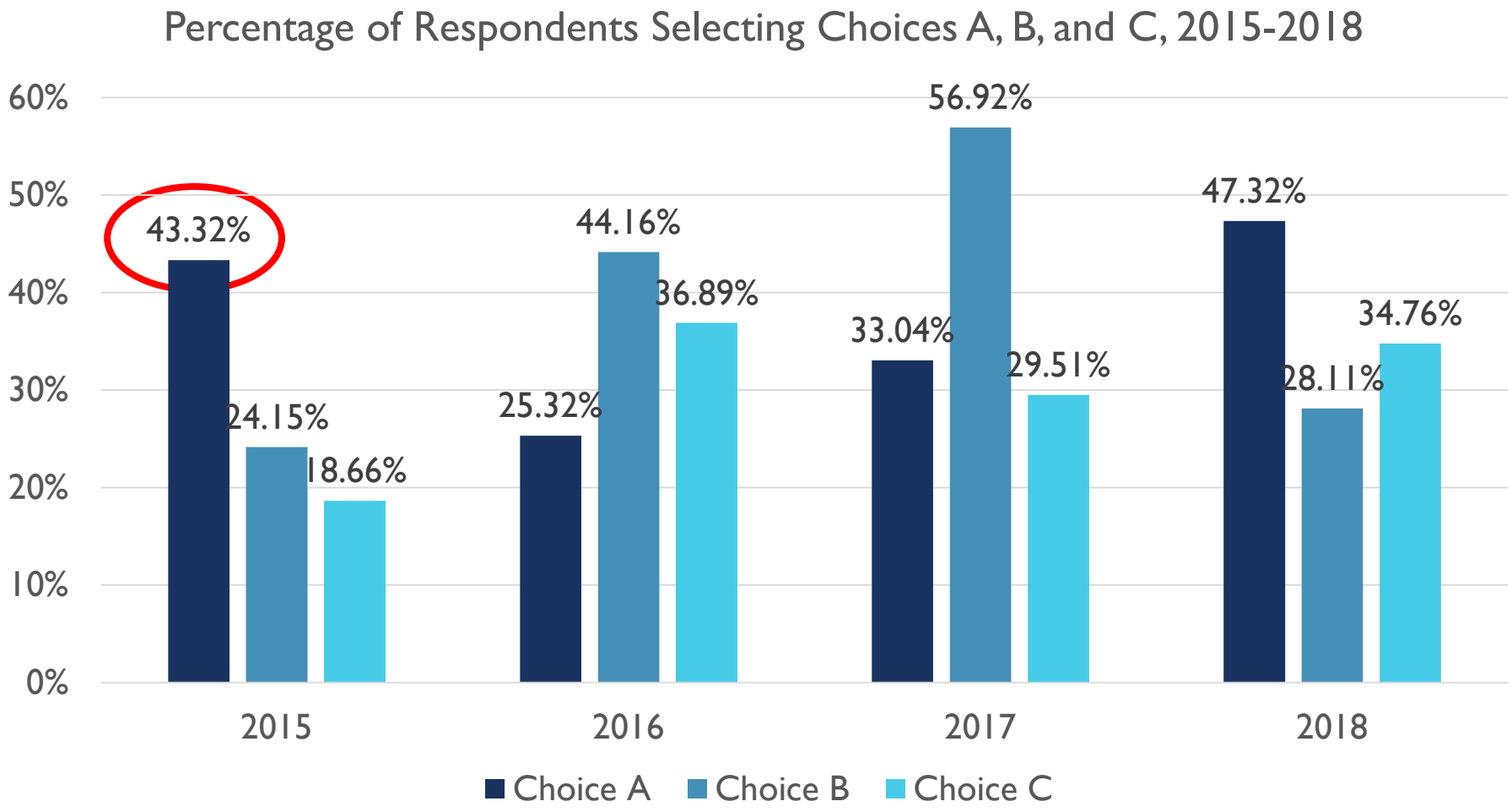

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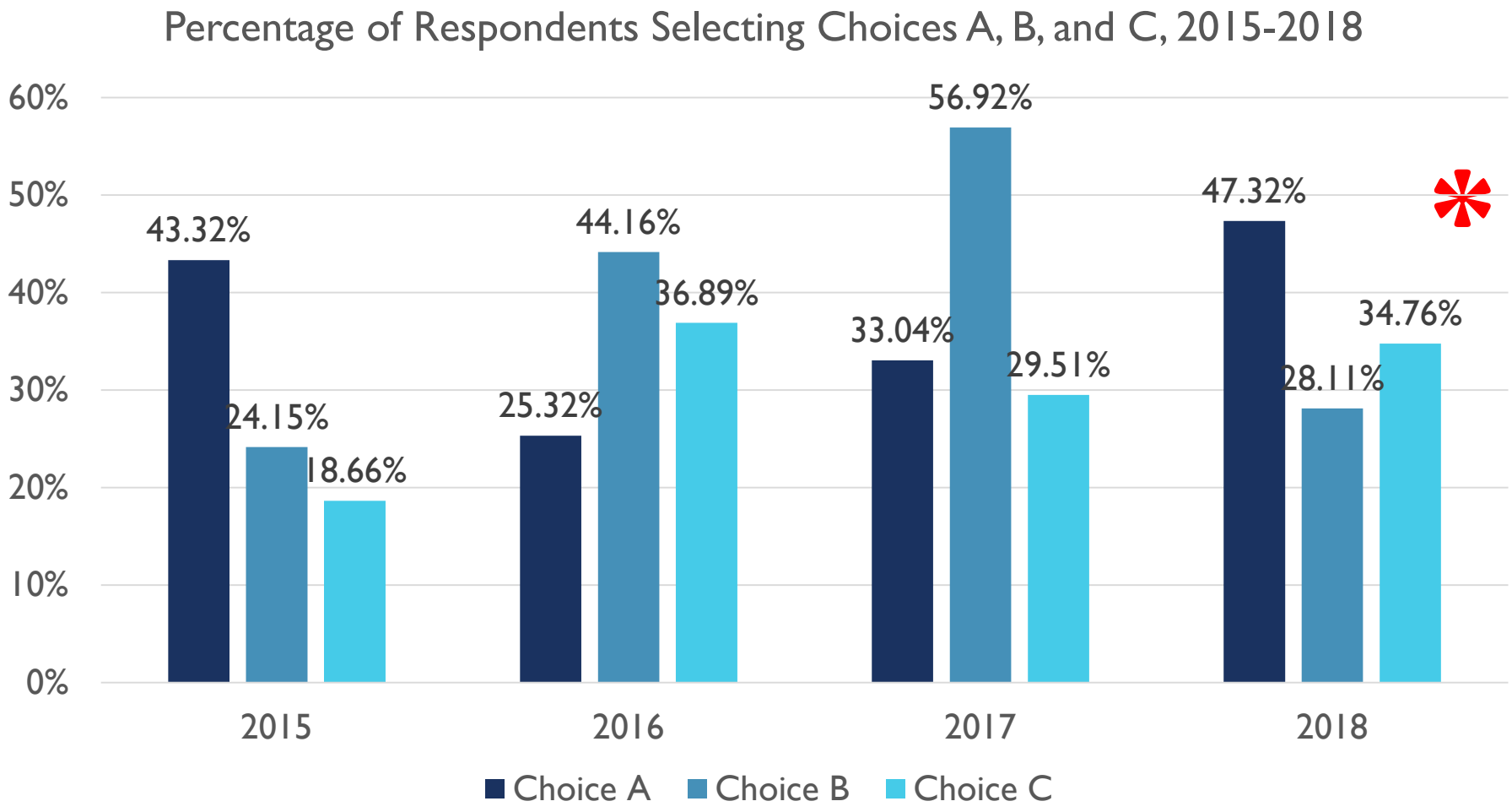

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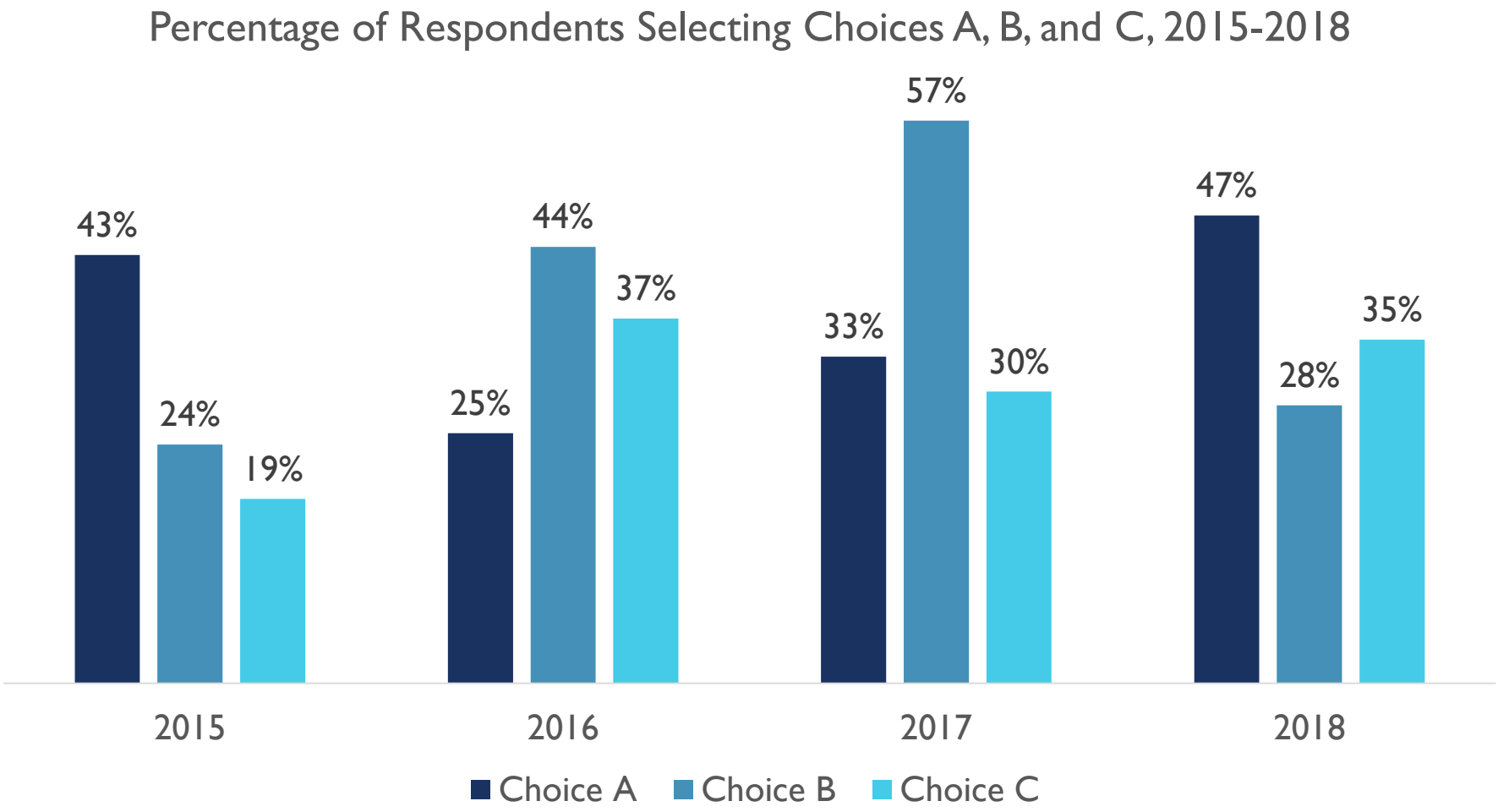

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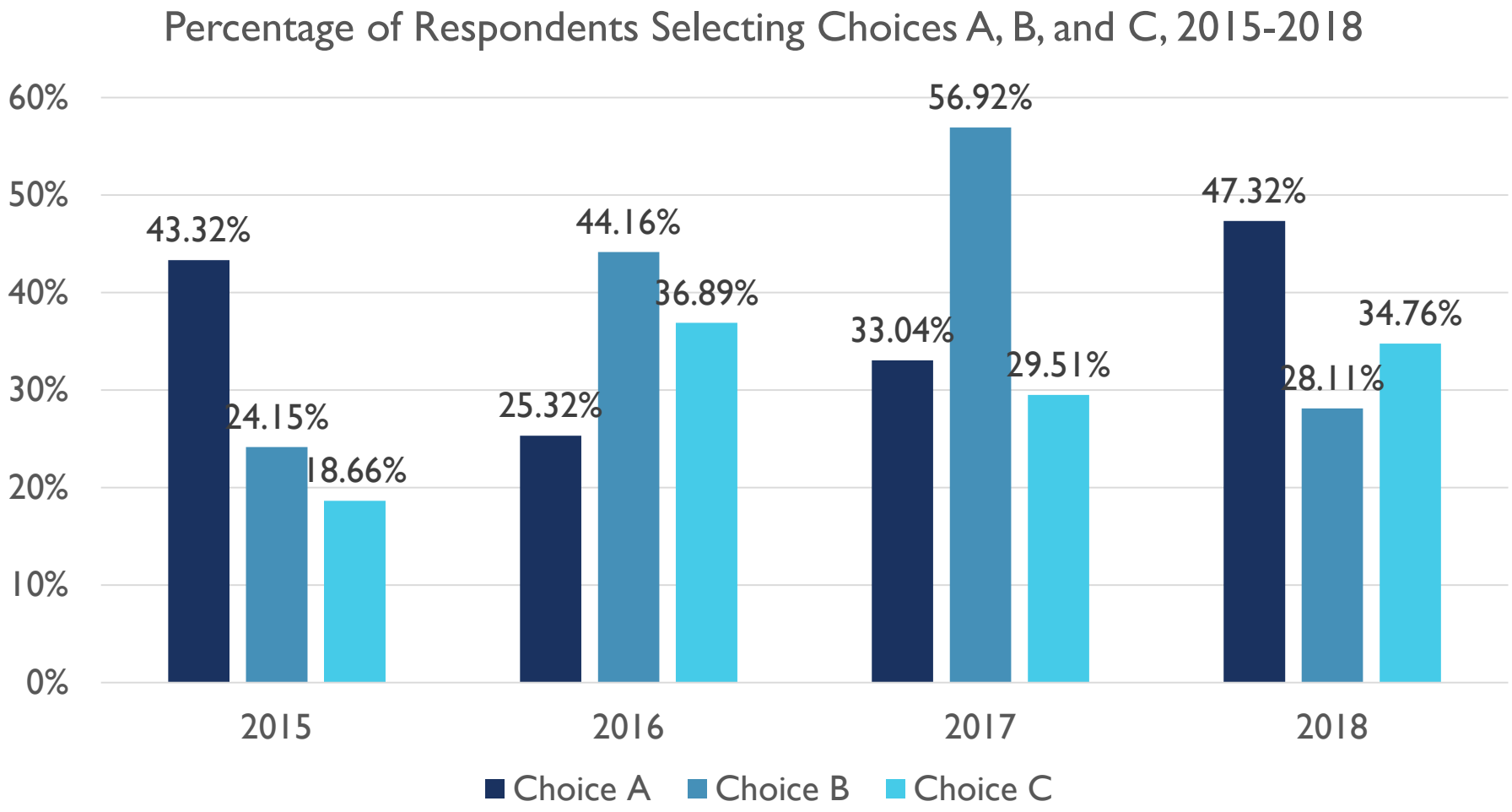
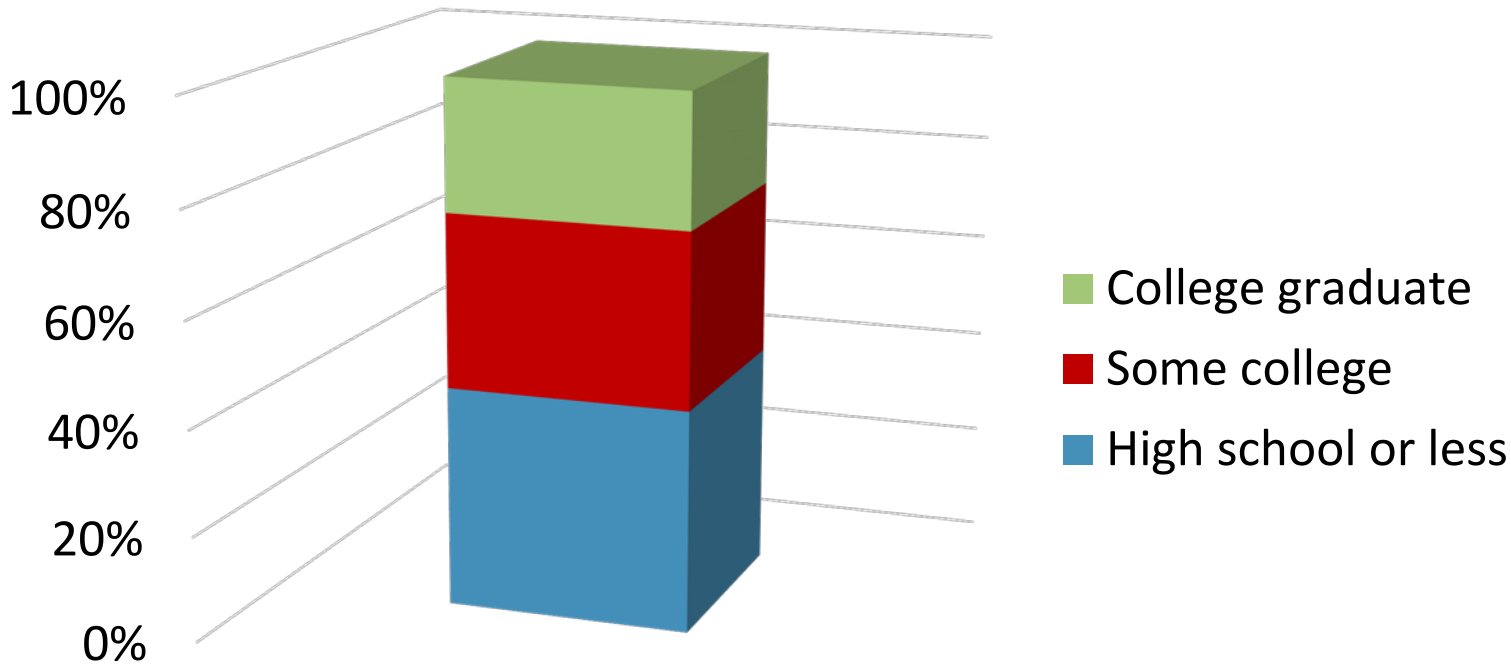


EXCEL DOESN'T ALWAYS KNOW BEST

About 4 in 10 respondents have a high school education or less.



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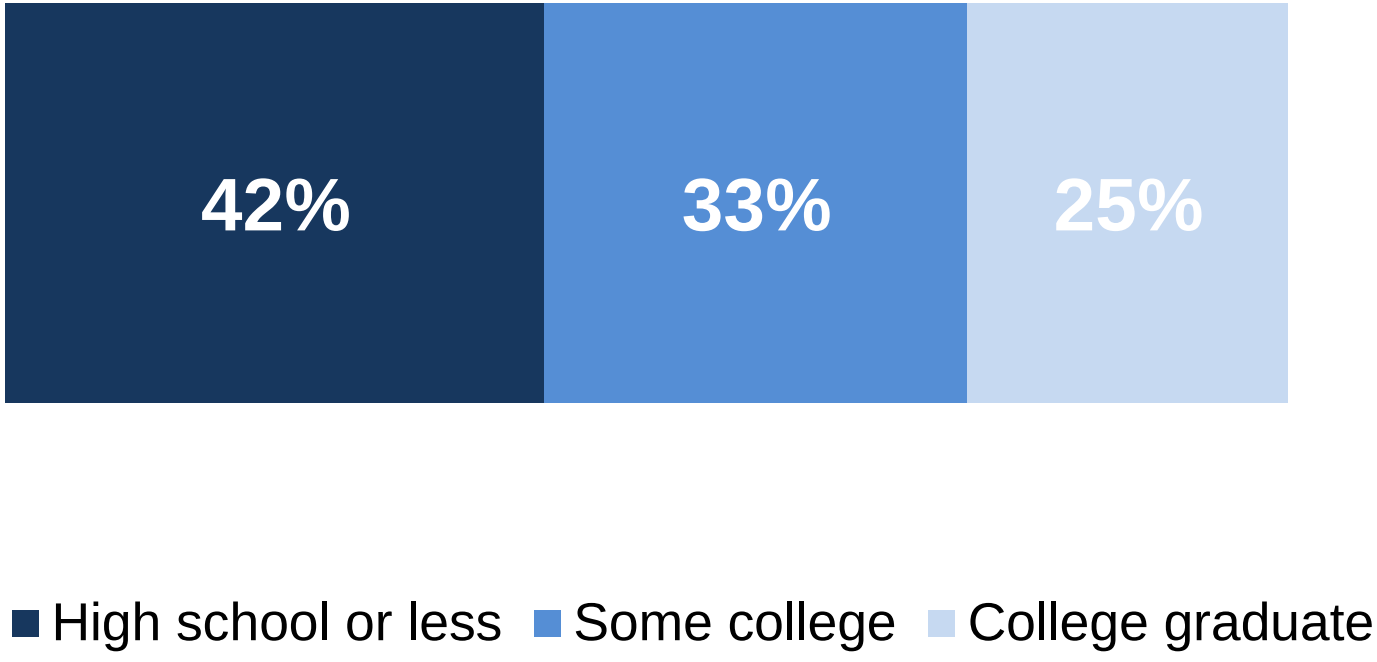

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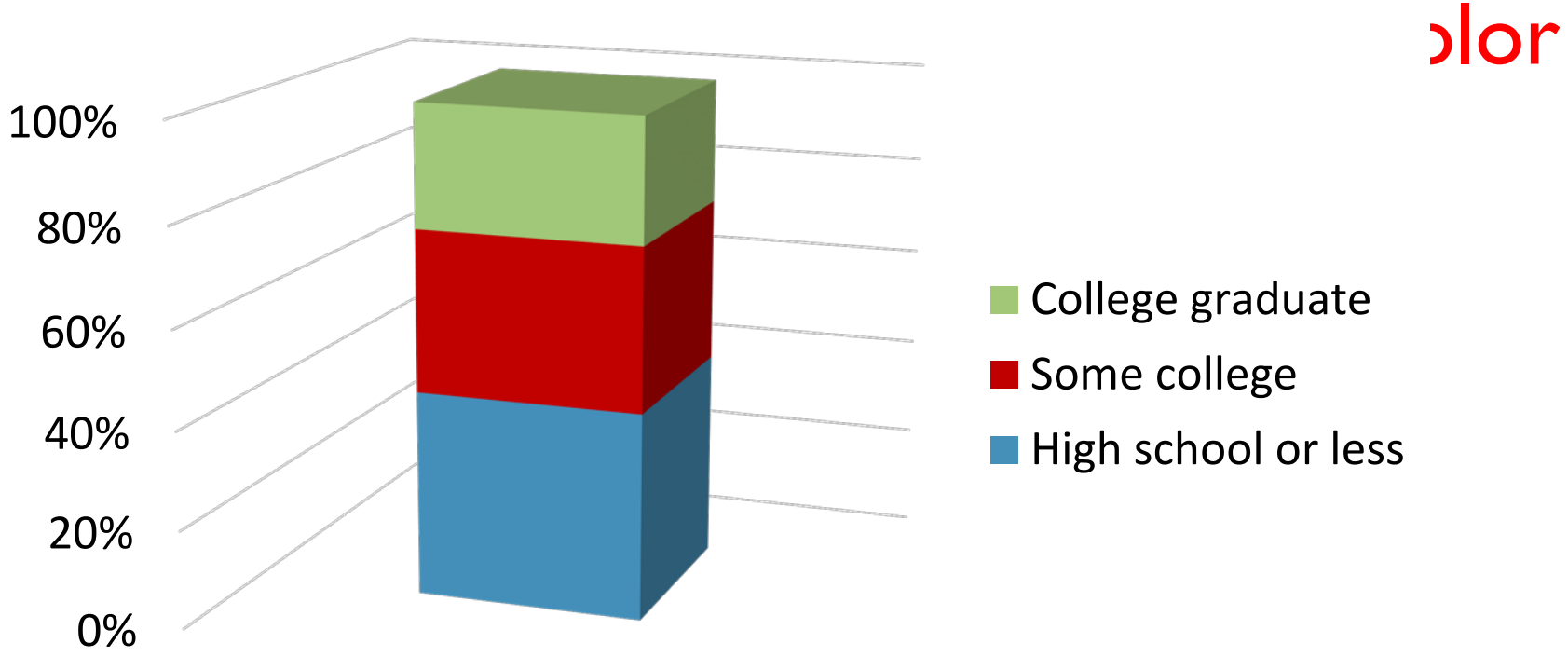

