

DATA VISUALIZATION FOR THE REST OF US: A BEGINNER'S GUIDE

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Library Research Service, Colorado State Library



SCHOOL LIBRARY IMPACT STUDIES

School Libraries & Student Achievement

School Librarians are Linked to Improved Standardized Reading Test Scores

Studies conducted over the past two decades, both in Colorado and nationwide, show that students in schools with endorsed librarians score better on standardized achievement tests in reading, compared with students in schools without endorsed librarians.



This increase in scores exists regardless of:

Student Poverty Level¹



In a Colorado study, the presence of school librarians positively impacted students' standardized reading scores even when controlling for student poverty (free and reduced-cost meal status).

Overall Staffing Losses²



In a national study, even if schools had overall staff declines between 2004 and 2008, students' standardized reading scores were better in schools that maintained or gained a librarian during this time period.

What other school library characteristics are associated with better test scores?

School Librarians Teaching Information Literacy Skills to Students³



Staffed by Endorsed Librarian¹



Collaborative Planning Between School Librarians & Teachers^{3,4}



Extended Library & Staff Hours³



School Librarians Providing In-Service Training to Teachers³



Larger & Newer Collections^{3,4,5}



More Student Visits⁵



Flexible Scheduling³



Higher Expenditures^{3,4,5}



See www.lrs.org/data-tools/school-libraries/impact-studies/ for a list of school library impact studies.

1. Lanco, K. C., & Hofschire, L. (2012). Change in school librarian staffing linked with change in CSAP reading performance, 2005 to 2011. Retrieved from http://www.lrs.org/documents/closer_look/COA_2012_Closer_Look_Report.pdf
 2. Lanco, K. C., & Hofschire, L. (2011, September 1). Something to shout about: New research shows that more librarians means higher reading scores. *School Library Journal*. Retrieved from http://www.schoollibraryjournal.com/printissue/contents/issue91/112-127/something_to_shout_about_new.html#p=112
 3. Lanco, K. C. (2005). How school librarians help kids achieve standards: The second Colorado study. Salt Lake City: HI Willow Research and Publishing.
 4. Lanco, K. C. (1993). The impact of school library media centers on academic achievement. Salt Lake City: HI Willow Research and Publishing.
 5. Francis, H. B., Lanco, C. K., & Lietzau Z. (2010). School librarians continue to help students achieve standards: The third Colorado study (2010). Retrieved from http://www.lrs.org/documents/closer_look/COA_2010_Closer_Look_Report.pdf

The Internet Is a Zoo

The Ideal Length of Everything Online

Every piece of content should be as long as it takes to convey the message, and no longer.



THE IDEAL CHARACTER COUNT

SIDE NOTES

 TWEETS

71-100



 POSTS

40



 POSTS

60



 PARAGRAPHS

40-55



TWITTER

Tweets shorter than 100 characters have a 17% higher engagement rate.

FACEBOOK

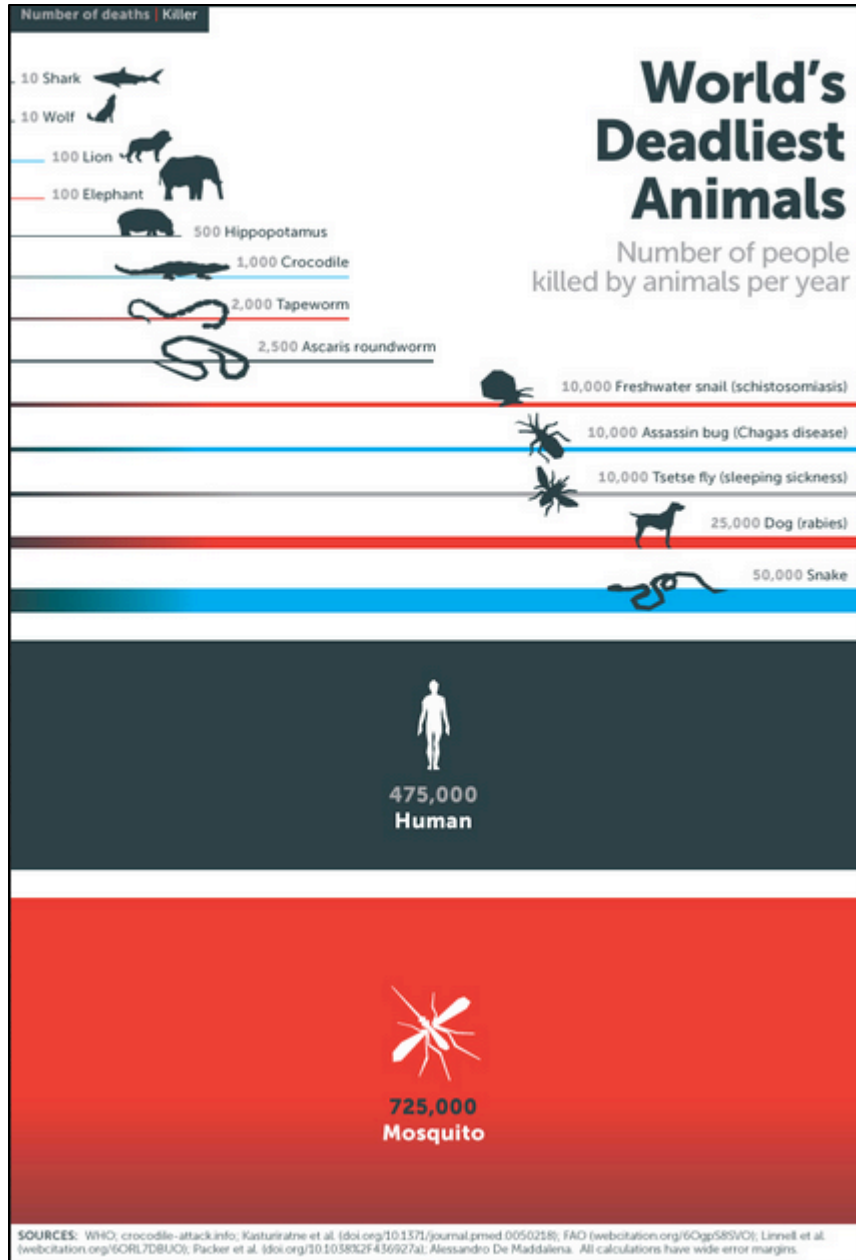
Posts with 40 characters receive 86% more engagement than posts with a higher character count.

GOOGLE PLUS

If your Google+ headline can't be contained in one line, your first sentence must be a gripping teaser to get people to read more.

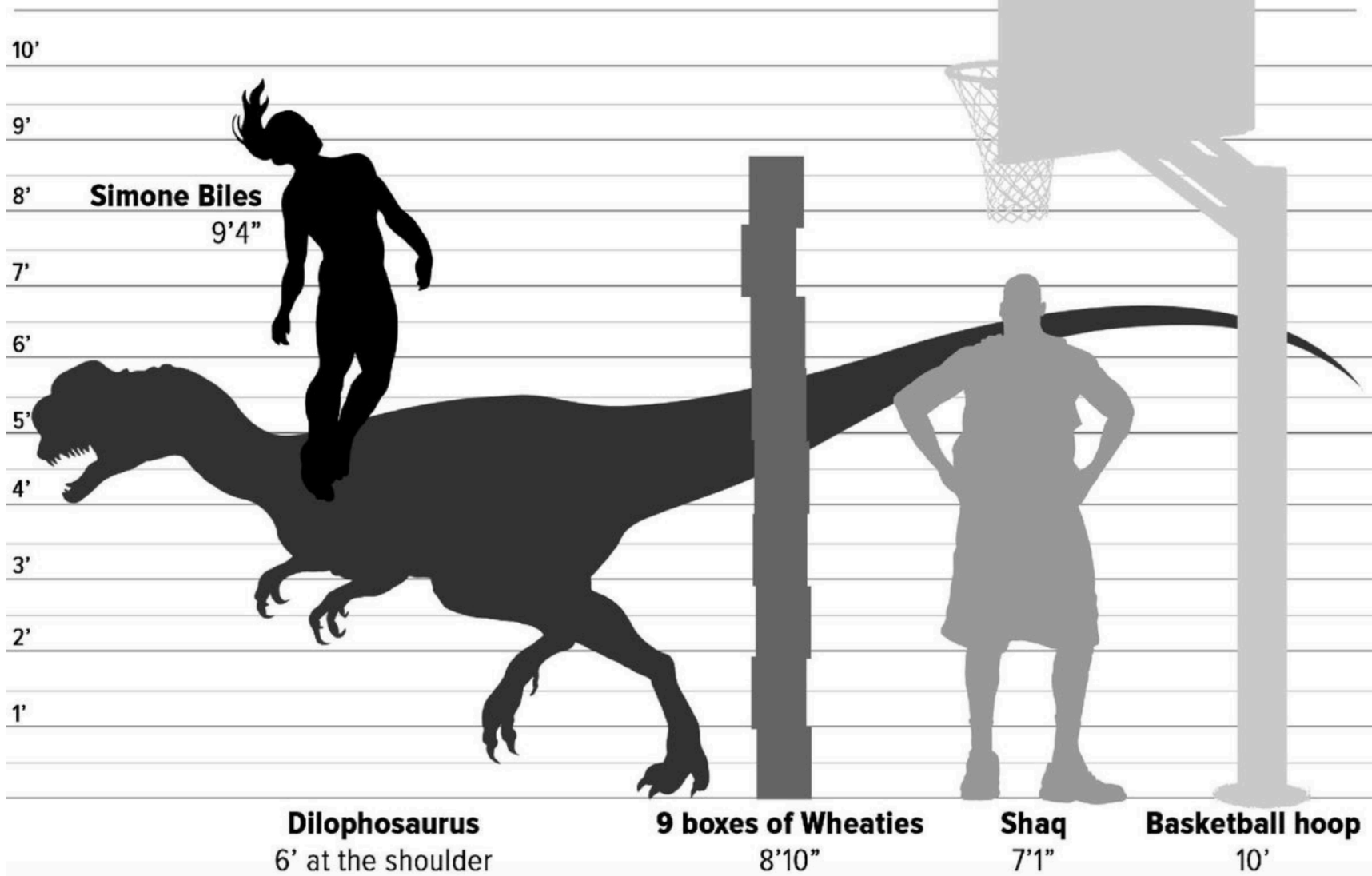
PARAGRAPHS

Opening paragraphs with larger fonts and fewer characters per line make it easier for the reader to focus and jump quickly from one line to the next.



Simone Biles jumps very high

Olympic gymnast Simone Biles is only 4'8" but it's estimated she reaches nearly twice her own height during the peak of her floor routine. Here's how that compares to other tall things.



By visualizing information, we turn it into a landscape that you can explore with your eyes, a sort of information map. And when you're lost in information, **an information map is kind of useful.**

—David McCandless

The purpose of visualization is **insight, not pictures.**

—Ben Shneiderman

Few people will appreciate the music if I just show them the notes. **Most of us need to listen to the music to understand how beautiful it is.** But often that's how we present statistics; we just show the notes...we don't play the music.

— Hans Rosling

The Data Visualization Continuum



Excel chart/
number art in a
report or
presentation

Complex infographic
that includes a variety
of visual elements



THE EMERGING STORY OF
**CALIFORNIA
 PUBLIC
 LIBRARIES**

"When I got my library card, that's when my life began."
 - Rita Mae Brown

When you step into a library your world just got bigger. Whatever you need to know or understand the Public Library can get you started. Libraries remain a place to turn to for unbiased guidance and direction. Whether you want to learn a subject, advance your career, or ensure your child's success, libraries are the place to start.

