Data with Meaning: Connect with Your Stakeholders Using Library Statistics

Stacey Malek, LSTA/Accreditation Program Coordinator
Valicia Greenwood, Library Statistics Specialist

Texas State Library and Archives Commission
Library Development and Networking Division
Texas Library Association Annual Conference
April 17, 2019
Purpose

Take the data of your life and turn it into real people doing real things. – Dave Lieber
The best arguments in the world won't change a person's mind. The only thing that can do that is a good story.

– Richard Powers, The Overstory
Method

Understand Your Audience

Find Your Story

Use the Statistics

Design, Refine, Review, Share!
Who are your stakeholders?

UNDERSTAND YOUR AUDIENCE
What Does Success Look Like?

+ LIBRARY

+ COMMUNITY

+ PARTNERSHIPS
# Library Stakeholders

<table>
<thead>
<tr>
<th>Internal</th>
<th>Government Entity</th>
<th>Library Staff</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Local Non-profits</td>
</tr>
<tr>
<td>External</td>
<td>Schools</td>
<td>Community</td>
<td>Employers</td>
</tr>
</tbody>
</table>

adapted from *Academic Library Value: The Impact Starter Kit* by Megan Oakleaf, published by ALA in 2017
Stakeholder Priorities

Challenges
Goals
Participation
Partnerships
Communication
What is your message?

FIND YOUR STORY
Why?

“…showcase what libraries are doing, why they are so critical.”

— Sandy Treadway, Librarian of Virginia, Past COSLA President;
What’s in a Story?
The Plot: Beginning

Current Situation

Clear Starting Point

Problem
The Plot: Middle

Journey
Conflict
Milestones/Obstacles
Climax
The Plot: End

Transformation - Benefits Realized
The Characters

Hero (Stakeholder)
The Characters

Villain (Challenges and Obstacles)
The Characters
Library is “Guide on the Side”

Aids and Mentors Hero
The low point is the part we care most about – we can all learn from that.

– Dave Lieber
A story that doesn’t emotionally connect your solution to their problem isn’t a story. It’s information.

– Eric Hinson
And...

*Stories must be compelling, unforgettable, funny and smart.*

—Dave Lieber
What numbers are available?

USE THE STATISTICS
Why?

“If you can point to the data, it drives a much better story...Data changes how cities function and make decisions for the future.”

--Brooks Rainwater, Senior Executive and Director, Center for City Solutions
Internal

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

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

Used with permission.
TSLAC Website


www.tsl.texas.gov
| Services for Libraries
| Statistics And Accreditation
| Texas Public Library Statistics
Texas Public Library Statistics

Annual Statistics

2017 Individual Library Statistics and Comparison Charts (.xlsx)
2017-All (Texas LibPAS) Statistics from all reporting libraries
2017-Br (Texas LibPAS Branch statistics only)

Prior to 2012
Texas Public Library Statistics

Statewide Statistics

Texas Public Library Statewide Statistics

2017 - New Format!

Trend Statistics

Statewide Five Year Trends - statewide totals
2012 - 2017 (.xlsx)

Texas Public Library Five Year Trend Charts - individual library trends 2012-2017 (.xlsx)
Edge Assessment

National coalition of libraries, local government and non-profits.
Provides tool which aligns technology to community priorities.
Guides libraries to set goals for digital inclusion

TSLAC goal: 100% Texas Public Library participation

http://www.libraryedge.org/
Texas Municipal League

https://www.tml.org/
Texas Association of Counties

Welcome to the County Information Program

This site is designed for Texas Counties and their constituents to find general, population, demographic and financial/tax Texas County information.

https://www.county.org/
National Association of Counties

https://ce.naco.org/
International City/County Management Association

https://icma.org/
Texas Demographic Center

http://txsdc.utsa.edu/

Projections through 2050 for:
• Household projections by tenure
• Labor force
• Enrollment in primary/secondary education
• Enrollment in community colleges and universities
US Census

Data

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

Access data through products and tools including data visualizations, mobile apps, interactive web apps and other software.
Surveys & Data

Data Catalog
Our Data Catalog puts IMLS data—comprising agency data such as grants administration and data about libraries, museums, and related organizations—at your fingertips so you can dig into it.