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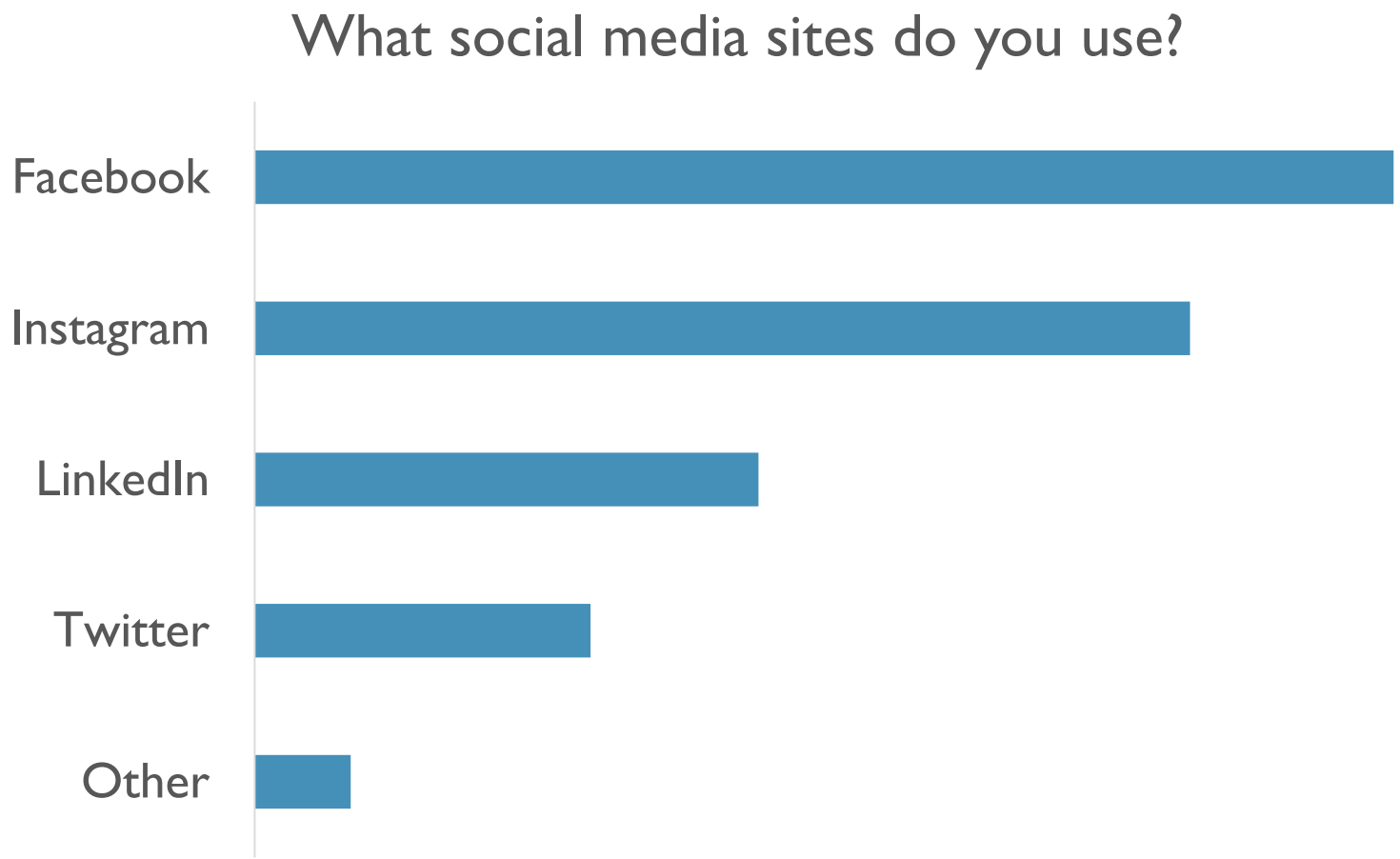

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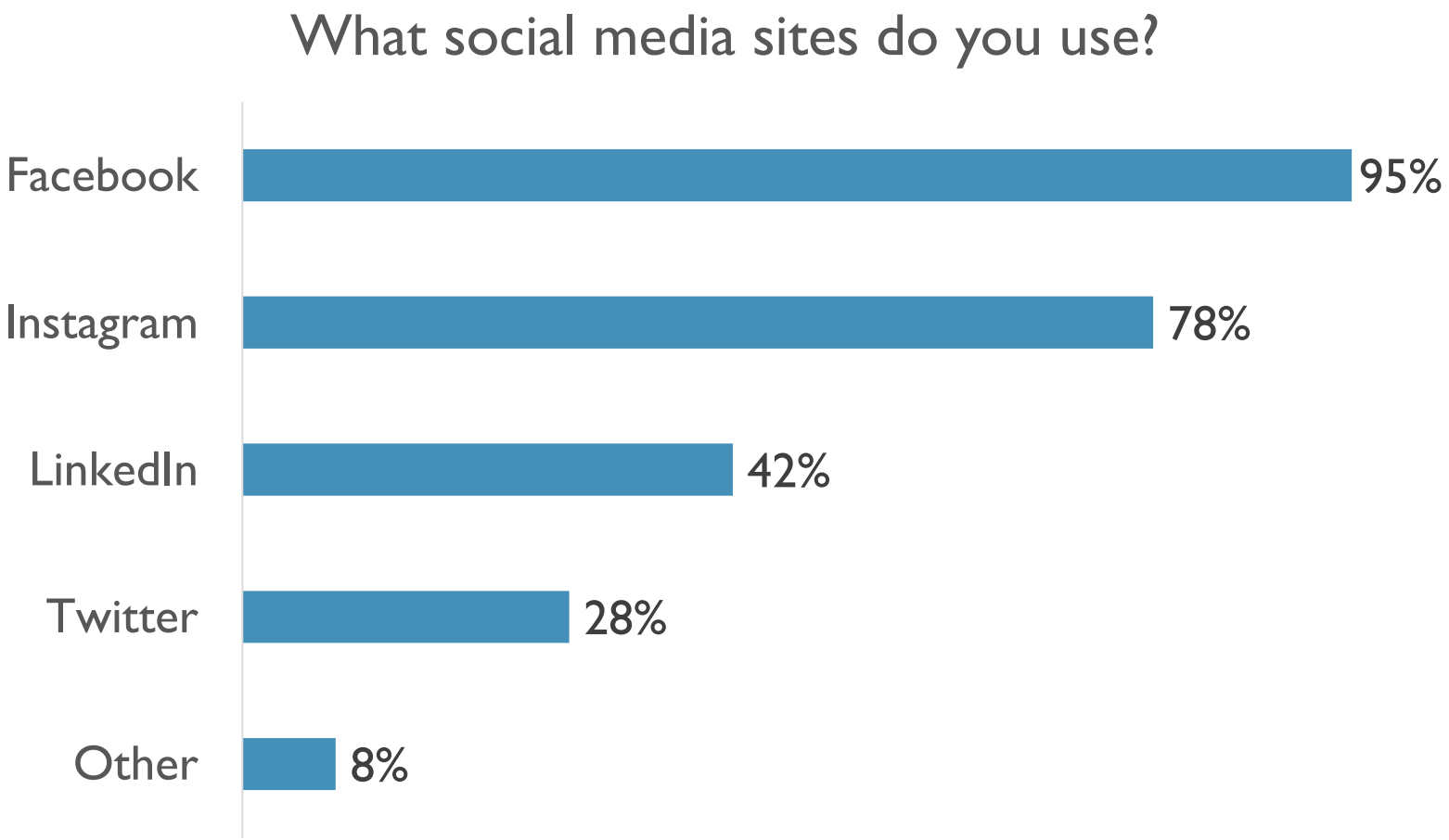
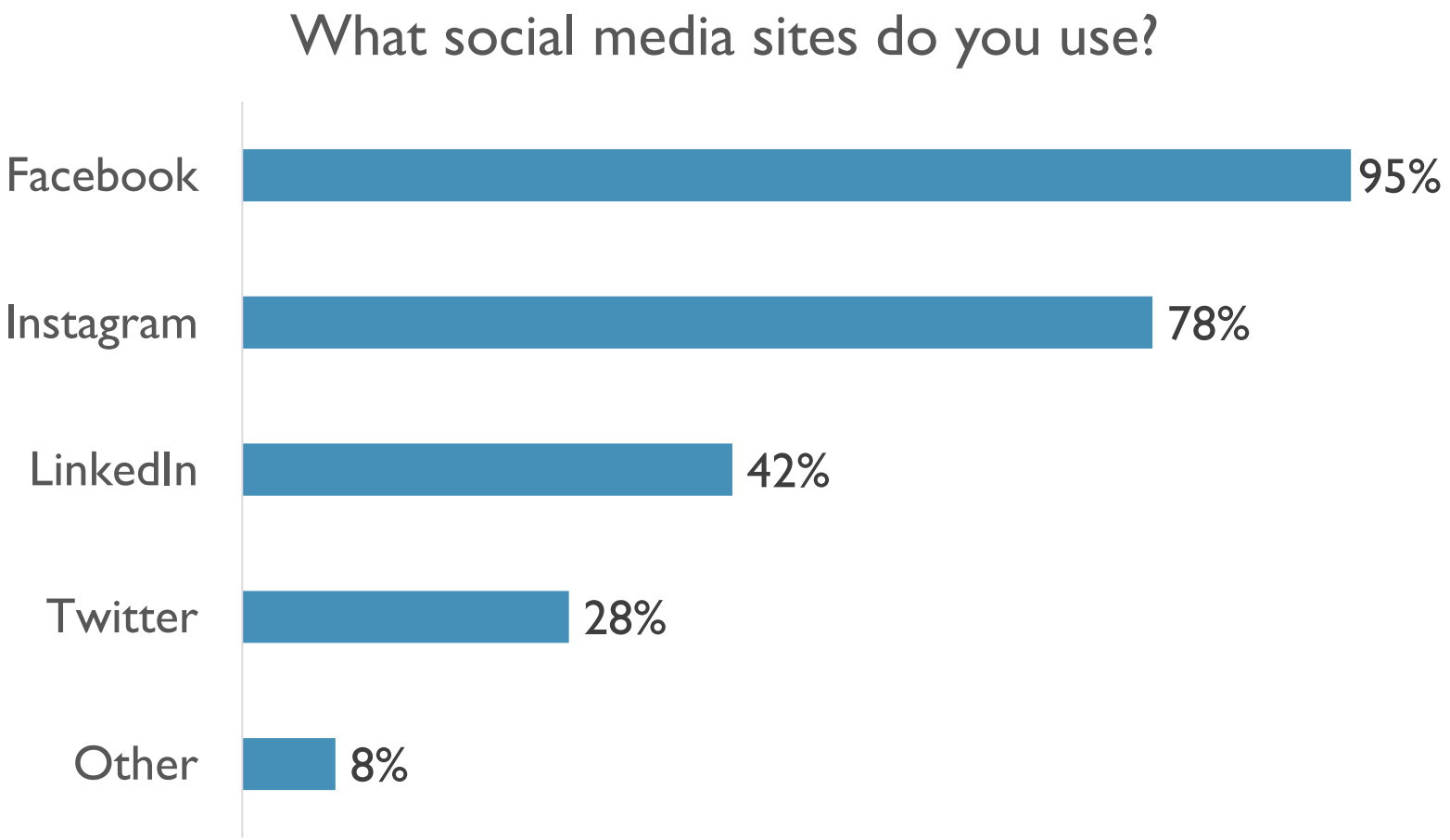


USE TITLES AND FORMATTING TO MAKE A POINT



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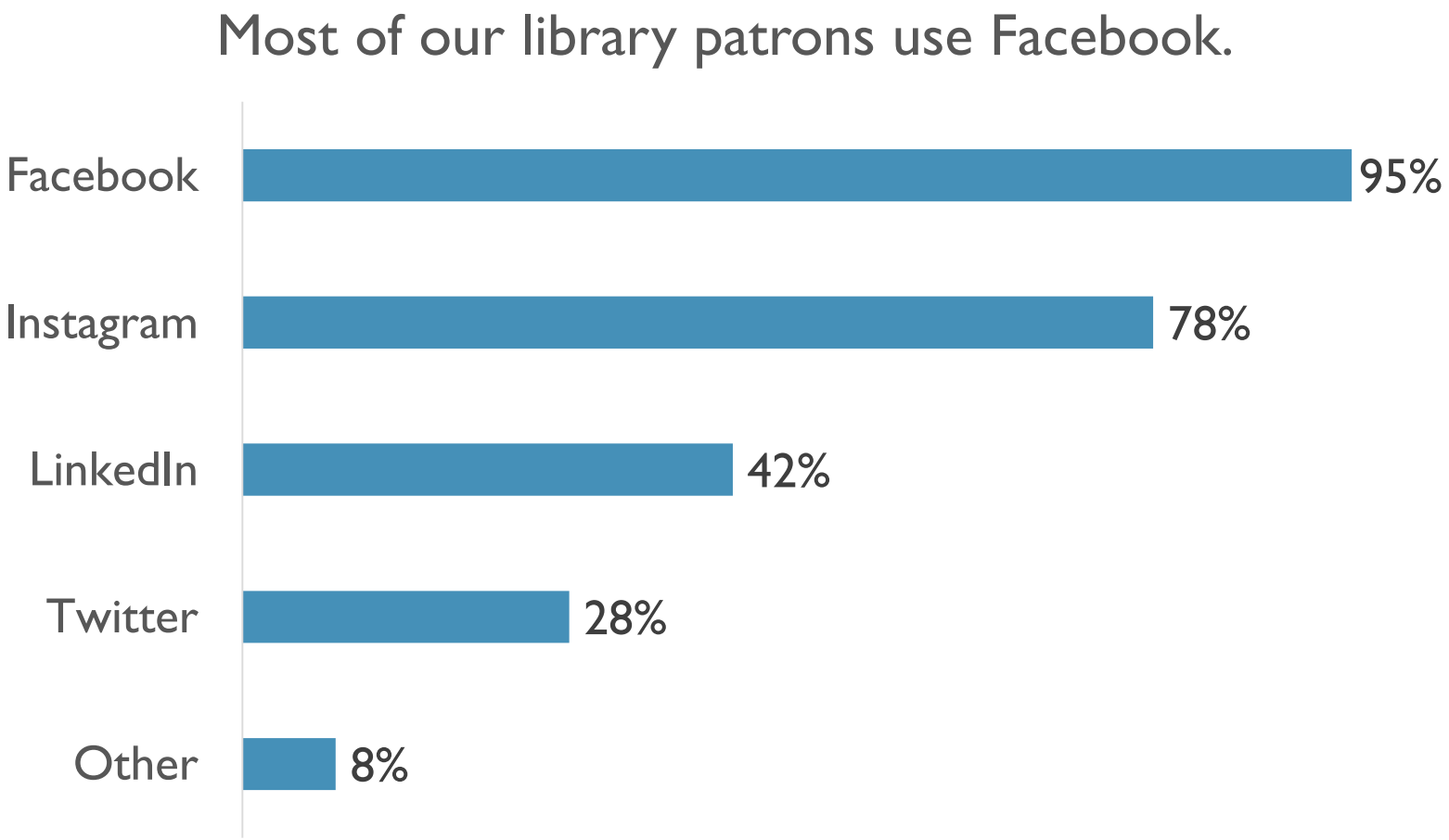

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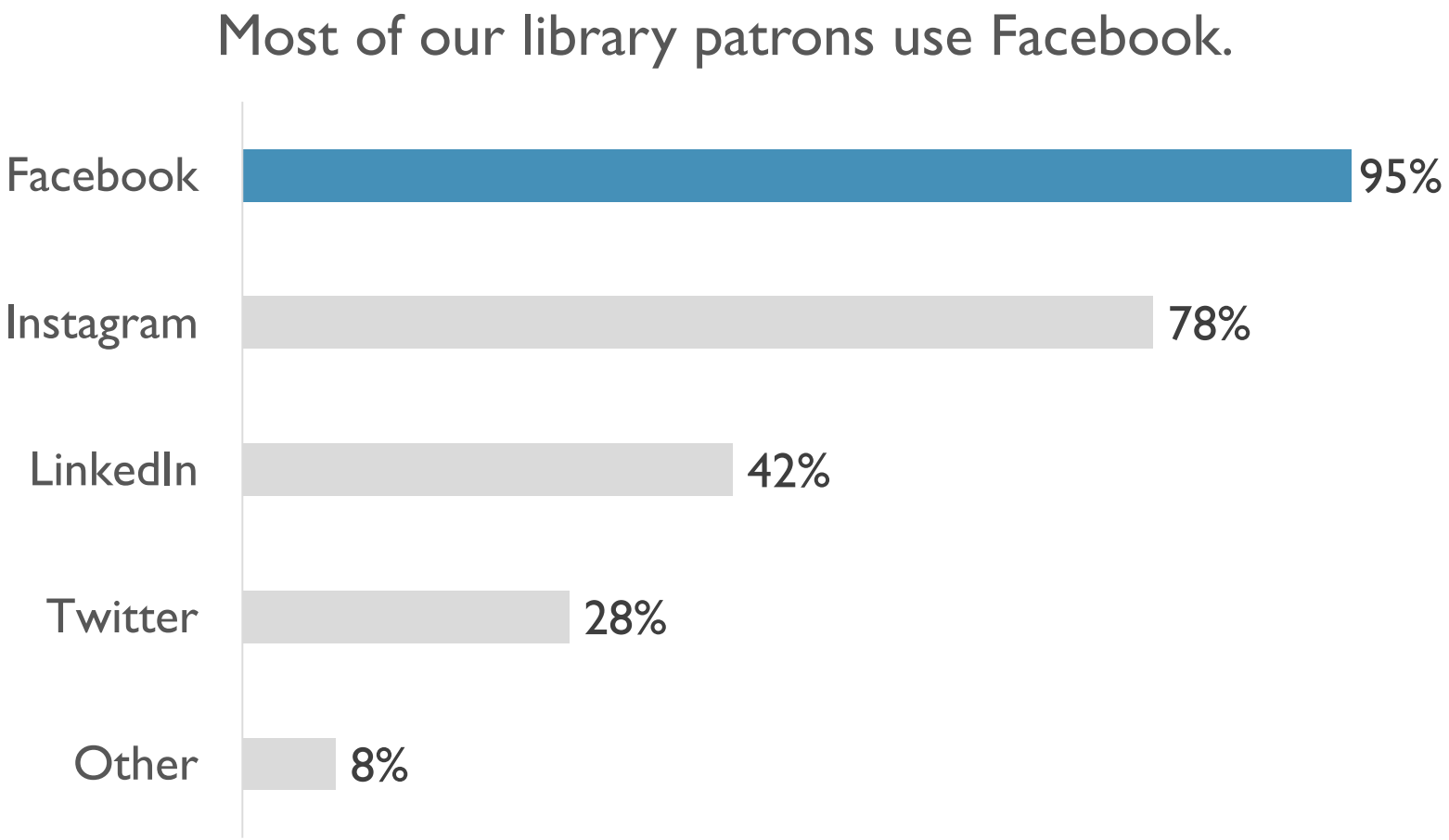

