

Today's Presenters



Sherry Lehane
Innovations Project
Manager, Providence
Public Library (RI)



Dianne Connery
Development Director,
Pottsboro Library (TX)



Kristi Henry
Senior Librarian,
DeKalb County Public
Library (GA)



Kate Aubin
Director of Youth
Services, Providence
Public Library (RI)



Daniel Munoz
Assistant Director and
Systems Manager,
Okefenokee Regional
Library System (GA)



LIBRARIES AND NON-PROFITS: LEVERAGING DATA ANALYTICS FOR COMMUNITY IMPACT

A DATA FOR GOOD PROJECT FUNDED BY THE
INSTITUTE FOR MUSEUM AND LIBRARY SERVICES

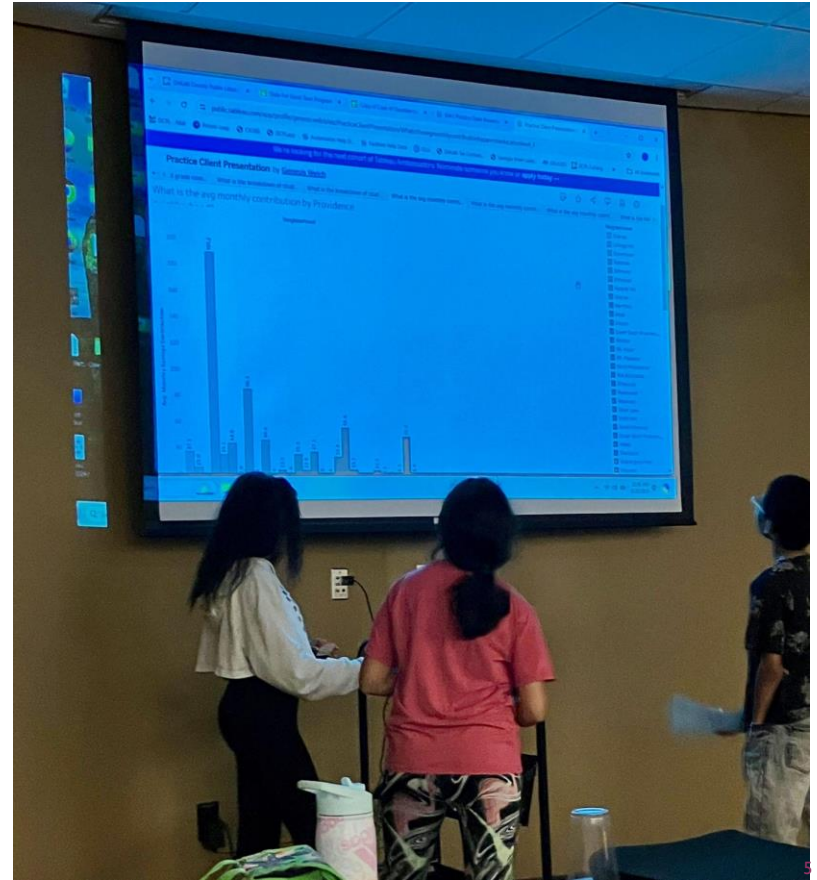


WEBINAR AGENDA

- Project Goals and Outcomes
- Overview of the Data for Good Curriculum
- Share Project Partners' Experiences in Implementing Data for Good and Using the Curriculum
- Review Resources Available

Data for Good

Utilizes data analysis and data visualization skills to assist libraries and nonprofit organizations in using their data to make business decisions and to improve their services.



Images provided by Providence Public Library.



Image provided by DeKalb Public Library.

Your Questions

Who is engaging with our posts?

Are there specific days and times where engagement is highest?

What is our engagement rate?

Data Sources Used

Lifetime Likes by Gender and Age

Lifetime Likes by City

Weekly Demographics People Talking About This

Weekly City People Talking About This

Key Metrics

Image: RI Fish and
Wildlife. Questions
by Om Khadka
published on
Tableau Public. ⁷

