The NeverEnding Story: Turning Statistics into Stories

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The Collective 2019
Once upon a time.....

There were separate meetings, committees, and groups that met without standardized communication

- Public Service Statistics group
- Assessment Department
- Marketing and Outreach
Change was coming...

- Communication Strategy
  - Documentation/Workflow
  - Training
  - Opening Dialogue
- Working Groups
- Data Inventory
Working Groups

- Assessment Working Group
- LibInsights Working Group
- Communication & Marketing Working Group
Accomplishments

- Open forums on datasets
- Dataset rehaul
- Data inventory
- Founds gaps in data
- Cross departmental communication
- Blog calendar
- Creating a culture of assessment
The Journey continues....

- Communication Strategy
  - Documentation
  - Training
- New Leadership/Turnover
- Sustainability
Questions?
The story is NeverEnding...

How can you implement some of these methods at your institution?
Bingo
Small group Discussion and worksheet
Who are your internal stakeholders at your library?
Who are your external stakeholders?
Discuss

- What data are you collecting? Where is that data going and how is it being stored? Who is using it? What gaps do you have? Would a data inventory be useful to your institution?
- Who are the stakeholders interested in your library? Internal and External?
- How can you get buy in from stakeholders about storytelling and statistics?
- What kind of stories can you tell with you data?
  - What methods can you use to collect and disseminate your stories?
- How can you make your version of Storytelling and Statistics sustainable?
Worksheet

https://docs.google.com/document/d/1XR0vXyjhql5Wx78QXavyJS6AWaigiDv5r_Qx8AvoAqw/edit?usp=sharing
Anecdote Example:
Finals Week, No Seating

Collect space pictures that reflect that when it gets so busy students start sitting on the floor

“Not everything that can be counted counts, and not everything that counts can be counted” (William Bruce Cameron).
“Write about what the data prove, because that is the story that your internal clients and managers really care about” Versta Research, 2012.
We have over 30K students come through two main campus libraries during exam week. Often the building is so crowded students resort to sitting on the floor to study.
Thank you!
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Images from “The NeverEnding Story”