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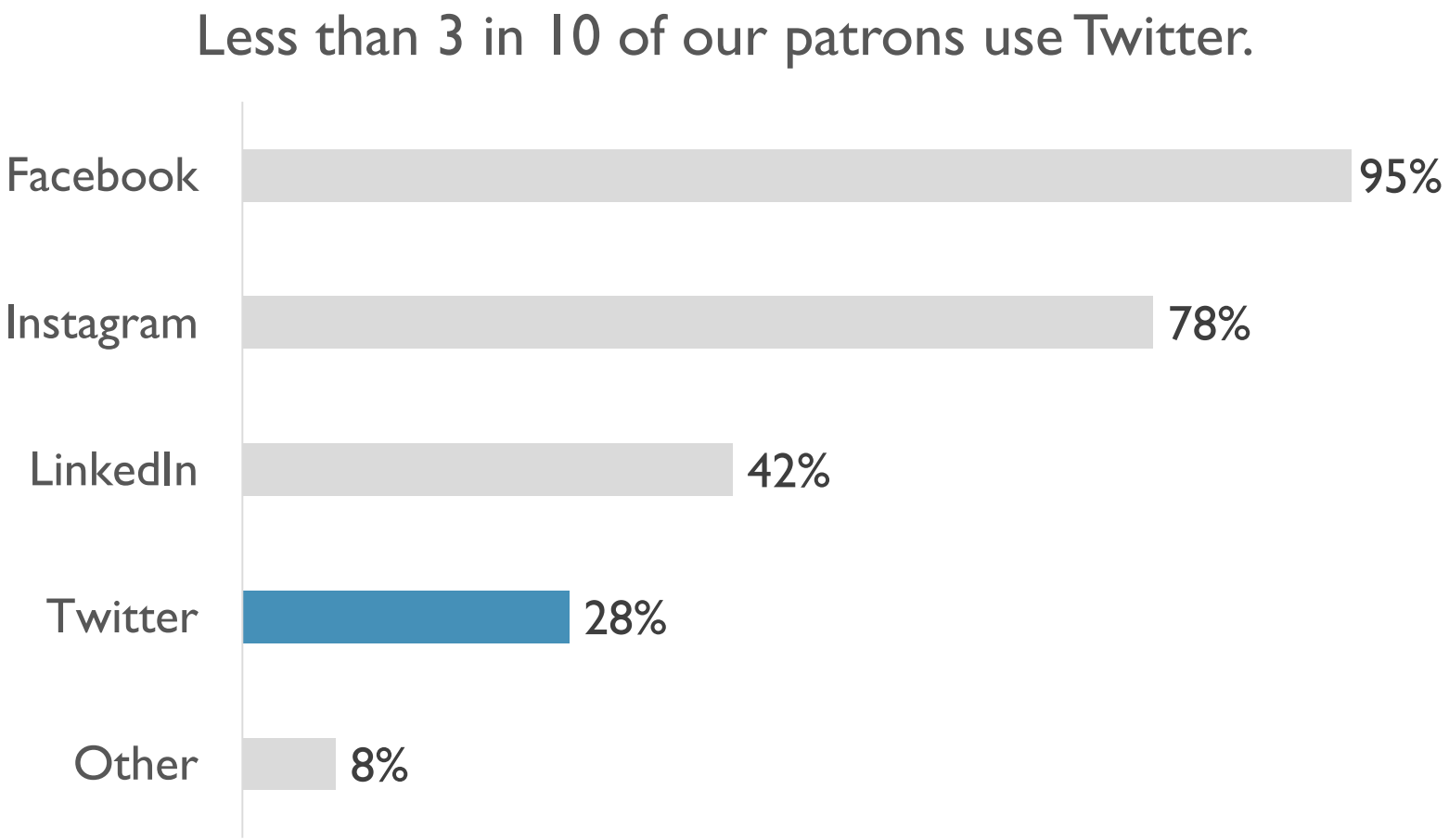
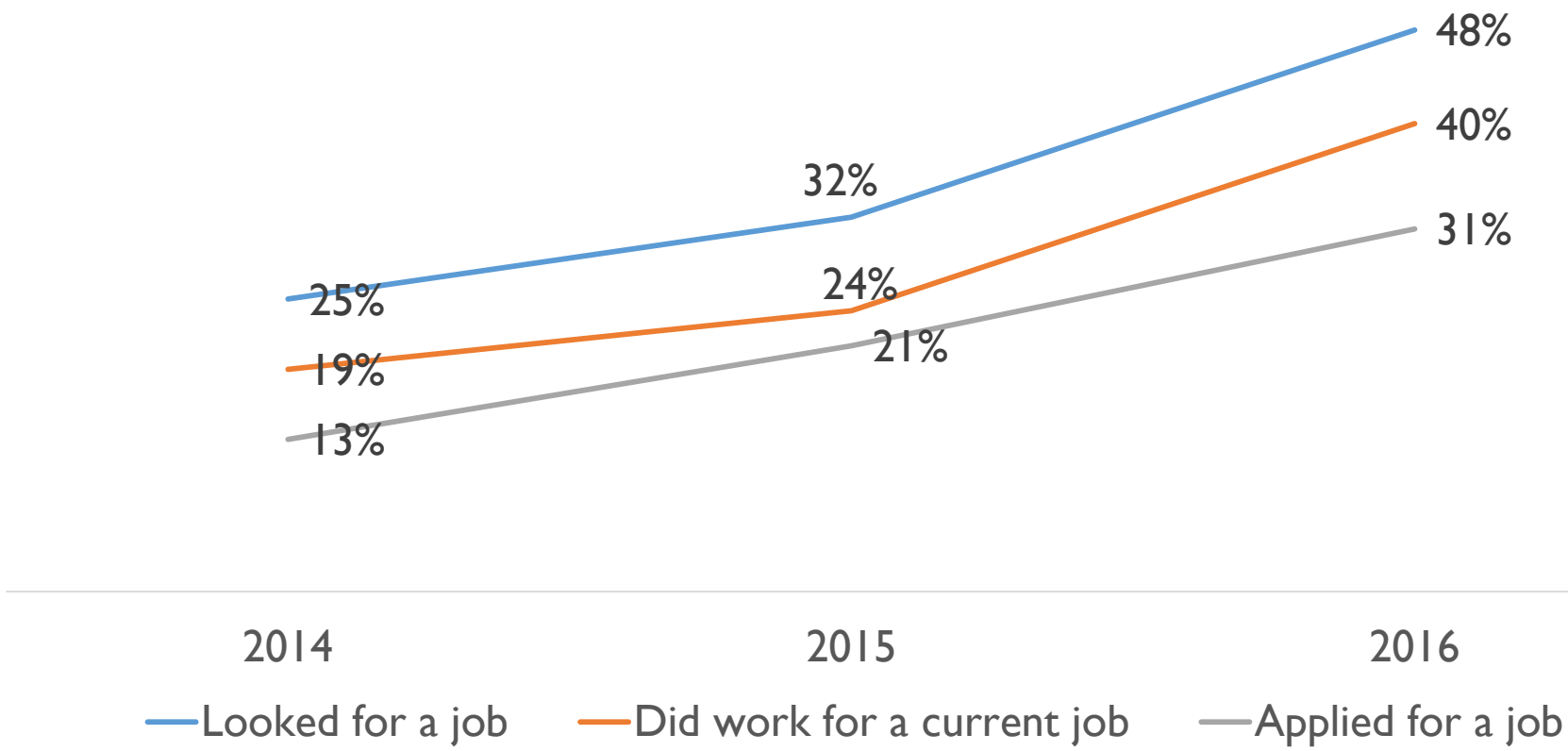


USE TITLES AND FORMATTING TO MAKE A POINT

The percentages of library computer users accomplishing work-related tasks have increased steadily since 2013.



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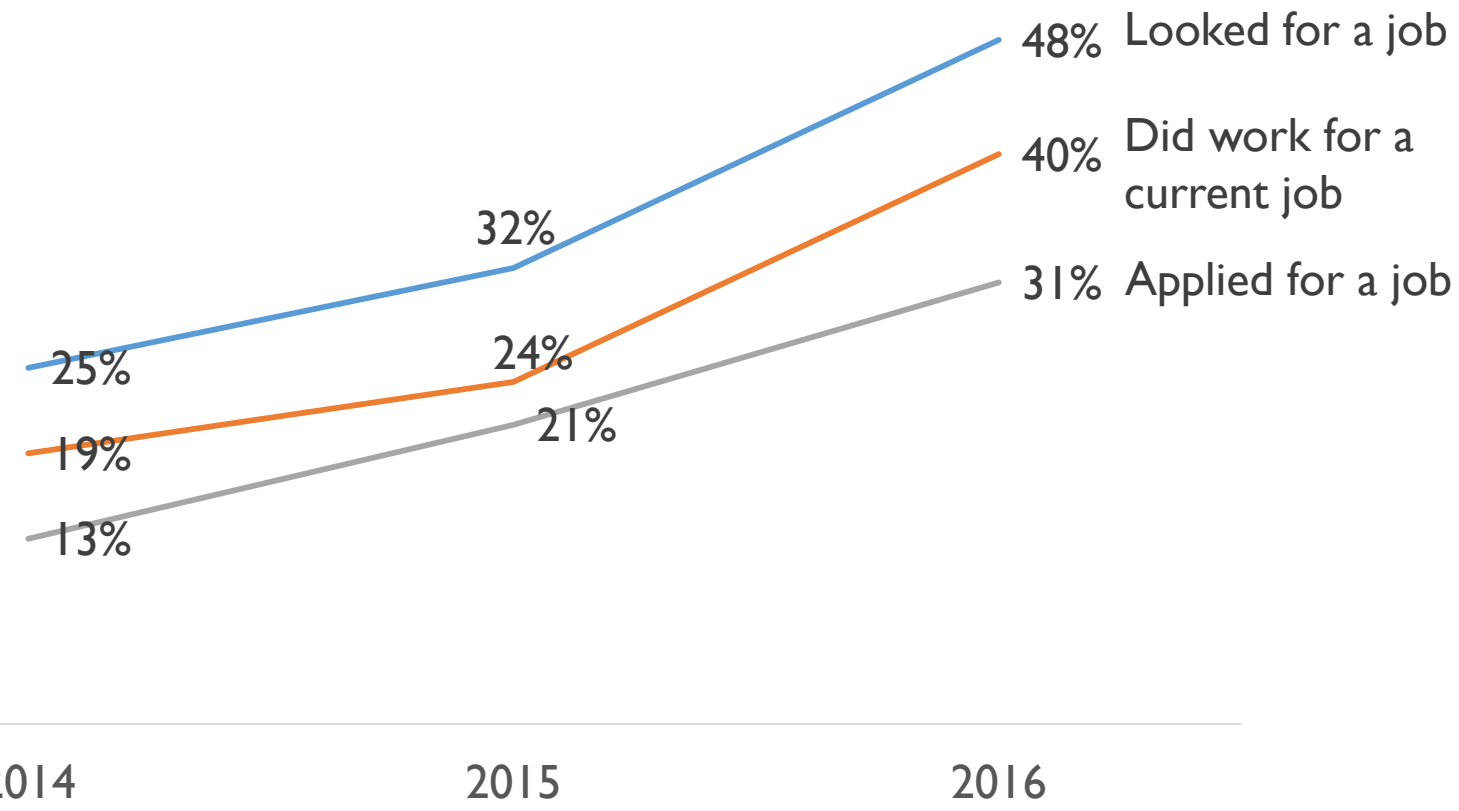
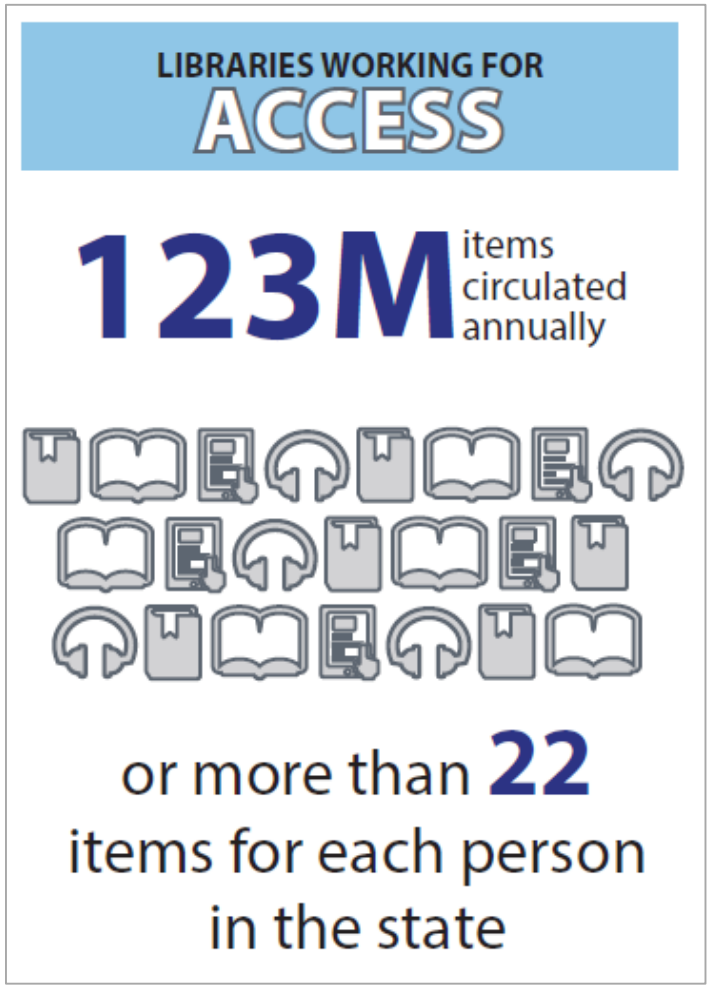


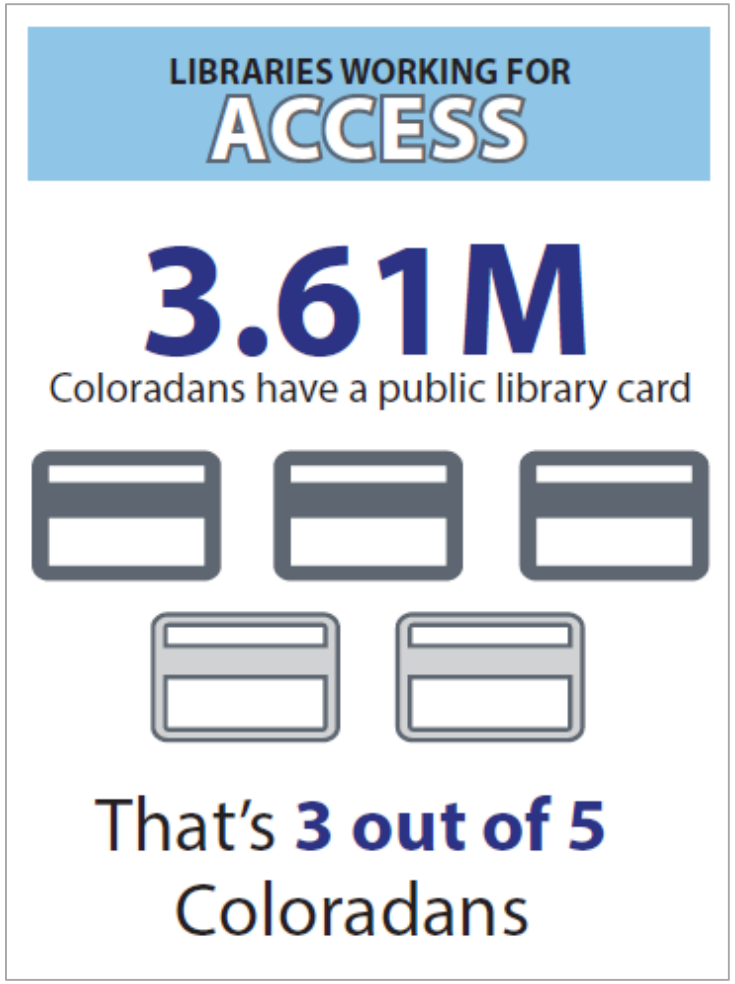
UNCHARTED TERRITORY – DESIGN A CHART

6 SIMPLE TIPS

TO MAKE DATA VISUALIZATIONS MORE ACCESSIBLE

1. PUT NUMBERS IN CONTEXT





I. PUT NUMBERS IN CONTEXT

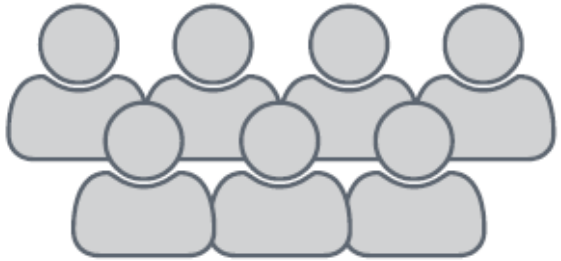
LIBRARIES WORKING FOR
COMMUNITY

6 times

as many public, school, and academic libraries in Colorado as Starbucks coffee shops

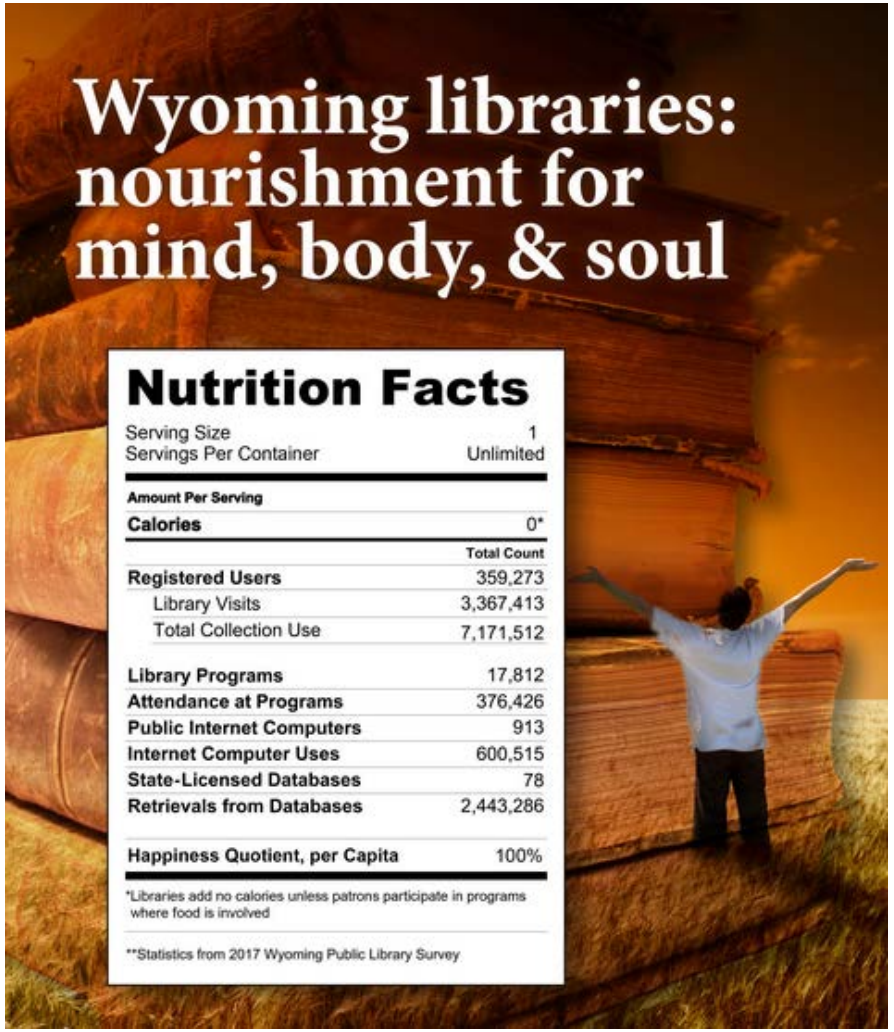
LIBRARIES WORKING FOR
COMMUNITY

38M public and school library visits annually



7 times more than the total annual attendance of every professional sporting event in Colorado combined