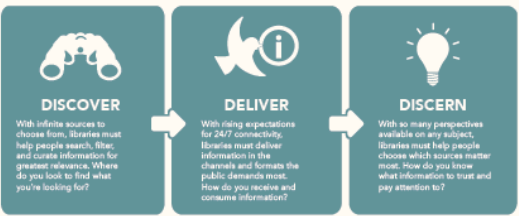
**UNDERSTANDING THE
 ROLE OF LIBRARIANS**

Just as Gutenberg reinvented the book, technology is reinventing libraries once again. The information revolution has raised the public's expectations. This means libraries have to digitize their collections, provide e-books, and embrace new technology to stay relevant. Libraries serve the culture they belong to. When the needs of the culture change, libraries must evolve to reflect the context.

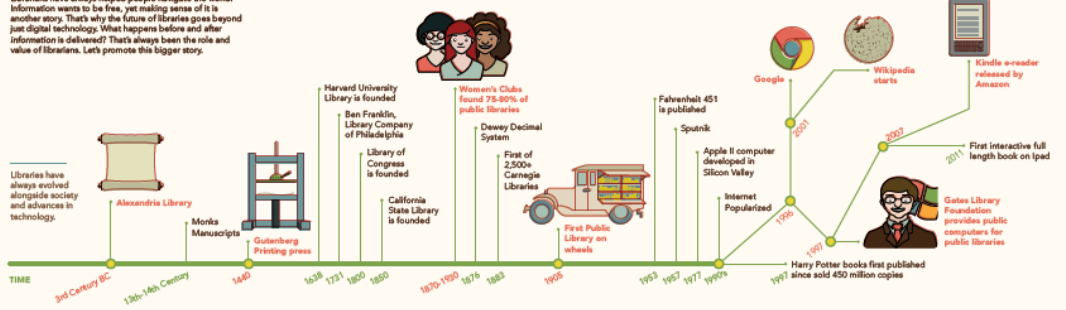
People feel overwhelmed by the new dynamics and rules of life. Personal reinvention is on the rise. Whether you're trying to find a new job, learn new technology, or ensure your kids succeed; you're feeling under pressure. In a world of infinite knowledge, people don't know who to trust or what to believe. Moving forward doesn't happen in a straight line.

Librarians have always helped people navigate the world. Information wants to be free, yet making sense of it is another story. That's why the future of libraries goes beyond just digital technology. What happens before and after information is delivered? That's always been the role and value of librarians. Let's promote this bigger story.

"Libraries: The medicine chest of the soul."
 - Library at Thebes, inscription over the floor



Libraries have always done more than just deliver information. The real story is what happens before and after information gets in people's hands. Librarians help to make sense and meaning of the world.



INVESTING IN OPPORTUNITIES FOR ADULTS

Strengthening English Skills at the Library

OVER THE PAST YEAR, the Library has tripled the size of its free English for Speakers of Other Languages (ESOL) and Adult Literacy program in order to meet the needs of the city's growing number of immigrants from around the world.

With 38 percent of the city's population now born abroad, the Library aims to become

New York City's largest provider of free English for Speakers of Other Languages (ESOL) and Adult Literacy classes.

The Library's free English classes are particularly important to low-income students who need to improve their English to get work, take classes, help their children in school, or pass their citizenship tests. Nearly two-thirds of the Library's ESOL students have a total family income of less than \$25,000 a year.

The Library now offers spots for more than 6,000 students in classes year-round at 29 libraries throughout the system, up from 17 last year. In the coming years, NYPL aims to expand the program tenfold while broadening it to 50 libraries.

While adding locations, the

64%

of ESOL students at NYPL have a family income of less than \$25,000

greater variety of times, including evenings and weekends. The Library also now offers an array of classes, from beginner to advanced.

Last summer, the more than 1,500 students who enrolled in the program received a variety of services, including:

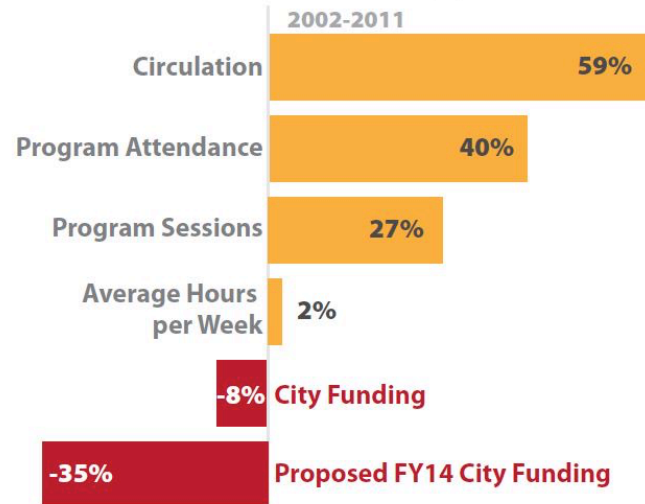
- dozens of classes
- Egyptian and Thai cuisine
- resistance training
- improvement classes

\$180



Amount first-grader Helen Stone raised for NYPL with her Upper West Side lemonade stand

NYC Libraries: Demand ↑ Funding ↓



The Data Visualization Continuum



Excel chart/
number art in a
report or
presentation

Complex infographic
that includes a variety
of visual elements

Where are you on the continuum?