Facebook and YouTube Data

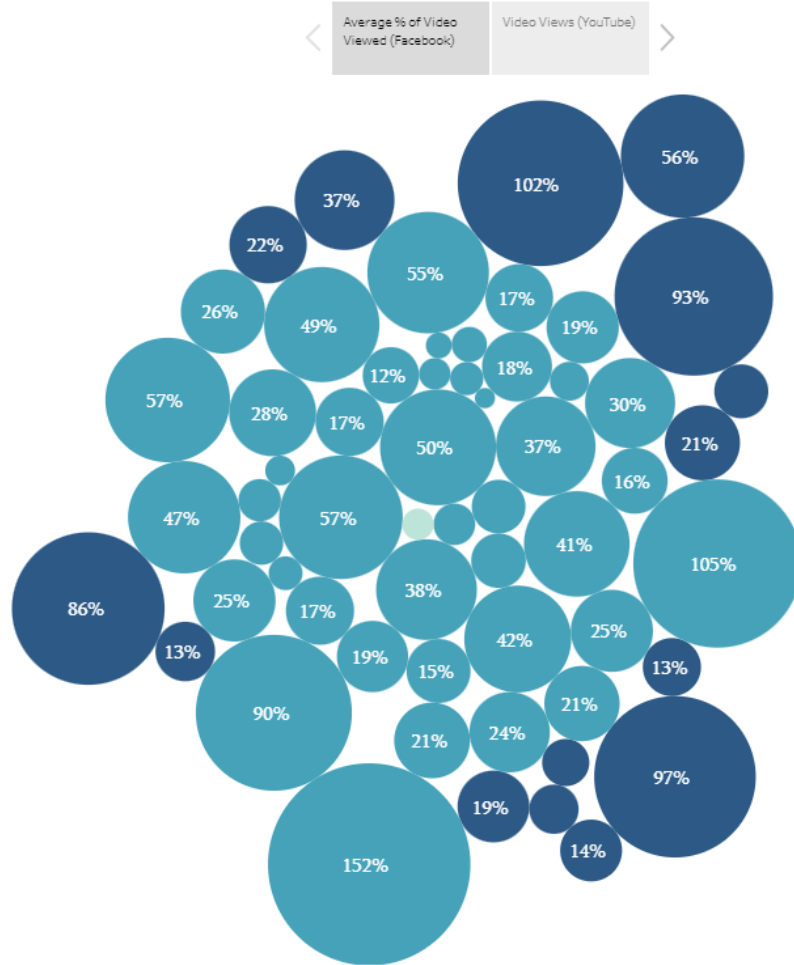


Image by Aidan Clarkin, Rhode Island Fish and Wildlife published on Tableau Public.



A woman with long dark hair, wearing a black top and a blue and white patterned dress, stands at a podium. She is holding a small white object, possibly a remote or a piece of paper, and appears to be presenting or speaking. A laptop is open on the podium in front of her.

Another woman is seated on the left side of the frame, looking towards the presenter. She is wearing a dark jacket over a pink top. A "FIRE" sign is visible on the wall behind her.

Image provided by DeKalb Public Library.

Training
Resources

Curriculum (lesson plans, presentations slides, learner resources, answer keys)

Micro Lesson on Data Analytics (for trainers and learners)

Self-Paced Excel Course in Niche Academy (in progress)



Audience: Data analytics trainers



Skills required: Intermediate Excel



30 hours of instruction – flexible



Includes all teaching and learning resources



Detailed lesson plans

CURRICULUM

CURRICULUM (CONT'D)

- Guided practice and application
- PowerPoint presentations
- Learner practice activities with answer keys
- Practice client used to teach fundamental skills
- Optional extra practice activities
- Ideas for supporting learning
- Tips for working with non-profit clients

Kate Aubin, Director of Youth Services

Providence Public Library, Rhode Island

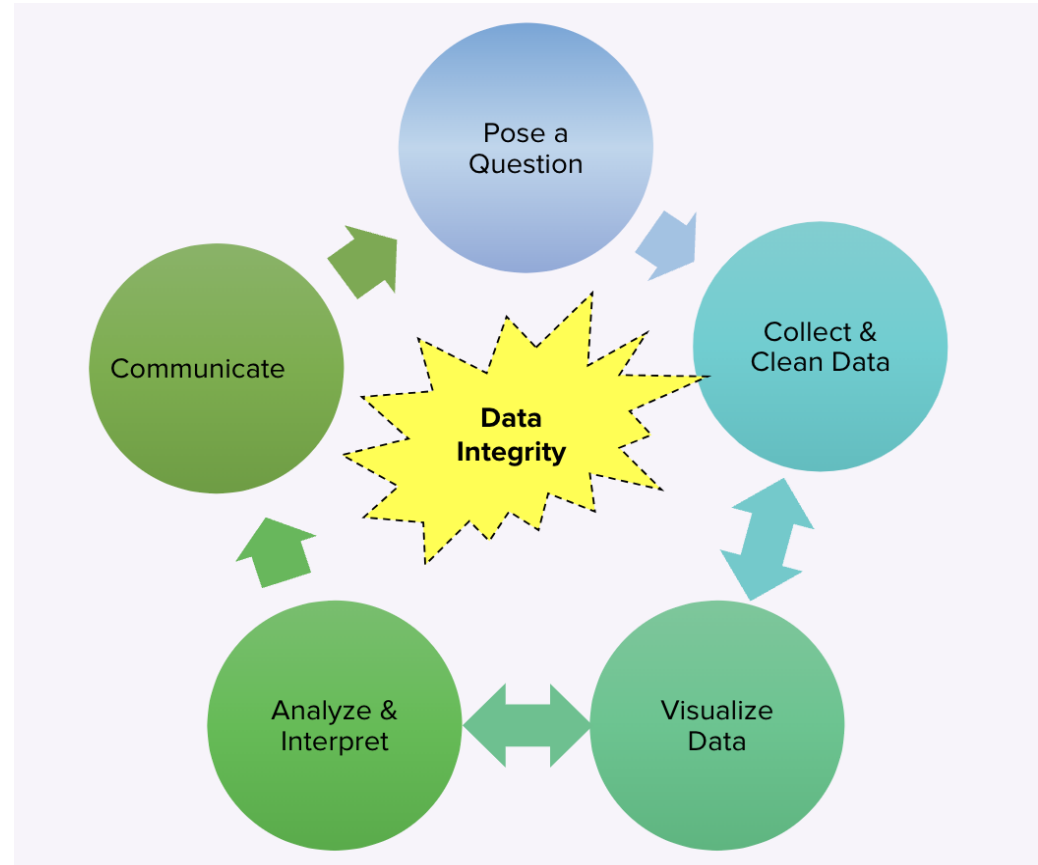


Teen Data for Good Curriculum

- Basic & Intermediate Excel
- Charts and Graphs
- Tableau
- Working with clients

