**Data Visualization for the Rest of Us: A Beginner's Guide – Learner Guide**

**Event Description:** You don’t have to be a graphic designer to present your library statistics in a way that effectively communicates value. Learn quick and easy tips for visually displaying statistics that will enable you to tell a powerful story about your library, whether your data visualization aspirations consist of adding a few Excel charts to a board report or designing a complex infographic for your website.

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Discussion/Reflection Question 1** |
| What is the point of data visualization? What value does it add to the presentation of data? |
| **Discussion/Reflection Question 2** |
| Where are you on the data visualization continuum? Where do you aspire to be? What steps can you take to get there (for example, applying concepts that you learned in this webinar to your work, experimenting with new software, etc.)? |
| **Activity 1** |
| List 3 tweaks you can make to standard Microsoft Excel charts to improve their readability. 1.2.3. |
| **Activity 2** |
| Select from the materials you have now that present library data (e.g. board reports, annual reports, brochures, etc.), and using concepts presented in this webinar, list the ways that you can improve the presentation of data in these materials. |
| **Action Plan:** (include next steps, who, when, etc.) | |
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