FOUR SIMPLE TWEAKS

**to make numbers and charts more
accessible**

1. PUT NUMBERS IN CONTEXT

123 million items circulated



or more than **23** items for each person in the state

More than **9 in 10**



public libraries help people find jobs

7 times



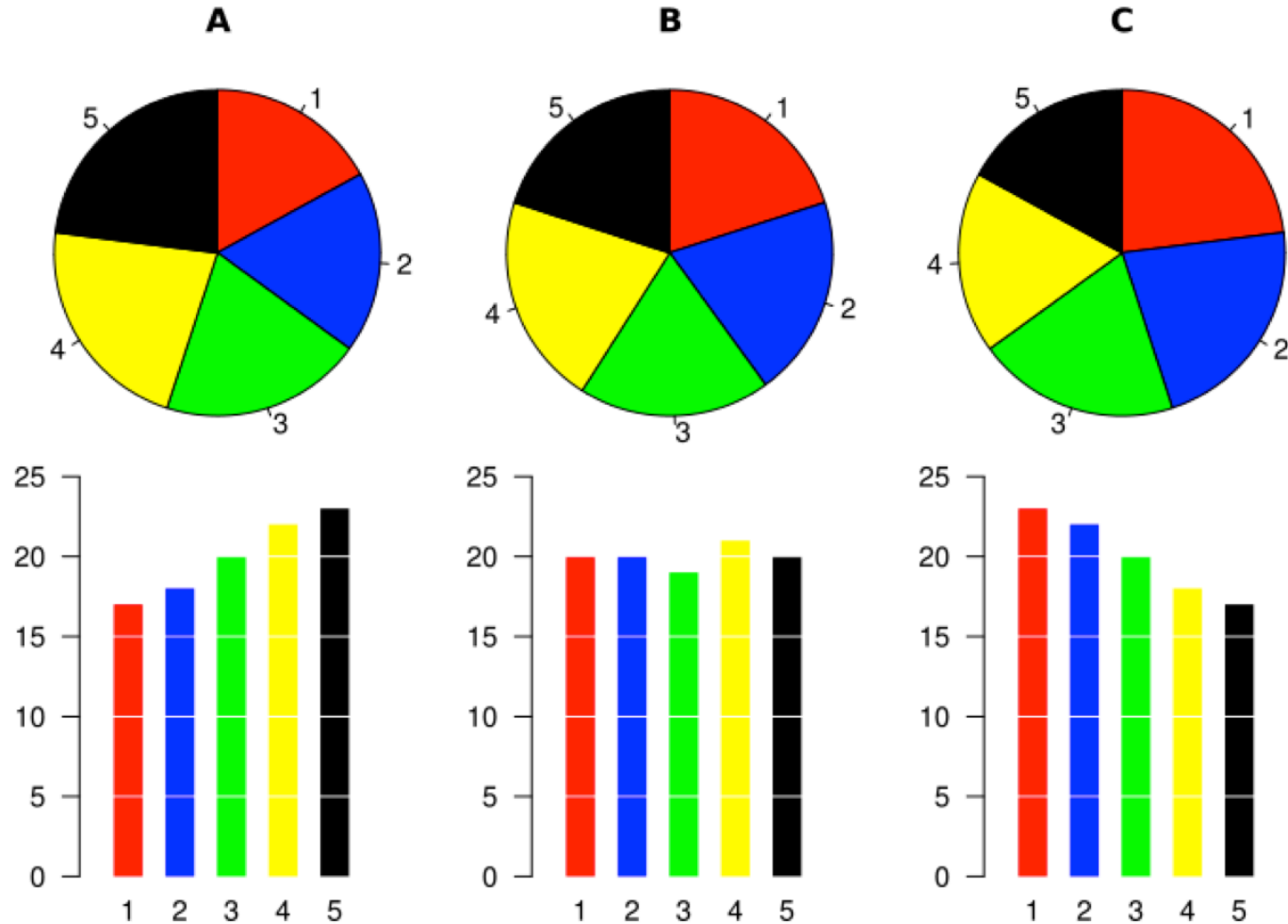
as many libraries as Starbucks stores

65 million visits



more than **5 times** as many visits as our state parks

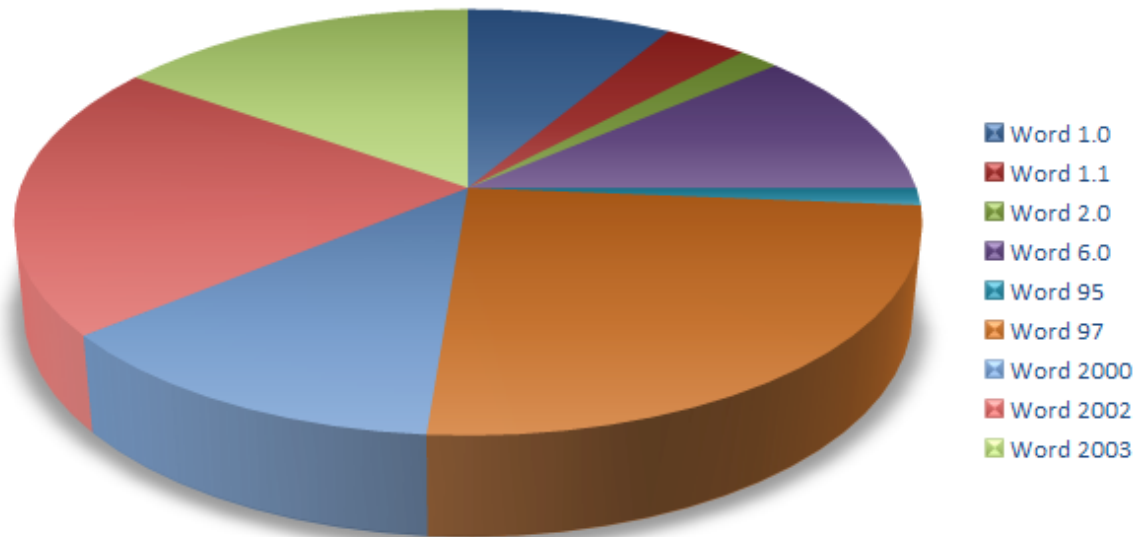
2. CHOOSE THE APPROPRIATE CHART



Source: Data is Beautiful/Reddit

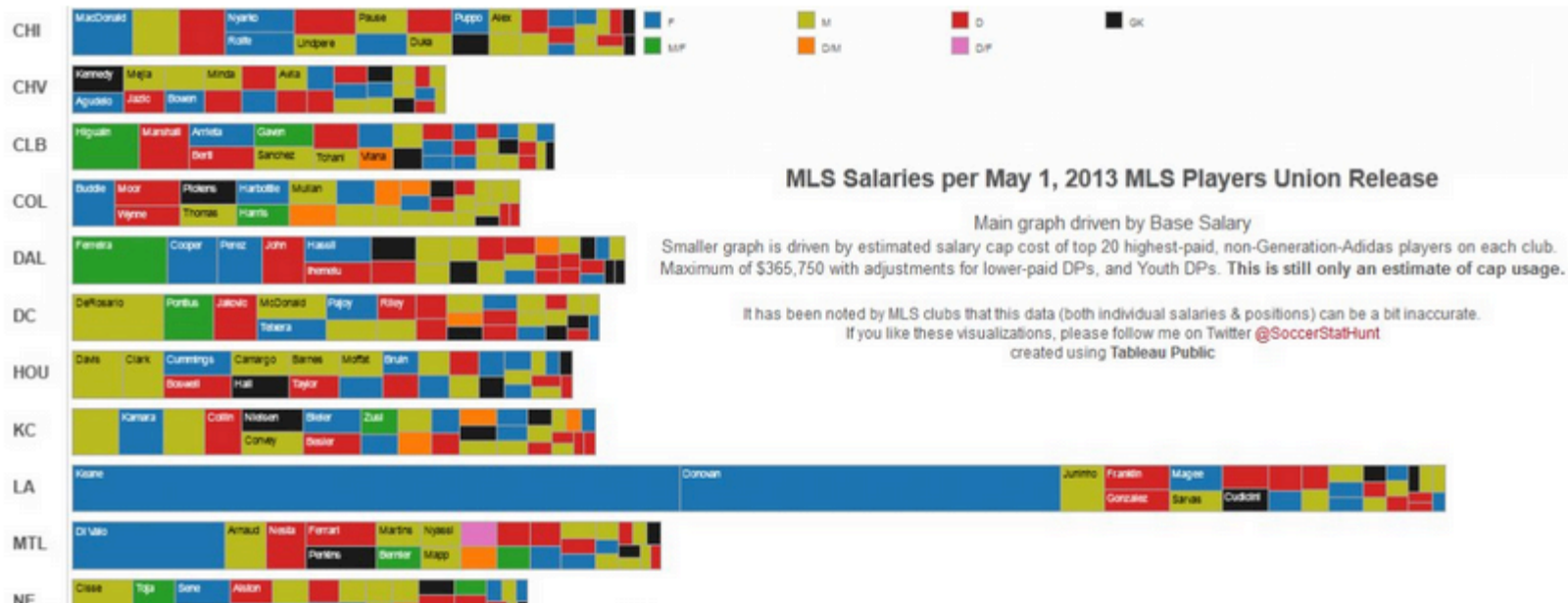
2. CHOOSE THE APPROPRIATE CHART

Microsoft Word Features By Version Added



3. SIMPLIFY AND ESTABLISH A FOCAL POINT

I never thought it was possible but I actually understand soccer less after looking at this chart.



3. SIMPLIFY AND ESTABLISH A FOCAL POINT



Image credit: Stephanie Evergreen

3. SIMPLIFY AND ESTABLISH A FOCAL POINT

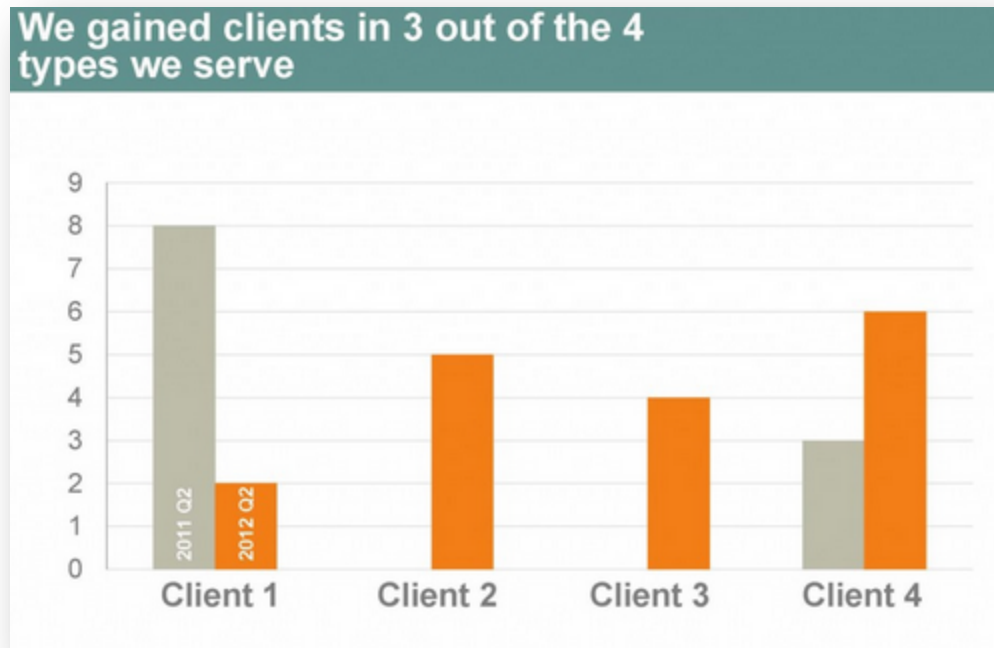
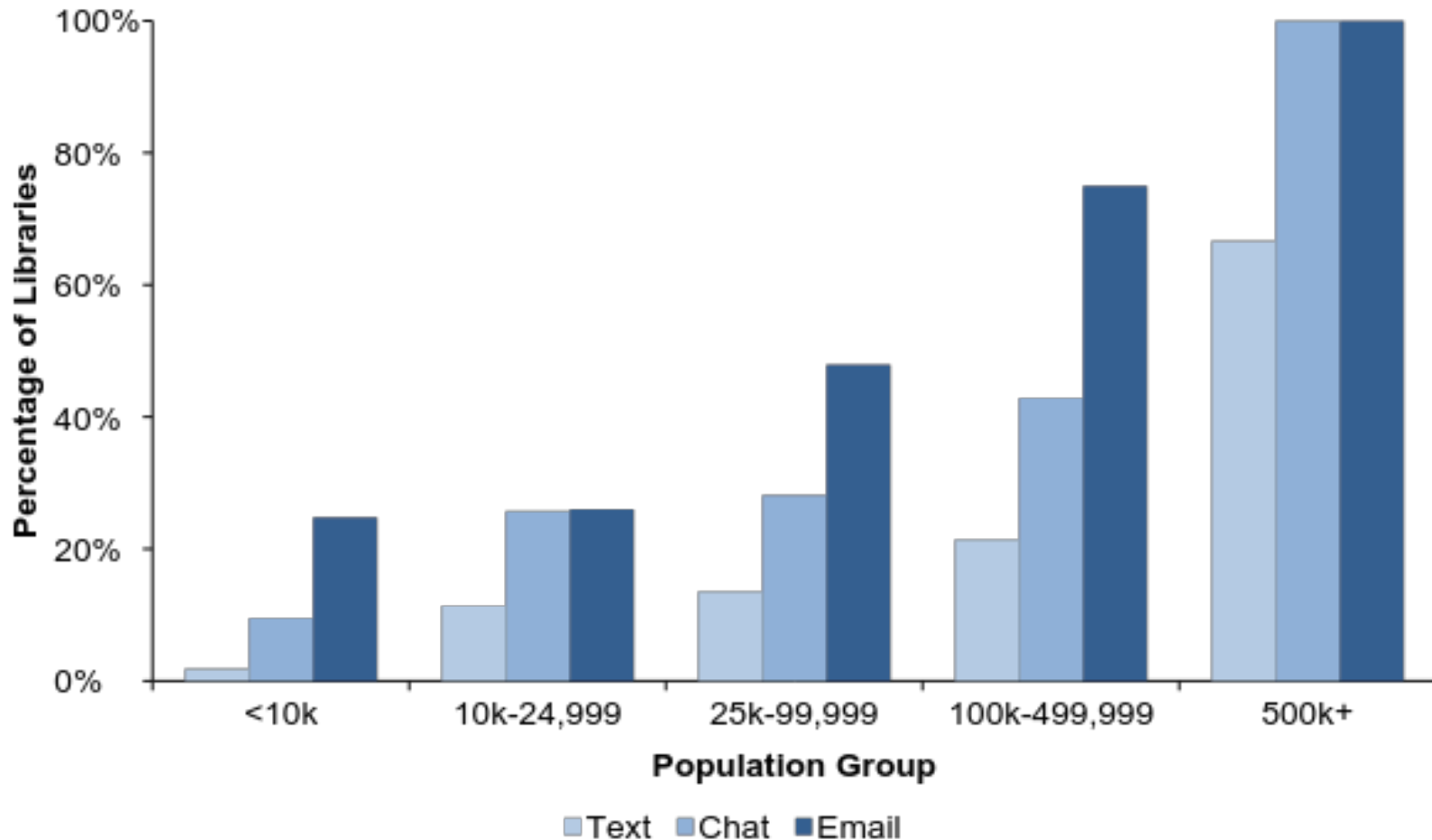