Structure of Teen Data for Good

- Hard skills
- Soft skills
- Workforce development



Nonprofit Partners

- Data needs
- Data skills
- Communication
- Presentations
- Using the vizzes

Lessons Learned

- Explaining the program to potential participants
- Finding nonprofit clients
- Reigning in expectations
- Need a content expert

Kristi Henry, Senior Librarian

DeKalb County Public Library, Georgia





DEKALB
COUNTY
PUBLIC
LIBRARY

Staff Program Overview





DEKALB
COUNTY
PUBLIC
LIBRARY

Teen Summer Program Overview

- Community Partners
- Setting Up and Planning
- Curriculum

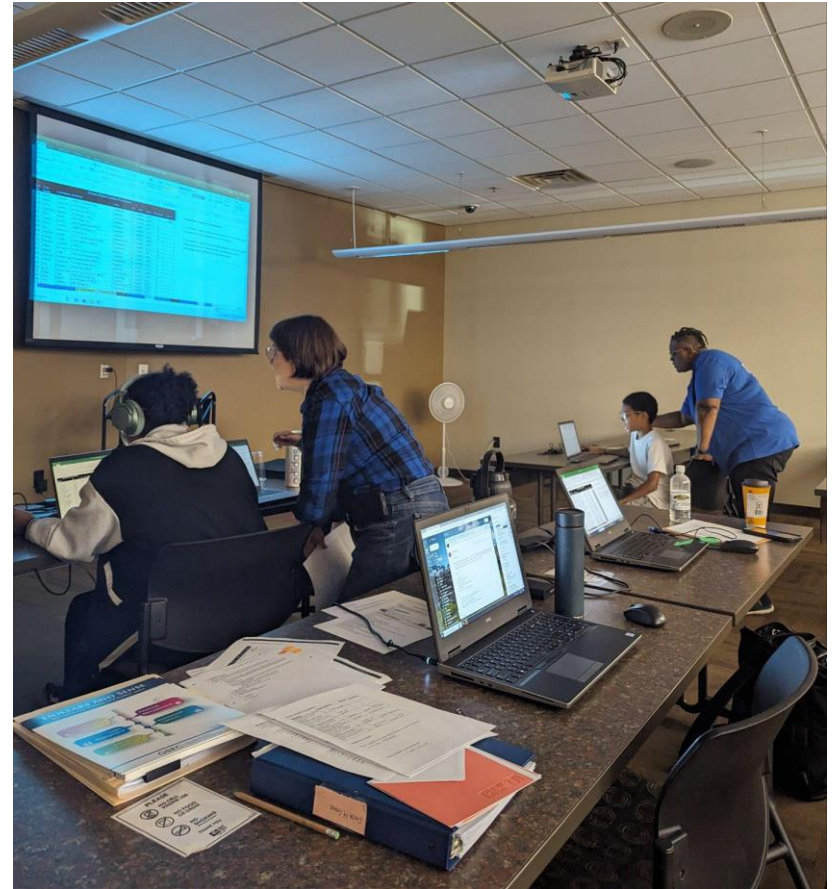
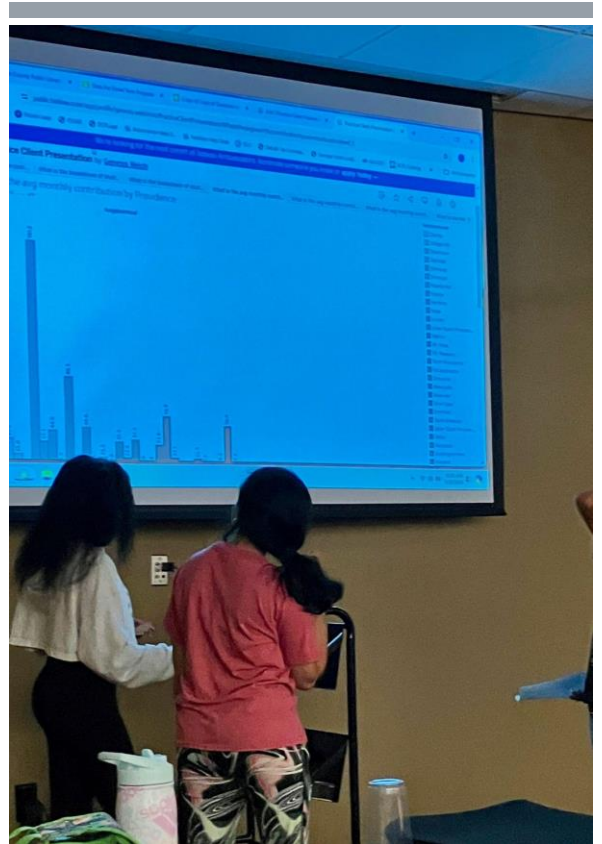
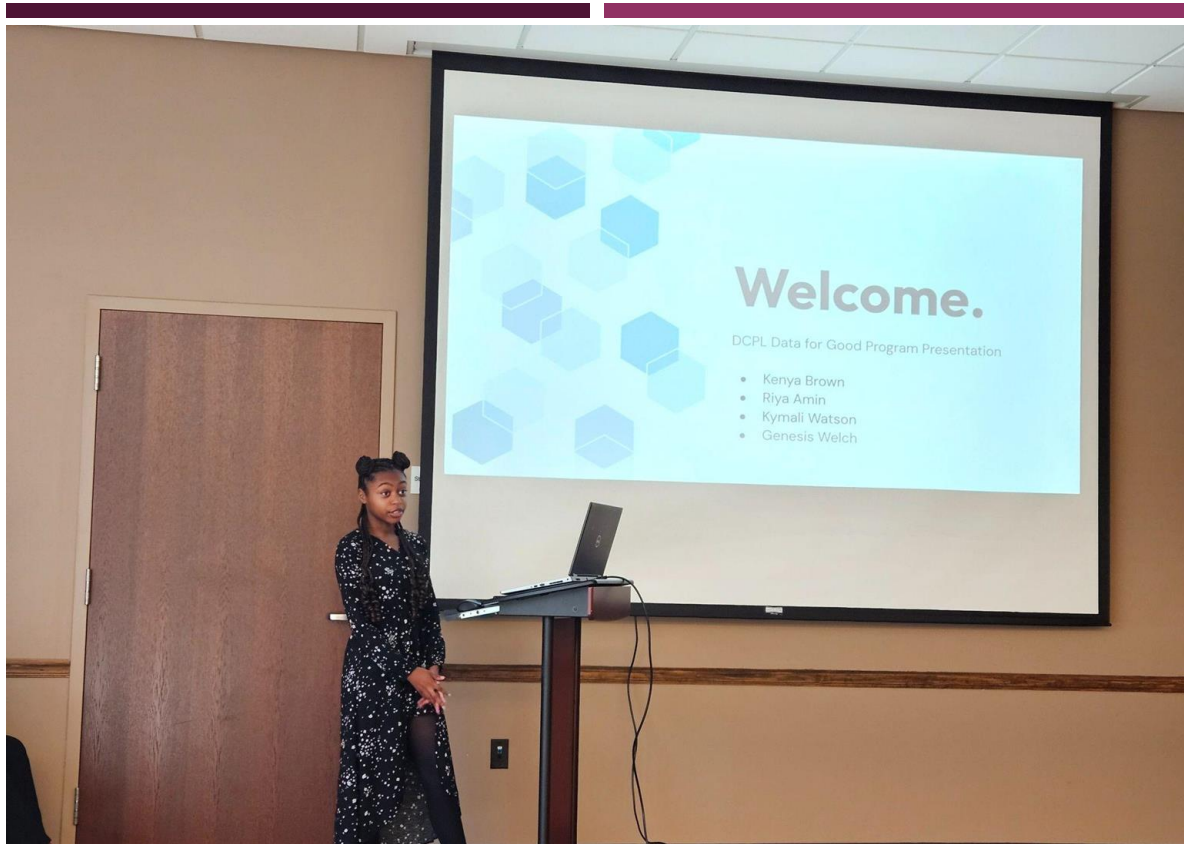


