Today’s Presenter

Linda Hofschire
Research Analyst,
Library Research Service,
Colorado State Library
Data Visualization for the Rest of Us: A Beginner’s Guide

Linda Hofschire
Library Research Service, Colorado State Library
www.lrs.org | @lindahofschire
SCHOOL LIBRARY IMPACT STUDIES
School Libraries & Student Achievement

School Librarians are Linked to Improved Standardized Reading Test Scores

Studies conducted over the past two decades, both in Colorado and nationwide, show that students in schools with endorsed librarians score better on standardized achievement tests in reading, compared with students in schools without endorsed librarians.

School + Librarian = Improved Reading Scores

This increase in scores exists regardless of:

Student Poverty Level

$ = $

In a Colorado study, the presence of school librarians positively impacted students' standardized reading scores even when controlling for student poverty (free and reduced-cost meal status).

Overall Staffing Losses

2004 2008

In a national study, even if schools had overall staff declines between 2004 and 2008, students' standardized reading scores were better in schools that maintained or gained a librarian during this time period.

What other school library characteristics are associated with better test scores?

School Librarians Teaching Information Literacy Skills to Students

Staffed by Endorsed Librarian

Collaborative Planning Between School Librarians & Teachers

Extended Library & Staff Hours

School Librarians Providing In-Service Training to Teachers

Larger & Newer Collections

More Student Visits

Flexible Scheduling

Higher Expenditures

See www.lrs.org/data-tools/school-libraries/impact-studies/ for a list of school library impact studies.

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www.lrs.org
The Internet Is a Zoo
The Ideal Length of Everything Online

Every piece of content should be as long as it takes to convey the message, and no longer.

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THE IDEAL CHARACTER COUNT

TWEETS
71-100

POSTS
40

POSTS
60

PARAGRAPHS
40-55

---

TWITTER
Tweets shorter than 100 characters have a 17% higher engagement rate.

FACEBOOK
Posts with 40 characters receive 86% more engagement than posts with a higher character count.

GOOGLE PLUS
If your Google+ headline can't be contained in one line, your first sentence must be a gripping teaser to get people to read more.

PARAGRAPHS
Opening paragraphs with larger fonts and fewer characters per line make it easier for the reader to focus and jump quickly from one line to the next.
THE NEW (AB)NORMAL

Portion sizes have been growing. So have we. The average restaurant meal today is more than four times larger than in the 1950s. And adults are on average, 60 pounds heavier if we want to eat healthy, there are things we can do for ourselves and our community. Order the smaller meals on the menu, split a meal with a friend, or eat half and take the rest home. We can also ask the managers at our favorite restaurants to offer smaller meals.

SOURCES

FOR MORE INFORMATION, VISIT
MakingHealthEasier.org/TimeToScaleBack
Numbers have an **important story** to tell. They rely on you to give them a **clear and convincing voice**.
—Stephen Few

**Stories** are how numbers talk to people.
-Thomas Davenport

By visualizing information, we turn it into a landscape that you can explore with your eyes, a sort of information map. And when you’re lost in information, **an information map is kind of useful**.
—David McCandless
The Data Visualization Continuum

Excel chart/number art in a report or presentation

Complex infographic that includes a variety of visual elements
THE EMERGING STORY OF CALIFORNIA PUBLIC LIBRARIES

“When I got my library card, that’s where my life began.”
- Rita Mae Brown

Understanding the Role of Librarians

Libraries have always served a vital role in society and continue to be an essential part of our communities. Librarians are the professionals who make libraries work and ensure that they meet the needs of their users. Librarians are responsible for maintaining the library’s collections, providing services, and helping users find the information they need. Librarians are also responsible for ensuring that the library is a safe and welcoming place for everyone. Librarians are knowledgeable about the latest technologies and are able to help users navigate these technologies. Librarians are also able to provide users with the skills they need to be successful in their personal and professional lives.
INVESTING IN OPPORTUNITIES FOR ADULTS

Strengthening English Skills at the Library

OVER THE PAST YEAR, the Library has tripled the size of its free English for Speakers of Other Languages (ESOL) and Adult Literacy program in order to meet the needs of the city's growing number of immigrants from around the world.

