

# Data in Action Series



## Defending Programming

Sometimes communities don't understand that libraries are places for continual learning. Learning occurs in many ways – through reading and through programs. Programs also build community as people meet others with similar interests. If your programming is so well attended that you need to ask for more staff or more hours to accommodate all the interest, you might get push back to cut your programming. Here are some ideas to defend all that wonderful programming your library offers.

**1. Always be sure that your library's long range plan and your programs and services are in alignment with your community's needs and goals.**

- Study the town's comprehensive plan, if available, or other planning documents.
- Always have a library presence at select board or town council meetings just to note what is being talked about.
- Pay attention to the town bulletin board if there is one.
- Offer to speak at local service group meetings and then stay to hear what they talk about.

**2. Public library annual report statistics.**

A. Open the report at:

<http://www.countingopinions.com/pireports/report.php?32942ef0b9c762531f056270fe63a4b4>

## Data to Support Programming

Collection: Maine Public Library Statistics    Period: 2016, (9

Location (262) ▲	1.8 Population of the Legal Service Area ▼	3.7 Total Operating Revenue ▼	4.1 Children Programs ▼
ABBOTT MEMORIAL LIBRARY	8,764	\$99,841	12
ABEL J. MORNEAULT MEMORIAL LIBRARY	2,387	\$51,253	12
ACTON PUBLIC LIBRARY	2,575	\$22,917	15
ALBERT CHURCH BROWN MEMORIAL LIBRARY	4,243	\$33,225	12
ALBERT F. TOTMAN LIBRARY	2,241	\$39,386	26
ALBION PUBLIC LIBRARY	2,048	\$8,344	32
ALICE L. PENDLETON LIBRARY	565	\$84,514	20
ANDOVER PUBLIC LIBRARY	811	\$28,384	1
ANNA FIELD FERNALD LIBRARY	830	\$2,909	0
ASHLAND COMMUNITY LIBRARY	2,021	\$44,758	0



Click on the Excel icon and download the spreadsheet to your computer.

# Data in Action Series



Click on Enable Editing.

PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View. Enable Editing

Location	1.8 Populati	3.3 Local Gd	4.1 Children	4.3 Young A	4.5 Adult Pr	4.21 Library	4.22 Referer	ILL Receive
ABBOTT MEMORIAL LIBRARY	8,764	\$99,841	12	0	36	9,015	0	387
ABEL J. MORNEAULT MEMORIAL LIBRAR	2,387	\$50,363	12	2	22	6,950	870	6
ACTON PUBLIC LIBRARY	2,575	\$18,840	15	8	10	2,266	372	51
ALBERT CHURCH BROWN MEMORIAL LIB	4,243	\$4,500	12	0	5	1,474	66	51
ALBERT F. TOTMAN LIBRARY	2,241	\$32,000	26	5	49	10,562	412	227
ALBION PUBLIC LIBRARY	2,048	\$6,500	32	0	5	1,304	46	42
ALICE L. PENDLETON LIBRARY	565	\$72,742	20	0	22	9,360	148	15
ANDOVER PUBLIC LIBRARY	811	\$28,000	1	0	1	2,998	-1	22
ANNA FIELD FERNALD LIBRARY	830	\$1,800	0	0	26	52	0	0
ASHLAND COMMUNITY LIBRARY	2,021	\$44,623	0	0	0	6,542	241	0

B. Follow these steps to set up a peer comparison group by sorting the data by population.

Click on the Data tab

File Home Insert Page Layout Formulas Data Review View Add-ins Acrobat

Cut Copy Paste Format Painter Clipboard Font Alignment

Location	1.8 Populati	3.3 Local Gd	4.1 Children	4.3 Young A	4.5 Ac
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ACTON PUBLIC LIBRARY	2,575	\$18,840	15	8	
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ALBERT F. TOTMAN LIBRARY	2,241	\$32,000	26	5	
ALBION PUBLIC LIBRARY	2,048	\$6,500	32	0	