Public Libraries Survey (PLS)
Conducted annually since 1988, PLS is your definitive source on the state of public libraries in the United States. Explore the PLS data to find key information on over 9,000 public library systems and 17,000 public library outlets nationwide.
Discoveries?
How do you do it?

DESIGN, REFINE, REVIEW, SHARE!
Injecting hard numbers into your story will raise the stakes and bring your call to action into clearer focus.

– Kate Harrison
Customized Library Data and Comparison Charts for Local Fiscal Year 2017

Choose Your Library's City from the drop-down menu here:

then click on one or more of these links:

- 2017 Quick Report
- 2017 Charts

For direct comparisons, select up to four libraries here:

Comparison Library City 1:
Comparison Library City 2:
Comparison Library City 3:
Comparison Library City 4:

then click this link: 2017 Comparison Charts

These charts are licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License, based on the work of Connecticut State Library at http://libguides.ctstatelibrary.org/ld/ld/stats/chartmakers

Stacey Malek, Program Coordinator, Valicia Greenwood, Library Statistics Specialist
Library Development and Networking, Texas State Library and Archives Commission, 2016
1-512-463-5465; 1-800-252-9386 (Texas toll-free)
Id_services@rsl.texas.gov
Customized Library Data and Comparison Charts for Local Fiscal Year 2017

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Comparison Library City 4:

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Comparison Library City 4:

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1-512-463-5465; 1-800-252-9386 (Texas toll-free)
lsl_services@tstexas.gov
## Individual Library Quick Report

### Lewisville Public Library

#### Local Fiscal Year 2017 Public Library Data

<table>
<thead>
<tr>
<th>General Library Information</th>
<th>Library Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>Lewisville</td>
</tr>
<tr>
<td>Region</td>
<td>North Texas</td>
</tr>
<tr>
<td>County</td>
<td>Denton</td>
</tr>
<tr>
<td>Legal Establishment</td>
<td>City</td>
</tr>
<tr>
<td>Membership Status (SFY 2018)</td>
<td>Member</td>
</tr>
<tr>
<td>Population Served</td>
<td>138,281</td>
</tr>
<tr>
<td>Number of Branches</td>
<td>0</td>
</tr>
<tr>
<td>Number of Bookmobiles</td>
<td>0</td>
</tr>
<tr>
<td>Books in Print-titles</td>
<td>125,239</td>
</tr>
<tr>
<td>Books in Print-items</td>
<td>130,555</td>
</tr>
<tr>
<td>Physical Audio Items</td>
<td>10,61</td>
</tr>
<tr>
<td>Downloadable Audio Items</td>
<td>20,51</td>
</tr>
<tr>
<td>Physical Video Items</td>
<td>15,84</td>
</tr>
<tr>
<td>Downloadable Video Items</td>
<td>2,58</td>
</tr>
<tr>
<td>Electronic Books</td>
<td>15,99</td>
</tr>
<tr>
<td>Local Licensed Databases</td>
<td>1</td>
</tr>
<tr>
<td>Total Collection-Titles</td>
<td>146,911</td>
</tr>
<tr>
<td>Total Collection-Items</td>
<td>196,344</td>
</tr>
<tr>
<td>Current Print Subscriptions</td>
<td>5</td>
</tr>
<tr>
<td>Books in Print-Items Per Capita</td>
<td>0.9</td>
</tr>
<tr>
<td>Total Collection-Items Per Capita</td>
<td>1.4</td>
</tr>
<tr>
<td>Salaries and Wages</td>
<td>$1,043,249</td>
</tr>
<tr>
<td>Employee Benefits</td>
<td>$409,789</td>
</tr>
<tr>
<td>Subtotal: Wages and Benefits</td>
<td>$1,453,038</td>
</tr>
<tr>
<td>Print Materials</td>
<td>$190,794</td>
</tr>
<tr>
<td>Electronic Materials</td>
<td>$130,846</td>
</tr>
<tr>
<td>Other Materials</td>
<td>$64,016</td>
</tr>
<tr>
<td>Subtotal: Library Materials</td>
<td>$385,656</td>
</tr>
<tr>
<td>Other Operating Expenditures</td>
<td>$565,047</td>
</tr>
<tr>
<td>Indirect Costs</td>
<td>$0</td>
</tr>
<tr>
<td>Total Operating Expenditures</td>
<td>$2,403,741</td>
</tr>
<tr>
<td>Salaries and Wages Per Capita</td>
<td>$10.51</td>
</tr>
<tr>
<td>Library Materials Expenditures Per Capita</td>
<td>$2.79</td>
</tr>
<tr>
<td>Total Operating Expenditures Per Capita</td>
<td>$17.38</td>
</tr>
<tr>
<td>Wages and Benefits as % of Total Operating Expenditures</td>
<td>60%</td>
</tr>
<tr>
<td>Library Materials as % of Total Operating Expenditures</td>
<td>16%</td>
</tr>
<tr>
<td>Other Operating Expenditures as % Total Operating Expenditures</td>
<td>24%</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>$4,562</td>
</tr>
<tr>
<td>Local Materials Expenditures</td>
<td>$385,656</td>
</tr>
</tbody>
</table>