With 38 percent of the city's population now born abroad, the Library aims to become New York City's largest provider of free English classes outside of school. The Library's free English classes are particularly important to low-income students who need to improve their English to get work, take classes, help their children in school, or pass their citizenship tests. Nearly two-thirds of the Library's ESOL students have a total family income of less than $25,000 a year.

The Library now offers spots for more than 6,000 students in classes year-round at 29 libraries throughout the system, up from 17 last year. In the coming years, NYPL aims to expand the program tenfold while broadening it to 50 libraries.

While adding locations, the

64% of ESOL students at NYPL have a family income of less than $25,000

greater variety of times, including evenings and weekends. The Library also now offers an array of classes, from beginner to advanced.

Last summer, the more than 1,500 students who enrolled in the dozen or so classes, including Thai and Egyptian, represented just a fraction of those registered. The hope is to expand NYPL's adult programming to meet the demand.

NYC Libraries: Demand ↑ Funding ↓

<table>
<thead>
<tr>
<th>Category</th>
<th>2002-2011</th>
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<tbody>
<tr>
<td>Circulation</td>
<td>59%</td>
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<tr>
<td>Program Attendance</td>
<td>40%</td>
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<tr>
<td>Program Sessions</td>
<td>27%</td>
</tr>
<tr>
<td>Average Hours per Week</td>
<td>2%</td>
</tr>
<tr>
<td>City Funding</td>
<td>-8%</td>
</tr>
<tr>
<td>Proposed FY14 City Funding</td>
<td>-35%</td>
</tr>
</tbody>
</table>
ANNOTATION TOOLS

The tool buttons will open in a row on the left side of your screen, once you click on the marker, at the top left corner of the screen.

Check mark
- Click on square, half-way down.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.
The Data Visualization Continuum

Excel chart/number art in a report or presentation

Complex infographic that includes a variety of visual elements

Where are you on the continuum?
Evaluation Continuum

**Please rate your evaluation skills:**

1. I am new to or in the initial stages of learning about evaluation.
2. I have intermediate evaluation skills.
3. I have advanced evaluation skills.

**How confident are you that you can act as a leader in your organization’s evaluation efforts?:**

1. Not at all confident.
2. Confident.
3. Very confident.

**Please describe your organization’s commitment to evaluation:**

1. My organization has little to no interest in evaluation.
2. My organization recognizes the value in evaluation but uses it sporadically.
3. Evaluation is central to my organization.
4 simple tweaks to make numbers and charts more accessible
1. PUT NUMBERS IN CONTEXT

- **123 million** items circulated
  - or more than 23 items for each person in the state

- **7 times**
  - as many libraries as Starbucks stores

- More than **9 in 10**
  - public libraries help people find jobs

- **65 million** visits
  - more than 5 times as many visits as our state parks
2. CHOOSE THE APPROPRIATE CHART

Source: Data is Beautiful/Reddit
2. CHOOSE THE APPROPRIATE CHART

Microsoft Word Features By Version Added
3. SIMPLIFY AND ESTABLISH A FOCAL POINT

I never thought it was possible but I actually understand soccer less after looking at this chart.

MLS Salaries per May 1, 2013 MLS Players Union Release
Main graph driven by Base Salary
Smaller graph is driven by estimated salary cap cost of top 20 highest-paid, non-Generation-Adidas players on each club. Maximum of $365,750 with adjustments for lower-paid DPs, and Youth DPs. This is still only an estimate of cap usage.

It has been noted by MLS clubs that this data (both individual salaries & positions) can be a bit inaccurate.
If you like these visualizations, please follow me on Twitter @SoccerStatHunt
created using Tableau Public

Junk Charts
4. DON’T MAKE PEOPLE WORK TOO HARD TO FIND INFORMATION

Percentage of U.S. Public Libraries with Text, Chat, and Email Reference, 2014

[Bar chart showing percentage of libraries offering different reference services by population group.]

