

3 STEPS TO MAKE DATA WORK FOR YOU

HOW PUBLIC LIBRARIES CAN USE DATA TO IMPROVE OUTREACH AND EFFICIENCY

Generally, data collection happens on an intermittent basis to address a specific need in the library. Since it is often managed by different people, and stored in different places, the task of organizing and making appropriate use of data seems like a challenge. But if you invest some time up front, you'll find it easy to start putting your data to use.

WHERE TO BEGIN?

- 1 DISCUSS** different internal data streams and ask for outside advice from other libraries.
- 2 DIVE** into your data and create an inventory of what's being collected.
- 3 TRUST** genuine usage data to help you make data-driven decisions.

KEEP IN MIND

COLLABORATE

Many library systems experience similar challenges when it comes to data. Your peers can help you work through the process.



BREAK DOWN DATA SILOS

Keeping data in silos makes it extremely difficult to gain an accurate picture of the scope of your data.



SELF-REPORTED INFORMATION ISN'T AS RELIABLE AS REAL DATA

(Example: surveys)
Examine usage data to assess accurate patterns and trends.



Library culture is focused around information. Working alongside librarians for the past five years has helped me understand how this culture both empowers staff and the communities it serves."

—Lisa Novohatski, Marketing Analytics Consultant at Gale

DIG DEEPER

Learn how you can embrace data-driven decisions with *Gale Analytics* by visiting gale.com/analytics.