### Local Library Services

- Physical Circulation-Children's 319.15
- Digital Circulation-Children's 7.12
- Physical Circulation-Adult 248.28
- Digital Circulation-Adult 38.22
- Total Circulation 612.72
- Number of Registered Users 48.21
- Reference Transactions 27.72
- Library Visits 349.44
- Number of Library Programs 88
- Total Library Program Attendance 25.40
- Total Circulation Per Capita 4.4
- Circulation Per Paid Staff Member 22.87
- Circulation Per Hour 202.8
- Circulation Per Library Visit 1.7
Individual Library Graphs

Population per Total Paid Staff, LFY2017

- Lewisville Public Library: 5,162
- Average 100,000-249,999 population: 4,194
- Average Statewide: 3,523

Library Square Footage Per Capita, LFY2017

- Lewisville Public Library: 0.56
- Average 100,000-249,999 population: 0.44
- Average Statewide: 1.08

Annual Volunteer Hours, LFY2017

- Lewisville Public Library: 2,675
- Average 100,000-249,999 population: 6,785
- Average Statewide: 2,190

Unduplicated Hours Open in a Typical Week, LFY2017

- Lewisville Public Library: 60
- Average 100,000-249,999 population: 65
- Average Statewide: 44
Customized Library Comparison Charts for Local Fiscal Year 2018

Library Visits Per Capita, LFY2018

- Austin: 3.44
- Dallas: 2.56
- Houston: 1.64
- San Antonio: 3.04
- Houston-HCPL: 2.17
- Average Statewide: 4.51
Texas State Library Statistics
Webpage

Texas Public Library Statistics
Statewide Trend Comparison Statistics
1997 to 2016 (.xls)

Texas Public Library Local Statistics
2016 Individual Library Statistics and Comparison Charts (.xlsx)
2016-All (LibPAS) Statistics from all reporting libraries
2016-Br (LibPAS) Branch statistics only
Texas Public Library Statistics for Library Local Fiscal Year 2016