Image provided by DeKalb Public Library.



Images provided by DeKalb Public Library.





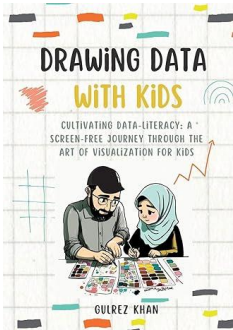
DEKALB
COUNTY
PUBLIC
LIBRARY

Takeaways

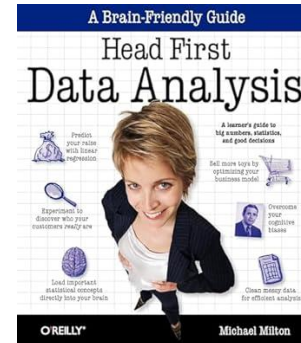
Resources



Images provided by DeKalb Public Library.



Drawing Data with Kids:
Cultivating Data-Literacy: A
Screen-Free Journey through the
Art of Visualization for Kids



Head First Data
Analysis

Dianne Connery, Development Director

Pottsboro Library, Texas



POTTSBORO LIBRARY - TEEN PROGRAM

ARE YOU A TEEN LOOKING FOR A MATH-BASED JOB?

DATA for Good

Learn how to use Excel and Tableau computer software to analyze raw data from nonprofits! \$12.50/hour.

Interested? Email pottsbolibrary@gmail.com with your name and number.

- ONLY 4 SPOTS REMAINING
- choose your work days
- STEM and computer science experience for your resumé!

pottsboro AREA LIBRARY connect here.

