

# 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.



### DIG DEEPER

Learn how you can embrace data-driven decisions with *Gale Analytics* by visiting [gale.com/analytics](https://gale.com/analytics).



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