2016 Texas Public Library Statistics

<table>
<thead>
<tr>
<th>Location (551)</th>
<th>1.1 Library Name</th>
<th>Population of the Legal Service Area</th>
<th>Legal Establishment</th>
<th>Accreditation Status</th>
<th>1.37 Region</th>
<th>1.2 County</th>
<th>1.7 Mailing Address</th>
<th>1.6 Mailing City</th>
<th>1.5 Mailing Address</th>
<th>1.4 Mailing Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABILENE - ABILENE PUBLIC LIBRARY</td>
<td>Abilene Public Library</td>
<td>121,721</td>
<td>City</td>
<td>Member</td>
<td>Big Country Region</td>
<td>Taylor</td>
<td>10/1/2015</td>
<td>9/30/2016</td>
<td>202 Cedar St</td>
<td>Abilene</td>
</tr>
<tr>
<td>ALBANY - SHACKELFORD COUNTY LIBRARY</td>
<td>Shackelford County Library</td>
<td>3,350</td>
<td>County</td>
<td>Member</td>
<td>Big Country Region</td>
<td>Shackelford</td>
<td>1/1/2016</td>
<td>12/31/2016</td>
<td>PO Box 2167</td>
<td>Albany</td>
</tr>
<tr>
<td>ANSON - ANSON PUBLIC LIBRARY</td>
<td>Anson Public Library</td>
<td>2,334</td>
<td>Non-profit</td>
<td>Member</td>
<td>Big Country Region</td>
<td>Jones</td>
<td>1/1/2016</td>
<td>12/31/2016</td>
<td>1137 12th St</td>
<td>Anson</td>
</tr>
<tr>
<td>ASPERMONT - STONENWALL COUNTY LIBRARY</td>
<td>Stonewall County Library</td>
<td>1,410</td>
<td>County</td>
<td>Member</td>
<td>Big Country Region</td>
<td>Stonewall</td>
<td>10/1/2015</td>
<td>9/30/2016</td>
<td>PO Box H</td>
<td>Aspermont</td>
</tr>
<tr>
<td>BAIRD - CALLAHAN COUNTY LIBRARY</td>
<td>Callahan County Library</td>
<td>3,230</td>
<td>County</td>
<td>Non-Member</td>
<td>Big Country Region</td>
<td>Callahan</td>
<td>10/1/2015</td>
<td>9/30/2016</td>
<td>100 W 4th Ste E1</td>
<td>Baird</td>
</tr>
<tr>
<td>BALLINGER - CARNEGIE LIBRARY OF BALLINGER</td>
<td>Carnegie Library of Ballinger</td>
<td>5,485</td>
<td>Non-profit</td>
<td>Member</td>
<td>Big Country Region</td>
<td>Runnels</td>
<td>1/1/2016</td>
<td>12/31/2016</td>
<td>204 N 8th St</td>
<td>Ballinger</td>
</tr>
<tr>
<td>BIG LAKE - REAGAN COUNTY LIBRARY</td>
<td>Reagan County Library</td>
<td>3,792</td>
<td>County</td>
<td>Member</td>
<td>Big Country Region</td>
<td>Reagan</td>
<td>10/1/2015</td>
<td>9/30/2016</td>
<td>300 Courthouse Sq</td>
<td>Big Lake</td>
</tr>
<tr>
<td>BRADY - FM BUCK RICHARDS MEMORIAL LIBRARY</td>
<td>FM Buck Richards Memorial Library</td>
<td>8,341</td>
<td>County</td>
<td>Member</td>
<td>Big Country Region</td>
<td>McCulloch</td>
<td>10/1/2015</td>
<td>9/30/2016</td>
<td>1106 S Blackburn St</td>
<td>Brady</td>
</tr>
<tr>
<td>BRECKENRIDGE -</td>
<td>Breckenridge</td>
<td>9,440</td>
<td>Non-profit</td>
<td>Member</td>
<td>Big Stephens</td>
<td>Stephens</td>
<td>1/1/2016</td>
<td>12/31/2016</td>
<td>209 N</td>
<td>Breckenridge</td>
</tr>
</tbody>
</table>
Discoveries?
Texas LibPAS Website

Data collection portal for the Texas Public Libraries Annual Report

https://tx.countingopinions.com/
Texas LibPAS
Report Tab
To generate a report, select an existing report by Name (below) or use the List of Reports and its link from the navigation bar (above).

- To Move or Remove one or more reports, select the report(s) (use the checkbox in the first column) and the Move button.
- Use the Remove button to remove the report(s) that you previously created.
- Use the Move button to move the report(s) to another location that you previously created.

Published Reports (see below) are available to share with anyone, using the associated URL.