Figure 1. Digital Ad for hiring teens for Data for Good. V. Dodd

Digital Analyst Expectations

2023 through 2024

ATTENDANCE & PUNCTUALITY

| | |
|---|---|
| <input type="checkbox"/> BE ON TIME. Be seated at a computer and ready to start working by 4:30 PM. | <input type="checkbox"/> DON'T BE TARDY MORE THAN TWICE. Arriving 10 minutes late or more without notice 2 times or more will result in dismissal. |
| <input type="checkbox"/> BE PRESENT. Attend every training session on Tuesdays and Thursdays from 4:30 PM to 5:30 PM, starting the week of March 1 st and ending the week of June 14 th . | <input type="checkbox"/> DON'T MISS MORE THAN ONCE. Up to 1 explained absence per person is allowed. Unless there are extenuating circumstances, to be discussed with the trainer, more than 1 absence will result in dismissal. |
| <input type="checkbox"/> COMMUNICATE. Email Tori (toridodd@pottsbolibrary.onmicrosoft.com) or text her at (903) 375-2421 a week in advance of potential absences to tell her beforehand and schedule an alternative training. | <input type="checkbox"/> DON'T FORGET TO COMMUNICATE UPCOMING ABSENCES. Any unexplained absences (trainings you miss without notifying the trainer beforehand) will result in dismissal. |

TIMESHEETS & BEHAVIOR

| | |
|--|---|
| <input type="checkbox"/> BE RESPONSIBLE. By Friday of each week, email Tori (toridodd@pottsbolibrary.onmicrosoft.com) your timesheet using the timesheet template she will email you once. It's your job to write in your number of hours (2 per week), the date you fill out the timesheet, and the dates you worked. | <input type="checkbox"/> DON'T FORGET TO SUBMIT YOUR TIMESHEET. Failure to submit a weekly timesheet means you will receive that timesheet a week late. If you submit on time, you'll receive your check the week after you submit your timesheet (checks for each week given the week afterward). |
| <input type="checkbox"/> BE READY TO BUILD YOUR JOB SKILLS. You will complete job skills-building assignments from Texoma Workforce Solutions when the trainer introduces them. | <input type="checkbox"/> DON'T REFUSE TO PARTICIPATE. Refusal to complete job skills-building activities as part of paid time will result in dismissal. |

Figure 2. Job Expectations for Data Analyst. V. Dodd

Partnering with Local Government

City of Pottsboro Sewer & Water Data

Alyson, Sienna, & Luke

pottsboro connect here.
AREA LIBRARY

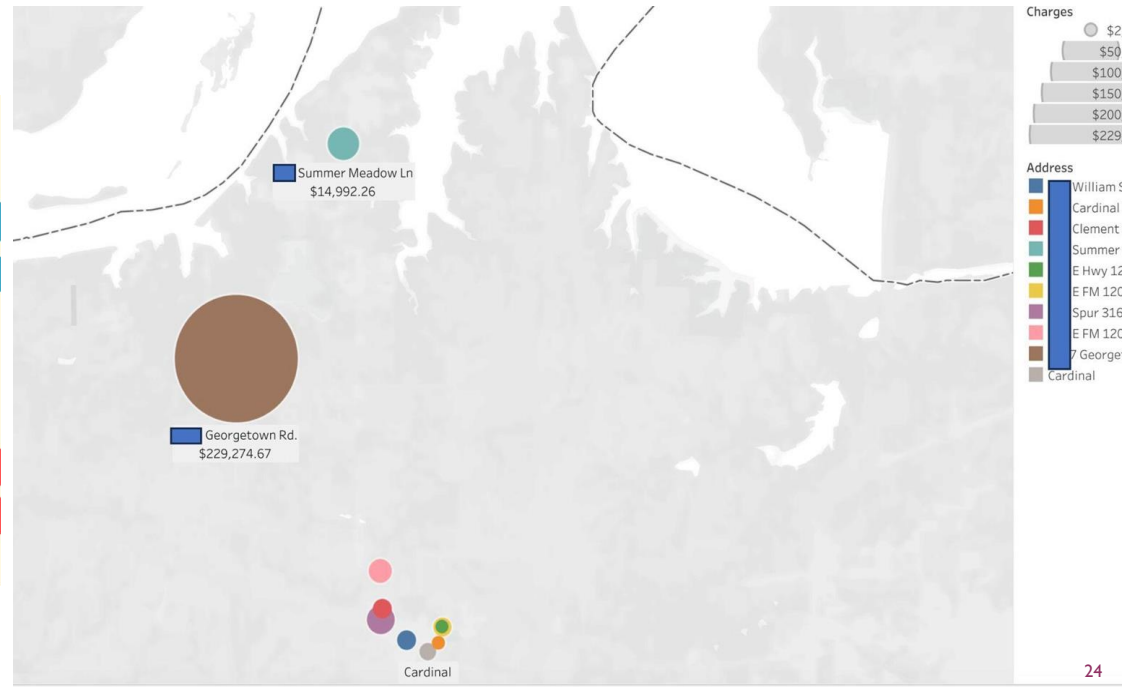
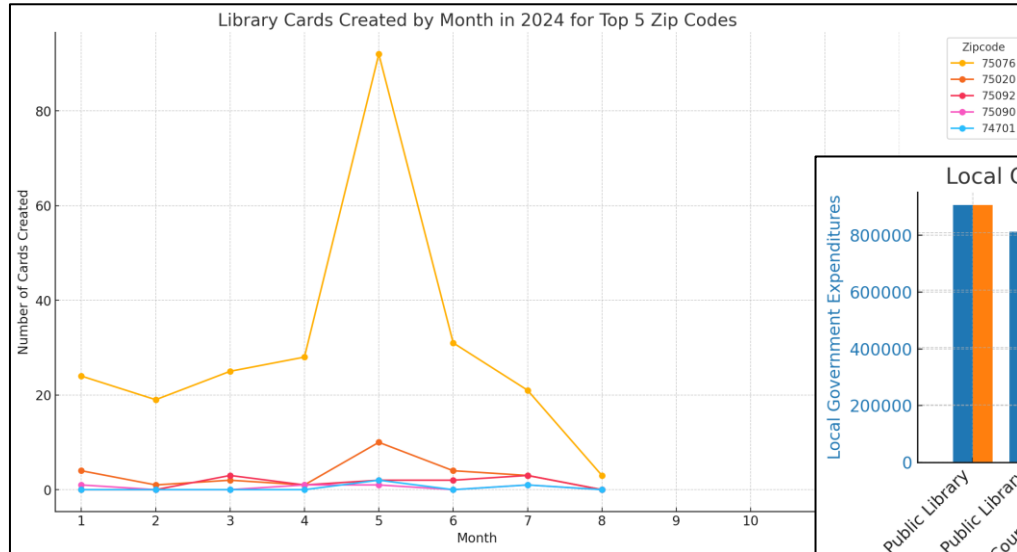