Image credit: Stephanie Evergreen

4. DON'T MAKE PEOPLE WORK TOO HARD TO FIND INFORMATION

Percentage of U.S. Public Libraries with Text, Chat, and Email Reference, 2014



4. DON'T MAKE PEOPLE WORK TOO HARD TO FIND INFORMATION

Percentage of U.S. Public Libraries with Text, Chat, and Email Reference, 2014

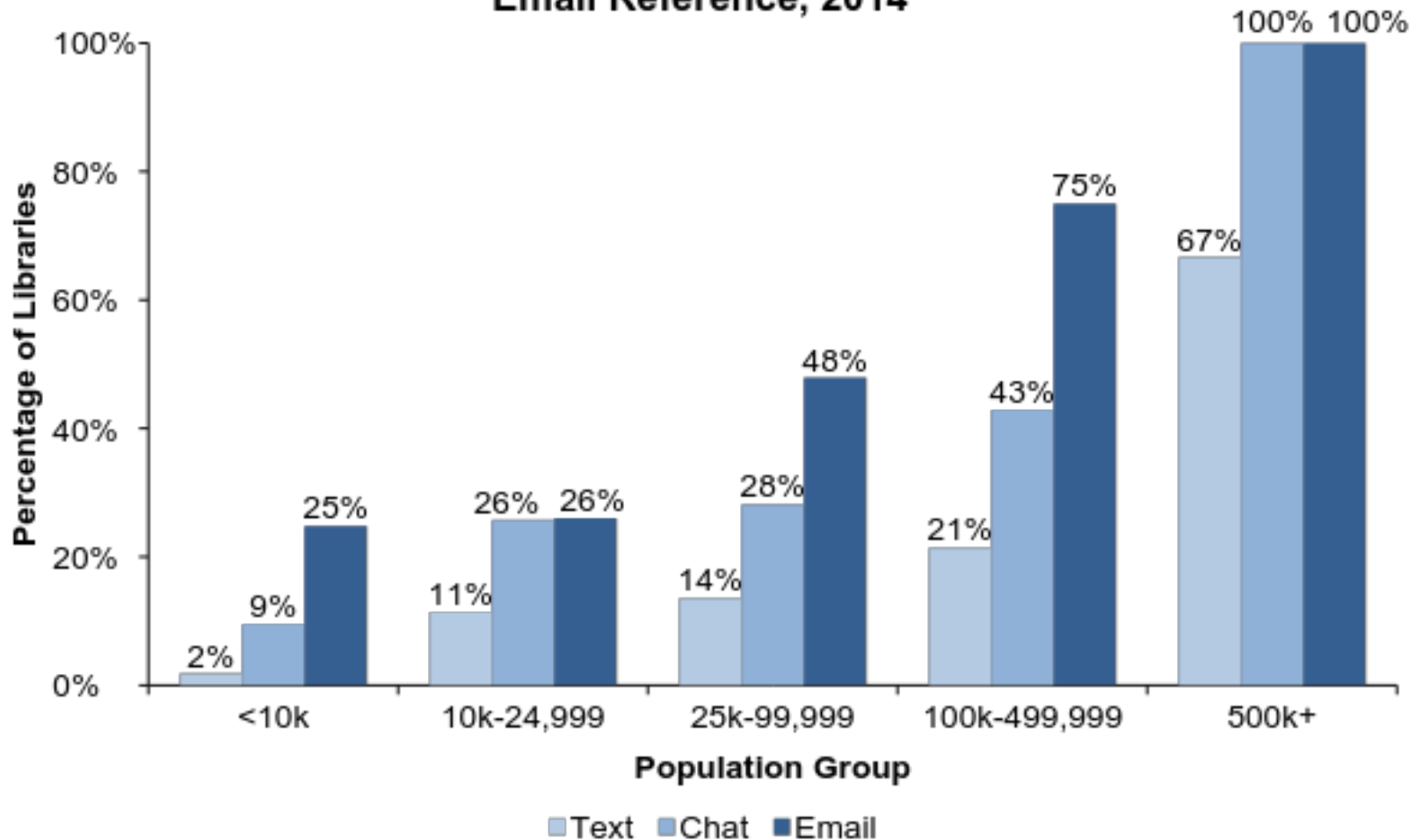




CHART DISSECTION

Chart 3
**Percentages of Survey Respondents Indicating Their Child's
Enjoyment of Reading, Reading Skills, and Reading by Choice
Increased after Participating in Summer Reading**

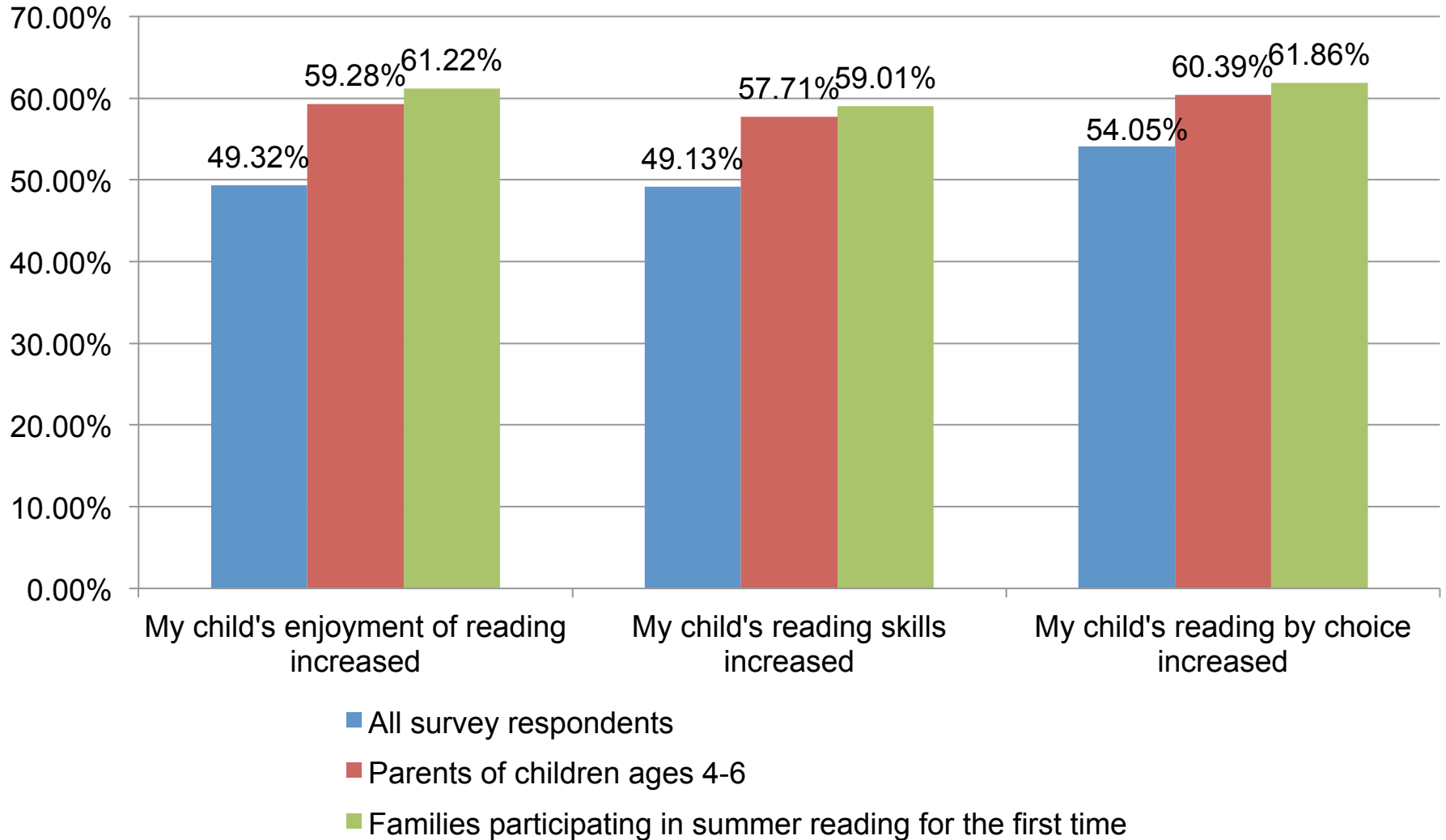
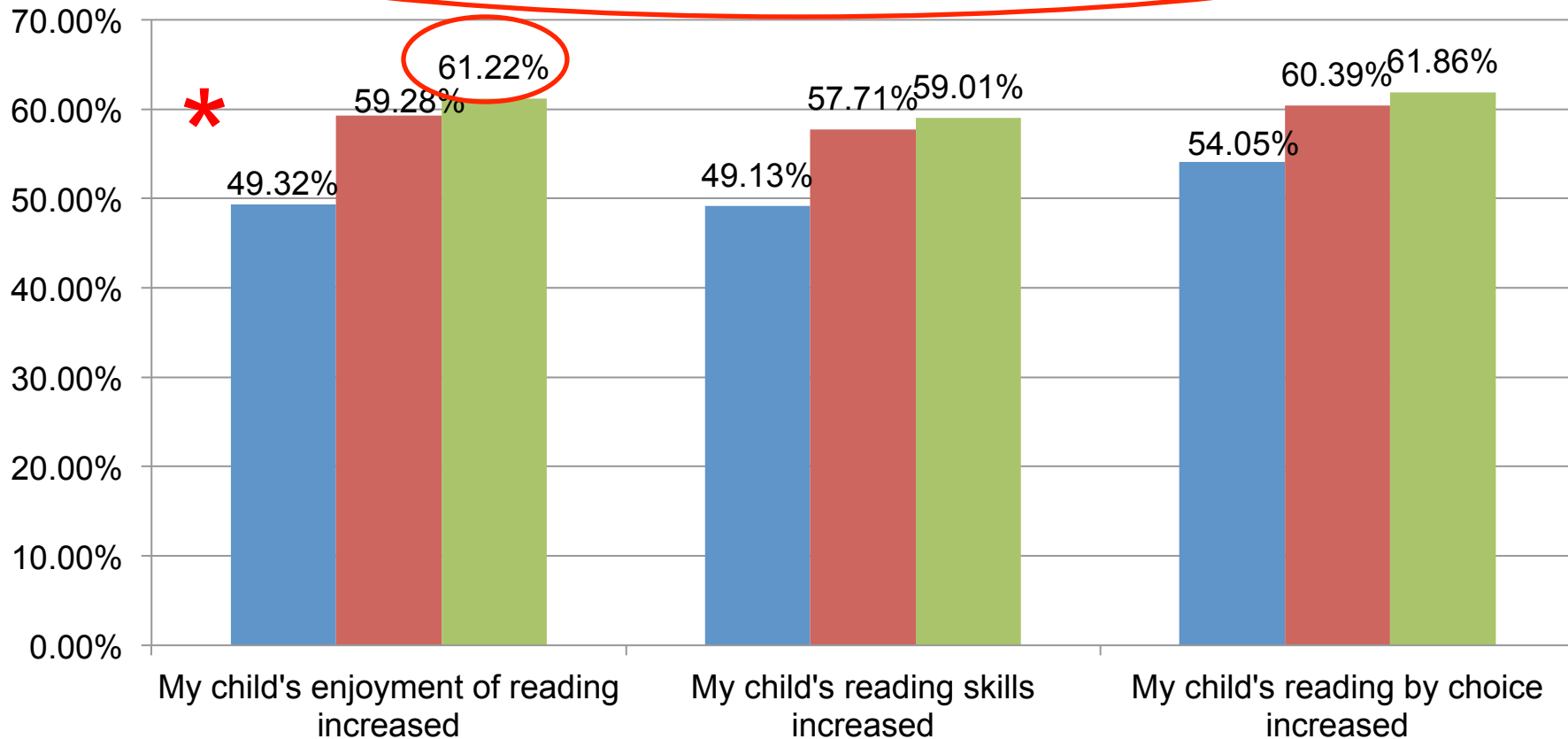


Chart 3
Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading



- All survey respondents
- Parents of children ages 4-6
- Families participating in summer reading for the first time