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Report Type</th>
<th>Collection</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Library Statistics by County, Revised from template 2013-08-15</td>
<td>Table</td>
<td>Texas Public Libraries Annual Report</td>
<td>Table Data for reporting libraries - See 2.31 NOTE...</td>
</tr>
</tbody>
</table>
Texas LibPAS

Merge Documents
Merge Documents: Library Snapshot

Library Snapshot - 2017

Texas State Library and Archives Commission

Sergent Fernando de la Rosa Memorial Library
416 N. Tean Rd.
Aloma, TX 7756
9093871938, phone
3077476154, fax
info@librarytexas.org

Alamo, Texas
2507816180

Operating Revenues:
- Local Government Revenue: $241,688
- Foundation and Grants: $0
- Other local Sources: $0
- Total Operating Revenue: $241,688

Operating Expenditures:
- Salaries and Wages: $1,041,688
- Benefits: $2,610
- Collection Total: $25,000
- Print Materials: $10,000
- Materials: $4,000
- Other Operating Expenditures: $41,968
- Total Operating Expenditures: $241,688

Collection Totals:
- Materials: 23,746
- Children's materials: 12,263
- All other materials: 7,751
- Circulation of digital (downloadable) materials: 1,697
- Circulation of digital (non-Downloadable) materials: 1,697
- Materials-Related: 216
- Materials-Related: 105

Library System:
- Library Users: 2,411
- Registered Users: 22,317
- Reference Questions: 5,548

Programs & Services:
- Age Group: 40
- Children's: 50
- Young Adult: 0
- Adult: 0
- Computer Availability: 22
- Annual Computer Use: 17.904
- Annual WiFi Usage: 9.240
Merge Documents: Two-Year Comparison

Public Library Annual Report for Sergeant Fernando de la Raza Memorial Library

Section 1: General Information

Section 2: Outlets

Section 3: Expenditures

Section 4: Summary of Expenditures

Section 5: Local Financial Effort

Section 6: Library Revenues by Source

Section 7: Library Statistics

Section 8: Library Setting and Sectors

2017 Two-Year Comparison Report
To Create a Texas LibPAS Report

1. Add Report
2. Select Collection
3. Title Report
4. Select Report Folder
5. Select Report Type
To Create a Texas LibPAS Report

6. Select Questions
7. Save Report
8. Filter for Library
9. Run

Modify (repeat 6-9)
Publish (if desired)
1. Add Report
2. Select collection

Collection: Texas Public Libraries Annual Report

3. Title Report
4. Select folder
5. Select Report Type

- Table report
- Trend report
- PI (performance indicator) Gap report
- Period comparison
- Graph overlay
- Summary graph
# Report Examples

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Report Type</th>
<th>Collection</th>
<th>Description</th>
<th>Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Table Report</td>
<td>Table</td>
<td>Texas Public Libraries Annual Report</td>
<td>Example of a table report for expenditures</td>
<td>2017-07-27 16:39</td>
</tr>
<tr>
<td>5. Graph/PI Overlay report-Patron Use Computers and Library Visits</td>
<td>Graph</td>
<td>Texas Public Libraries Annual Report</td>
<td>Example of a graph PI overlay report-computer terminals...</td>
<td>2017-07-27 16:44</td>
</tr>
<tr>
<td>2016 Texas Public Library Statistics</td>
<td>Table</td>
<td>Texas Public Libraries Annual Report</td>
<td>Selected questions filtered by Bexar County including...</td>
<td>2017-07-28 11:33</td>
</tr>
</tbody>
</table>
# Report Templates

![Report Templates Page](image)