Figure 3. PowerPoint Slide. City of Pottsboro Sewer & Water Data. V. Dodd

Figure 4. PowerPoint Slide. Map of Water Usage. V. Dodd

Uses of AI in Data Analytics



- Leveraging Excel
- Using ChatGPT

Figure 5. Line Chart. D. Connery

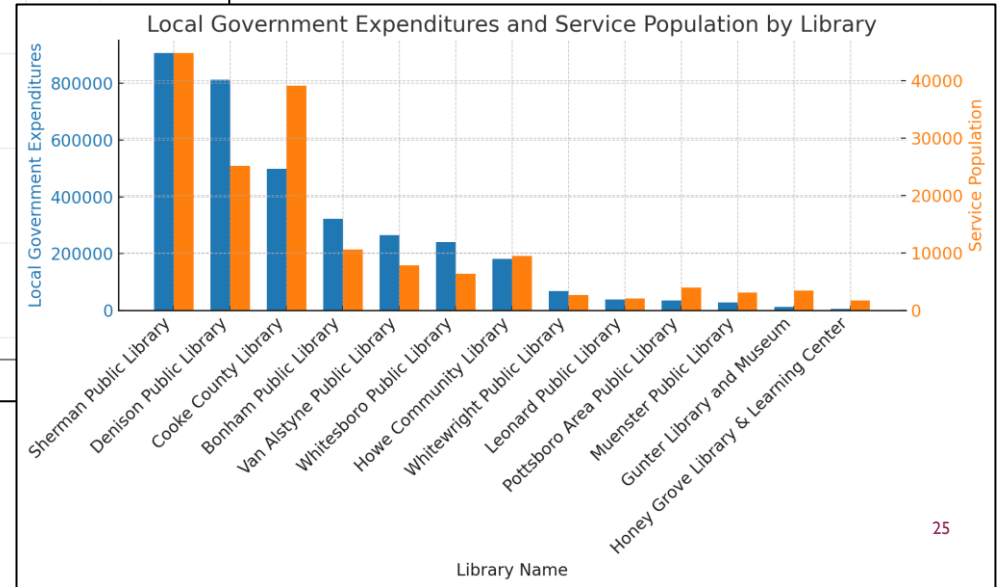


Figure 6. Bar Chart. D. Connery

Daniel Munoz, Assistant Director

Okefenokee Library System, Georgia





Okefenokee Regional Library System

Staff/Public Program Offering

Our approach: The Buddy System

Two staff members trained: one technical (that's me!), one public-facing.

- Non-technical one had help learning Excel and Tableau
- Technical one had help designing the teaching formats and running course (and making powerpoint presentations.)



Okefenokee Regional Library System

Staff/Public Program Offering

- Used the Data for Good curriculum
 - Only small tweaks to customize it to OKRLS and the in-person training
- Used Google Classroom to deliver and organize the training materials
- Delicious food provided by high school culinary students
- Challenge: Engaging a cohort for 30-hour curriculum

Lesson 1



L1 - Excel Skills Builder

Edited Mar 6, 2023



Do you have any goals for this class?

No due date



What (if any) experience do you have usi...

No due date



What did you learn today?

No due date



L1 - Intro to Data Analytics slides

Posted Feb 27, 2023



L1 - Excel Monthly Budget

Edited Mar 1, 2023



L1 Excel Monthly Budget Instructions

Posted Feb 27, 2023



Lesson 4



Huxford Question Mapping Assignment

No due date



L4 - Question Mapping Application slides

Posted Mar 8, 2023



What did you learn today?

No due date



What would you like to do differently nex...

No due date



What worked well today?