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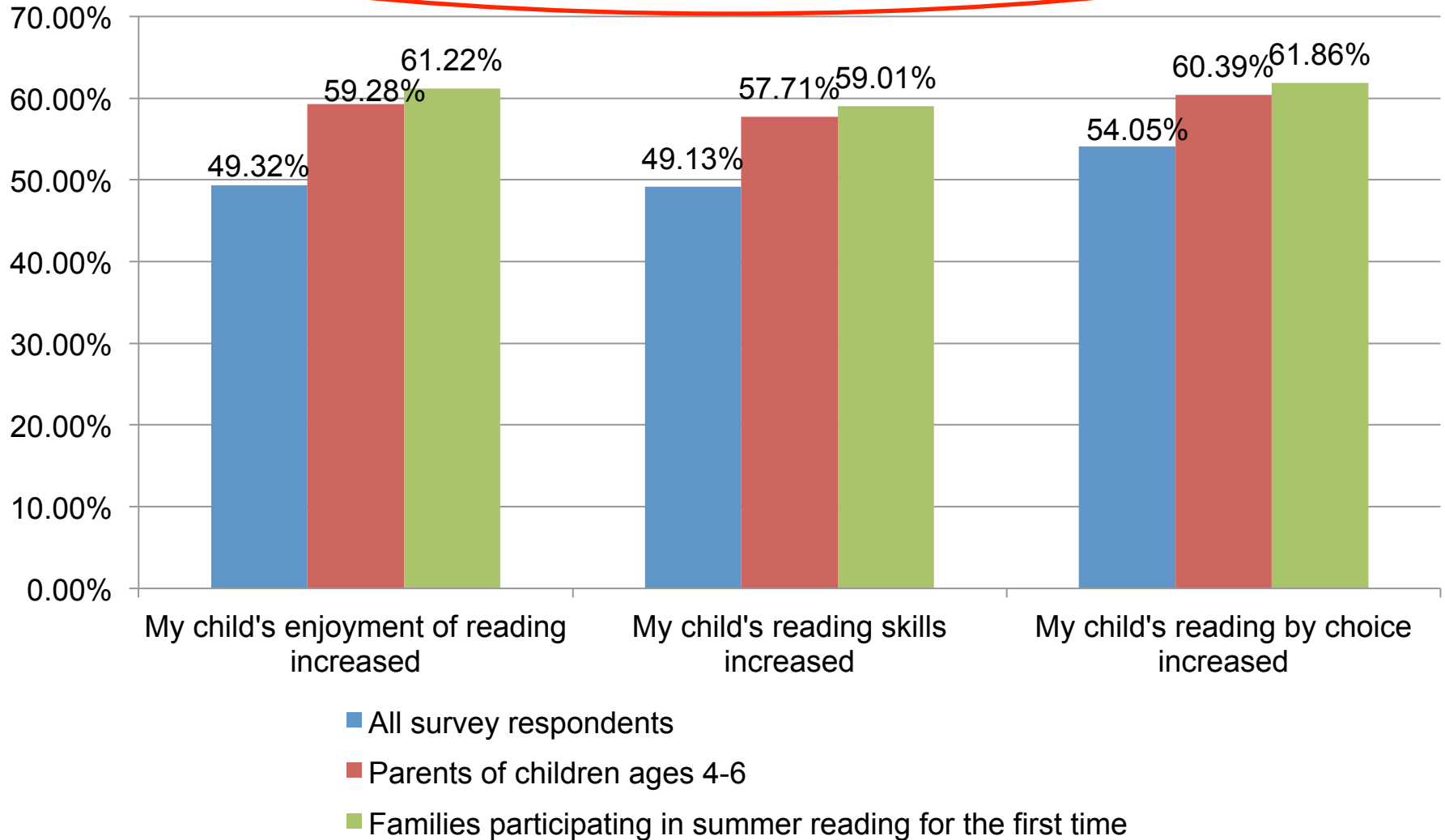


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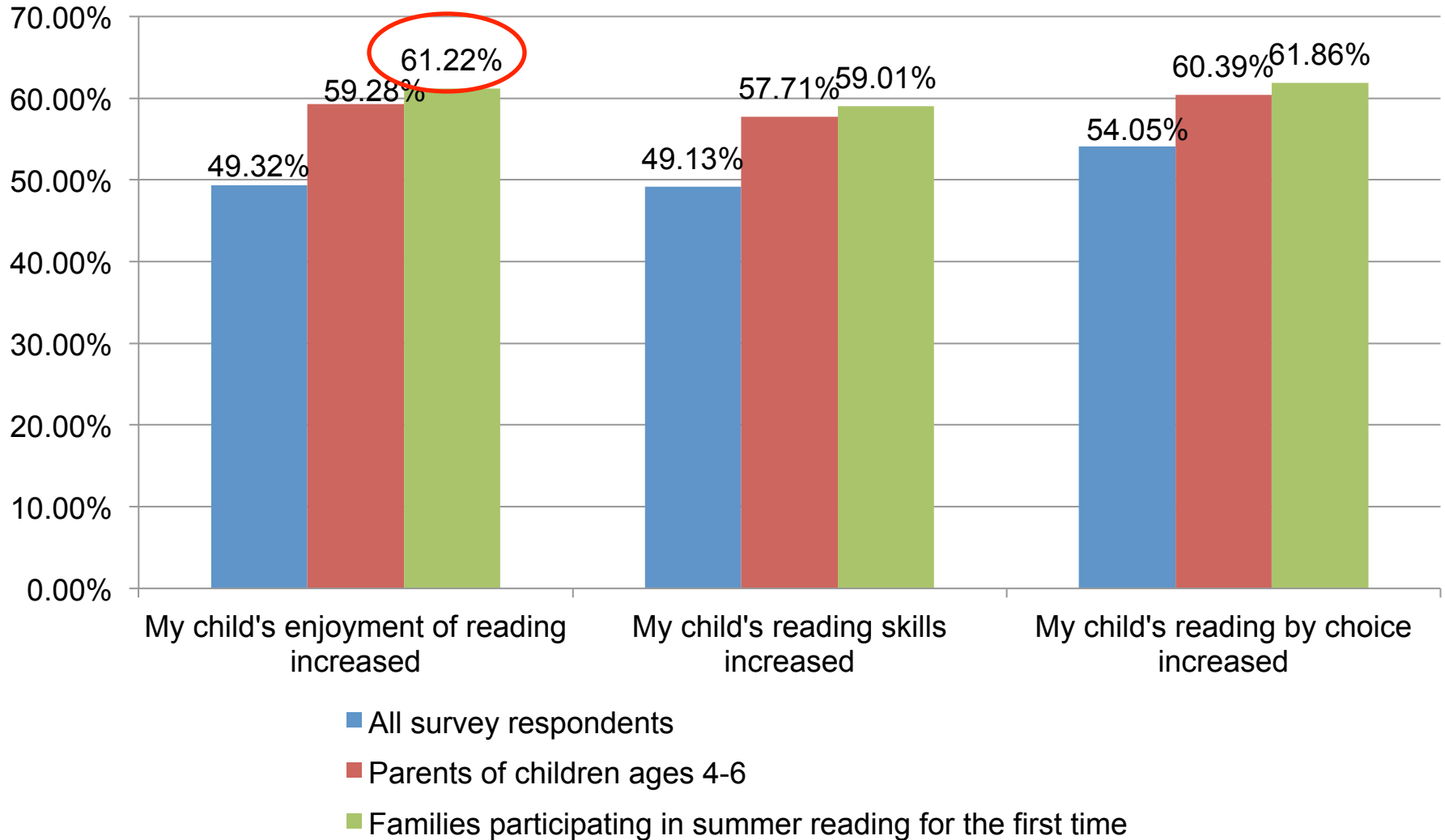


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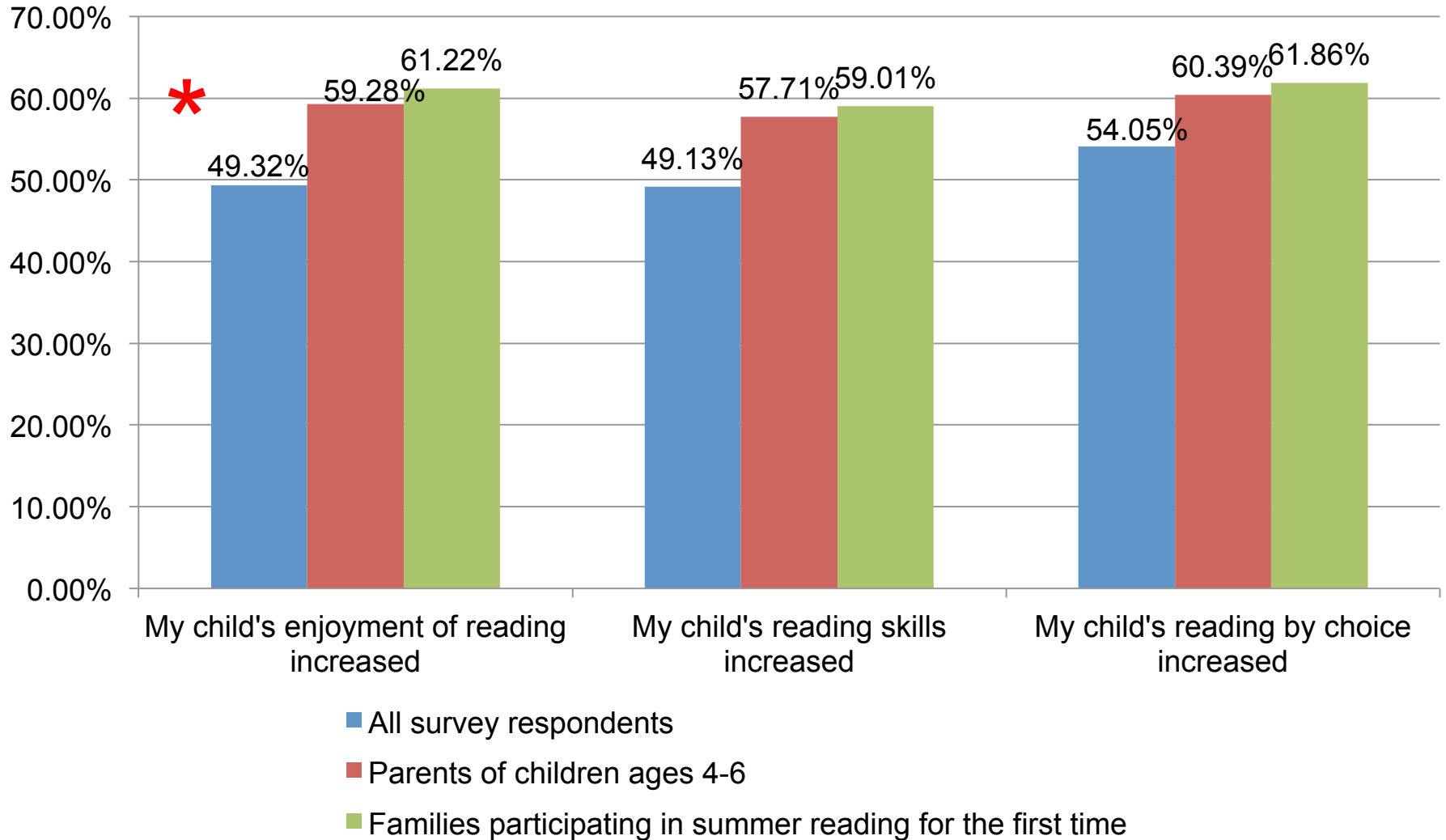
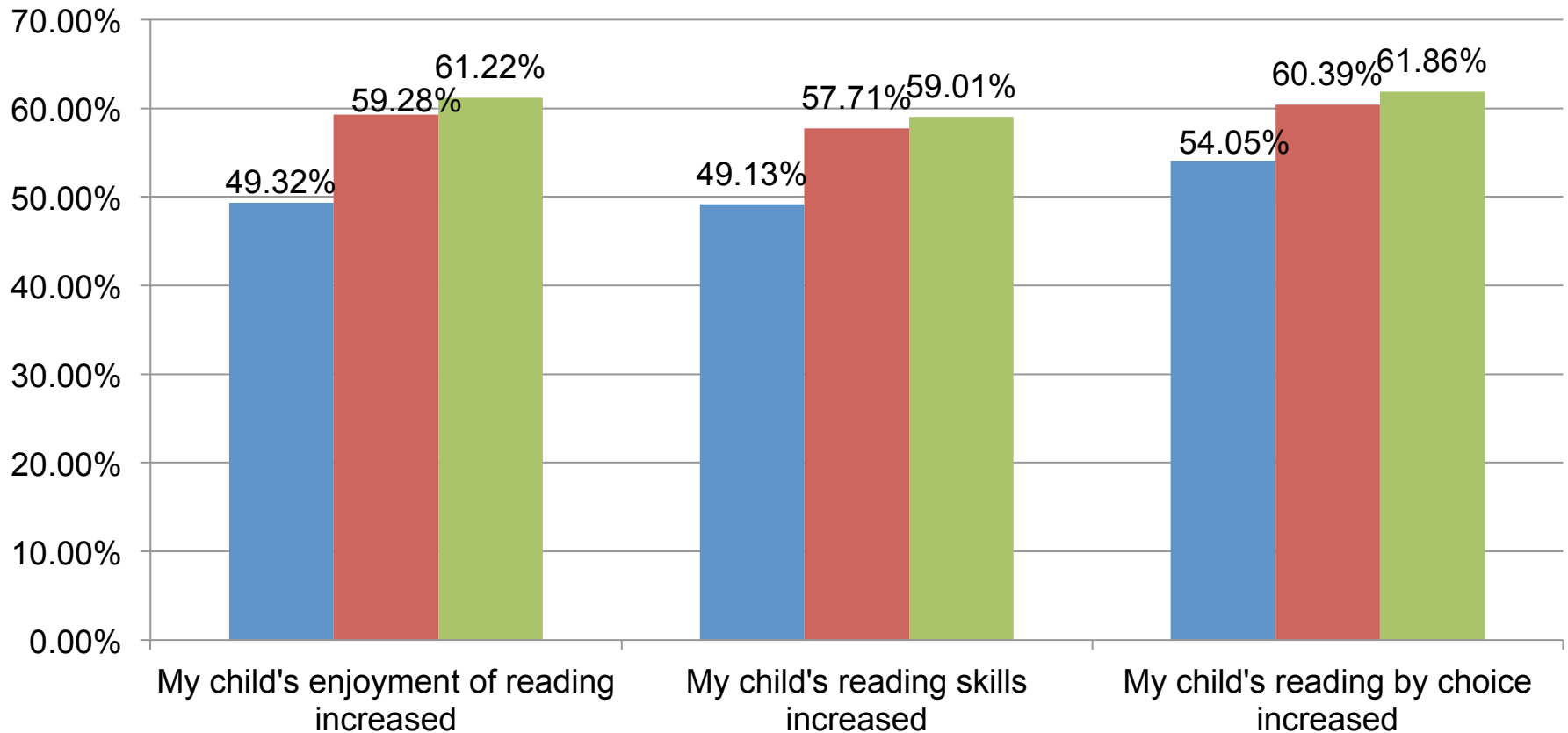


