An Infographic is Worth a Thousand Words:
Using data visualization to engage faculty in collection strategies

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Goal
To develop a collection philosophy based on data and input

Data (boring)

Data (engaging)

Process
Presentation to the faculty committee on Library and Information Technology Services

Outcome
Met with several individual departments, mostly in the humanities. Developed a general Collection Philosophy.

Lessons Learned / Next Steps
- Include our Serials Review in the discussions with departments.
- Continue to include liaison librarians at every step.
- Meet with departments in the Sciences and Social Sciences.
- Present the first draft of the Collection Philosophy to the faculty for input.

Resources
- Used Excel graphs for many of the charts – think about right type of chart for data.
- Google image search of "infographics" for ideas about layout.
- Created some of my own images in PowerPoint and/or Photoshop (e.g. stacks of books)
- Online tools: Canva.com, Piktochart.com, Venngage.com, Tableau.com. (These were used primarily to get ideas, but they can help you produce basic infographics. To use these to produce more complicated visualizations takes a pretty steep learning curve.)

Acquisitions Trends – Physical Items Added by Year

Circulation Trends – Physical Checkouts by Year

% of Collections
% of Checkouts

% of the Collection with has circulated since:

77% 2014-15

65% 2011-12

77% 2013-14

7% 2012-14

% of Acquisitions budget spent on electronic resources:

77% 2014-15

77% 2013-14

5% 2012-14

5% 2011-12

Meetings with individual departments

Integrate findings into collection strategies.