## Report Templates Table

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Collection</th>
<th>Description</th>
<th>Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graph</td>
<td>Texas Public Libraries Annual Report</td>
<td>NOTE: Must click &quot;Save as New Report&quot; in order to change filters or other report features.</td>
<td>2017-08-08 13:06:23</td>
</tr>
<tr>
<td>Library Summary Report</td>
<td>Texas Public Libraries Annual Report</td>
<td>Example of Table Report NOTE: Must click &quot;Save as New Report&quot; in order to change filters or other report features. To run a report for an individual library, click under the word, &quot;Filters&quot; across from &quot;Locations&quot;. For additional assistance, contact TSLAC staff.</td>
<td>2017-08-08 13:05:40</td>
</tr>
<tr>
<td>Staffing Data</td>
<td>Texas Public Libraries Annual Report</td>
<td>FTE's, Salary statewide summary for reporting member and non member libraries. NOTE: Must click &quot;Save as New Report&quot; in order to change filters or other report features.</td>
<td>2017-08-08 13:01:54</td>
</tr>
</tbody>
</table>
Comparison of electronic material expenditures to electronic circulation in populations of 50,000-75,000

Collection: Texas Public Libraries Annual Report

<table>
<thead>
<tr>
<th>Locations</th>
<th>Electronic Materials Expenditures</th>
<th>Electronic Material Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAPEVINE - GRAPEVINE PUBLIC LIBRARY</td>
<td>$166,600</td>
<td>286%</td>
</tr>
<tr>
<td>EULESS - EULESS PUBLIC LIBRARY</td>
<td>$91,376</td>
<td>219.3%</td>
</tr>
<tr>
<td>FLOWER MOUND - FLOWER MOUND PUBLIC LIBRARY</td>
<td>$69,353</td>
<td>50.6%</td>
</tr>
<tr>
<td>NEW BRAUNFELS - NEW BRAUNFELS PUBLIC LIBRARY</td>
<td>$63,541</td>
<td>15.6%</td>
</tr>
<tr>
<td>ROWLETT - ROWLETT PUBLIC LIBRARY</td>
<td>$67,744</td>
<td>164.6%</td>
</tr>
<tr>
<td>PFLUGERVILLE - PFLUGERVILLE PUBLIC LIBRARY</td>
<td>$57,000</td>
<td>-70.1%</td>
</tr>
<tr>
<td>GALVESTON - ROSENBERG LIBRARY</td>
<td>$56,613</td>
<td>33.8%</td>
</tr>
<tr>
<td>TEXAS CITY - MOORE MEMORIAL PUBLIC LIBRARY</td>
<td>$47,235</td>
<td>952.5%</td>
</tr>
<tr>
<td>THE COLONY - THE COLONY PUBLIC LIBRARY</td>
<td>$45,414</td>
<td>136.2%</td>
</tr>
<tr>
<td>NORTH RICHLAND HILLS - NORTH RICHLAND HILLS PUBLIC LIBRARY</td>
<td>$44,856</td>
<td>-8.4%</td>
</tr>
<tr>
<td>CEDAR PARK - CEDAR PARK PUBLIC LIBRARY</td>
<td>$41,086</td>
<td>-9.2%</td>
</tr>
<tr>
<td>WYLIE - RITA &amp; TRUETT SMITH PUBLIC LIBRARY</td>
<td>$28,312</td>
<td>-14.5%</td>
</tr>
</tbody>
</table>

Period: Start 2016-01 Months: 12
Computer Terminals versus Library Visits in Tarrant County 5. Graph/PI Overlay report-Patron Use Computers and Library Visits


Public Computers - Library Visits

- FORT WORTH - FORT WORTH
- ARLINGTON - ARLINGTON
- Average: 65
- BEDFORD - BEDFORD
- NORTH RICHLAND HILLS - NORTH RICHLAND HILLS
- EULESS - EULESS
- HURST - HURST
- AZLE - AZLE MEMORIAL
- CROWLEY - CROWLEY
- HALTOM CITY - HALTOM CITY
- KELLER - KELLER
- GRAPEVINE - GRAPEVINE
- BENBROOK - BENBROOK
- WHITE SETTLEMENT - WHITE SETTLEMENT