1. PUT NUMBERS IN CONTEXT



2. K.I.S.S.

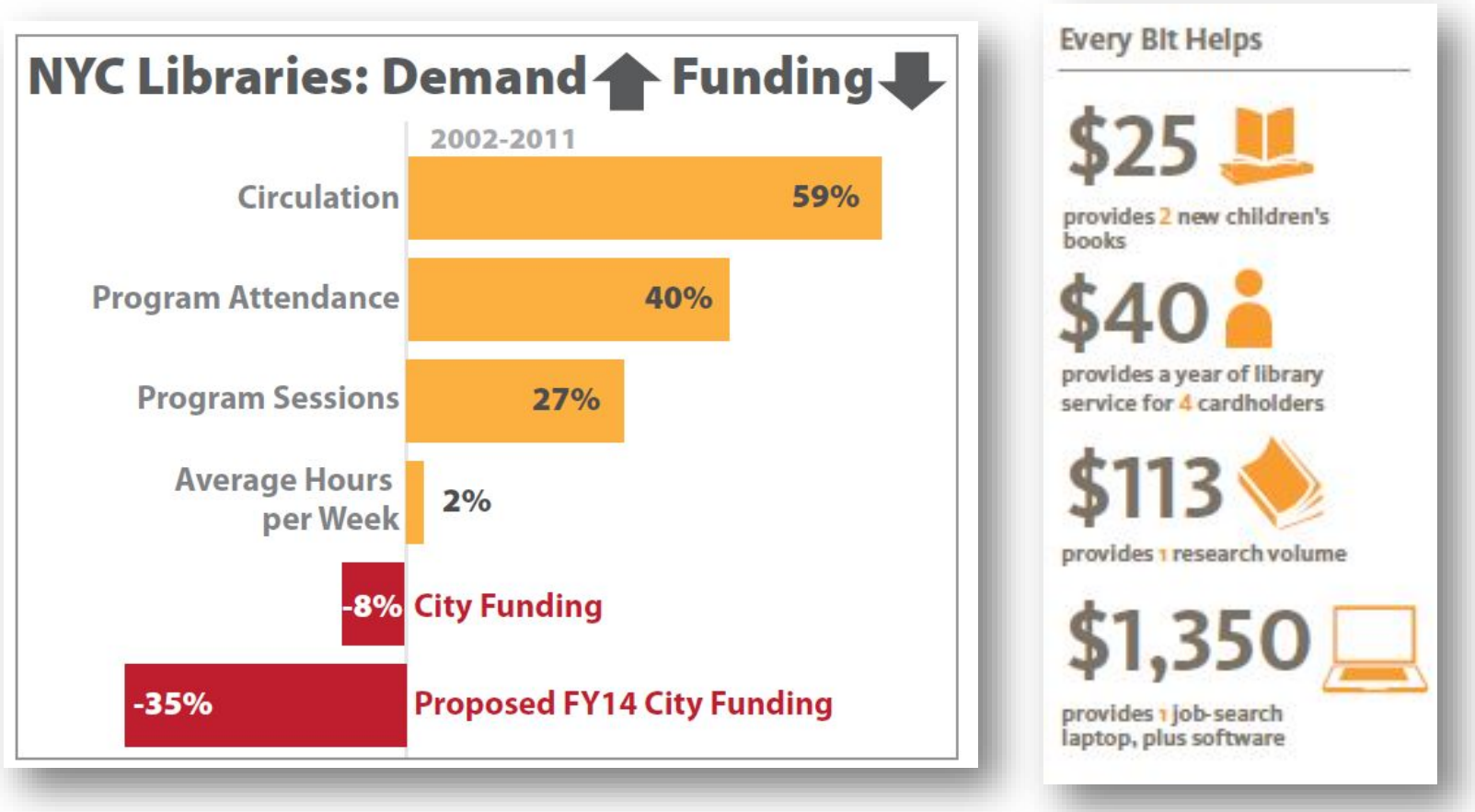


Image credit: New York Public Library

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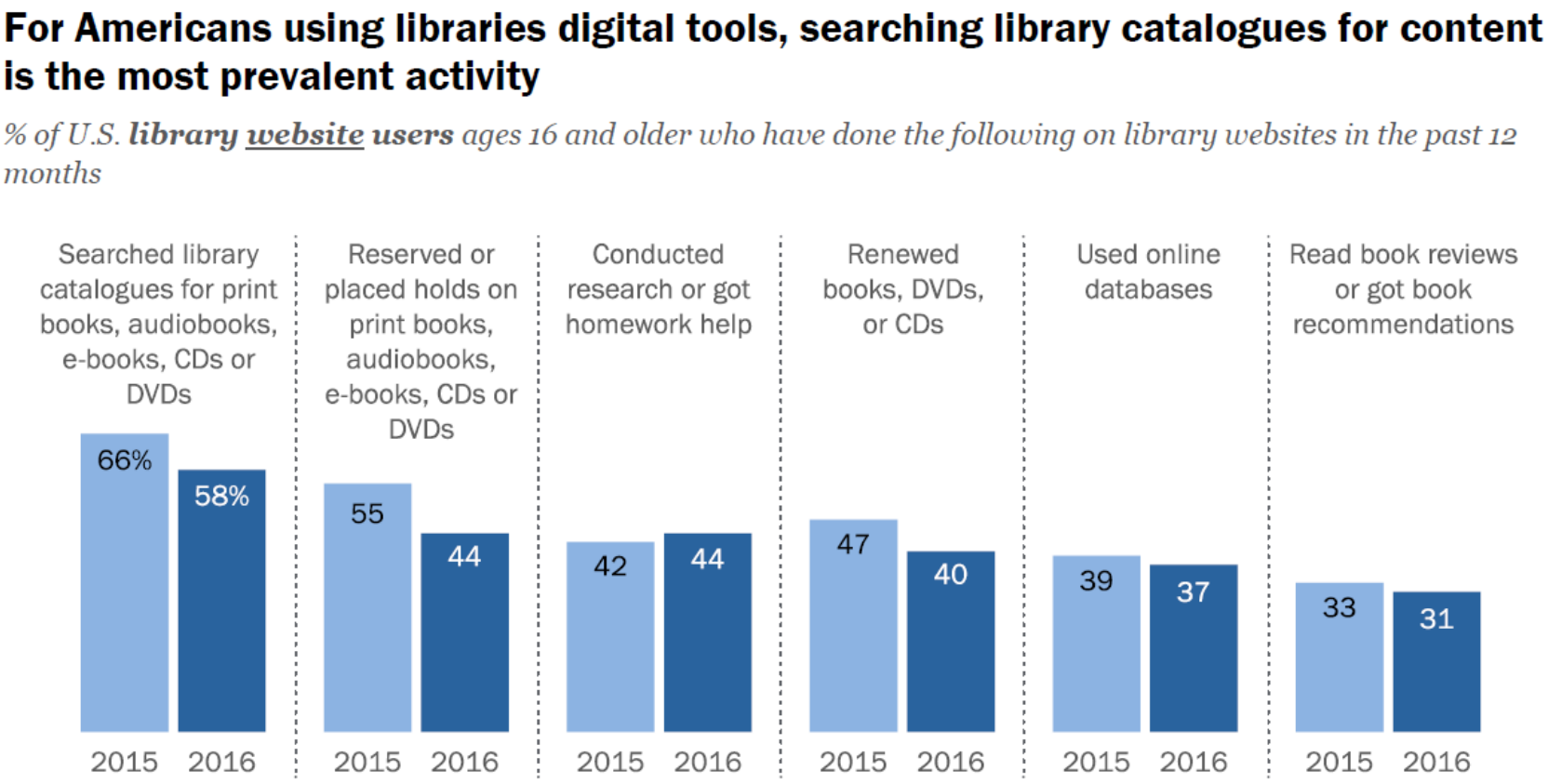
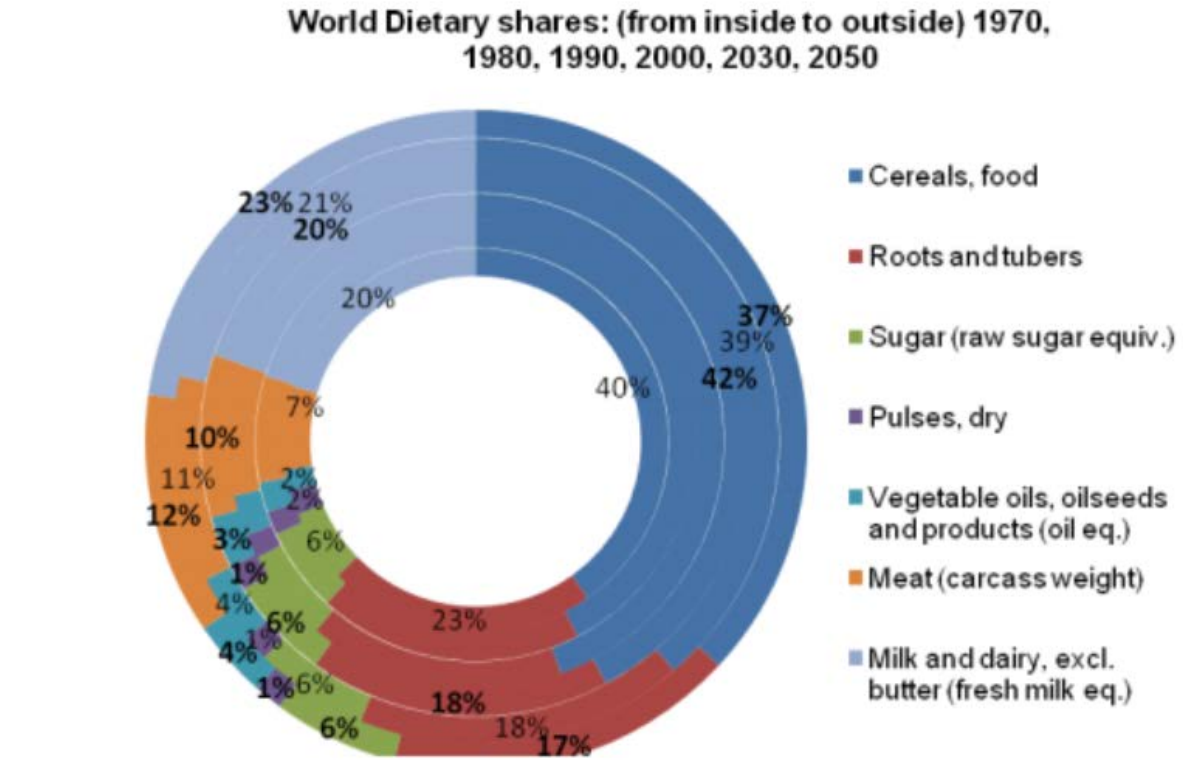


Image credit: Pew Internet

3. FOCUS ON YOUR MAIN POINT



Note: figures for 1980 and 1990 shares are not shown for sake of clarity.

Image credit: Full Fact

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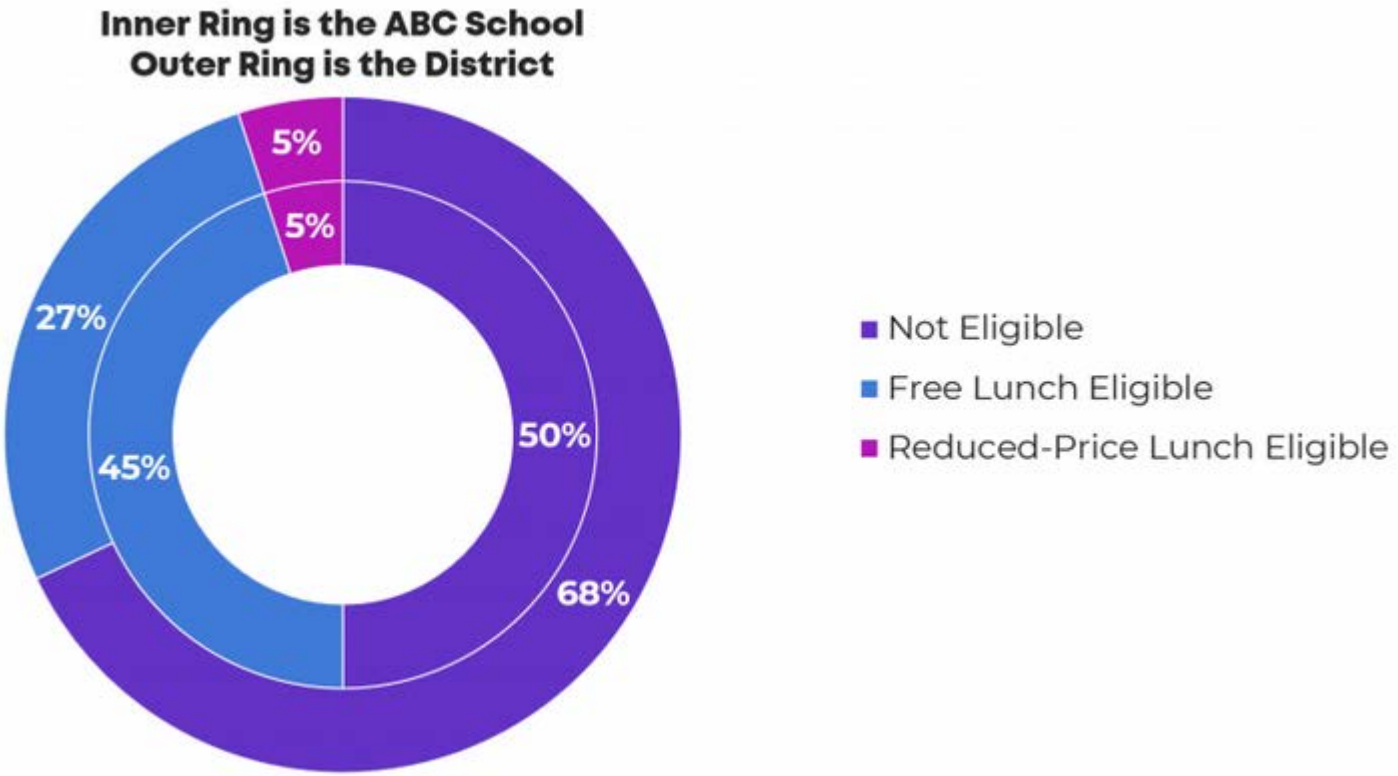

Image credit: Depict Data Studio

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Image credit: Depict Data Studio

4. SHOW RATHER THAN TELL

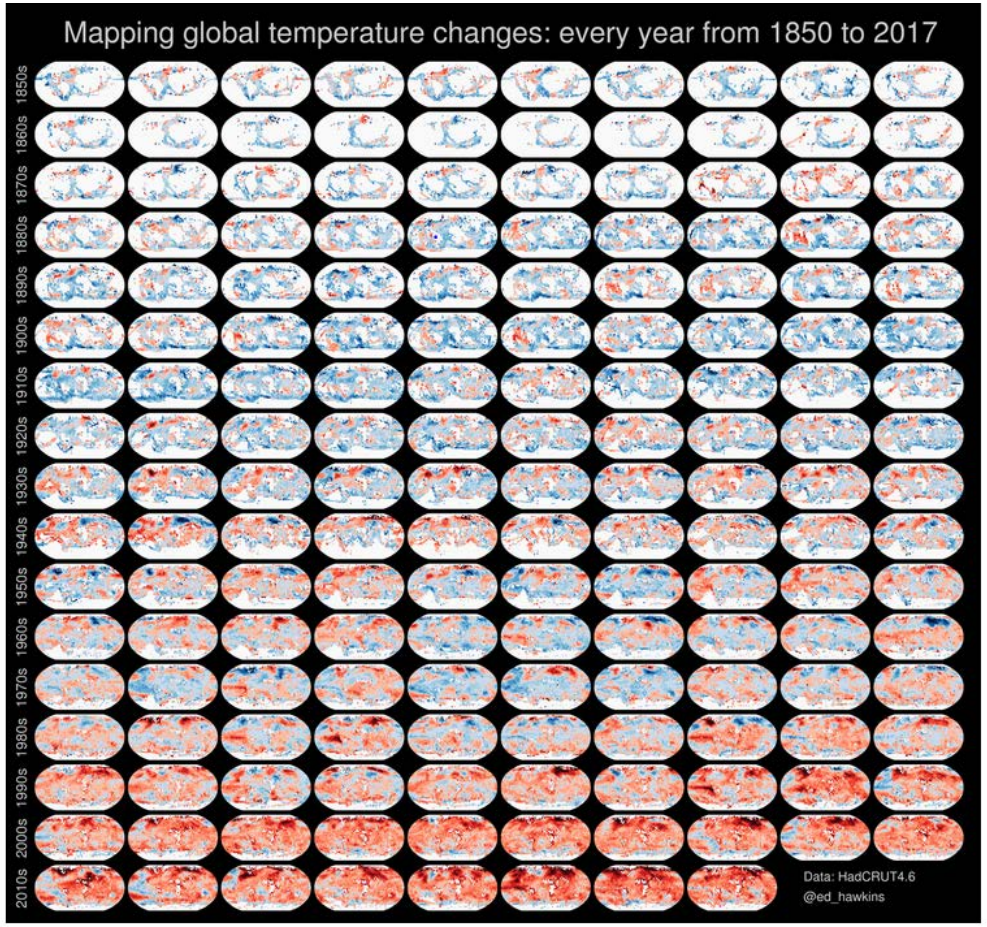

Image credit: Ed Hawkins, Climate Lab Book

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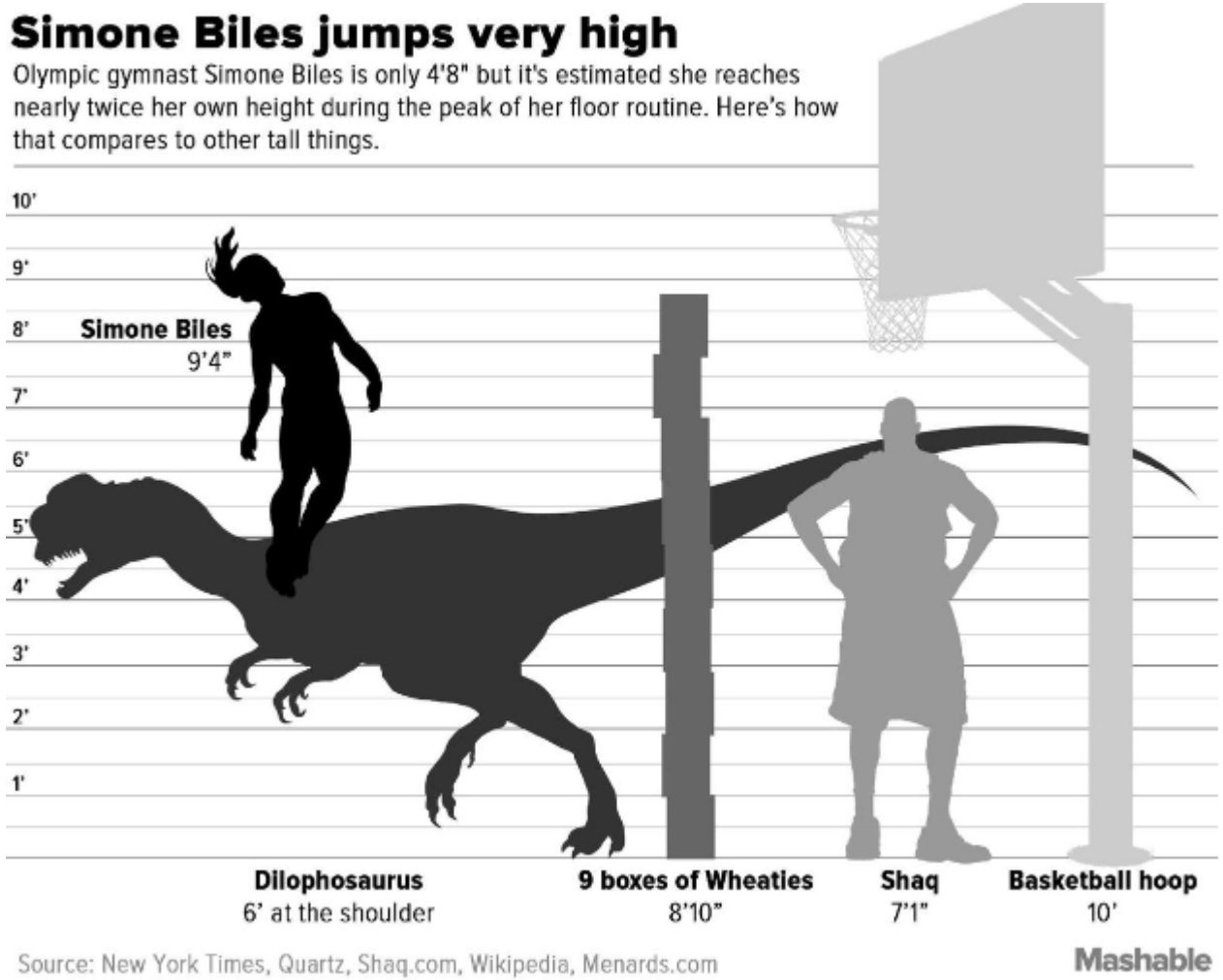
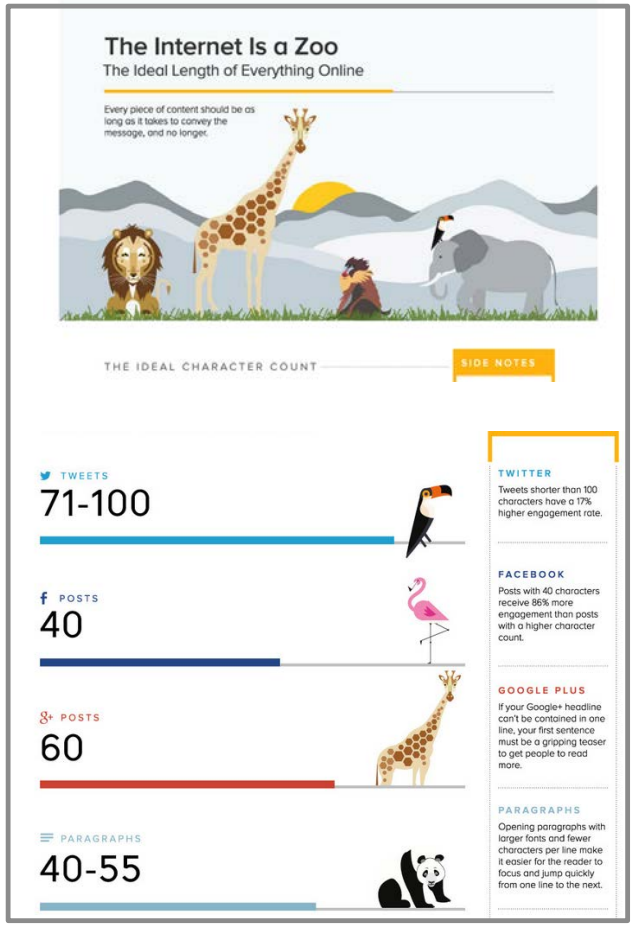
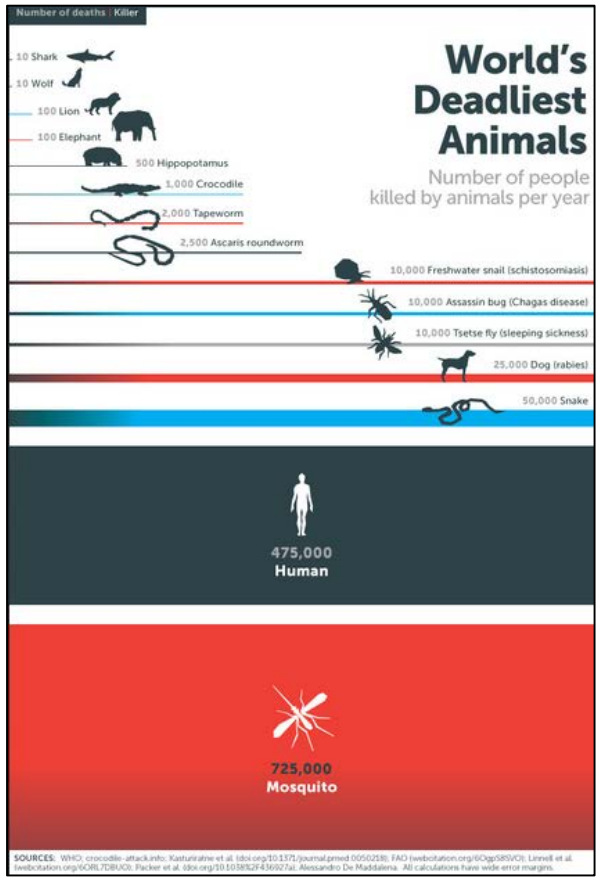


5. DON'T BE TRICKY!





6. APPLY GRAPHIC DESIGN BEST PRACTICES

- Color
- Fonts
- White space

6. COLOR

Primary Color Palette: Colorado Brand

R=0	R=92	R=208	R=239	R=110	R=101
G=149	G=102	G=210	G=117	G=196	G=80
B=58	B=112	B=211	B=33	B=232	B=60

CDE Shield Colors

R=72	R=255
G=139	G=200
B=201	B=70

CDE Accent Color Palette

R=211	R=143	R=130	R=70	R=109	R=16
G=204	G=198	G=188	G=121	G=58	G=30
B=188	B=232	B=0	B=122	B=93	B=142

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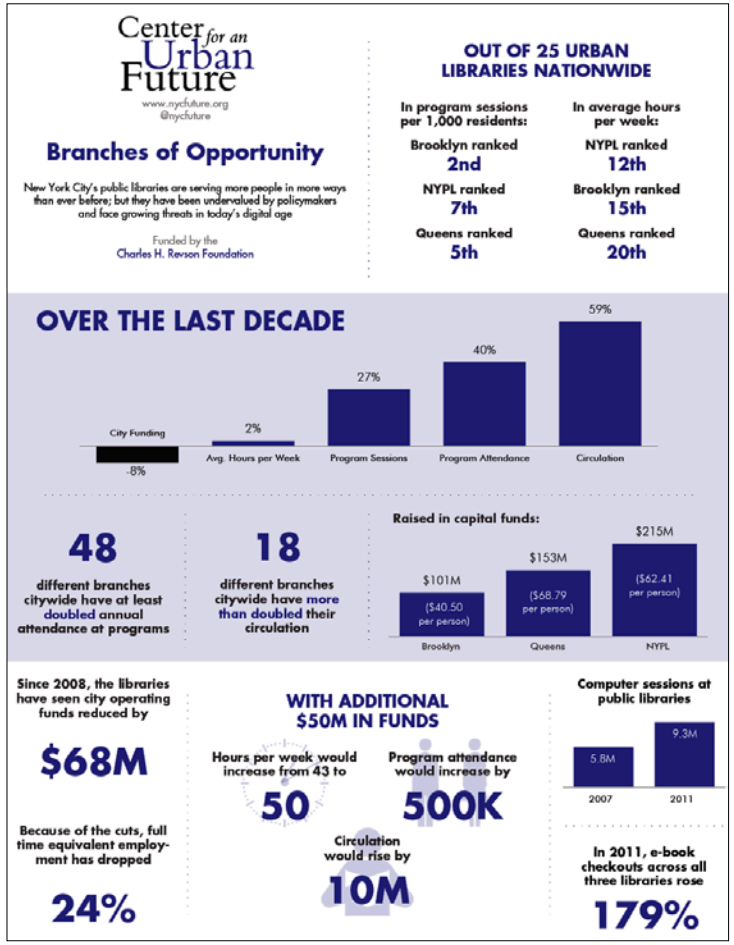

Center for an Urban Future
www.nycfuture.org
@nycfuture
Branches of Opportunity
New York City's public libraries are serving more people in more ways than ever before; but they have been undervalued by policymakers and face growing threats in today's digital age
Funded by the Charles H. Revson Foundation
OUT OF 25 URBAN LIBRARIES NATIONWIDE
In program sessions per 1,000 residents:
Brooklyn ranked 2nd
NYPL ranked 7th
Queens ranked 5th
In average hours per week:
NYPL ranked 12th
Brooklyn ranked 15th
Queens ranked 20th
OVER THE LAST DECADE
City Funding -8%
Avg. Hours per Week 2%
Program Sessions 27%
Program Attendance 40%
Circulation 59%
48 different branches citywide have at least doubled annual attendance at programs
18 different branches citywide have more than doubled their circulation
Raised in capital funds:
Brooklyn $101M ($40.50 per person)
Queens $153M ($68.79 per person)
NYPL $215M ($62.41 per person)
Since 2008, the libraries have seen city operating funds reduced by
$68M
Because of the cuts, full time equivalent employment has dropped
24%
WITH ADDITIONAL $50M IN FUNDS
Hours per week would increase from 43 to
50
Program attendance would increase by
500K
Circulation would rise by
10M
Computer sessions at public libraries
2007 5.8M
2011 9.3M
In 2011, e-book checkouts across all three libraries rose
179%

6. FONTS

HEADLINE

Museo Slab 500 (Regular or CAPS)

SUBHEAD

Trebuchet Bold

BODY

Calibri

CAPTIONS, CHARTS ETC.

Calibri

Museo Slab 500 and Museo Slab 500 Italic are the primary typefaces of the Colorado brand. Use these fonts to evoke the brand voice in **headlines** and **titles**.

Trebuchet MS is the secondary typeface of the Colorado brand. Use it for **alternate headlines, subheadings** and **detail callouts**.

Calibri is an CDE approved typeface for use in **subheadings**, **body copy**, **detail callouts** and **captions**.

6. FONTS

1 in 2 parents joined Facebook in part to keep tabs on their kids.
74% of parents check their child's Facebook several times a week.
1 in 3 teens are EMBARRASSED by their parents' Facebook comments.
30% of teens would UNFRIEND their parents.
Teens feel they don't get the privacy they seek anymore on Facebook !!!

6. FONTS

Use Fonts Strategically

You can help your viewer easily navigate a visualization by using one font (or CAPITAL LETTERS, **bold text**, or a different color) for titles and a second font for text.