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Color

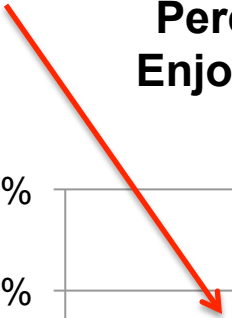
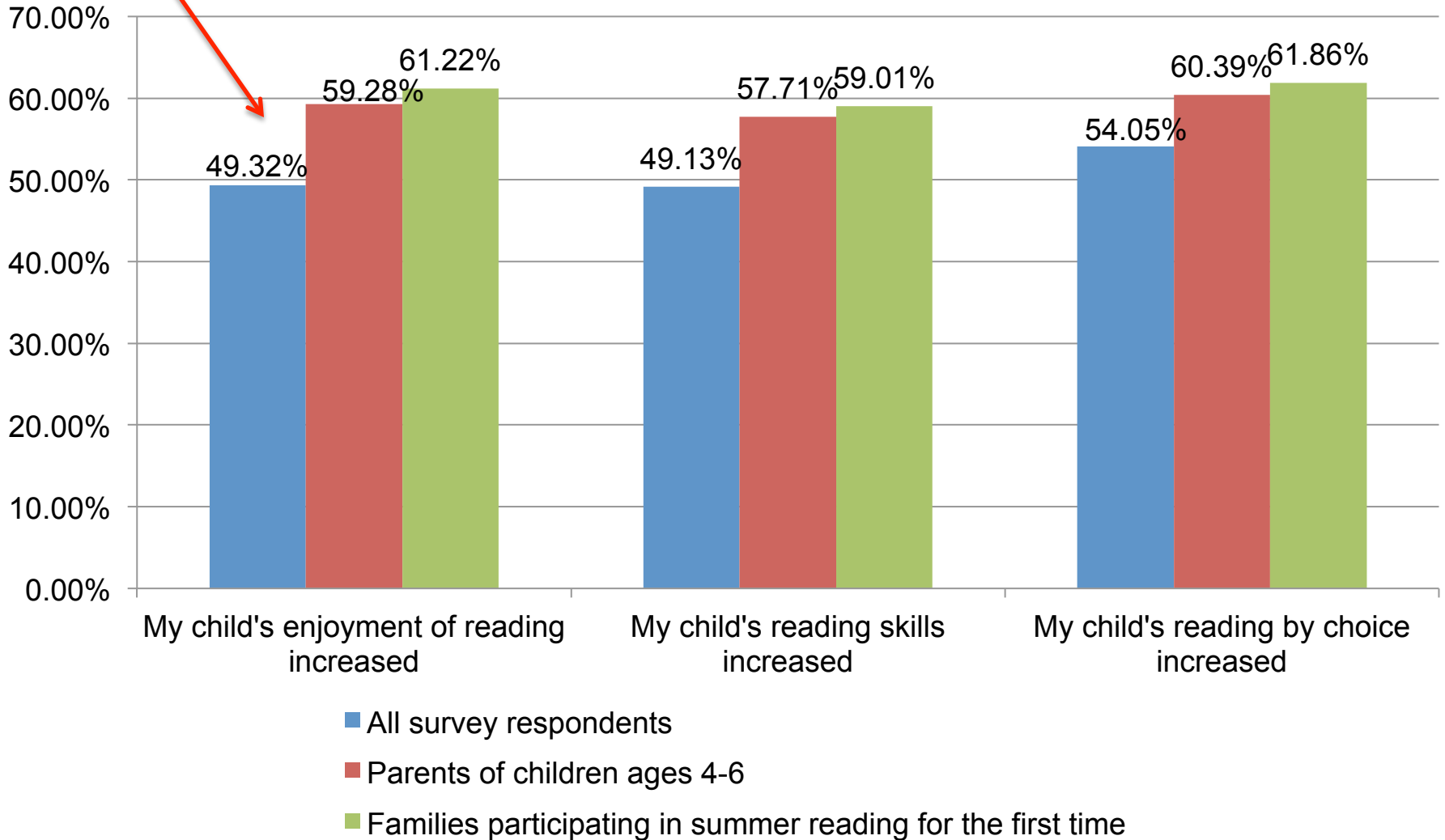


Chart 3

Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading



The impact of summer reading was particularly pronounced for families participating in the program for the first time and children ages 4-6:

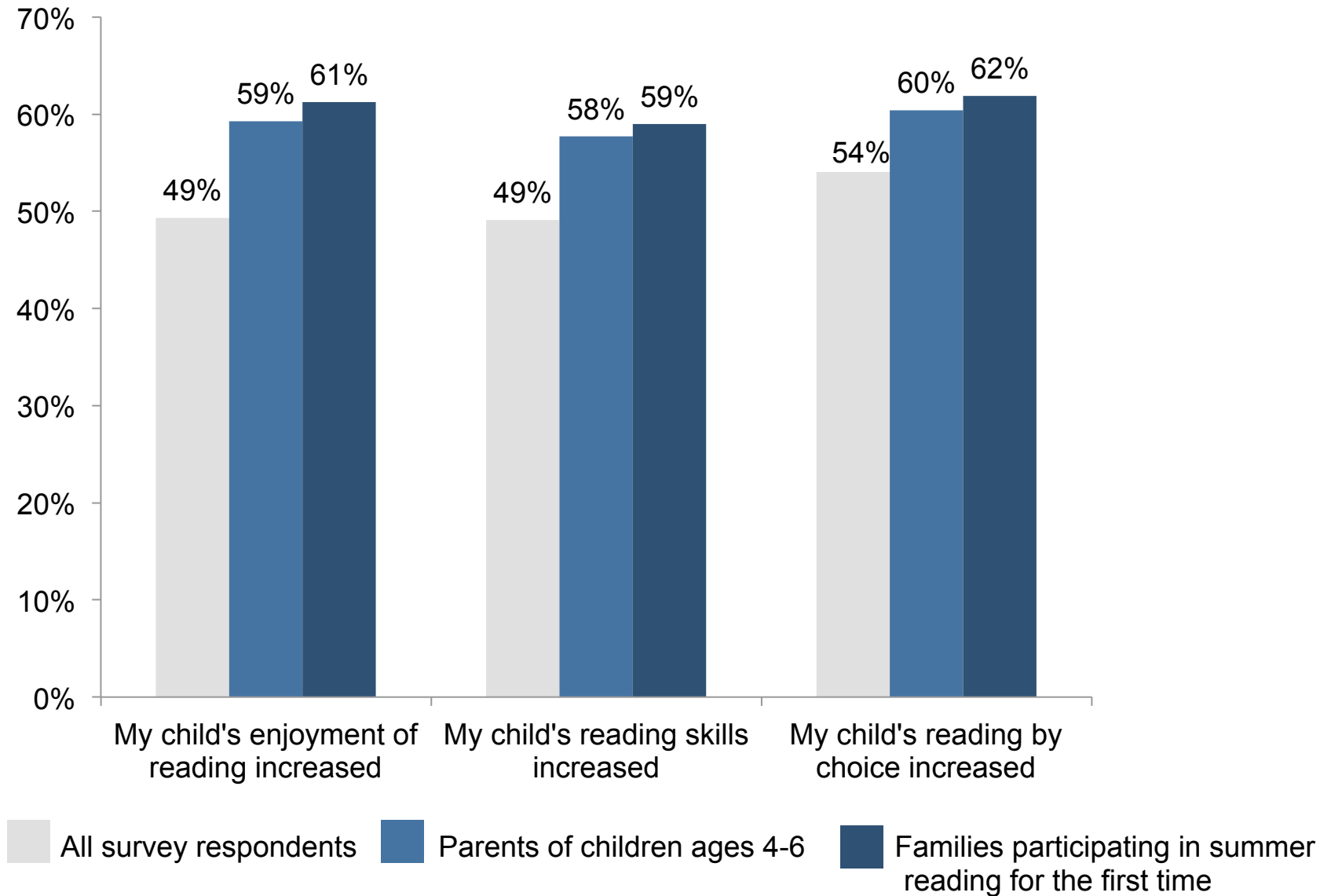
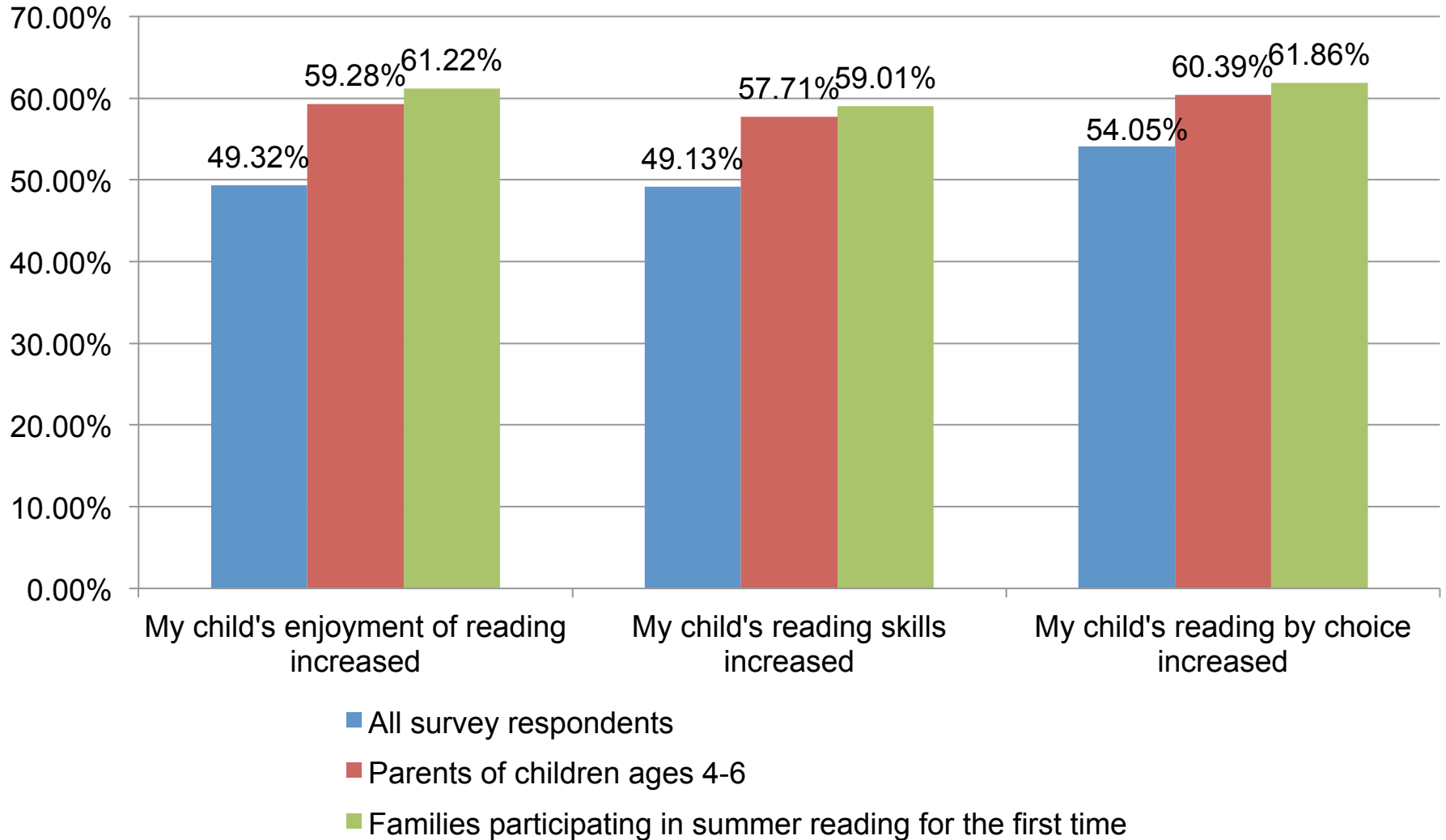
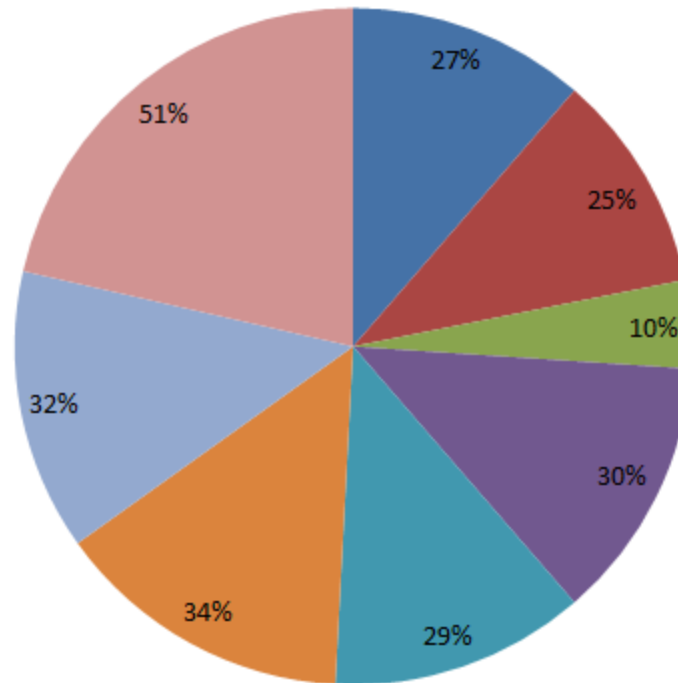