No due date



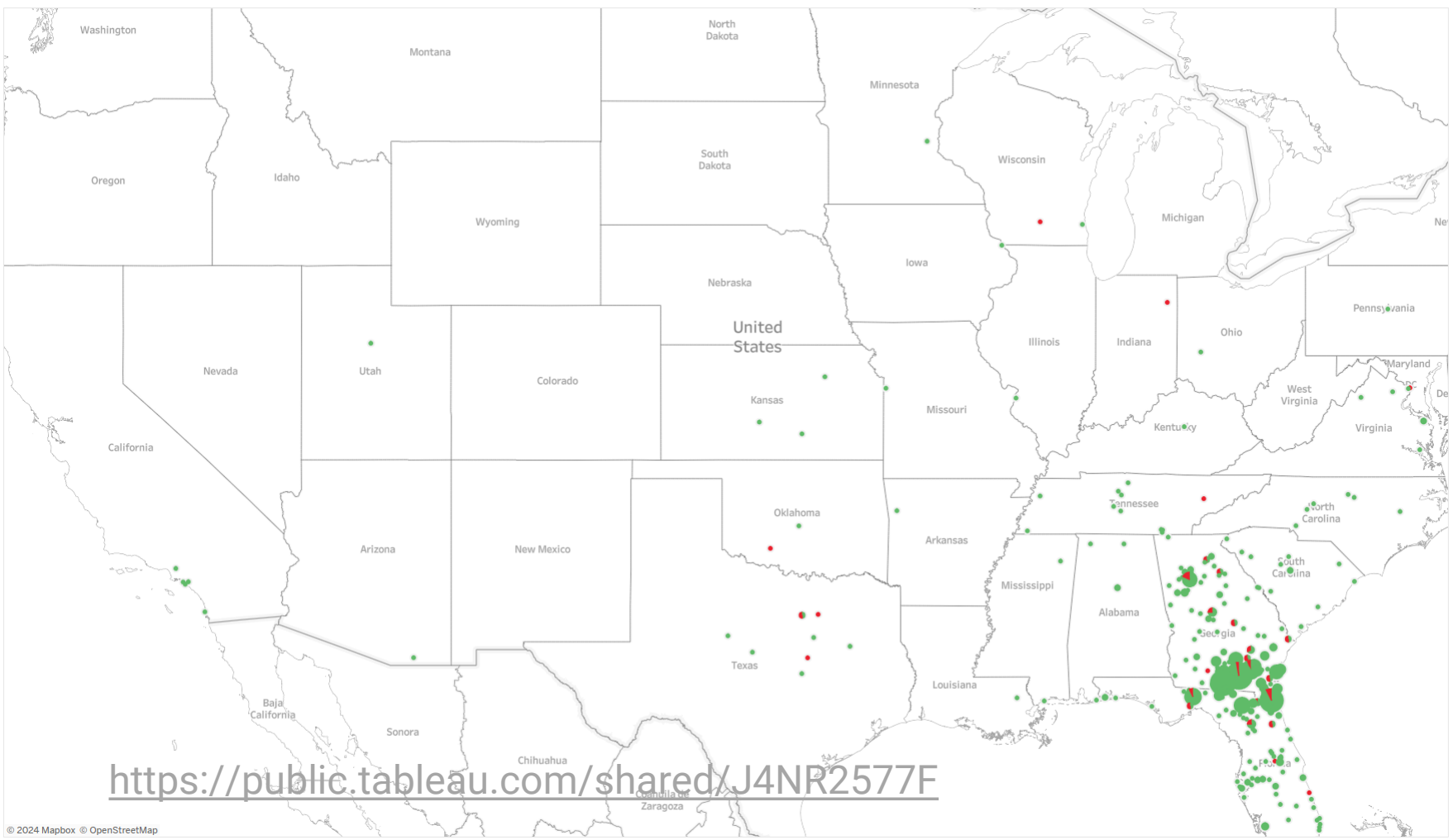


Okefenokee Regional Library System

Staff/Public Program Offering

- **Goal:** Our objective was to collaborate with a local non-profit organization, the Huxford Genealogical Society, to offer them insights through data analysis.
- **Outcome:** The final two days of the program were focused on creating data visualizations, which were then presented to the organization.

Huxford Membership Map



Membership

- (All)
- Individual
- Institutional

Membership

- Individual
- Institutional

<https://public.tableau.com/shared/J4NR2577F>



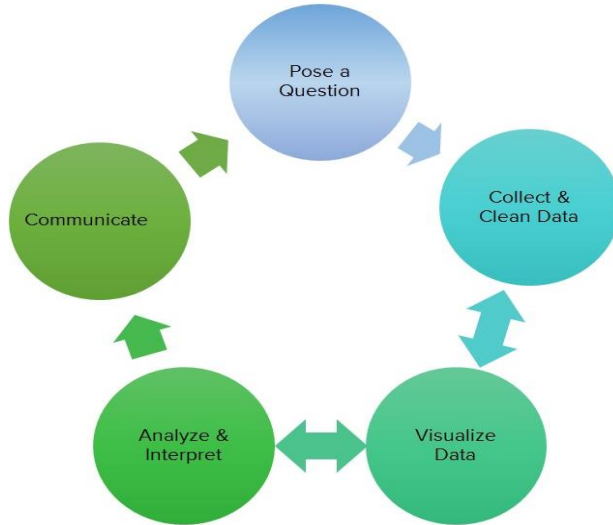
Okefenokee Regional Library System

Another Alternative: Online version using Niche Academy – In Progress

- Self-paced
- Includes hands-on practice
- Includes the practice project with Providence Promise
- Standalone and sustainable
- Option to offer as blended learning for support

Data Analytics is the science of drawing insights from raw information. Data Analytics can reveal trends, patterns, and correlations that would otherwise be lost in the mass of detailed information.