Choose Sort

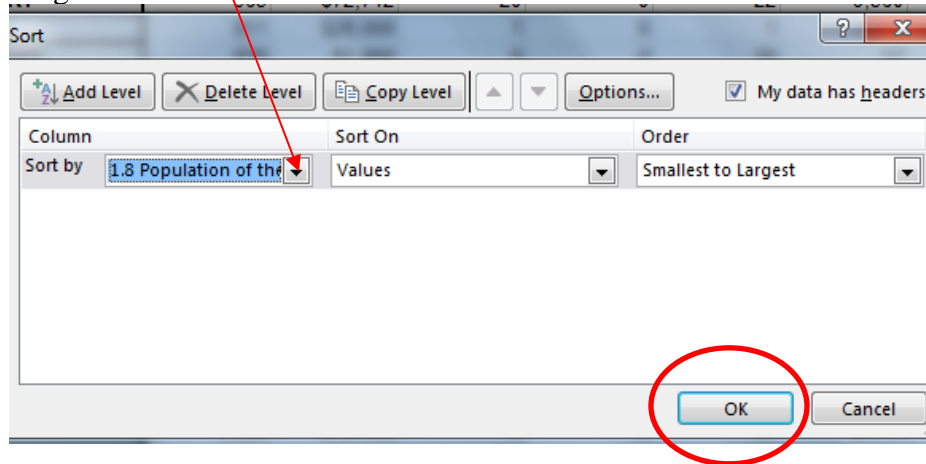
File Home Insert Page Layout Formulas Data Review Sort & Filter View Add-ins Acrobat

From Access From Web From Text Get External Data From Other Sources Existing Connections New Query Recent Sources Show Queries From Table Recent Sources Refresh All Connections Properties Edit Links

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Click on the Arrow on the right side of the Sort By box and choose 4.7 Total Library Programs. Then Click OK



Analyze the data for that group to determine if your level or programming is in line with your library peer group. (Note: Anywhere in the spreadsheet that you see “-1” means that the library did not report any data.)

- Locate your library in the sorted data and choose about 5 libraries on either side of yours to serve as peers. Look at:
  - a. Total FTE (2.6 Total Librarians) – is your staff size comparable?
  - b. Population (1.8 Population of the Legal Service Area)- is this comparable?
  - c. Total programs for Children (4.1), Young Adults (4.3) and Adults (4.5) are these numbers balanced across the peer group or is one area bigger than another?

**Step 3. Look at community demographics to highlight where the library’s programs have impact.** Be sure to cite your sources.

- Use The American Community Survey (<https://www.census.gov/acs/www/data/data-tables-and-tools/data-profiles/2015/>) in conjunction with the information you have from Project Outcome about specific service areas.
  - a. If your community has a lot of very young children, are you highlighting that your pre-school story time sets the stage for school success?
  - b. If your community’s jobless rate is high, are you offering job readiness programs?

### Step 4 National Data

- Use Project Outcome ( <https://www.projectoutcome.org/> ) to gather data and stories about the impact your programs and services have on community

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members. This is especially powerful if your programs and services are well aligned with your community's goals and needs

- Kids Count (<http://datacenter.kidscount.org/locations> ) can help you make the case for your children's programming.
- Use research studies on specific types of programs, like summer reading, to make your case. See the appendix for some ideas to get you started.

If you're ever asked "Why so many programs?", be ready with statistics and research that let people know that library programs are an essential service for the community.

For tips in presenting this information to your stakeholders, watch the webinar 'Data Visualization for the Rest of Us: A Beginner's Guide' at <https://my.nicheacademy.com/mslstaff/course/5470>

## Appendix Research Quotes

### Children's Programs

#### Summer Reading

Lower-income kids lose more than two months of reading achievement over the [summer months].

Reading books can reverse the summer slide in literacy skills for even the poorest children. Giving kids 12 books to read over the summer was as effective as summer school in raising student's reading scores. (Richard Allington, University of Tennessee, Knoxville).

**Source:** <http://ideas.time.com/2013/07/01/do-kids-really-have-summer-learning-loss>.  
Downloaded on May, 5, 2017

#### Read to the Dog

"In a 10-week program with a group of third grad students at an elementary school and a group of home-schooled children, children who read to dogs once a week for approximately 15 minutes improved their fluency (12% for those in the school setting, 30% for the homeschoolers), while those in the control group had no increase at all."

**Source:** Rollins, Judy A., "Brilliant, Absolutely Brilliant: Reading to Dogs". Pediatric Nursing, March-April 2016, Vol. 42. No. 2.

### All Ages Programs

#### Knitting Clubs

The activity is an icebreaker making it easier to connect with fellow knitters; camaraderie and increased self-esteem due to group support

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**Source:** 6 Reasons Why Knitting and Crochet Group Therapy Works.