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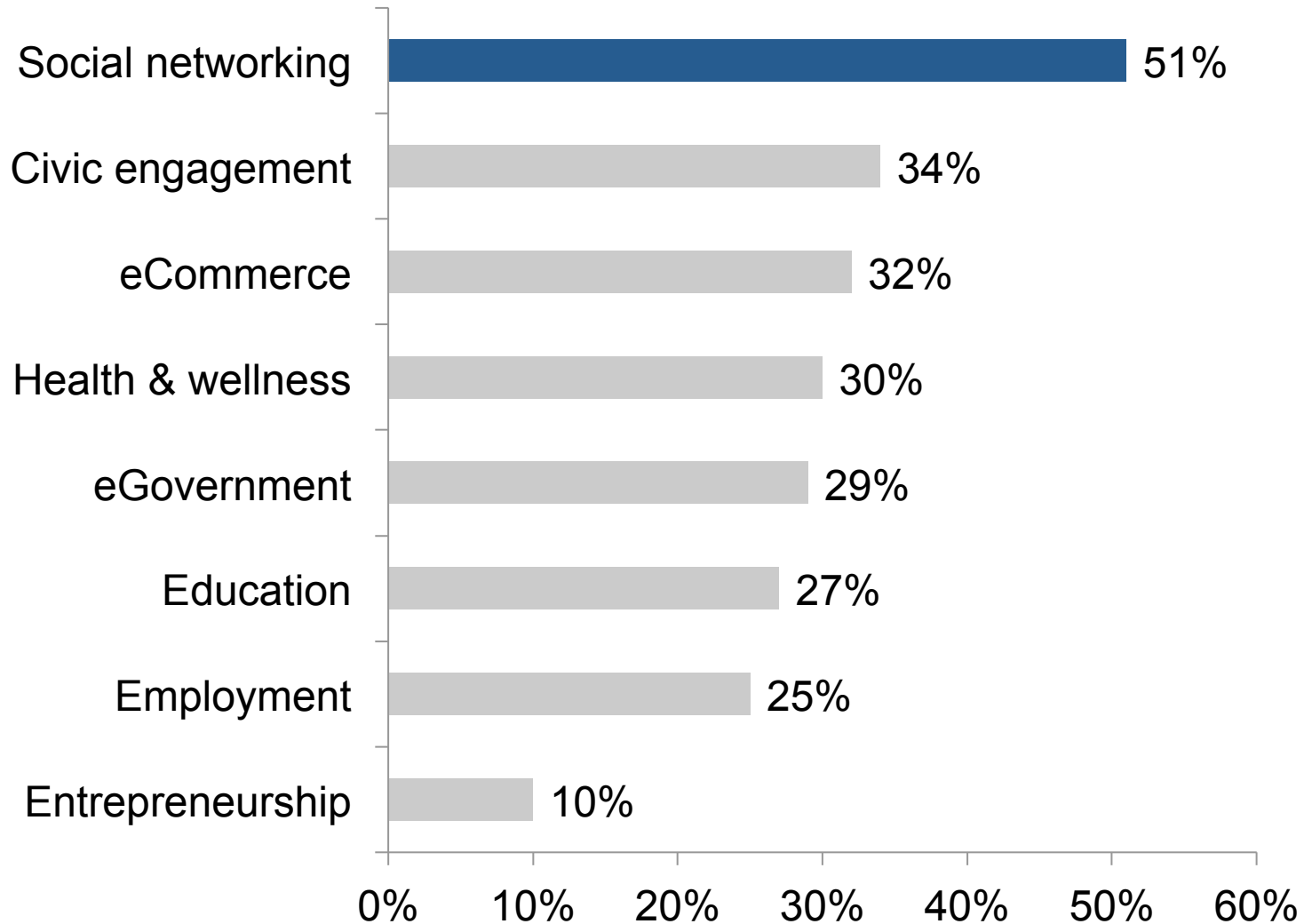
**ACTIVITY:
CHART
DISSECTION**

Chart 3.2: Percentage of Rock Creek Public Library patrons who used PACs for the following activities:

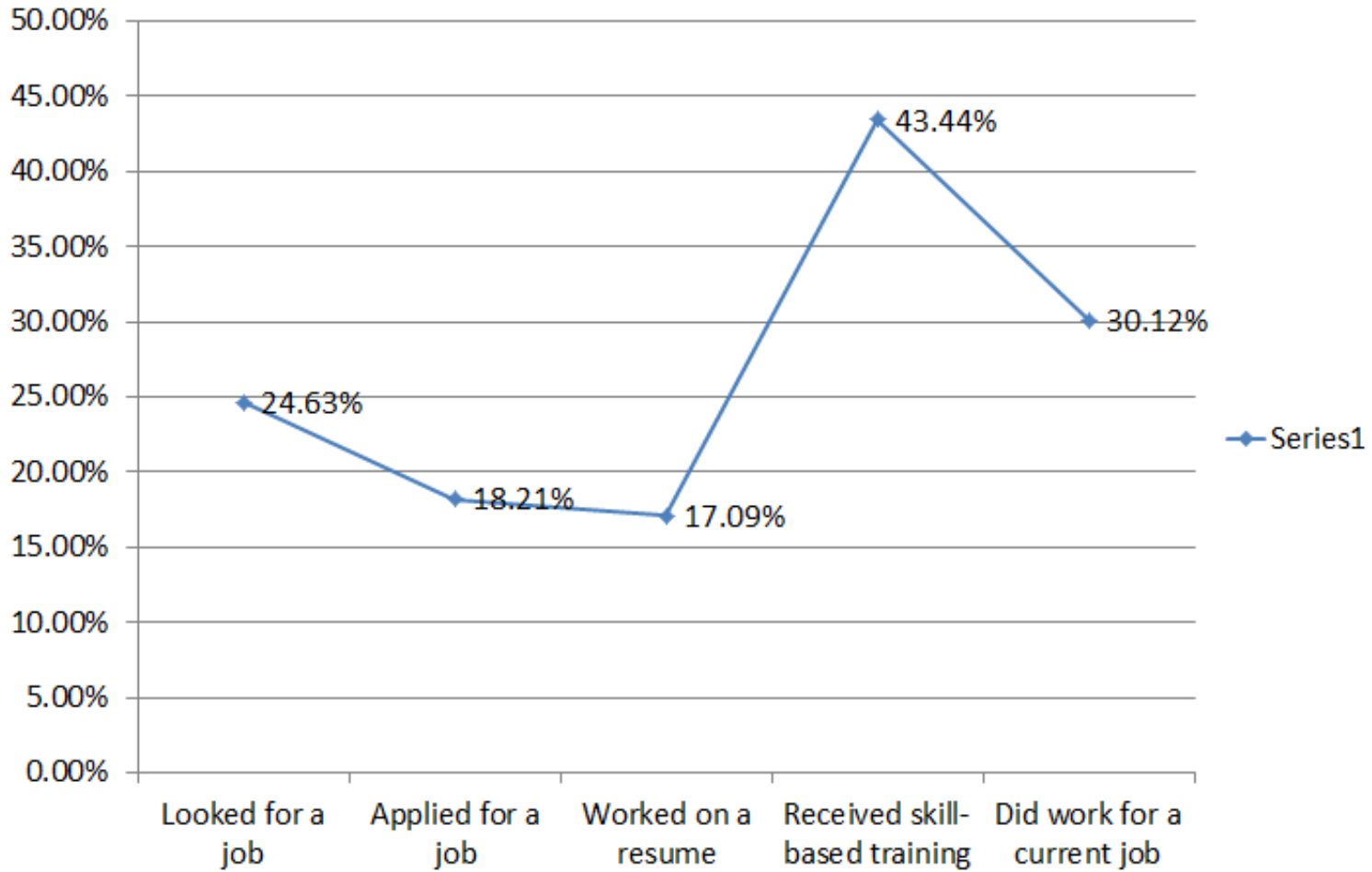


■ Education ■ Employment ■ Entrepreneurship ■ Health & wellness
■ eGovernment ■ Civic engagement ■ eCommerce ■ Social networking