Data analytics is an iterative process that starts with a question.



Pose a Question:

Before we even begin the analysis process, an organization must first take into consideration what problem they are trying to solve.

Collect & Clean Data:

1. Data Collection is the process of finding or creating data sets that will answer your questions.
2. Data Mapping connects your questions to specific fields in the data set.
3. Data Cleaning is the process of preparing the data for analysis. This involves detecting and correcting or removing inaccurate information from a data set.

Data Visualization:

Involves creating visual representations of data (charts) to communicate a quantitative message clearly and efficiently.

Analyze & Interpret:

How do your visualizations/charts tell you? Seeing the data visually helps us understand it. Think about the key takeaways.

◀ Prev

Next ▶

Data 4 Good - Data Literacy Training

Overview

📁 Intro

Lesson 1: Introduction to Data Analytics

📁 Project Roadmap

📁 Lesson Objectives

📁 What Is Data Analytics

📁 Introduction to Types of Charts

📁 Programs and Formats

📁 Getting Started with Excel

Lesson 2: Initial Data Assessment

📁 Lesson Objectives

📁 Practice Client

📁 Initial Data Assessment - Practice Client

📁 Excel Skills Building

Lesson 3: Mapping Questions to Data

📁 Lesson Objectives

📁 Mapping Questions to Data File

📁 Intermediate Excel Skills

📁 Exercise - Classic Cars Activity

Lesson 4: Question Mapping Application

📁 Lesson Objectives

📁 Map Client Questions to Data

📁 Excel Skills Building

📁 Create a Tableau Public Account



Okefenokee Regional Library System

Micro Lesson – An Introduction to Data Analysis

Why: Many people have busy schedules and multiple demands on their time, which can make it hard to commit to full-length courses.

This shorter version of the Data for Good (D4G) program is designed to:

- Provide a clear overview of the key concepts and skills.
- Help participants decide if the program aligns with their goals and if they want to invest more time in the full offering.
- Serve as a foundation so that, when learners engage with the full course later, they already have a basic understanding, making it easier to grasp more complex topics.

<https://www.webjunction.org/news/webjunction/harnessing-the-power-of-library-data.html>

Data for Good

Libraries harnessing the power of data

Businesses make use of data analytics to gain valuable insights about their services, customers, and growth opportunities. Similarly, libraries are well positioned to play a pivotal role in analyzing raw data to assist community partners in identifying trends and patterns, thereby enabling them to address issues and make informed decisions for the greater good. Recognizing the immense potential of data analytics, the Providence Public Library in Rhode Island (PPL) secured funding through a grant from the Institute of Museum and Library Services (LG-250160-OLS-21) to turn "Data for Good" into a training program to assist libraries in providing data analytics support to local nonprofits, as well as the library. Partners who participated in this project include DeKalb County Public Library, Decatur, GA, Okfenokee Library, Okfenokee, GA; Pottsboro Library, Pottsboro, TX and the Rhode Island School of Design Museum in Providence, Rhode Island.



This collection of resources and information about the project offers guidance and adaptable tools to aid any library in launching its own Data for Good initiative. With data analytics as a powerful tool, libraries can empower patrons, strengthen community organizations, and catalyze positive change.

An introduction to Data for Good

Featuring the trainers and curriculum developers who created the program.



Upcoming webinar

Libraries and nonprofits: Leveraging data analytics for community impact

Learn about "Data for Good," designed to support library training and community services for data analysis, through teen and adult programming.

October 9, 2024

[Register now](#)

Project curriculum

The Data for Good curriculum is available for anyone to replicate and adapt into a training program in their community. The curriculum is a set of project-based lessons that guide adult or teen learners in achieving the skills they need to analyze data. There are 14 lessons, each with a lesson plan packet, slide decks, and activities for learners. (34 MB zipped file)

[Download](#)

Micro lesson

If you are looking for a lighter introduction to the power of data analytics for libraries, check out this collection of four videos (~45 minutes) created by Data for Good, on "Harnessing the power of library data." Through the series of videos and relevant, practical exercises, you'll learn new skills, and explore how to use data analytics to inform decisions in your library.

[Explore now](#)

Case studies

Read how libraries have successfully used the Data for Good program with their community.

Providence Public Library



DeKalb County Public Library



Pottsboro Public Library



oc.lc/data-for-good

- Video Introduction to Data for Good Project (4 minutes)
- Curriculum (26 hours of instruction and included: detailed lesson plans, presentations slides, learner resources, answer keys)
- Micro Lesson on Data Analytics (for trainers and learners)
- Case Studies of Project Partners



Contact: Kate Aubin, kaubin@provlb.org



QUESTIONS?

Thank you for joining us today!

- This curriculum was developed by Sherry Lehane of the Providence Public Library and Dexter Strong, an independent consultant. The curriculum is published under a Creative Commons [CC BY 4.0](#) license and may be adapted, edited, and built upon.
- Funding for this project was made possible by the Institute for Museum and Library Services National Leadership Grant, grant number LG-250160-OLS-21.