- Text
- Chat
- Email

Population Group:
- <10k
- 10k-24,999
- 25k-99,999
- 100k-499,999
- 500k+
4. DON’T MAKE PEOPLE WORK TOO HARD TO FIND INFORMATION

Percentage of U.S. Public Libraries with Text, Chat, and Email Reference, 2014

<table>
<thead>
<tr>
<th>Population Group</th>
<th>Text</th>
<th>Chat</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10k</td>
<td>2%</td>
<td>9%</td>
<td>25%</td>
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<tr>
<td>10k-24,999</td>
<td>11%</td>
<td>26%</td>
<td>26%</td>
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<tr>
<td>25k-99,999</td>
<td>14%</td>
<td>28%</td>
<td>48%</td>
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<tr>
<td>100k-499,999</td>
<td>21%</td>
<td>43%</td>
<td>75%</td>
</tr>
<tr>
<td>500k+</td>
<td>67%</td>
<td>67%</td>
<td>100%</td>
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</tbody>
</table>
CHART DISSECTION
My child's enjoyment of reading increased
My child's reading skills increased
My child's reading by choice increased

Chart 3
Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading

All survey respondents
Parents of children ages 4-6
Families participating in summer reading for the first time
Chart 3
Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading

- My child's enjoyment of reading increased
- My child's reading skills increased
- My child's reading by choice increased

All survey respondents
Parents of children ages 4-6
Families participating in summer reading for the first time
Chart 3
Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading

- **My child's enjoyment of reading increased:**
  - All survey respondents: 49.32%
  - Parents of children ages 4-6: 59.28%
  - Families participating in summer reading for the first time: 61.22%

- **My child's reading skills increased:**
  - All survey respondents: 49.13%
  - Parents of children ages 4-6: 57.71%
  - Families participating in summer reading for the first time: 59.01%

- **My child's reading by choice increased:**
  - All survey respondents: 54.05%
  - Parents of children ages 4-6: 60.39%
  - Families participating in summer reading for the first time: 61.86%
Chart 3
Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading

- **My child's enjoyment of reading increased**: 61.22%
- **My child's reading skills increased**: 57.71%
- **My child's reading by choice increased**: 60.39%

Legend:
- All survey respondents
- Parents of children ages 4-6
- Families participating in summer reading for the first time
Chart 3
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- My child's enjoyment of reading increased: 49.32%, 59.28%, 61.22%
- My child's reading skills increased: 49.13%, 57.71%, 59.01%
- My child's reading by choice increased: 54.05%, 60.39%, 61.86%

Legend:
- All survey respondents
- Parents of children ages 4-6
- Families participating in summer reading for the first time
My child's enjoyment of reading increased
My child's reading skills increased
My child's reading by choice increased

Chart 3
Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading

- All survey respondents
- Parents of children ages 4-6
- Families participating in summer reading for the first time
The impact of summer reading was particularly pronounced for families participating in the program for the first time and children ages 4-6:

- My child's enjoyment of reading increased: 49% (All survey respondents) 61% (Parents of children ages 4-6) 62% (Families participating in summer reading for the first time)
- My child's reading skills increased: 49% (All survey respondents) 58% (Parents of children ages 4-6) 59% (Families participating in summer reading for the first time)
- My child's reading by choice increased: 54% (All survey respondents) 60% (Parents of children ages 4-6) 62% (Families participating in summer reading for the first time)
My child's enjoyment of reading increased

My child's reading skills increased

My child's reading by choice increased

Chart 3
Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading

All survey respondents
Parents of children ages 4-6
Families participating in summer reading for the first time
Activity: Chart Dissection
Chart 3.2: Percentage of Rock Creek Public Library patrons who used PACs for the following activities:

- Social networking: 51%
- Education: 34%
- Civic engagement: 32%
- Employment: 29%
- Entrepreneurship: 27%
- Health & wellness: 25%
- eGovernment: 10%
- eCommerce: 10%
Using technology to stay in touch with family and friends and maintain social networks was the most popular activity on Rock Creek Public Library computers.