Center for an Urban Future

www.nycfuture.org
@nycfuture

Branches of Opportunity

New York City's public libraries are serving more people in more ways than ever before; but they have been undervalued by policymakers and face growing threats in today's digital age

Funded by the
Charles H. Revson Foundation

OUT OF 25 URBAN LIBRARIES NATIONWIDE

In program sessions per 1,000 residents:

Brooklyn ranked **2nd**

NYPL ranked **7th**

Queens ranked **5th**

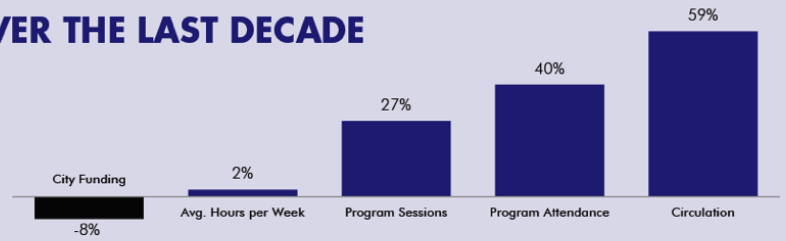
In average hours per week:

NYPL ranked **12th**

Brooklyn ranked **15th**

Queens ranked **20th**

OVER THE LAST DECADE



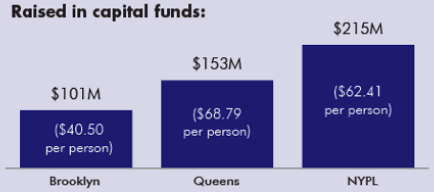
48

different branches citywide have at least **doubled** annual attendance at programs

18

different branches citywide have **more than doubled** their circulation

Raised in capital funds:



Since 2008, the libraries have seen city operating funds reduced by

$68M

Because of the cuts, full time equivalent employment has dropped

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WITH ADDITIONAL $50M IN FUNDS

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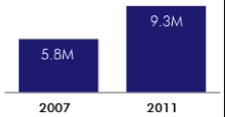
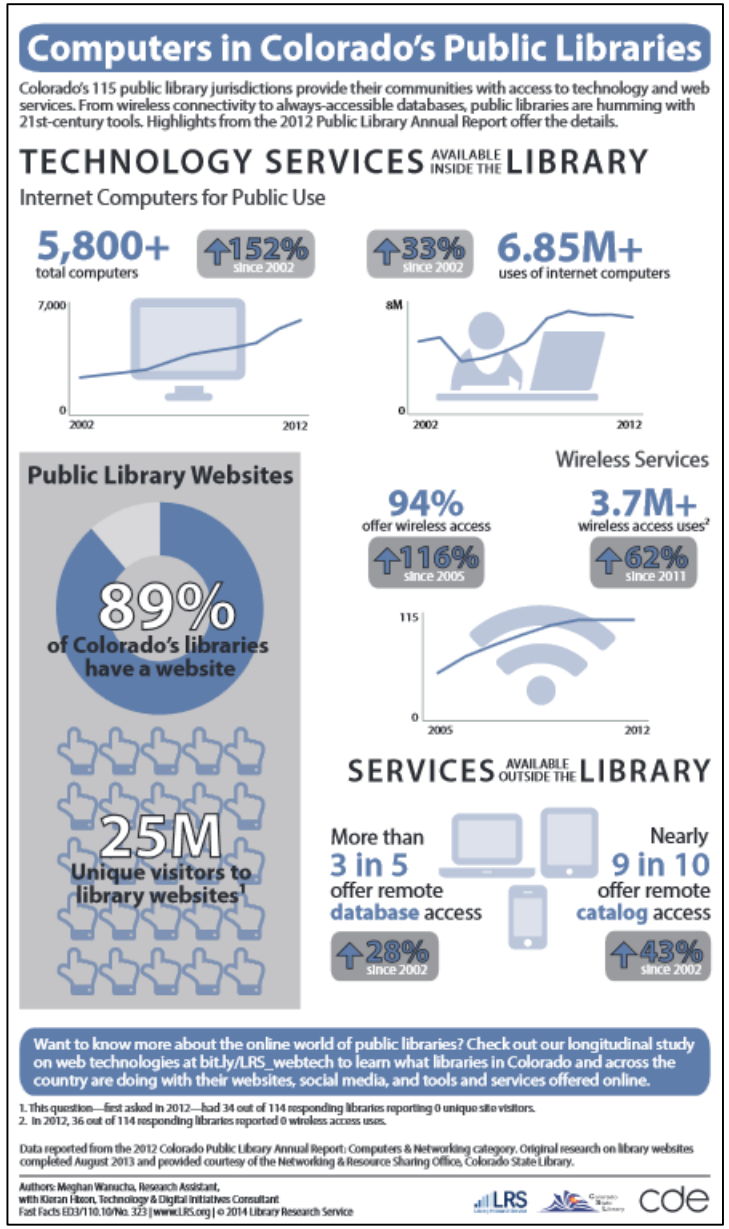
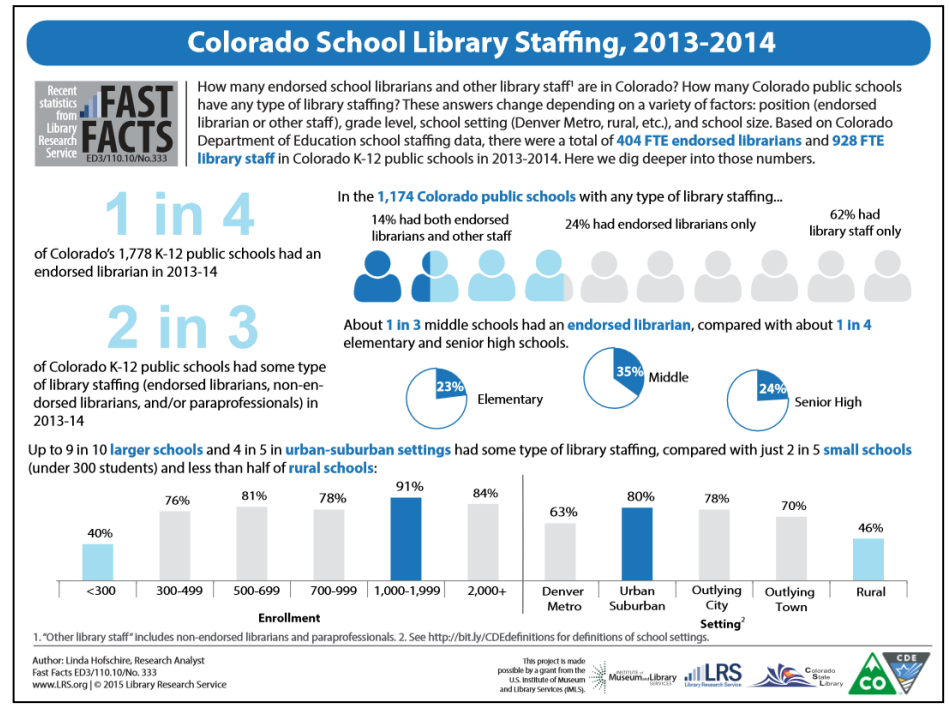
Computer sessions at public libraries



In 2011, e-book checkouts across all three libraries rose

179%


Computers in Colorado's Public Libraries
Colorado's 115 public library jurisdictions provide their communities with access to technology and web services. From wireless connectivity to always-accessible databases, public libraries are humming with 21st-century tools. Highlights from the 2012 Public Library Annual Report offer the details.
TECHNOLOGY SERVICES AVAILABLE INSIDE THE LIBRARY
Internet Computers for Public Use
5,800+
total computers
152%
since 2002
33%
since 2002
6.85M+
uses of internet computers
7,000
0
2002
2012
8M
0
2002
2012
Public Library Websites
89%
of Colorado's libraries have a website
25M
Unique visitors to library websites[1]
Wireless Services
94%
offer wireless access
116%
since 2005
3.7M+
wireless access uses[2]
62%
since 2011
115
0
2005
2012
SERVICES AVAILABLE OUTSIDE THE LIBRARY
More than 3 in 5
offer remote database access
28%
since 2002
Nearly 9 in 10
offer remote catalog access
43%
since 2002
Want to know more about the online world of public libraries? Check out our longitudinal study on web technologies at bit.ly/LRS_webtech to learn what libraries in Colorado and across the country are doing with their websites, social media, and tools and services offered online.
1. This question—first asked in 2012—had 34 out of 114 responding libraries reporting 0 unique site visitors.
2. In 2012, 36 out of 114 responding libraries reported 0 wireless access uses.
Data reported from the 2012 Colorado Public Library Annual Report: Computers & Networking category. Original research on library websites completed August 2013 and provided courtesy of the Networking & Resource Sharing Office, Colorado State Library.
Authors: Meghan Wanucha, Research Assistant,
with Kieran Fiteon, Technology & Digital Initiatives Consultant
Fast Facts ED3/110.10/No. 323 | www.LRS.org | © 2014 Library Research Service
LRS
cde


Colorado School Library Staffing, 2013-2014
Recent statistics from Library Research Service
FAST FACTS
ED3/110.10/No.333
How many endorsed school librarians and other library staff[1] are in Colorado? How many Colorado public schools have any type of library staffing? These answers change depending on a variety of factors: position (endorsed librarian or other staff), grade level, school setting (Denver Metro, rural, etc.), and school size. Based on Colorado Department of Education school staffing data, there were a total of 404 FTE endorsed librarians and 928 FTE library staff in Colorado K-12 public schools in 2013-2014. Here we dig deeper into those numbers.
1 in 4
of Colorado's 1,778 K-12 public schools had an endorsed librarian in 2013-14
In the 1,174 Colorado public schools with any type of library staffing...
14% had both endorsed librarians and other staff
24% had endorsed librarians only
62% had library staff only
2 in 3
of Colorado K-12 public schools had some type of library staffing (endorsed librarians, non-endorsed librarians, and/or paraprofessionals) in 2013-14
About 1 in 3 middle schools had an endorsed librarian, compared with about 1 in 4 elementary and senior high schools.
23% Elementary
35% Middle
24% Senior High
Up to 9 in 10 larger schools and 4 in 5 in urban-suburban settings had some type of library staffing, compared with just 2 in 5 small schools (under 300 students) and less than half of rural schools:
40%
76%
81%
78%
91%
84%
<300
300-499
500-699
700-999
1,000-1,999
2,000+
Enrollment
63%
80%
78%
70%
46%
Denver Metro
Urban Suburban
Outlying City
Outlying Town
Rural
Setting[2]
1. "Other library staff" includes non-endorsed librarians and paraprofessionals. 2. See http://bit.ly/CDEdefinitions for definitions of school settings.
Author: Linda Hofschire, Research Analyst
Fast Facts ED3/110.10/No. 333
www.LRS.org | © 2015 Library Research Service
This project is made possible by a grant from the U.S. Institute of Museum and Library Services (IMLS).
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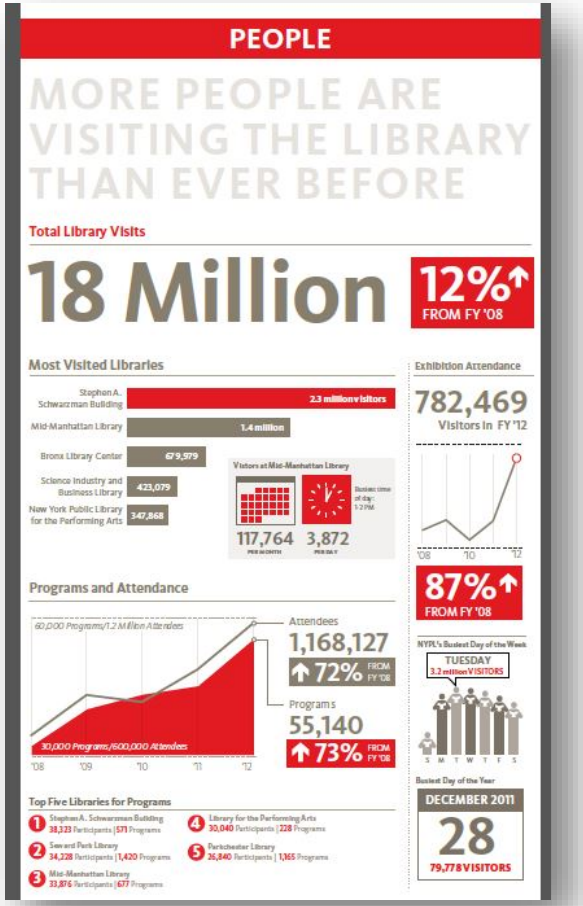
CDE

6. WHITE SPACE

6. WHITE SPACE



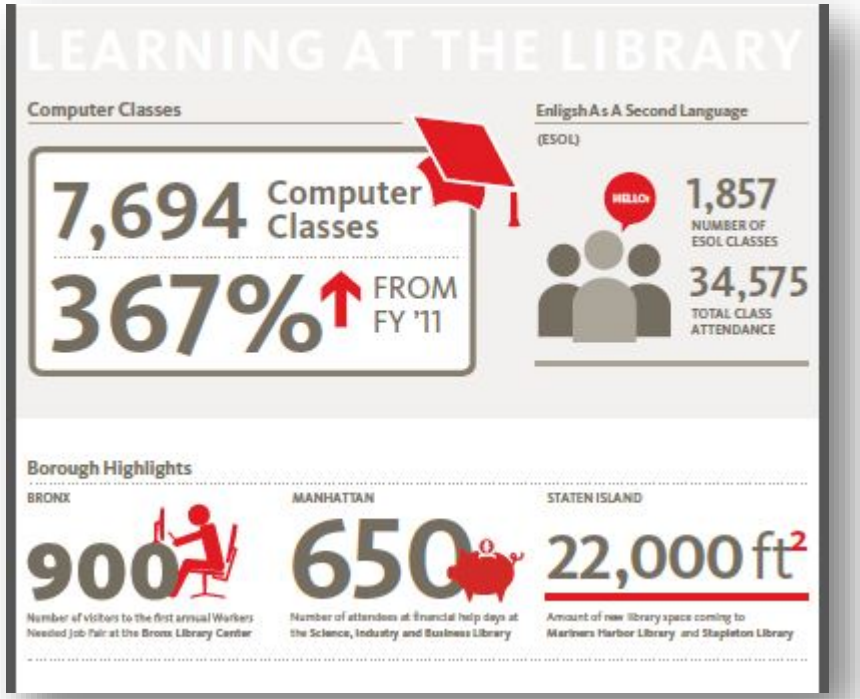


Image credit: New York Public Library

6. WHITE SPACE

lation increased by 48 percent and program attendance by 62 percent.

At the same time, however, the city's three library systems—including the New York Public Library (serving the Bronx, Manhattan, and Staten Island), the Brooklyn Public Library and the Queens Library—have struggled to keep many of their older branches in a state of good repair, much less current in meeting the space and technology needs of today's users. The three library systems have prioritized nearly $1.1 billion in capital needs, spread across 178 branches, or 86 percent of their buildings.[2] Of that, approximately $812 million is for state of good repair and interior renovation projects, and $278 million is for site acquisition and new construction.

Excluding cost estimates for expansions and replacement buildings, 59 different branches across the city each have $5 million or more in needs, including 18 in Manhattan, 18 in Brooklyn, 18 in the Bronx, five in Staten Island and four in Queens. The average age of these buildings is 81 years old.

The most common state of good repair problems involve malfunctioning mechanical equipment, leaky roofs, overburdened electrical distribution systems, and a lack of accessibility for the elderly and physically disabled, though many more haven't been renovated in decades and suffer from missing or deteriorating ceiling panels, old carpeting and a lack of ventilation and light as well. In all, 64 branches across the city need HVAC repairs or replacements, 55 need roof repairs, 55 need to be made ADA compliant, 35 need boiler repairs or replacements, 32 need electrical system upgrades, and 23 need new elevators.[3]

In many cases, these basic infrastructure shortcomings cause serious service disruptions. At the Brighton Beach branch in southern Brooklyn, for example, staff members have to move a bank of computers in the adult collection every time it rains because of a leak in the ceiling. And at Brooklyn Heights, the doors are often closed early because the HVAC system can't keep the interior temperature at a comfortable level. "Extreme temperature imbalances exist all year long," says assistant business librarian Paul Otto, "and frequently trigger customer complaints [even when we don't have to close]."

While service disruptions like these happen in all five boroughs, Brooklyn has undoubtedly lost the most service hours from extreme temperatures and other serious infrastructure emergencies. In 2013, Brooklyn branches experienced 140 unplanned closures, adding up to ap-

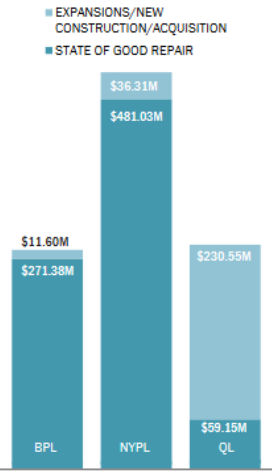
SOURCE: Charts 1-3 – Brooklyn Public Library, New York Public Library, Queens Library and the Department of City Planning's Zoning and Land Use application

New York City's three library systems have

$1.1 BILLION IN CAPITAL NEEDS

59 BRANCHES
across the city each have $5 million or more in capital needs

3. Capital Needs by Library System



"We would buy old motels and liquor stores in order to transform these communities with libraries at their center."

Two campaigns in Chicago resulted in
60 NEW OR RENOVATED BRANCHES

Backed by a $200M bond, the Seattle Public Library doubled their original goal and raised
30% IN ADDITIONAL PRIVATE FUNDING

Voters in Columbus approved a tax increase to fund library capital improvements by a
2 TO 1 MARGIN

seating, collaborative workspaces, and flexible layouts to meet a variety of user needs.[27]

In every one of these cases, libraries and city officials didn't just raise funds to cover existing state of good repair needs, they articulated comprehensive plans based on evaluations of their buildings, user and community needs, and demographic changes. The Columbus Metropolitan Library's 2020 Vision Plan, for instance, used customer mapping data to help define service areas and locate both overstretched branches and underserved neighborhoods. The library evaluated use patterns across its branches as well as demographic trends throughout the region. And, with the help of a team of architects and library consultants, they found that all but one of their existing facilities was undersized and lacked sufficient seating and meeting spaces to meet current and future patron needs.

In Chicago, proactive capital planning plus support from city and state government led the library to work with the city planning department to find new locations for dozens of outmoded and underperforming storefront branches. The new locations needed to be in places where they could attract patrons and bolster larger community development efforts. "We would buy old motels and liquor stores in order to transform these communities with libraries at their center," explains former library commissioner Mary Dempsey. In West Englewood, the library worked with the department of city planning to help stabilize a neighborhood that had suffered from decades of disinvestment, putting the library next to a planned daycare center and social service nonprofit as well as parks and schools. "We got in our cars and drove around to see what kind of development would have the biggest effect," says Dempsey.

While some cities like Chicago can issue bonds unilaterally, others must turn to voters. Columbus, Los Angeles, and Seattle all passed ballot initiatives by large margins for their library capital campaigns.[28] Seattle's "Libraries for All" initiative passed with 70 percent of the vote, and when the Columbus library sought to increase the property tax levy to help make up for declining state support and fund the debt service for their new capital campaign, voters approved it by a nearly 2-to-1 margin, despite a weak local economy. With the increased property tax revenue, the library chose to sell tax-exempt library notes in 2012 to fund part of the 2020 Vision Plan. The library received so much interest that the notes sold out within three hours.[29] Of the library's ability to issue notes to fund capital projects, Columbus Metropolitan Library

NEARLY TWO YEARS AGO, THE CENTER FOR AN URBAN Future published *Branches of Opportunity*, a report documenting that New York City's public libraries have become more vital than ever, and are serving more New Yorkers in more ways than ever before. In this new report, we provide an exhaustive analysis of the libraries' capital needs and offer a comprehensive blueprint detailing more than 20 actionable steps that city government and the libraries themselves could take to address these needs.

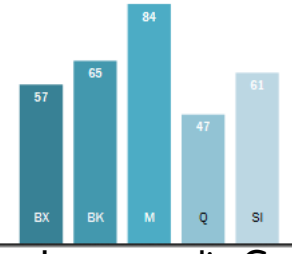
Among other things, we propose reforms to the capital funding and contracting process and detail specific approaches for realizing efficiencies across the libraries' physical plants. In addition to outlining strategies for new branch buildings and renovations, we describe how the libraries could better engage communities in the planning of new libraries and how the city could tie library investments to broader community development and affordable housing goals. With these tools, we believe the de Blasio administration has a golden opportunity to not only transform libraries across the five boroughs, but to put them on a more sustainable path for the growing number of residents who depend on them.

In the course of our research, we visited 50 libraries across all five boroughs and surveyed over 300 librarians about the conditions in their branches. We analyzed branch-by-branch performance data as well as key metrics about their size, layouts, amenities and capital needs. We interviewed library administrators and experts in more than 25 cities across the nation and around the world, which helped us understand funding and design strategies that have worked and could serve as models for New York. We also spoke with more than 50 New York-based library staff members and experts in a wide variety of fields, including library science, community development, education and government finance. In partnership with the Architectural League of New York, we also held two focus groups composed of 15 prominent designers and architects.

The set of programmatic demands placed on New York City's public libraries is immense and growing all the time: In addition to providing books and other learning materials, libraries are called upon to serve as a place where neighbors can gather and talk, hold meetings about community issues and engage in clubs and other group activities. They're an increasingly important information resource for anyone looking to find out about government services and requirements. And in an era when English and digital literacy are essential for job seekers, and the need to pick up new skills has never been greater, libraries are the city's only free and open lifelong learning resource. As such they need to provide sufficient space for adult learners and after-school programs.

In fiscal year 2013, the city's 207 branch buildings greeted nearly 38 million visitors, or approximately 160,000 every day they were open.[1] Libraries circulated 81 million materials citywide and enrolled over 2.4 million people in their public programs, including everything from story time for elementary school kids, to English language classes for immigrants, to film editing workshops for teenagers. And despite dwindling budgets, these performance numbers have been growing rapidly over the last decade. Between fiscal years 2003 and 2013, circu-

1. Average Age of New York City Libraries



2. Library Branches over 100 Years Old by Borough

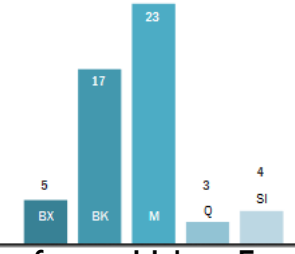


Image credit: Center for an Urban Future

INFOGRAPHIC DESIGN ACTIVITY

INFOGRAPHIC TOPIC

COLORADO PARKS & WILDLIFE

Check Out Colorado State Parks

PROGRAM OVERVIEW

The Check Out Colorado State Parks program is an innovative library loan program. It is an inter-agency partnership between Colorado Parks and Wildlife, the Colorado Department of Education State Library and local libraries to explore Colorado's state parks. Nearly 300 libraries are participating in the program, including all of Colorado's public libraries, its three military base libraries and its publically funded academic libraries.

The program goals are to:

- Provide engaging nature education and experiences;
- Increase awareness of Colorado's State Parks; and,
- Offer new library services.

Each library has a promotion display for the program and one or two adventure backpacks for check out. The libraries may also add additional items to their backpacks based on their specific locations and resources. Each backpack contains the following:

- State Park Pass for free park entry (hang tag)
- Your Guide to Colorado's State Parks
- Leave No Trace™ - Outdoor Ethics card
- Colorado Trees and Wildflower Guide
- Colorado Wildlife Guide
- Set of binoculars
- Activity ideas list
- Fishing Basics instruction sheet
- Program evaluation

WHO IS MY AUDIENCE?

WHAT DATA DO I HAVE?

- Inputs – money spent on program
- Outputs – circulation
- Outcomes – patron survey, including open-ended comments

WHAT IS MY STORY?

