Gathering Data

Joseph Manion | Library Development and Services Specialist | State Library Services
August 9, 2017
Results based accountability

- Is it important to taxpayers and voters?
- What will you do?
- What difference will it make?
- What will it cost?
- Is there data to support your position?
"Without data
you're just another person
with an opinion."

W. Edwards Deming
Measures

Input
- Resource perspective
- What we put in

Output
- Operational perspective
- What we deliver

Outcome
- Customer perspective
- How customer benefits

Impact
- Stakeholder perspective
- What changes for customers

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Leading for educational excellence and equity, every day for every one.
Leading for educational excellence and equity, every day for every one.
Input
- 10 youth services librarian training sessions
- Seasonal story time marketing campaigns

Output
- 36 early literacy story times per year
- 1080 preschoolers and caregivers attend

Outcome
- 76% of parents who attended now read to children at home

Impact
- 84% of children are kindergarten ready
Public library data

- Minnesota Public Library Annual Reports
- LibPAS
- American Library Association
- IMLS, Public Libraries Survey
- PEW Research Center, Libraries
Most public libraries are rural and total use is similar to urban libraries.

- **Visits**: Urban 5,893,370, Rural 6,779,570
- **Registered users**: Urban 1,201,680, Rural 1,152,584

**Pie chart**:
- 118 Rural (84%)
- 23 Urban (16%)
Libraries built and remodeled by decade

- **Taylors Falls Public Library**, Minnesota’s oldest library building, was built in 1857.
Public library staff has grown less than 1% since 2011.
Public library personnel costs grew 8.5% since 2011.
Public use of library meeting rooms increased by 34% since 2011.
• Minnesota Department of Education, Data Center

• American Association of School Librarians, Research and Statistics

• Metronet, School Library Media Center Census

• National Center for Education Statistics, Schools and Staffing Survey (SASS)
School librarians and media specialists trend

Media Generalist FTE decreased 12% and Librarian FTE decreased 38% from the 2011-2012 to 2016-2017 school years.
Other data sources

- **Project Outcome**
- **Edge** Survey
- **Impact** Survey
- Your library
Presenting data
Average public library usage per capita declined since 2011.
Inputs vs outputs

Collections are growing

Loans are shrinking

Collection size

Loans

<table>
<thead>
<tr>
<th>Year</th>
<th>Collection size</th>
<th>Loans</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>15,500,000</td>
<td>45,000,000</td>
</tr>
<tr>
<td>2012</td>
<td>16,000,000</td>
<td>48,000,000</td>
</tr>
<tr>
<td>2013</td>
<td>16,500,000</td>
<td>51,000,000</td>
</tr>
<tr>
<td>2014</td>
<td>17,000,000</td>
<td>54,000,000</td>
</tr>
<tr>
<td>2015</td>
<td>17,500,000</td>
<td>57,000,000</td>
</tr>
<tr>
<td>2016</td>
<td>18,000,000</td>
<td>60,000,000</td>
</tr>
</tbody>
</table>
Adding database retrievals and media downloads to physical loans offers more accurate data for total collection usage.
### Performance measure

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered users</td>
<td>3,860,346</td>
<td>3,860,671</td>
<td></td>
</tr>
<tr>
<td>Operating expenditures</td>
<td>$225,533,300</td>
<td>$233,900,253</td>
<td></td>
</tr>
<tr>
<td>Open hours</td>
<td>735,157</td>
<td>743,577</td>
<td></td>
</tr>
<tr>
<td>Visits</td>
<td>24,340,258</td>
<td>24,063,019</td>
<td></td>
</tr>
<tr>
<td>Collection size</td>
<td>16,933,651</td>
<td>17,163,393</td>
<td></td>
</tr>
<tr>
<td>Loans</td>
<td>52,512,434</td>
<td>50,502,337</td>
<td></td>
</tr>
<tr>
<td>Computers</td>
<td>6,559</td>
<td>6,702</td>
<td></td>
</tr>
<tr>
<td>Internet sessions</td>
<td>6,868,170</td>
<td>10,871,216</td>
<td></td>
</tr>
<tr>
<td>Staff FTE</td>
<td>2,204</td>
<td>2,218</td>
<td></td>
</tr>
<tr>
<td>Reference transactions</td>
<td>3,707,300</td>
<td>3,573,963</td>
<td></td>
</tr>
<tr>
<td>Programs</td>
<td>64,251</td>
<td>69,389</td>
<td></td>
</tr>
<tr>
<td>Program attendance</td>
<td>1,475,550</td>
<td>1,563,445</td>
<td></td>
</tr>
</tbody>
</table>
Programs grew by **41%** and attendance by **27%** since 2011.
Wireless access is more than making up for decreasing PC use.
### Outcomes