- Social networking: 51%
- Civic engagement: 34%
- eCommerce: 32%
- Health & wellness: 30%
- eGovernment: 29%
- Education: 27%
- Employment: 25%
- Entrepreneurship: 10%
The percentages of Stony Brook Public Library computer users accomplishing work-related tasks have increased steadily since 2013.
About half of Boulder Bay Public Library computer users are white, and more than 1 in 4 are Hispanic or Latino.
More than 1 in 4 Boulder Bay Public Library computer users are Hispanic or Latino.
3 DESIGN GUIDELINES

1. K.I.S.S.
2. Show rather than tell
3. Colors and fonts
NYC Libraries: Demand ↑ Funding ↓

- Circulation: 59%
- Program Attendance: 40%
- Program Sessions: 27%
- Average Hours per Week: 2%
- City Funding: -8%
- Proposed FY14 City Funding: -35%

NYPL Online Community

More than Half a Million Strong

- NYPL eNews: 169,693
- Facebook: 55,974
- Foursquare: 51,048
- Twitter: 211,583
- Tumblr: 40,680

Every Bit Helps

- $25: 2 new children's books
- $40: 1 year of library service for 4 cardholders
- $113: 1 research volume
- $1,350: 1 job-search laptop, plus software
Fresno County Public Library

**By the Numbers**

More people than ever before turned to the public library between 2012 & 2014, seeking everything from books and e-books to computer classes, early learning services, literacy services, job search help, and more.

**Total Library Visits**

6 Million

**Most Visited Libraries**

- Clovis Regional: 1.1 million visits
- Central Library: 1 million visits
- Woodward Park: 650,000 visits

**Programs and Attendance**

- Summer Reading Program: 1,000 participants in 2012, 1,500 participants in 2013
- Programs: 4,349 (up 25% from FY12)
- Attendance: 123,715 (up 10.5% from FY12)

**Our Digital Community**

3.8 Million

Visits to fresnolibrary.org

**Our Most Visited**

- YouTube Video
- Chilton Auto Repair Manuals
- Online @ The Library

10,534 Visits

**Public Computer Sessions**

691,572

Internet and information access is important to many Fresno County residents.

**WiFi**

19 branches now have WiFi. More to come!

12%
3 DESIGN GUIDELINES

1. K.I.S.S.
2. Show rather than tell
3. Colors and fonts
88 LOCATIONS
including libraries, tribes, town halls, etc.
88 Locations

including libraries, tribes, town halls, etc.

Colorado

WEB PRESENCE

Overall
96%

Under 10k
83%

1 in 5 adults are not online
3 DESIGN GUIDELINES

1. K.I.S.S.
2. Show rather than tell
3. Colors and fonts
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

<table>
<thead>
<tr>
<th>In program sessions per 1,000 residents:</th>
<th>In average hours per week:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brooklyn ranked 2nd</td>
<td>NYPL ranked 12th</td>
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<tr>
<td>NYPL ranked 7th</td>
<td>Brooklyn ranked 15th</td>
</tr>
<tr>
<td>Queens ranked 5th</td>
<td>Queens ranked 20th</td>
</tr>
</tbody>
</table>

OVER THE LAST DECADE

- City Funding: 27% increase
- Avg. Hours Per Week: 2%
- Program Sessions: 40% increase
- Program Attendance: 59% increase
- Circulation: 59% increase

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:
- $101M (40.50 per person) for Brooklyn
- $153M (68.79 per person) for Queens
- $215M (342.41 per person) for NYPL

Since 2008, the libraries have seen city operating funds reduced by $68M

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:
- 5.8M in 2007
- 9.3M in 2011

Because of the cuts, full time equivalent employment has dropped 24%
In 2011, e-book checkouts across all three libraries rose 179%
INFOGRAPHIC CREATION SOFTWARE

- PowerPoint
- Adobe Illustrator
- Piktochart
2014 By the Numbers: Stony Brook Public Library

69,000 visits
2 visits per capita

Total program attendance almost tripled in the past decade:

- Children: 8,949
- Teen: 4,106
- Adult: 8,710
- Total: 29,213

99,113 items circulated
77,982 reference questions answered
16,941 e-books borrowed
www.stonybrooklibrary.org
109,502 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:

- Storytime Participant: I loved being able to spend time with my child and bond over my love for books.
- Public Computer User: 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!!
- Computer Class Participant: 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.
- Summer Reading Participant: Summer Reading made a difference. I saw a marked increase in my son's reading ability and appreciation.
2014: A Banner Year for Library Jobline

Library jobs have officially recovered from the Great Recession, according to LRS's popular library job posting website, LibraryJobline.com. In 2014, 615 jobs were posted—the most since before the website's launch in 2007—and more than twice that of 2009's 228 jobs, a slight low. We also saw the highest average starting wages for positions preferring the MLS ($24.45 per hour) and requiring the MLS ($25.31 per hour). Read on to learn more about how the rest of 2014 shaped up.