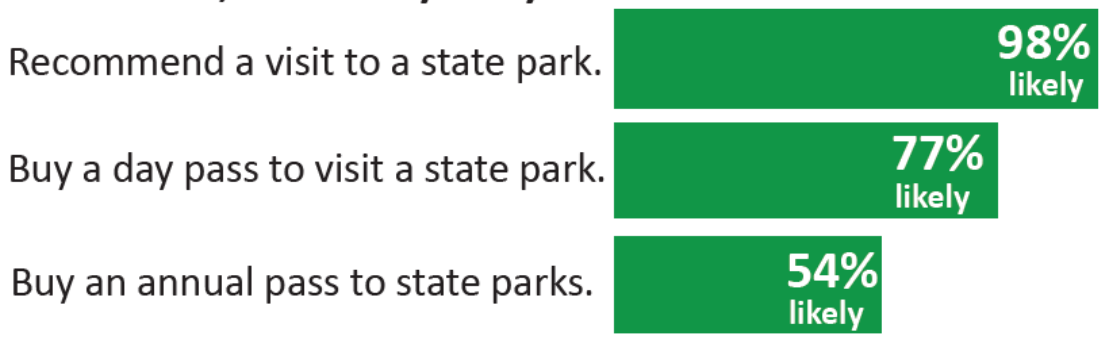
- Impact on users
- Benefits to both State Parks and Colorado libraries

WHAT BACKGROUND INFORMATION DO I NEED TO PROVIDE?

- Description of program
- How many libraries are involved?
- How many people completed the survey?

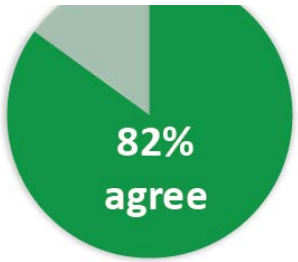
BUILDING BLOCKS

Based on your experience with Check Out Colorado State Parks, how likely are you to:



[We] learned that **the parks are treasures** and that we can be thankful to the entities that preserve and take care of them for our enjoyment and well-being.

This park experience helped us learn more about nature:



There were approximately **7,630** backpack checkouts in **1 year.** That's **147** checkouts per week!

BUILDING BLOCKS

Primary Color Palette: Colorado Brand

R=0	R=92	R=208	R=239	R=110	R=101
G=149	G=102	G=210	G=117	G=196	G=80
B=58	B=112	B=211	B=33	B=232	B=60

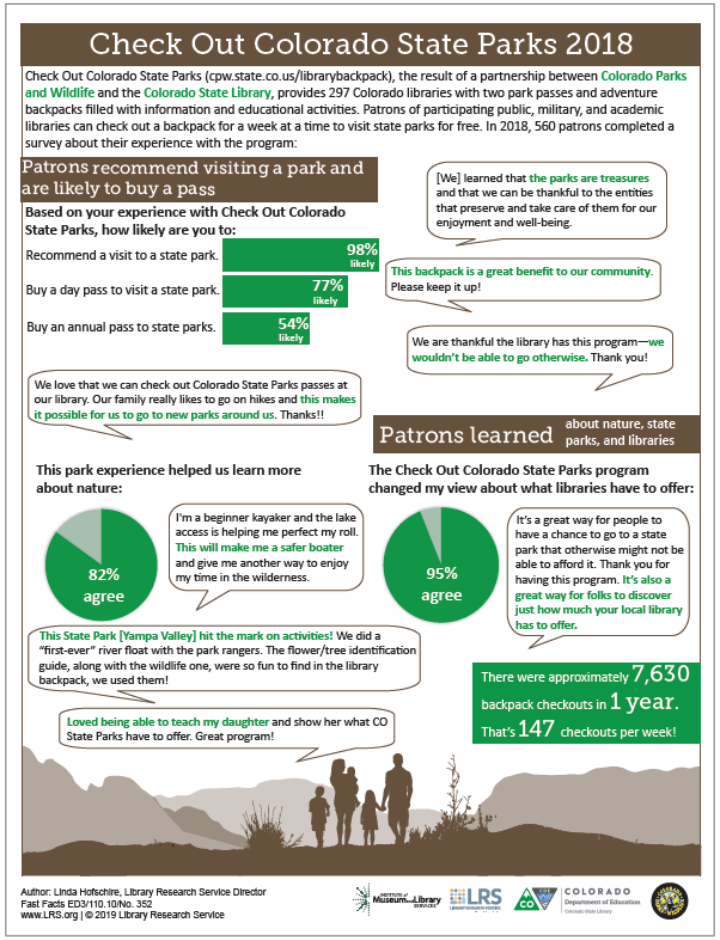
CDE Shield Colors

R=72	R=255
G=139	G=200
B=201	B=70

CDE Accent Color Palette

R=211	R=143	R=130	R=70	R=109	R=16
G=204	G=198	G=188	G=121	G=58	G=30
B=188	B=232	B=0	B=122	B=93	B=142

INFOGRAPHIC DESIGN ACTIVITY



Check Out Colorado State Parks 2018

Check Out Colorado State Parks (cpw.state.co.us/librarybackpack), the result of a partnership between Colorado Parks and Wildlife and the Colorado State Library, provides 297 Colorado libraries with two park passes and adventure backpacks filled with information and educational activities. Patrons of participating public, military, and academic libraries can check out a backpack for a week at a time to visit state parks for free. In 2018, 560 patrons completed a survey about their experience with the program:

Patrons recommend visiting a park and are likely to buy a pass

Based on your experience with Check Out Colorado State Parks, how likely are you to:

- Recommend a visit to a state park. — 98% likely
- Buy a day pass to visit a state park. — 77% likely
- Buy an annual pass to state parks. — 54% likely

[We] learned that the parks are treasures and that we can be thankful to the entities that preserve and take care of them for our enjoyment and well-being.

This backpack is a great benefit to our community. Please keep it up!

We are thankful the library has this program—we wouldn't be able to go otherwise. Thank you!

We love that we can check out Colorado State Parks passes at our library. Our family really likes to go on hikes and this makes it possible for us to go to new parks around us. Thanks!!

Patrons learned about nature, state parks, and libraries

This park experience helped us learn more about nature:

82% agree

I'm a beginner kayaker and the lake access is helping me perfect my roll. This will make me a safer boater and give me another way to enjoy my time in the wilderness.

The Check Out Colorado State Parks program changed my view about what libraries have to offer:

95% agree

It's a great way for people to have a chance to go to a state park that otherwise might not be able to afford it. Thank you for having this program. It's also a great way for folks to discover just how much your local library has to offer.

This State Park [Yampa Valley] hit the mark on activities! We did a "first-ever" river float with the park rangers. The flower/tree identification guide, along with the wildlife one, were so fun to find in the library backpack, we used them!

Loved being able to teach my daughter and show her what CO State Parks have to offer. Great program!

There were approximately 7,630 backpack checkouts in 1 year. That's 147 checkouts per week!

Author: Linda Hofschire, Library Research Service Director
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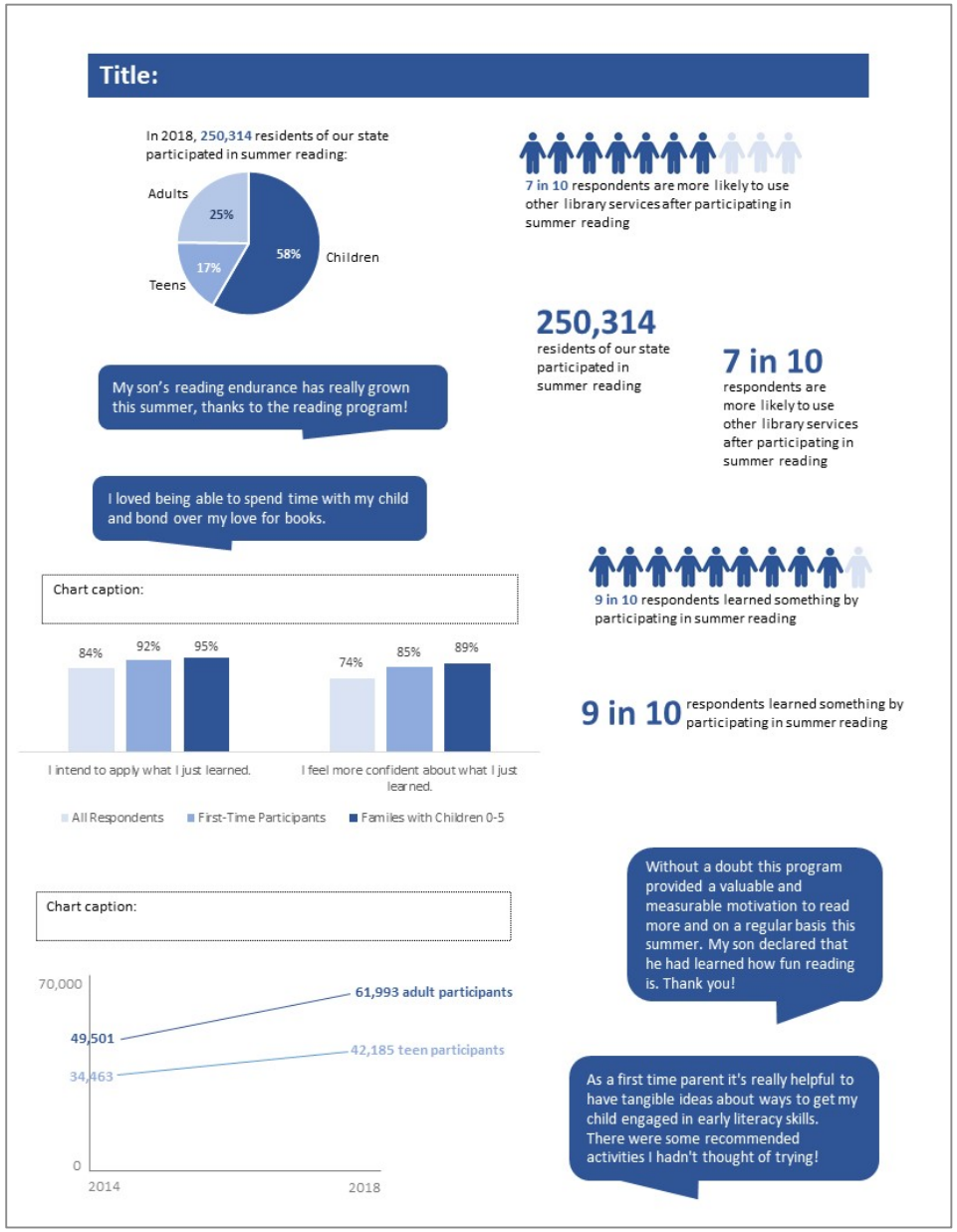


https://s.lrs.org/g2s

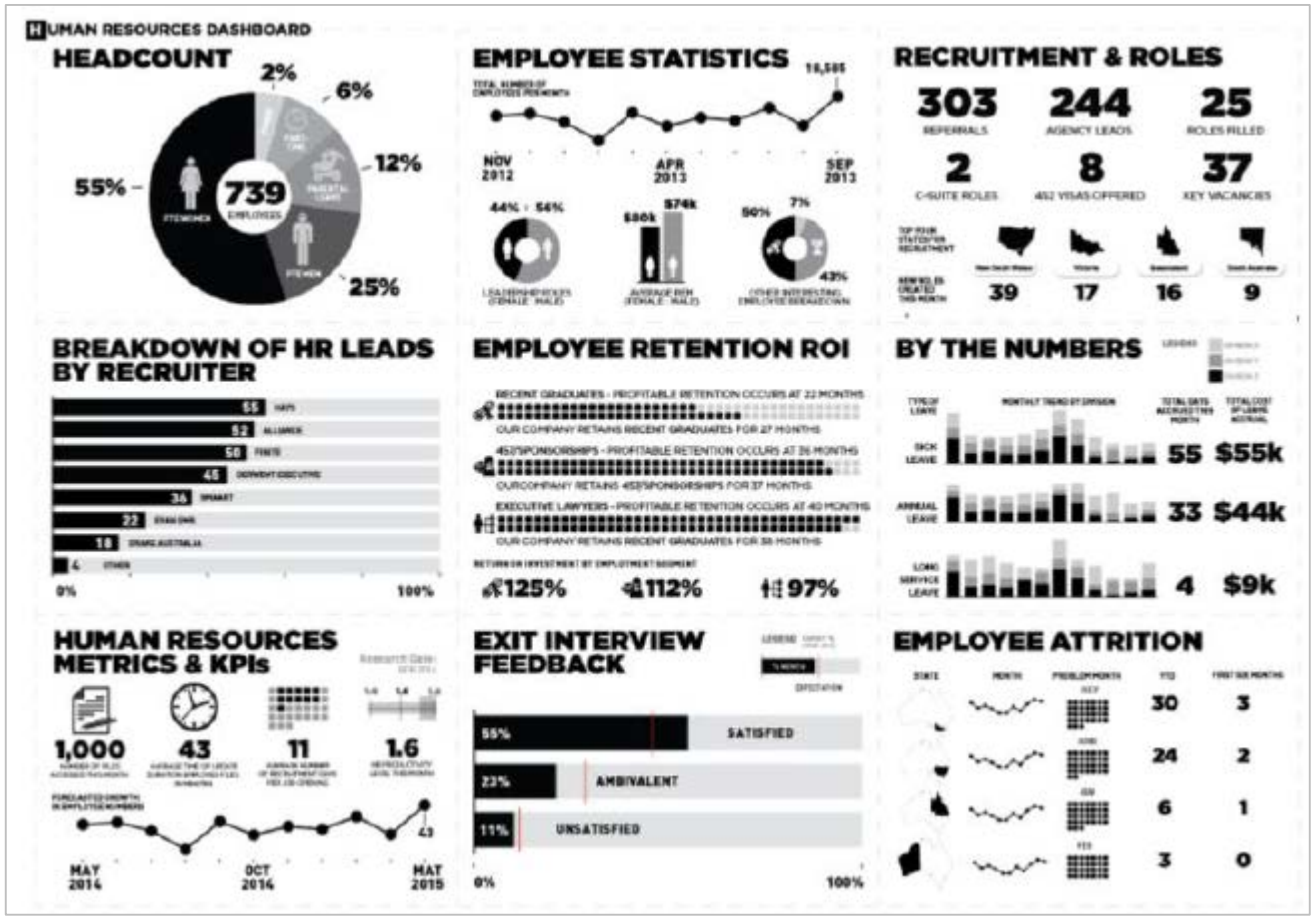
INFOGRAPHIC DESIGN ACTIVITY

1. What is my topic? Statewide Summer Reading
2. Who is my audience?
3. What data do I have?
4. What is my story?
5. What background information do I need to provide?

PUBLISHING INFOGRAPHICS

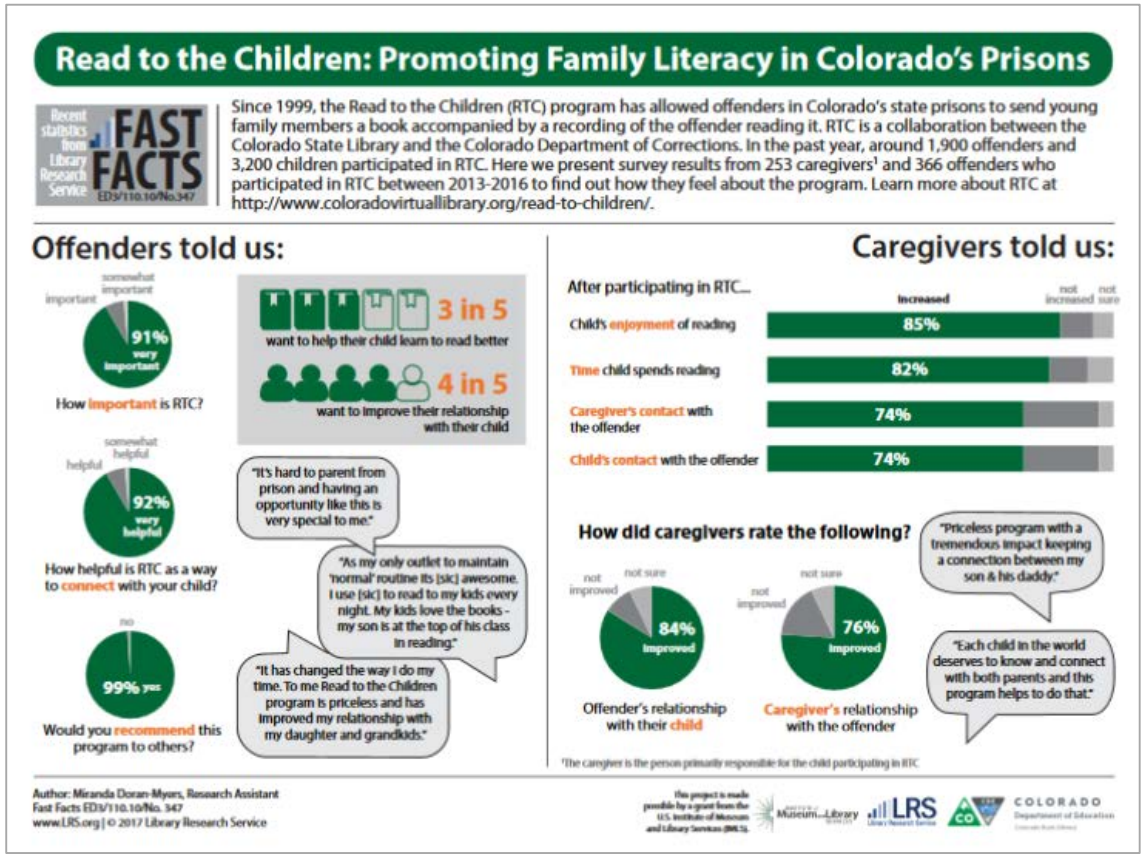
FORMAT

DOES IT PASS THE PRINT TEST?



REFINE & REPURPOSE

REFINE & REPURPOSE



REFINE & REPURPOSE

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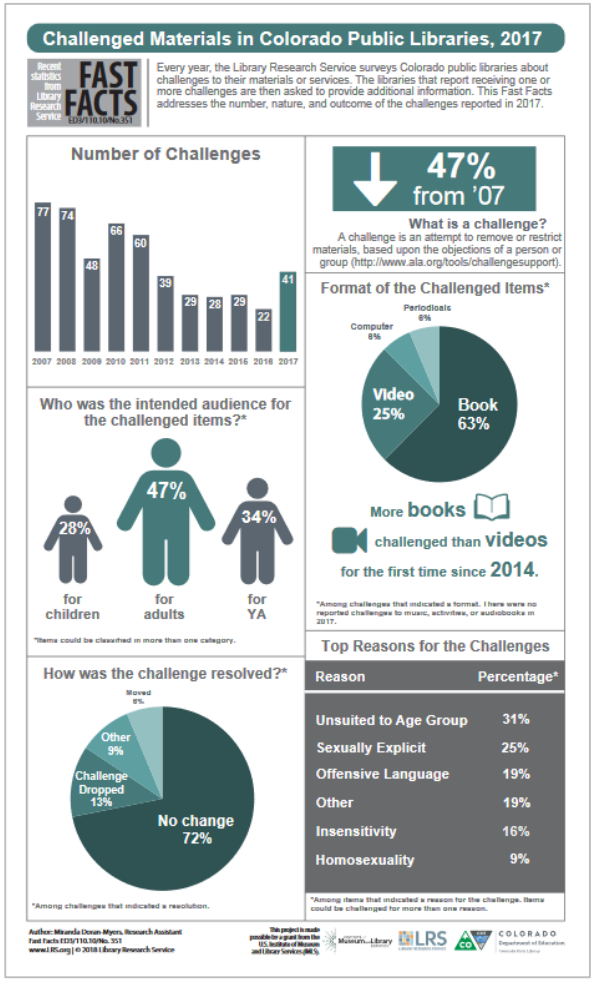
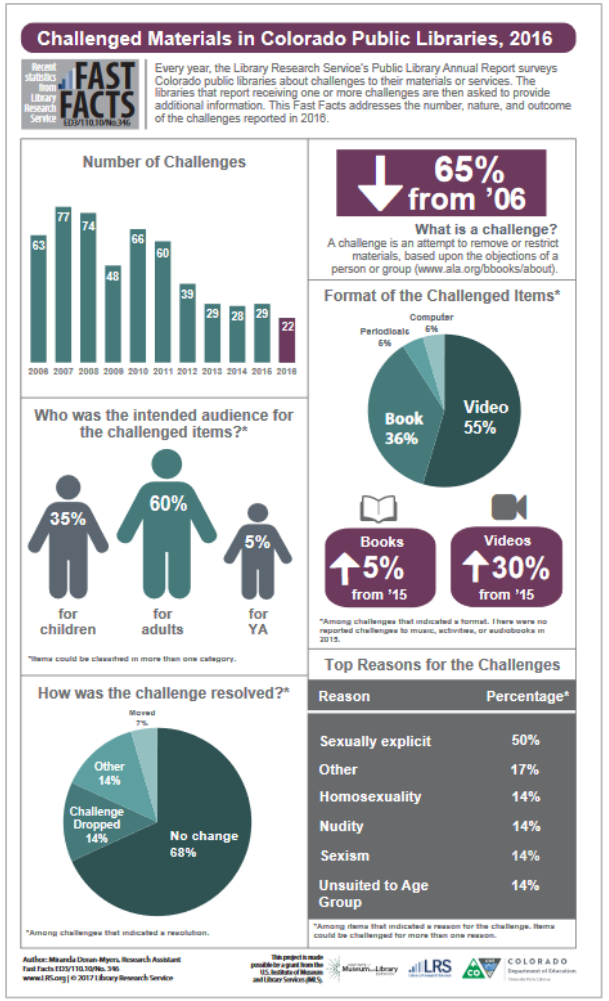
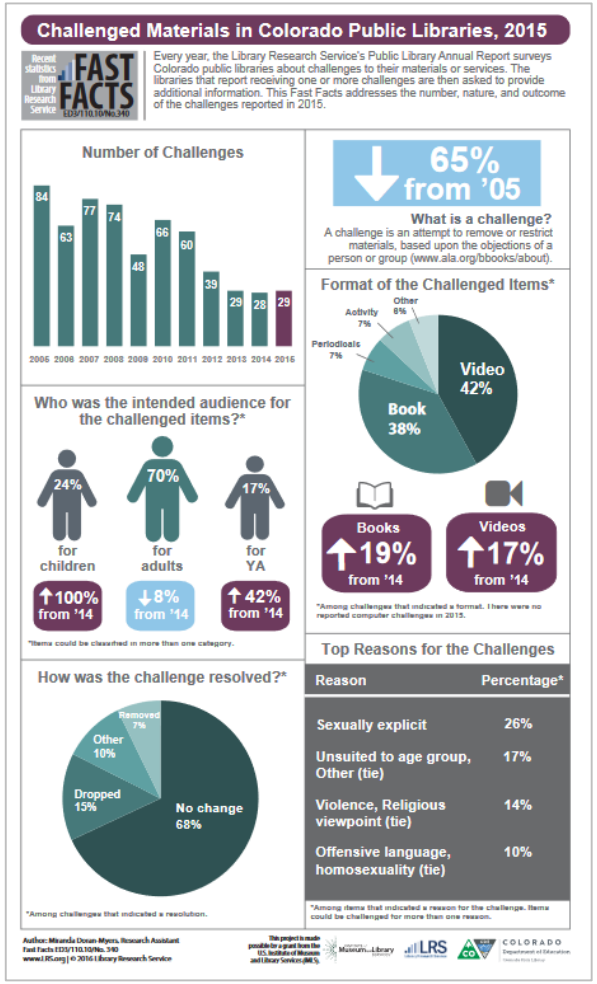
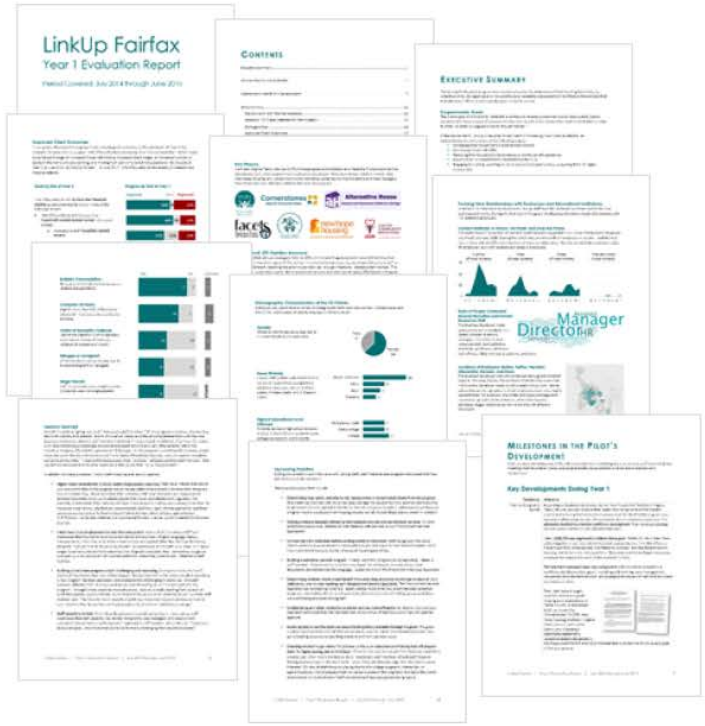






REFINE & REPURPOSE: 30-3-1 METHOD

30 page report



3 page summary

1 page summary

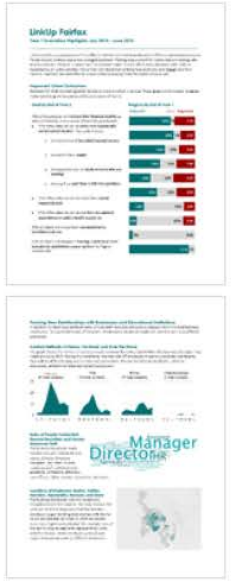


Image credit: Ann Emery

INFOGRAPHIC DESIGN SOFTWARE

INFOGRAPHIC DESIGN SOFTWARE

- MS Publisher/ PowerPoint
- Adobe Illustrator
- Piktochart
- Adobe Spark

2014 By the Numbers: Stony Brook Public Library

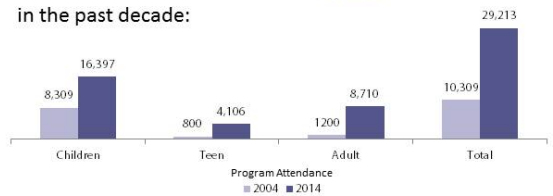
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam libero enim, vestibulum nec fermentum a, sagittis id ligula. Mauris vulputate, neque sit amet venenatis blandit, justo urna condimentum sapien, quis egestas magna quam ac nulla.