**Success Story: Great River Regional Library**

**April 2014**

<table>
<thead>
<tr>
<th>#</th>
<th>Attribute</th>
<th>Library response</th>
<th>Points awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>80% of public services staff are able to answer patrons’ technology questions</td>
<td>No, would like to but cannot in this time</td>
<td>[ ]</td>
</tr>
<tr>
<td>2</td>
<td>25% of public services staff in each location are able to answer patrons with intermediate technology questions</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>3</td>
<td>10% of public services staff in each location are able to assist patrons with advanced technology questions</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

**May 2014 & July 2017**

**Librarians Make A Difference**

Of survey respondents who use the library’s public access technology, 25% got help from a librarian, library staff, or volunteer to use the library’s computers and Internet.

**November 2013**

**Library Impact Survey**

- Enhance computer lab hours to support student learning.
- Increase computer lab hours to support student learning.
- Improve computer lab hours to support student learning.
- Enhance computer lab hours to support student learning.
- Improve computer lab hours to support student learning.

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Why libraries still matter
We’re everywhere

12
Regional systems

141
Libraries

355
Branches

8
Bookmobiles
We have lots of constituents

There were nearly 4 million public library members in 2016.

Minnesota population
5,485,238

Resident library card holders
3,095,735

Non-resident library card holders 764,936
Public library services used **in millions** in 2016.

<table>
<thead>
<tr>
<th>Service</th>
<th>Usage (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials loaned or downloaded</td>
<td>50.50</td>
</tr>
<tr>
<td>People welcomed</td>
<td>24.06</td>
</tr>
<tr>
<td>Internet engagement</td>
<td>6.92</td>
</tr>
<tr>
<td>Professional advice and interactions</td>
<td>3.57</td>
</tr>
<tr>
<td>Program participation</td>
<td>1.56</td>
</tr>
</tbody>
</table>
We bring our expertise where it’s needed

### Libraries providing services to community organizations

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools (K-12) and homeschoools</td>
<td>88%</td>
</tr>
<tr>
<td>Early Childhood Organizations</td>
<td>82%</td>
</tr>
<tr>
<td>Senior-Centered Organizations</td>
<td>72%</td>
</tr>
<tr>
<td>Homebound Services</td>
<td>67%</td>
</tr>
<tr>
<td>Cultural Communities</td>
<td>32%</td>
</tr>
<tr>
<td>Workforce Development</td>
<td>31%</td>
</tr>
<tr>
<td>Correctional Facilities</td>
<td>30%</td>
</tr>
<tr>
<td>Youth Development Organizations</td>
<td>30%</td>
</tr>
<tr>
<td>Adult Basic Education</td>
<td>30%</td>
</tr>
<tr>
<td>Adult Literacy Organizations</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>
We’re a community gathering place


Library branches
355

Branches with meeting rooms
239 (67%)
We’re team players

Engagement

Library partners with one or more organizations to address community needs

Level

1. Raise awareness of community issues and needs
2. Mutual assistance in working toward a common goal
3. Jointly develop and deliver programs

<table>
<thead>
<tr>
<th>Level</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Communicative</td>
<td>92</td>
<td>38</td>
</tr>
<tr>
<td>2. Cooperative</td>
<td>81</td>
<td>38</td>
</tr>
<tr>
<td>3. Collaborative</td>
<td>67</td>
<td>38</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feedback</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opinion</td>
<td>103</td>
<td>38</td>
</tr>
</tbody>
</table>

8/9/2017
Communities support us

14,306 volunteers

- Adults 12,165
- Teens 2,141

230 Friends of the Library groups

- Library branches 355
- Friends groups 230 (65%)
Thank you!

Joe Manion
Joe.Manion@state.mn.us
651-582-8640