<http://www.lionbrand.com/blog/6-reasons-why-knitting-and-crochet-group-therapy-works/>

### Making

Academic achievement is enhanced with small group work.

Cooperation promotes higher individual problem solving than does competition.

**Source:** Hartnett, Elizabeth J. Why Make? An Exploration of User-Perceived Benefits of Makerspaces; Public Libraries Online November 2016.

(<http://publiclibrariesonline.org/2016/11/why-make-an-exploration-of-user-perceived-benefits-of-makerspaces> )

### Book Discussions

Socializing, learning about other community members, broaden your horizons, develop communication skills and build confidence

**Source:** Alexandria Library:

[https://alexlibraryva.org/client/en\\_US/home/?rm=BOOK+DISCUSSIO2%7C%7C%7C1%7C%7C%7C0%7C%7C%7Ctrue&dt=list](https://alexlibraryva.org/client/en_US/home/?rm=BOOK+DISCUSSIO2%7C%7C%7C1%7C%7C%7C0%7C%7C%7Ctrue&dt=list) (downloaded on May 18, 2017)

### Leisure Reading

Most respondents felt that leisure reading had ...increased their empathy for others.

Respondents listed many benefits of leisure reading such as improved understanding of minority groups, reduced stress and improved thinking and communication skills.

**Source:** Watson, Erin M. The importance of leisure reading to health sciences students: results of a survey. Health Information and Libraries Journal, #33, p 33 -48. 2015

### Adult Programs

#### Genealogy Clubs

Decrease loneliness; learn from other members; develop leadership skills

**Source:** Ten Reasons to Join a Local Genealogy Society

[http://www.genealogy.com/articles/research/74\\_kathy.html](http://www.genealogy.com/articles/research/74_kathy.html) Downloaded on May 5, 2017

#### Benefits of Social Participation

For every one point decrease on a social activity scale, there was a 33% more rapid rate of decline in motor function (e.g. grip strength, muscle strength) within an average of five years

The risk of developing a disability in activities of daily living decreased by 43% over an average of 5 years for each additional social activity engaged in; the risk of mobility disability decreased by 31%

The rate of cognitive decline was reduced by an average of 70% in older adults who were frequently socially active compared to those who were infrequently socially active over an average of 5 years

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Older adults who participated on a daily or weekly basis in social activity had a 40% reduced risk of developing dementia compared to those who were not socially engaged

**Source:** Novek, S, Menec V, Tran T, Bell S. Social Participation and Its Benefits. Winnipeg, MB: Centre on Aging, University of Manitoba, 2013.

“The opportunity for social interactions with others is very important for the development of all children. Through social interactions, children begin to establish a sense of “self” and to learn what others expect from them.”

**Source:** Importance of Social Interaction; Stanislaus County Office of Education

“When economists put a price tag on our relationships, we get a concrete sense of just how valuable our social connections are and how devastating it is when they are broken. If you volunteer at least once a week, the increase to your happiness is like moving from a yearly income of \$20,000 to \$75,000. If you have a friend that you see on most days, it’s like earning \$100,000 more each year. Simply seeing your neighbors on a regular basis gets you \$60,000 a year more. On the other hand, when you break a critical social tie (here, in the case of getting divorced) It’s like suffering a \$90,000 per year decrease in your income.

**Source:** Smith, Emily Esfahani. Social Connection Makes a Better Brain, The Atlantic, October 29, 2013

<https://www.theatlantic.com/health/archive/2013/10/social-connection-makes-a-better-brain/280934> (downloaded on May 18, 2017)

## Living Well

Social relationships are consistently associated with markers for health

Positive indicators of social well-being may be associated with lower levels of interleukin-6 in otherwise healthy people. Interleukin-6 is an inflammatory factor implicated in age-related disorders such as Alzheimer’s disease, osteoporosis, rheumatoid arthritis, cardiovascular disease, and some forms of cancer.

Social isolation constitutes a major risk factor for morbidity and mortality, especially in older adults.

Loneliness may have a physical as well as an emotional impact. For example, people who are lonely frequently have elevated systolic blood pressure.

Loneliness is a unique risk factor so symptoms of depress and loneliness and depression have a synergistic adverse effect on well-being in middle-aged and older adults.

**Source:** Living Long and Well in the 21<sup>st</sup> Century: Strategic Directions for Research on Aging. National Institute on Aging

<https://www.nia.nih.gov/about/living-long-well-21st-century-strategic-directions-research-aging> downloaded on May 19, 2017