69,000 visits

2 visits per capita

↑ 7% since 2013

Total program attendance almost **tripled** in the past decade:



99,113 items circulated

? 72,982 reference questions answered

16,941 e-books borrowed

www.stonybrooklibrary.org
109,520 website visits

78,112 wireless access uses

233,844 public computer sessions

952 seniors completed a computer skills basics class series.

In their own words...

Here's what patrons have to say about Stony Brook Library:

I loved being able to spend time with my child and bond over my love for books.
-Storytime Participant

Probably the most valuable resource, dollar for dollar, available to the community. I have found jobs, researched, located tax information, and done schoolwork. Thank you!!
-Public Computer User

The access to the internet afforded by the public library is most probably the only reason I'm not absolutely bereft of any and all computer skills. Were it not for the access, as well as the assistance rendered via classes offered, I would most likely be unemployed, if not unemployable.
-Computer Class Participant

Summer Reading made a difference. I saw a marked increase in my son's reading ability and appreciation.
-Summer Reading Participant

CSL Program Evaluation Report
October - December 2018

In October through December of 2018, CSL staff conducted a total of **23** presentations/trainings/webinars, which were attended by at least **666** participants, **183** of whom completed evaluations (all library staff and trustees). This report presents highlights from the evaluation results for October-December, fiscal year 2019.

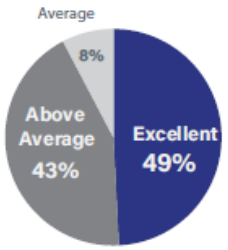
Types of Presentations

In person: **19**

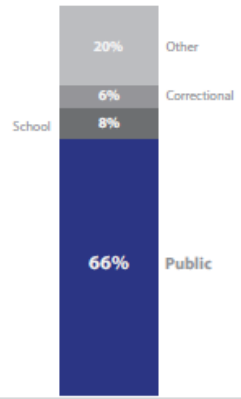
Online: **4**

CSL staff presented **10** programs outside of the Denver metro area.

How did participants rate the program?



Participant Organizations



Program Impact

Participant Comments

"The program was engaging and involved information that most participants were at least familiar with which helped the conversation flow."

"It was short, simple, and to the point. But you still made space for discussion and activities."

"As the only librarian at my facility it was incredibly helpful to hear about how things are done elsewhere."

"Activities were thought-provoking, yet accessible"

CSL Program Examples

Equity of Access: Eliminating Fines and Fees on Library Materials
Webinar ● October ● 71 attendees

Brain Architecture Game
CO Libraries for Early Literacy Conference ● October ● 60 attendees

What Makes Star Libraries Shine
Library Journal Webinar ● October ● 110 attendees

Author: Miranda Doran-Myers, Research Assistant
www.LRS.org | © 2018 Library Research Service

This project is made possible by a grant from the U.S. Institute of Museum and Library Services (IMLS).

2016-17 Annual Colorado School Library Survey Highlights

Recent statistics from Library Research Service **FAST FACTS** ED3/110.10/No.348

The Colorado School Library Survey is administered each year by the Library Research Service, an office of the Colorado State Library. All traditional K-12 public educational institutions in Colorado are invited to participate. This report highlights results from the 2016-17 Colorado School Library Survey, which had a 29% response rate.

LIBRARY USE & RESOURCES

LIBRARY USE DURING A TYPICAL SCHOOL WEEK

4 e-book and other download uses per 100 students

3 print material uses per student

1 visit per student

3 group visits per 100 students

MEDIAN NUMBER OF ITEMS

	Books	E-Books	Computers with access to library resources
Elementary	9,000	96	202
Middle	9,705	50	316
High	9,565	169	502
Combined	9,447	17	123

INSTRUCTIONAL ENVIRONMENT & VIRTUAL PRESENCE

TOP 5 TEACHING APPROACHES

used by endorsed librarians at least weekly

69% teach students how to use digital resources

69% help students use a variety of sources when information-gathering

65% help students use technology to organize and share information

59% help students apply critical-thinking skills

52% help students evaluate the credibility of information sources

PROFESSIONAL ENVIRONMENT

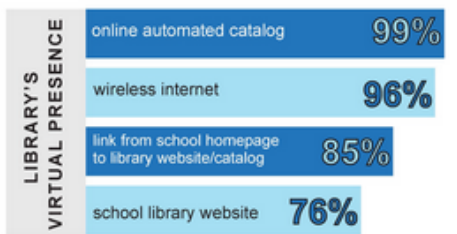
of school libraries staffed by an endorsed librarian

95% librarians participate in school committees

91% librarians meet regularly with principal

83% librarians provide in-service training

LIBRARY'S VIRTUAL PRESENCE



Author: Katie Fox, Research Analyst
Fast Facts ED3/110.10/No. 348
www.LRS.org | © 2018 Library Research Service

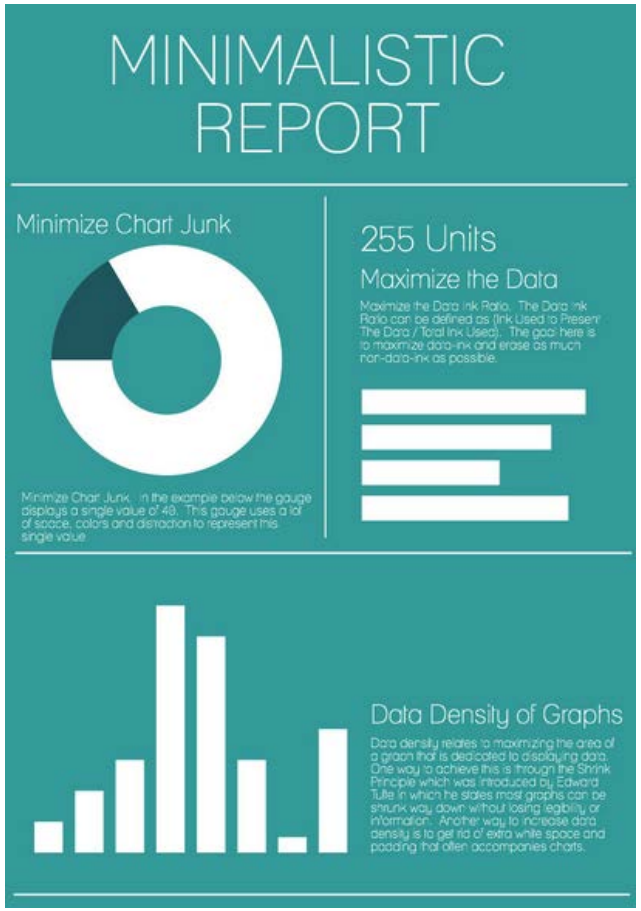
This project is made possible by a grant from the U.S. Institute of Museum and Library Services (IMLS).

INFOGRAPHIC DESIGN SOFTWARE

- MS Publisher/ PowerPoint
- Adobe Illustrator
- Piktochart
- Adobe Spark

PIKTOCHART

Easy Tips to
Create Your Own Infographic
Understand what to create
An infographic is not an accumulation of data. It is a representation of information in a graphic format designed to make the data easily understandable at a glance.
The chosen colors
Percentage
0 10 20 30 40 50 60 70 80
These are the steps
#1 Context
#2 Structure
#3 Story
#4 Design
Congratulations !
Now that your infographic is done, be sure to mention the name of the designer and the source if necessary. Easily share your infographic via social media or embed it on your website to increase traction.


MINIMALISTIC REPORT
Minimize Chart Junk
Minimize Chart Junk : In the example below the gauge displays a single value of 48. This gauge uses a lot of space, colors and distraction to represent this single value
255 Units
Maximize the Data
Maximize the Data Ink Ratio. The Data Ink Ratio can be defined as (Ink Used to Present The Data / Total Ink Used). The goal here is to maximize data-ink and erase as much non-data-ink as possible.
Data Density of Graphs
Data density relates to maximizing the area of a graph that is dedicated to displaying data. One way to achieve this is through the Shrink Principle which was introduced by Edward Tufte in which he states most graphs can be shrunk way down without losing legibility or information. Another way to increase data density is to get rid of extra white space and padding that often accompanies charts.

PIKTOCHART

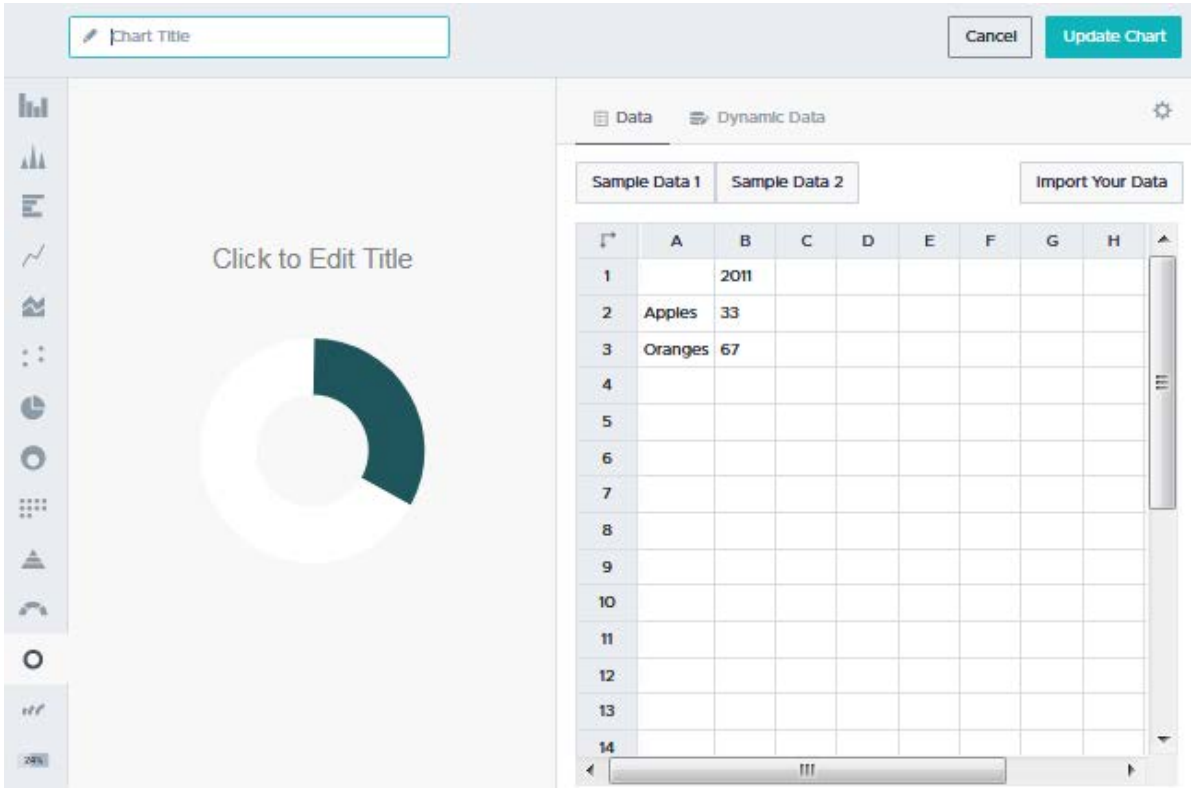
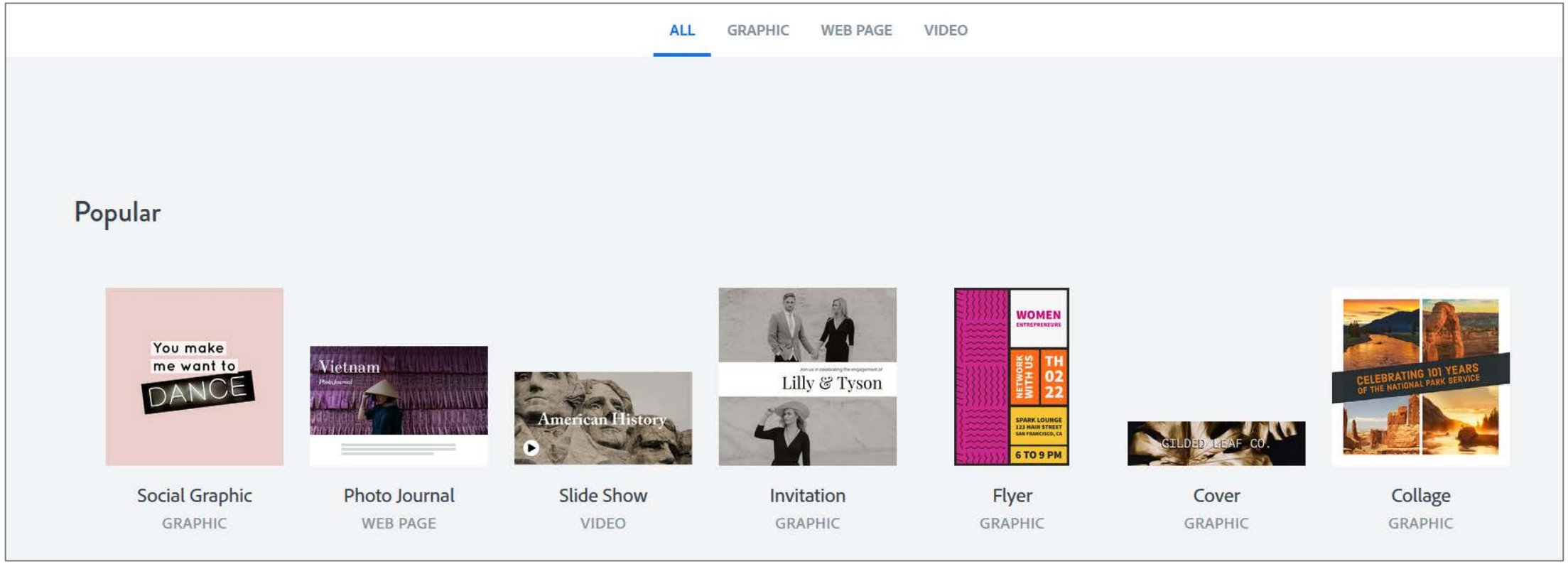


Chart Title
Cancel
Update Chart
Data
Dynamic Data
Sample Data 1
Sample Data 2
Import Your Data
Click to Edit Title
A B C D E F G H
1 2011
2 Apples 33
3 Oranges 67
4
5
6
7
8
9
10
11
12
13
14

Search icon here
Technology
All
Color
Mono

ADOBE SPARK

ADOBE SPARK


ALL
GRAPHIC
WEB PAGE
VIDEO
Popular
You make me want to DANCE
Social Graphic
GRAPHIC
Vietnam
Photo Journal
WEB PAGE
American History
Slide Show
VIDEO
Lilly & Tyson
Invitation
GRAPHIC
WOMEN
ENTREPRENEURS
NETWORK WITH US
TH 02 22
SPARK LOUNGE
123 MAIN STREET
SAN FRANCISCO, CA
6 TO 9 PM
Flyer
GRAPHIC
GILDED LEAF CO.
Cover
GRAPHIC
CELEBRATING 101 YEARS
OF THE NATIONAL PARK SERVICE
Collage
GRAPHIC

ADOBE SPARK

Pick a story template, or start from scratch.

Promote an Idea

Create change and move your audience to action.

Tell What Happened

Share a family vacation, success to celebrate, or just something that happened to you.

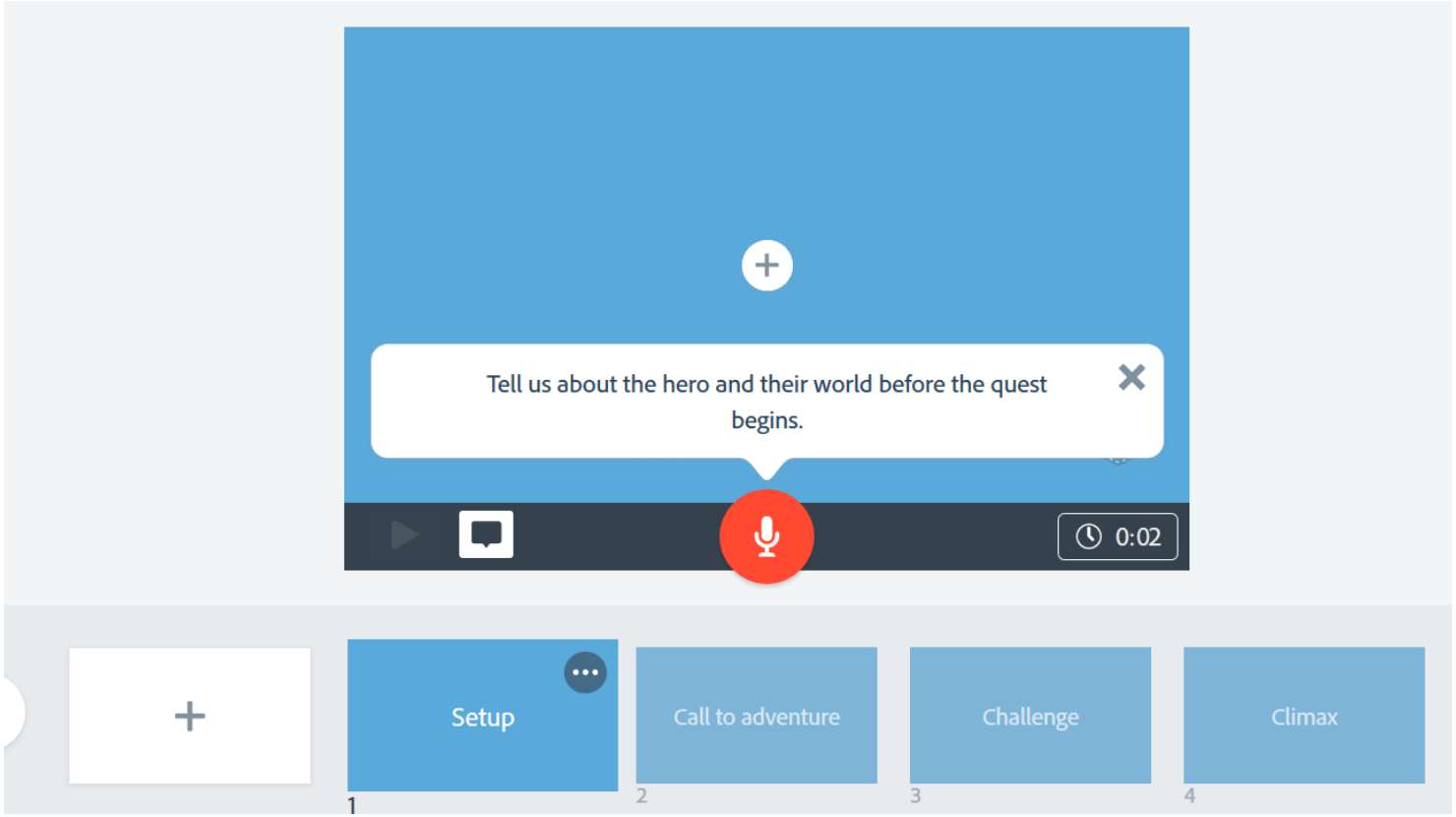
A Hero's Journey

Tell how a regular person overcame a great challenge.