Library Visits

FORT WORTH - FORT WORTH: 487
ARLINGTON - ARLINGTON: 250
Average: 65
BEDFORD - BEDFORD: 40
NORTH RICHLAND HILLS - NORTH RICHLAND HILLS: 47
EULESS - EULESS: 45
HURST - HURST: 44
AZLE - AZLE MEMORIAL: 43
CROWLEY - CROWLEY: 41
HALTOM CITY - HALTOM CITY: 39
KELLER - KELLER: 38
GRAPEVINE - GRAPEVINE: 36
BENBROOK - BENBROOK: 33
WHITE SETTLEMENT - WHITE SETTLEMENT: 31
### Summary Graph

**Physical material collections in populations over 100,000, Reporting year 2016**

#### 6.2 Books in Print - Items

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<tr>
<th></th>
<th>Min</th>
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#### Audio Units

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<td>60K</td>
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<td></td>
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#### Video Units

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<td>250K</td>
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#### Print Subscriptions

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<td>3K</td>
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<td>9K</td>
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### Technology trends

**Collection:** Texas Public Libraries Annual Report

<table>
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<tr>
<th>Public Internet Computer</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tr>
<td>Yes</td>
<td>547</td>
<td>544</td>
<td>548</td>
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<tr>
<td>No</td>
<td>5</td>
<td>6</td>
<td>1</td>
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<td>ABILENE - ABILENE PUBLIC LIBRARY</td>
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<tr>
<td>ANSON - ANSON PUBLIC LIBRARY</td>
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<tr>
<td>ASPERMONT - STONEWALL COUNTY LIBRARY</td>
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<tr>
<td>BAIRD - CALLAHAN COUNTY LIBRARY</td>
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<td>2</td>
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<tr>
<td>BALLINGER - CARNEGIE LIBRARY OF BALLINGER</td>
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<tr>
<td>BIG LAKE - REAGAN COUNTY LIBRARY</td>
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<td>BRADY - FM BUCK RICHARDS MEMORIAL LIBRARY</td>
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<td>BRECKENRIDGE - BRECKENRIDGE LIBRARY</td>
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<td>BROWNWOOD - BROWNWOOD PUBLIC LIBRARY</td>
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<td>CISCO - CISCO PUBLIC LIBRARY</td>
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<tr>
<td>COLEMAN - COLEMAN PUBLIC LIBRARY</td>
<td>35</td>
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# City and County Operating Revenue for McLennan County

## Period Comparison

**Report**

**Collection:** Texas Public Libraries Annual Report

<table>
<thead>
<tr>
<th>Locations – 6</th>
<th>Population of the Legal Service Area (Texas Public Library Annual Report)</th>
<th>Operating Revenue-City (Revenue Used for Operating Expenditures)</th>
<th>Operating Revenue-County (Revenue Used for Operating Expenditures)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Period:</strong> 2016</td>
<td><strong>Comparison Period:</strong> 2011</td>
<td><strong>2016</strong></td>
</tr>
<tr>
<td>Waco – Waco-McLennan County Library</td>
<td>205,991 5.21%</td>
<td>195,796</td>
<td>$3,169,978 12.44%</td>
</tr>
<tr>
<td>Hewitt – Hewitt Public Library</td>
<td>22,181 4.35%</td>
<td>21,255</td>
<td>$535,383 77.93%</td>
</tr>
<tr>
<td>McGregor – McGinley Memorial Public Library</td>
<td>7,881 0.73%</td>
<td>7,824</td>
<td>$14,499 7.40%</td>
</tr>
<tr>
<td>West – West Public Library</td>
<td>4,487 1.88%</td>
<td>4,404</td>
<td>$4,000 0.00%</td>
</tr>
<tr>
<td>Mart – Nancy Nail Memorial Library</td>
<td>2,972 -14.20%</td>
<td>3,464</td>
<td>$3,000 0.00%</td>
</tr>
<tr>
<td>Moody – Moody Community Library</td>
<td>2,148 -0.14%</td>
<td>2,151</td>
<td>$7,250 45.00%</td>
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</table>
6. Select questions