2014 QUICK STATS: 615 Jobs posted

**LIBRARY JOBLINE TRENDS**

<table>
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<tr>
<th>Year</th>
<th>Jobs Each Year</th>
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<tr>
<td>2014</td>
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<tr>
<td>2013</td>
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<td>1970</td>
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**REQUIREMENTS & PREFERENCES**

When posting jobs on LibraryJobline, employers have the option of specifying whether they prefer or require that applicants meet certain criteria. Here we've outlined the percentages in which employers indicated the criteria below. In 2014, the percentage of posts with at least a year of required professional experience hit a new high of 24%.

**LIBRARY JOBSITE**

600+ Follow @libraryjobline to get our favorite job hunting advice, LibraryJobline postings, & weekly JOTUeB

**LIBRARY JOBLINE**

600+ Follow @libraryjobline to get our favorite job hunting advice, LibraryJobline postings, & weekly JOTUeB

**LIBRARY JOBLINE**

600+ Follow @libraryjobline to get our favorite job hunting advice, LibraryJobline postings, & weekly JOTUeB

1. Among those postings that specified a degree requirement and a starting wage.
INFOGRAPHIC CREATION SOFTWARE

- PowerPoint
- Adobe Illustrator
- Piktochart
Rock Creek Public Library

2014 YEAR-END REVIEW

TEEN SERVICES

Building our teen services is a priority for Rock Creek Public Library as we work to reverse past trends of declining use. Here’s what we did last year:

1. Cross-trained library staff on customer service targeted at teens
2. Promoted existing music & movie collections
3. Investigated makerspace grant opportunities
PIKTOCHART

Expanded social media presence  
Increased summer reading programming for teens  
Built up graphic novel ebook collection

TEEN PROGRAM ATTENDANCE

Program attendance up by 20%, but we're still short of our goal of 1500 visits a year. There's more work to be done!
TYPE OF PROGRAMMING

47% Crafting & making programming
31% Video game tournaments
38% Movie showings
34% Book club meetings

Sources:
Rock Creek Public Library Annual Report
Rock Creek Public Library Teen Services team statistics
Pebble Pond Public Library by the Numbers

Of survey respondents who received one-on-one tech help from library staff:

- 64K total circulation
- 8.5 circulation per capita
- 89% said it was "very helpful"

5.5 visits per capita
39K total visits

powered by Piktochart
RESOURCES

Infographic Software:
Selection Guide

Tips and Inspiration:
Librarian Design Share
Stephanie Evergreen
Ann Emery
Flowing Data
Information is Beautiful
Ad/Lib
Storytelling with Data
RESOURCES

Software Tutorials:
Lynda
Creative Live

Icon/Image Sources:
IconArchive
openclipart
morgueFile
Pexels
Pixabay
RESOURCES

Symbol Font Sources:

Modern Pictograms
StateFace
Cittadino
WebHostingHub Glyphs
The Top 15 Free Symbol Fonts
RESOURCES

Fonts:
MyFonts
Adobe Typekit
dafont

Colors/Palettes:
ColourLovers
Adobe Color CC
RESOURCES

Color Blindness:
Compliant Color Use

Chart Selection Guide:
Tableau Whitepaper: Which Chart or Graph is Right for You?
QUESTIONS?
September 30-October 3, 2016
Registration opens January 26, 2016

[Link to website]

#RIPLeffect
Preconference:
Think, Do, Show: Practical Techniques for Analyzing, Using, and Visualizing Data to Improve Practice and Demonstrate Impact

Tuesday, April 5, 2016, 9:00 AM – 5:00 PM
THANK YOU!

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www.lrs.org
@lindahofschire