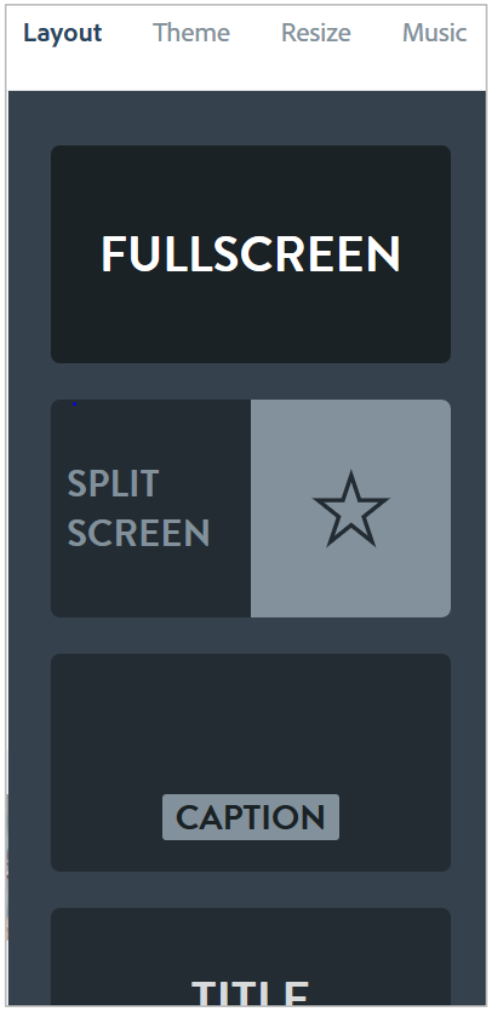
Show and Tell

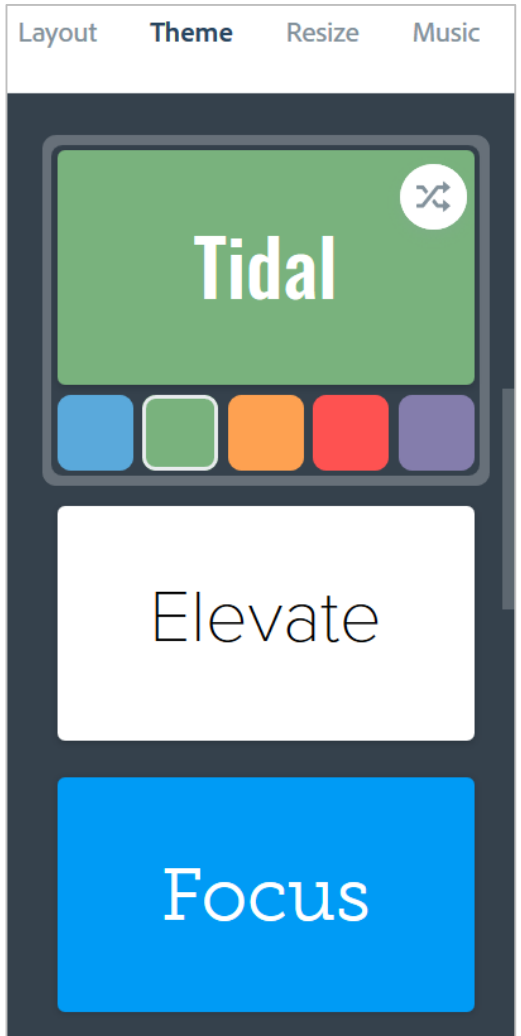
Describe something important to you, and why it should matter to your audience.

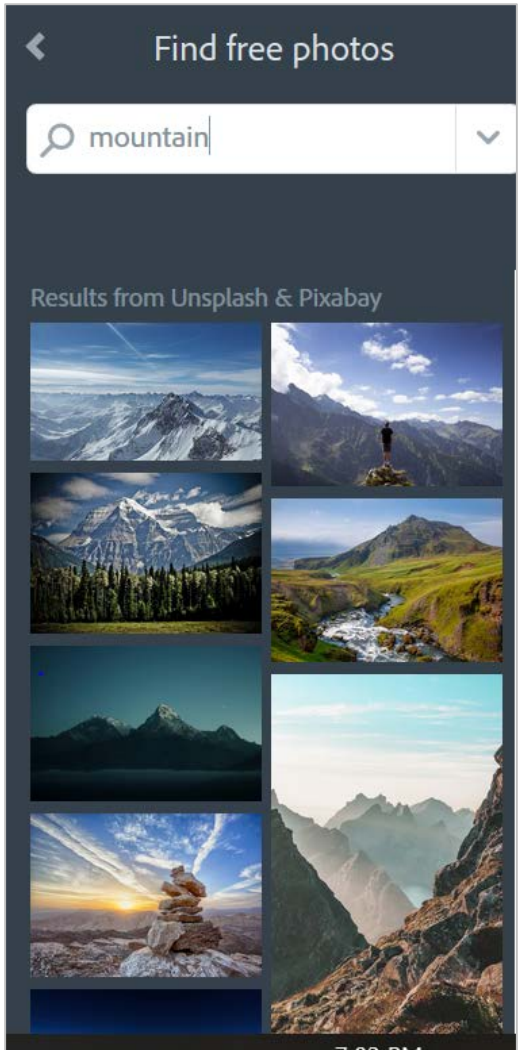
ADOBE SPARK

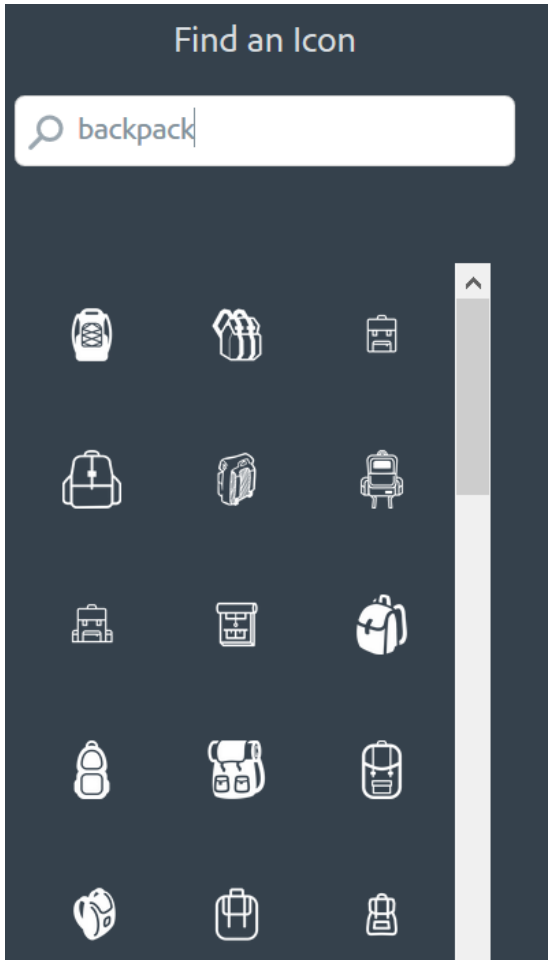

Tell us about the hero and their world before the quest begins.
0:02
Setup
Call to adventure
Challenge
Climax
1
2
3
4

ADOBE SPARK


Layout
Theme
Resize
Music
FULLSCREEN
SPLIT SCREEN
CAPTION
TITLE


Layout
Theme
Resize
Music
Tidal
Elevate
Focus


Find free photos
mountain
Results from Unsplash & Pixabay


Find an Icon
backpack

ADOBE SPARK

CO State Library @COStateLibrary
Mar 7
From @LRS_CO: Study finds a $23 billion funding gap between white and nonwhite school districts ow.ly/QGth30nW8EL @EdBuild #LRSNumber
The LRS Number
March 6, 2019

STATE LIBRARY AGENCY EXAMPLES

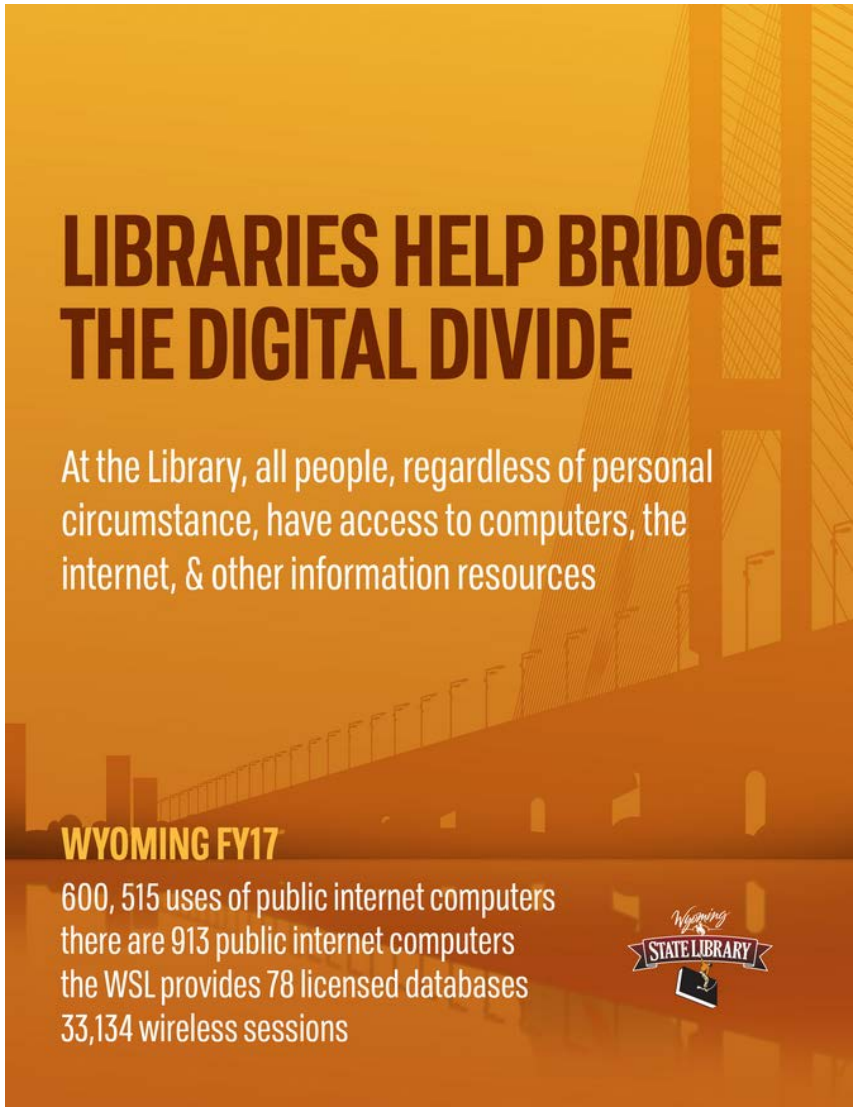
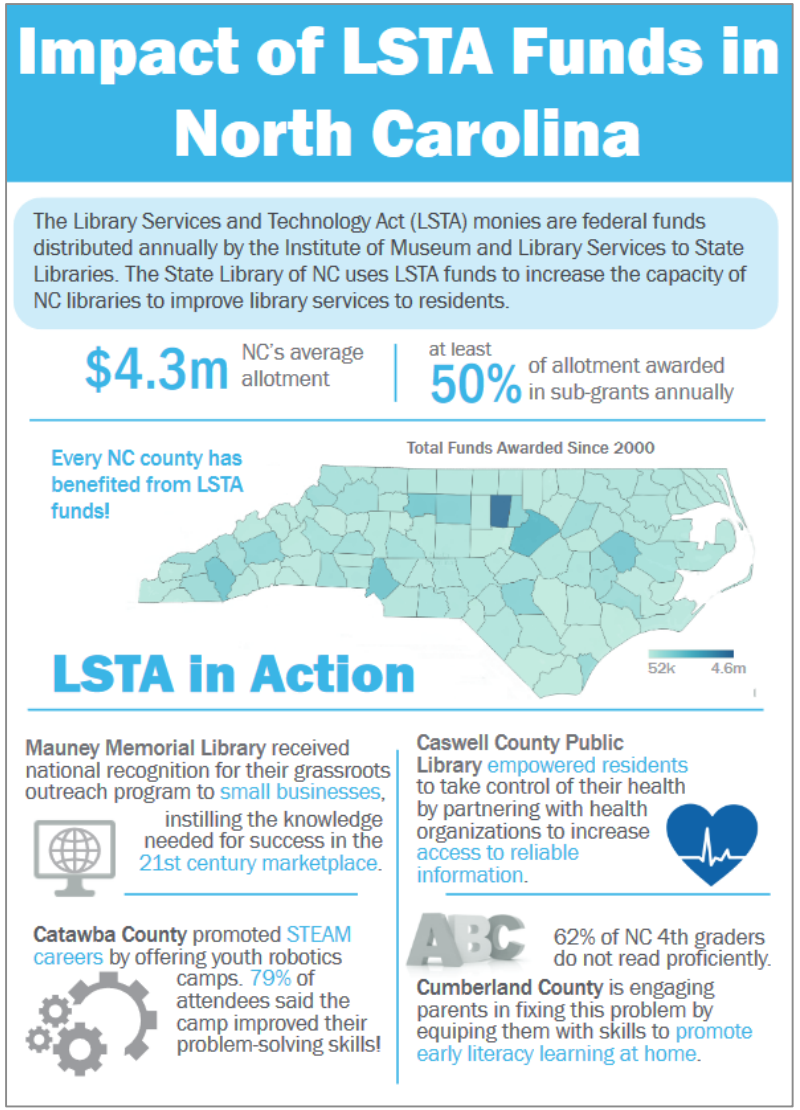


Image Credits: Wyoming State Library



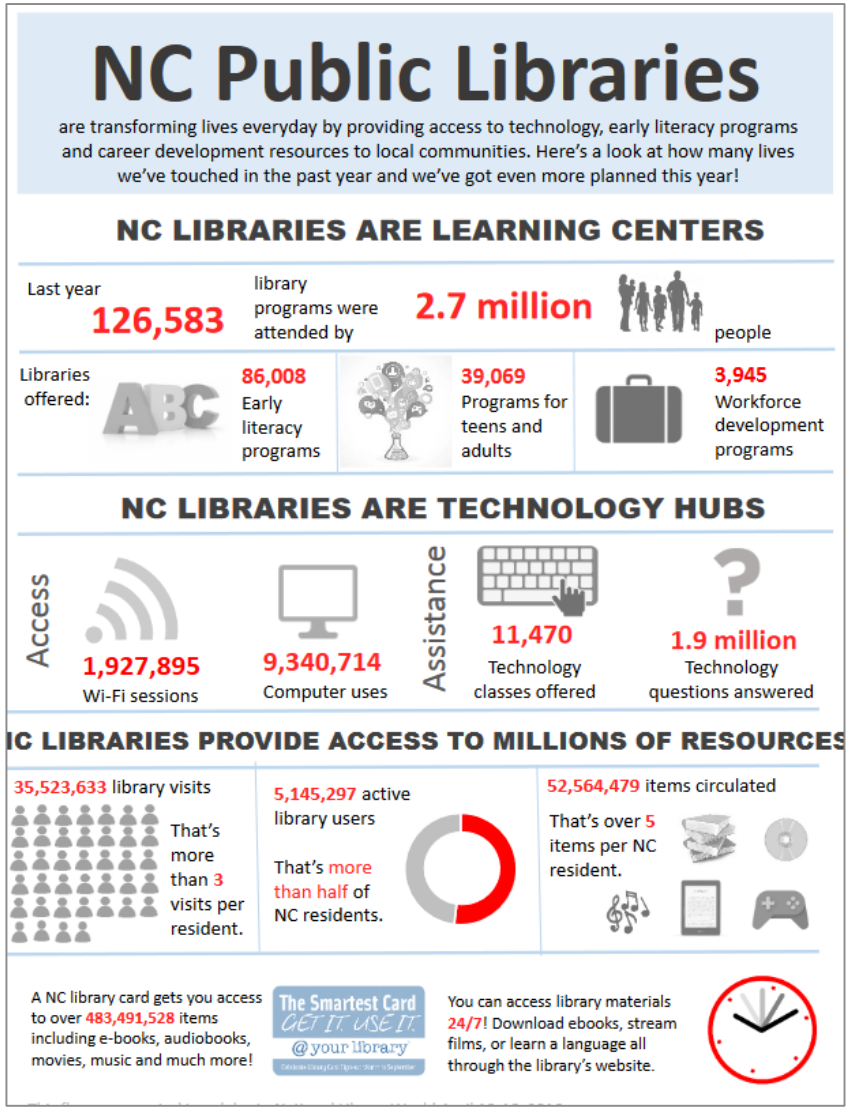


Image Credits: State Library of North Carolina

Serving State Employees

Developing and providing library services to the state government, its branches, its departments and its officials and employees is an important element of the state library's mission. In 2017, government agencies continued to make use of the meeting, training and conference rooms provided by the Indiana State Library. From Department of Homeland Security disaster training sessions to cabinet meetings, the library hosts many state agency functions that ultimately shape the lives of all Hoosiers.

In addition to supplying meeting space for government agencies, the state library also provides state employees with traditional library services, such as assisting with research, fielding reference questions and processing interlibrary loans.

86 interlibrary loans processed for state employees

302 state agency meetings

8,443 state agency meeting attendees

10

are & Visually-impaired

By supporting patrons with visual and physical disabilities, the Indiana State Library is fulfilling its mission to provide specialized library services to Indiana residents.

350 Vision Expo attendees

338,427 total items circulated

1,783 mobile devices registered for BARD mobile

6,395 total active Talking Book and Braille Library patrons

90 statewide visits made by the public awareness coordinator

7

Image Credits: Indiana State Library

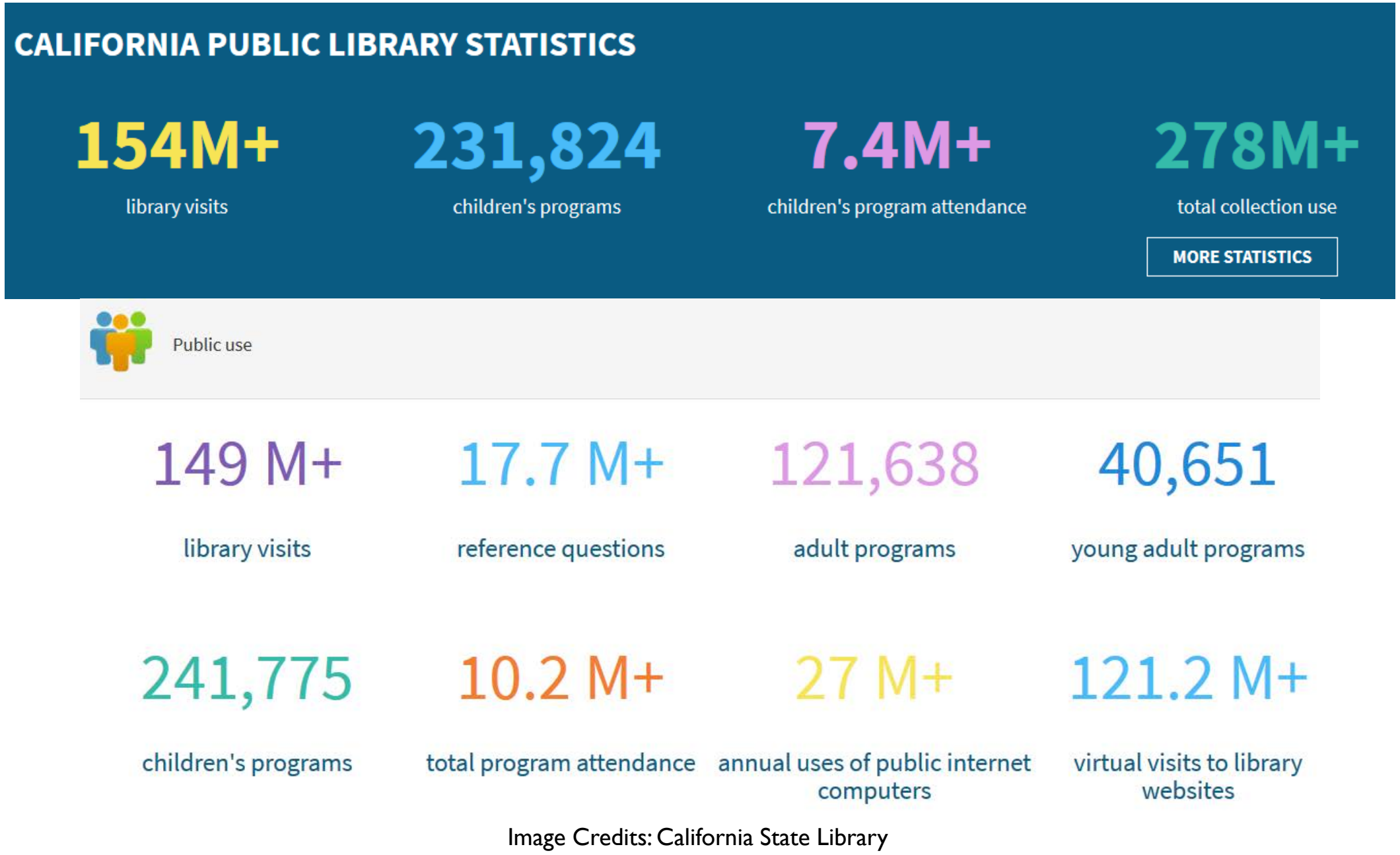
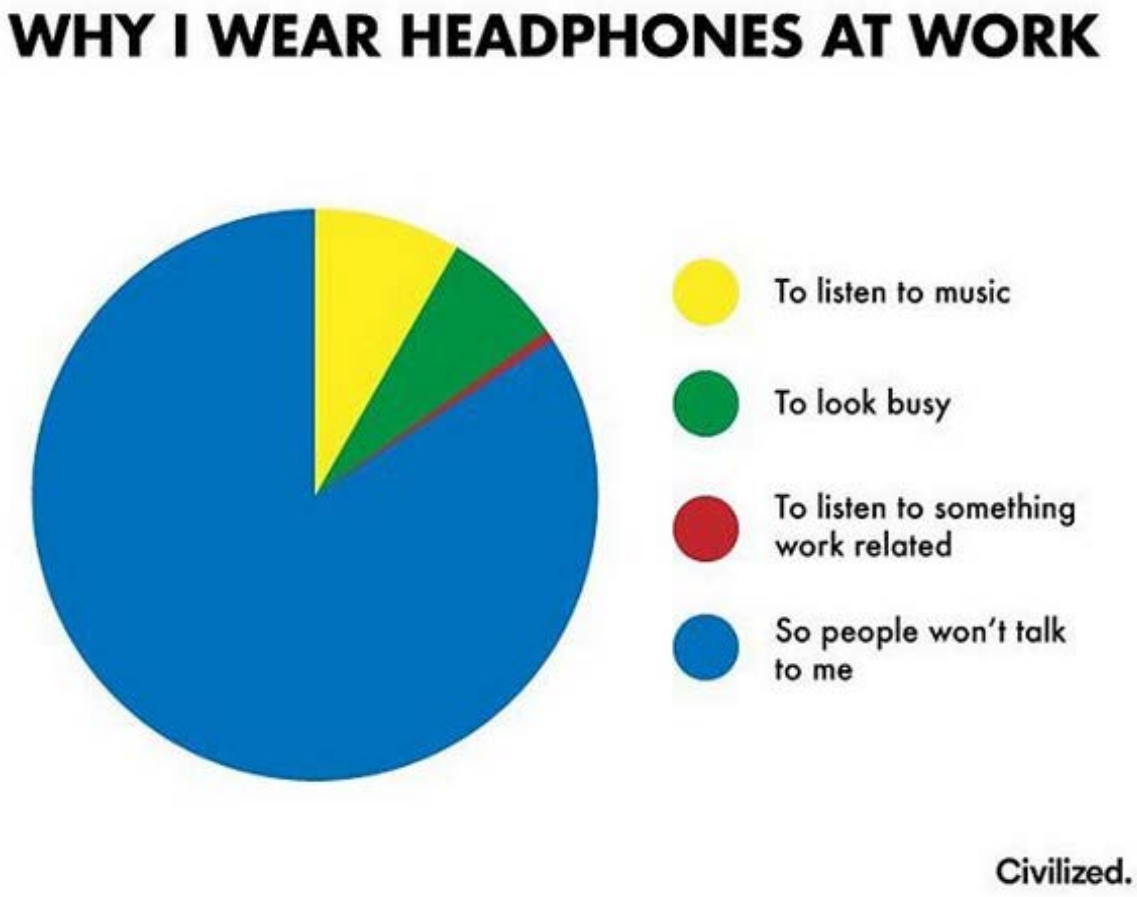


Image Credits: California State Library

QUESTIONS?


WHY I WEAR HEADPHONES AT WORK
To listen to music
To look busy
To listen to something work related
So people won't talk to me
Civilized.

LRS

LIBRARY RESEARCH SERVICE

Your reference point for library data + evaluation

THANK YOU!

Linda Hofschire | hofschire_l@cde.state.co.us | www.lrs.org