<table>
<thead>
<tr>
<th>Data Elements (Indicators)</th>
<th>Value</th>
<th>% Filter Low &gt;= &lt;= Filter High</th>
<th>Sequence</th>
<th>Rem</th>
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</thead>
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<td>Did the library complete the annual report?</td>
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<tr>
<td>Accreditation Status</td>
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<tr>
<td>Population of the Legal Service Area</td>
<td>26,271,551</td>
<td></td>
<td>3</td>
<td>Crossed Out</td>
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</tbody>
</table>

**Section (Group)**

- All groups --
  - 3.0 Yes. Non-local funds expended.
  - 3.0 N. No. Local funding only

**Staff Expenditures**

- 3.1 Salaries & Wages Expenditures
- 3.2 Employee Benefits Expenditures
- 3.3 Total Staff Expenditures

**Collection Expenditures**

- 3.4 Print Materials Expenditures
- 3.5 Electronic Materials Expenditures
- 3.6 Other Materials Expenditures
- 3.7 Total Collection Expenditures

- Add button

- Crossed out markers
7. SAVE report!

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Trend</th>
<th>Report Folder</th>
<th>Report</th>
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<tr>
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<td>Save</td>
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<tr>
<td>Save as New Report</td>
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<tr>
<td>Save as New Template</td>
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</tr>
<tr>
<td>Publish Report</td>
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</tr>
</tbody>
</table>

**Texas Public Libraries Annual Report**

- **ID**
- **Did the library complete the annual report?**
- **Population of the Legal Service Area**
  - Value: 25,271,551

**Section 10: Internet and Electronic Services**

- **10.1** Does your library have a computer with Internet access printing/copying capability for the use by the public?
- **10.2** How many computer terminals are used to access the Internet by the general public?
  - Value: 20,613
- **10.3** Annual total of uses of Public Internet Computers
  - Value: 14,528,308
8. Filter for Libraries

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Trend</th>
<th>Report Folder</th>
<th>Report</th>
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</thead>
<tbody>
<tr>
<td>Run</td>
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<td></td>
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<tr>
<td>Save</td>
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<tr>
<td>Save as New Report</td>
<td></td>
<td>Save as New Template</td>
<td>Publish Report</td>
</tr>
</tbody>
</table>

**Locations Filters**

**Data Elements (Indicators)**

**Texas Public Libraries Annual Report**

- **Texas Public Library Annual Report**
  - ID
  - Did the library complete the annual report?
  - Population of the Legal Service Area: 25,271,551

**Section 10: Internet and Electronic Services**

- **10.1** Does your library have a computer with Internet access printing/copying capability for the use by the public?
- **10.2** How many computer terminals are used to access the Internet by the general public?: 20,613
- **10.3** Annual total of uses of Public Internet Computers: 14,528,308
9. Run Report

Modify Report (go back to step 6)
SAVE THE REPORT!
### Published Reports

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Report Type</th>
<th>Collection</th>
<th>Description</th>
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</table>
Feedback
Make It Compelling

In 2015 South Dakota communities spent an average of $33 per resident on their public libraries.

An average of $4.37 was spent per resident on new materials purchases.

Ebooks in Texas Public Libraries Collection

Used with permission.
https://tocker.org/
Allow Time

Planning
Preparation
Practice
Present
Resources

Microsoft Excel


Tableau - https://www.tableau.com/

Free stock photos
https://unsplash.com/
https://pixabay.com/
https://www.pexels.com/

Training
Learning Express/TexShare Databases
Nancy Duarte

Available in the Library Science Collection at TSLAC

*The Secret Structure of Great Talks*
*TedXTalk, November 2011*
Craig Stewart

18 Incredible Tools for Creating Infographics

Biteable  Mural  BeFunky
Cacoo  Snappa  Canva Infographic Maker
Piktochart  Infogram  Mind the Graph
Kartograph  Animaker  Easel.ly
Venngage  Google Charts  Vizualize
Adioma  PicMonkey  Visme

https://www.creativebloq.com/infographic/tools-2131971
Inspiration

We all have something we think is impossible,...but truly nothing is unattainable if we just swallow our excuses and do it.

—Katie Spotz, youngest person to row across the Atlantic Ocean (2010, age 22)
References

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