**Measures that Matter Part Two: Detailing the Data-based Story of Public Libraries**

<http://www.webjunction.org/events/webjunction/measures-that-matter-2.html>

**Event Description**: In the United States, there are a number of national surveys of public libraries and their patrons. While all of these efforts help us tell a data-based story of public libraries, they differ in terms of their samples, what types of data they collect, and how their data are collected, stored, and accessed. During the [first webinar](http://www.webjunction.org/events/webjunction/measures-that-matter-1.html) in this three-part series, we scanned the landscape of major public library surveys and considered how library data could be used more productively in the future. In this second webinar, we will drill deeper into the concepts of sampling, data types, and data management, and how they impact what we know about public libraries and their patrons. At the end of this webinar, participants will have a greater understanding of various sampling methods, recognize the differences between inputs, outputs, and outcomes, and be aware of the data management practices for various national public library surveys.

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Sampling Methods** |
| Identify the methods for any surveys your library conducts or participates in (indicate which survey per method):* Census
* Probability Sampling (e.g. simple random, systematic, stratified, cluster, or multistage)
* Non-Probability Sampling (e.g. purposive, snowball, or convenience)
* Other

Explore these additional resources on sampling methods: * [Understanding random sampling](http://www.pewresearch.org/2017/05/12/video-explainer-understanding-random-sampling-for-public-opinion-surveys/), a video from Pew Research Center
* [Understanding Sampling](http://toolkit.pellinstitute.org/evaluation-guide/collect-data/understand-sampling/), a toolkit from the Pell Institute
* [Sampling: Design and Analysis](http://www.worldcat.org/oclc/433453665), a book by Sharon Lohr
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| **Types of Data Points** |
| List six data points your library collects and identify whether they are **inputs, outputs, or outcomes**. 1.2.3.4.5. 6. |
| **Using Data to Tell a Library Story** |
| Tell a story about your library using the data points listed above. (Consider using the [27-9-3 method](http://www.powerprism.org/27-9-3-elevator-pitch.htm) to create a persuasive “pitch” statement that can be presented using no more than 27 words, within a time frame no longer than nine seconds, and discussing no more than three points.)  |
| **Combining Datasets** |
| During the webinar, we discussed various ways that public library data can be accessed, displayed, and combined with other datasets. For one example of this, find your library on the Digital Inclusion Survey [interactive map](http://digitalinclusion.umd.edu/content/interactive-map) and export a profile (the profile combines data from the Public Libraries Survey, Digital Inclusion Survey [if your library responded to this survey], Census, and American Community Survey).   |
| **Action Plan:** (include next steps, who, when, etc.) |
| **We want to hear from you!** Please send any comments or questions about Measures that Matter to info@cosla.org.  |