



## Data with Meaning: Connect with Your Stakeholders Using Library Statistics

TLA Annual Conference; April 17, 2019

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### Web Resources

#### Statistics - Examples

Bryan+College Station Public Library  
Annual Report

<https://www.bcslibrary.org/annual-reports/>

Chambers County Library System  
Annual Report

<http://chambers.lib.tx.us/annual-report>

#### Statistics – Sources

Texas State Library – LDN – Statistics

<https://www.tsl.texas.gov/ld/pubs/pls/index.html>

Edge Assessment

<http://www.libraryedge.org/>

Texas Municipal League (TML)

<https://www.tml.org/>

Texas Association of Counties

<https://www.county.org/>

National Association of Counties (NACO)

<https://ce.naco.org/>

International City/County Management  
Association (ICMA)

<https://icma.org/>

Texas Demographic Center

<http://txsdc.utsa.edu/>

US Census/American Community Survey

<https://www.census.gov/programs-surveys/acs/>

National Public Library Data Collection  
Institute of Museum and Library Services (IMLS)

<https://www.ims.gov/research-tools/data-collection>

#### Statistics – Reports

Texas State Library – LDN – Statistics

<https://www.tsl.texas.gov/ld/pubs/pls/index.html>

Texas LibPAS – Annual Report  
Data Collection

<https://tx.countingopinions.com/>

#### Training - Excel

Learning Express/TexShare Databases

Your library's link and log-in

#### Graphic Resources

Microsoft Excel

TSLAC Library Science Collection

<https://www.tsl.texas.gov/ld/lsc>

Microsoft Power BI

<https://powerbi.microsoft.com/en-us/>

Tableau

<https://www.tableau.com/>

Nancy Duarte

<https://www.duarte.com/>

Creative Bloq

<https://www.creativebloq.com/>

#### Photo Sources

Unsplash

<https://unsplash.com/>

Pixabay

<https://pixabay.com/>

Pexels

<https://www.pexels.com/>

## Story Elements

### The Plot

Beginning - Problem

Middle - Conflict

End - Transformation

### The Characters

Hero - Stakeholders

Villian - Obstacles

Library - Mentor

## Meaning

### Connection

## Steps to Creating a Report in LibPAS

URL: <https://tx.countingopinions.com/>

### Navigate to **Reports**

1. Add Report
2. Select Collection -Texas Public Libraries Annual Report
3. Title Report
4. Select Folder
5. Select Report Type
6. Select Questions
7. SAVE!
8. Filter
9. Run
10. Modify
11. SAVE
12. Publish

### Presentation References

Melissa Bowles-Terry: *Take Action: Using and Presenting Research Findings to Make Your Case*. On-demand webinar, Webjunction.

<https://www.webjunction.org/events/webjunction/presenting-research-findings.html>

Christopher Foster, Robert Storer: *Marketing 103: How to Tell a Compelling Story that Engages Your Community*. On-demand webinar, SirsiDynix.

<http://go.sirsidynix.com/Marketing-103-How-to-Tell-a-Compelling-Story-That-Engages-Your-Community-On-Demand-Reg.html>

Kate Harrison: *A Good Presentation Is About Data and Story*. 20 Jan 2015,

<https://www.forbes.com/sites/kateharrison/2015/01/20/a-good-presentation-is-about-data-and-story/#1f26f785450f>

Eric Hinson: *5 Effective Business Storytelling Techniques You Need to Use* Mar 21, 2018

<https://mirasee.com/blog/business-storytelling-techniques/>

Dave Lieber: *The Power of Storytelling in Business* TEDxSMU 2013,

[https://www.youtube.com/watch?v=Xiq\\_r8eKfeM&feature=youtu.be](https://www.youtube.com/watch?v=Xiq_r8eKfeM&feature=youtu.be)

Sandy Treadway, *Measures that Matter Data Summit Webcast* [Video Webinar] 2017, Retrieved from <https://measuresthatmatter.net/data-summit-webcast-9-20/>.

Talks, TEDx. "Katie Spatz at TEDxSMU 2013." 7 Nov. 2013,

[www.youtube.com/watch?v=8ztJ-TX2WpM](http://www.youtube.com/watch?v=8ztJ-TX2WpM).

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**Texas State Library and Archives Commission**  
**Austin TX**