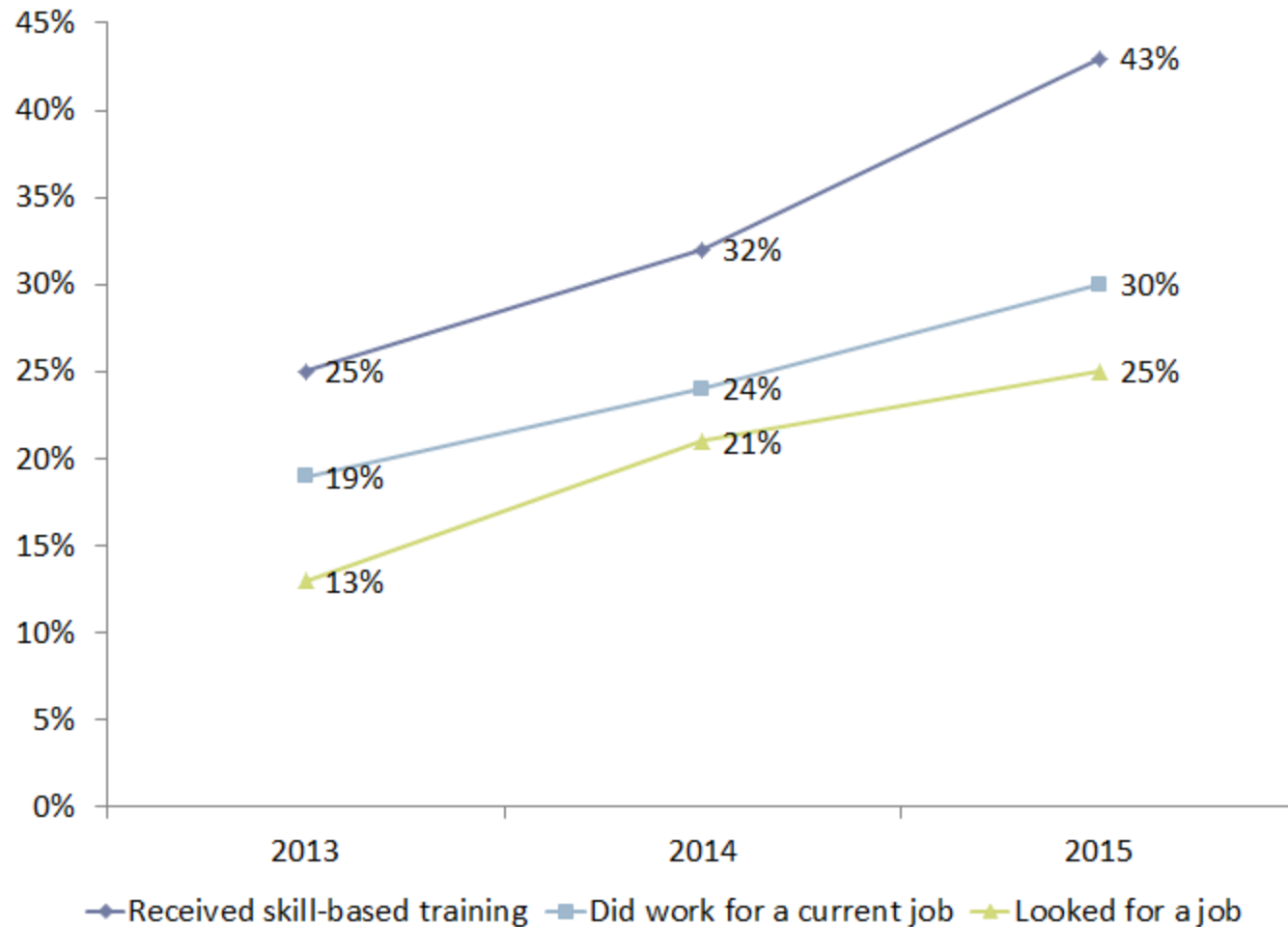
Using technology to stay in touch with family and friends and maintain social networks was the most popular activity on Rock Creek Public Library computers.

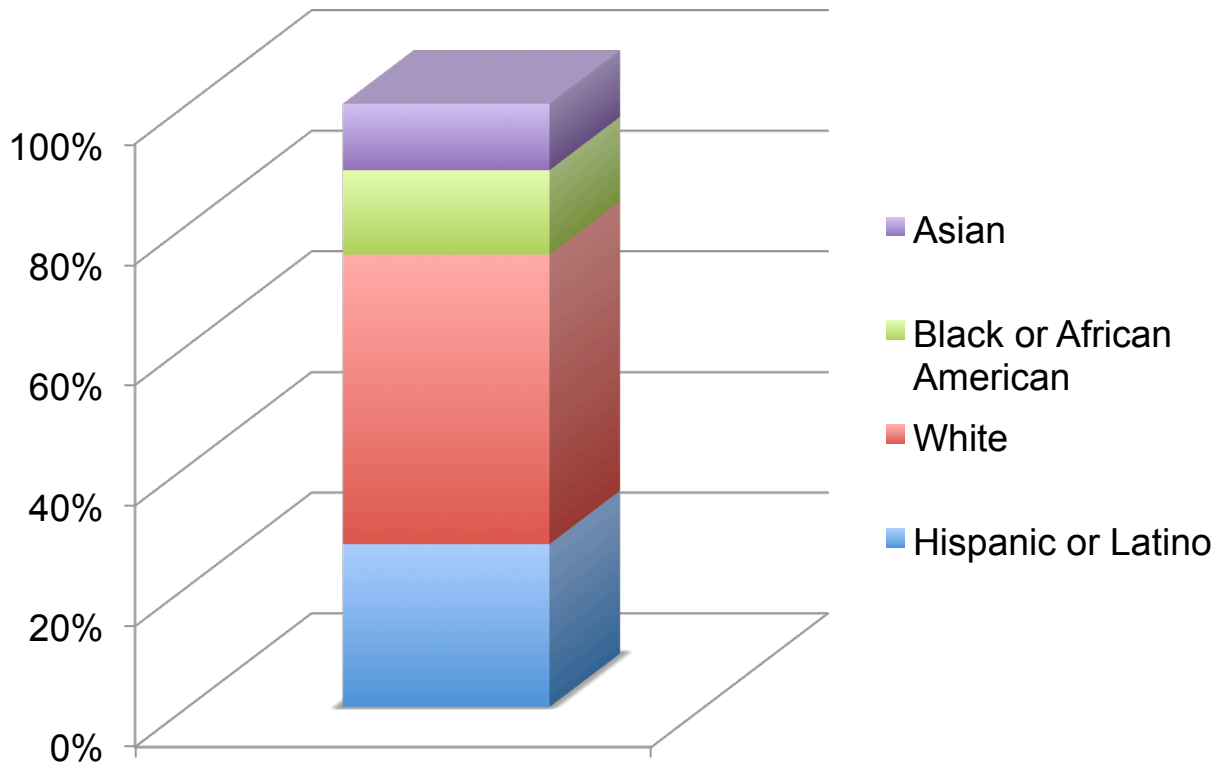


Stony Brook Public Library: Employment Tasks Patrons Completed Using Library Computers

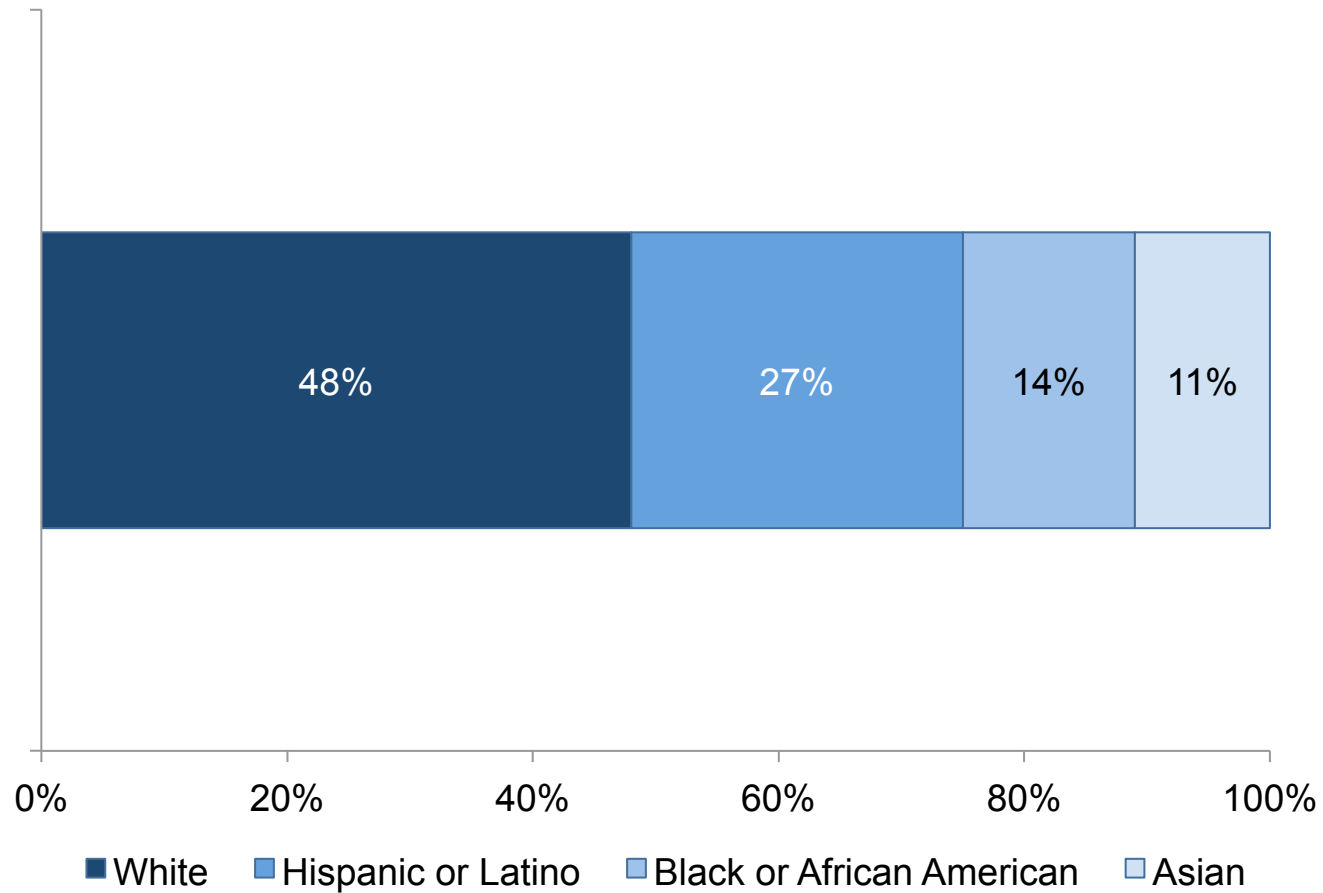


The percentages of Stony Brook Public Library computer users accomplishing work-related tasks have increased steadily since 2013.

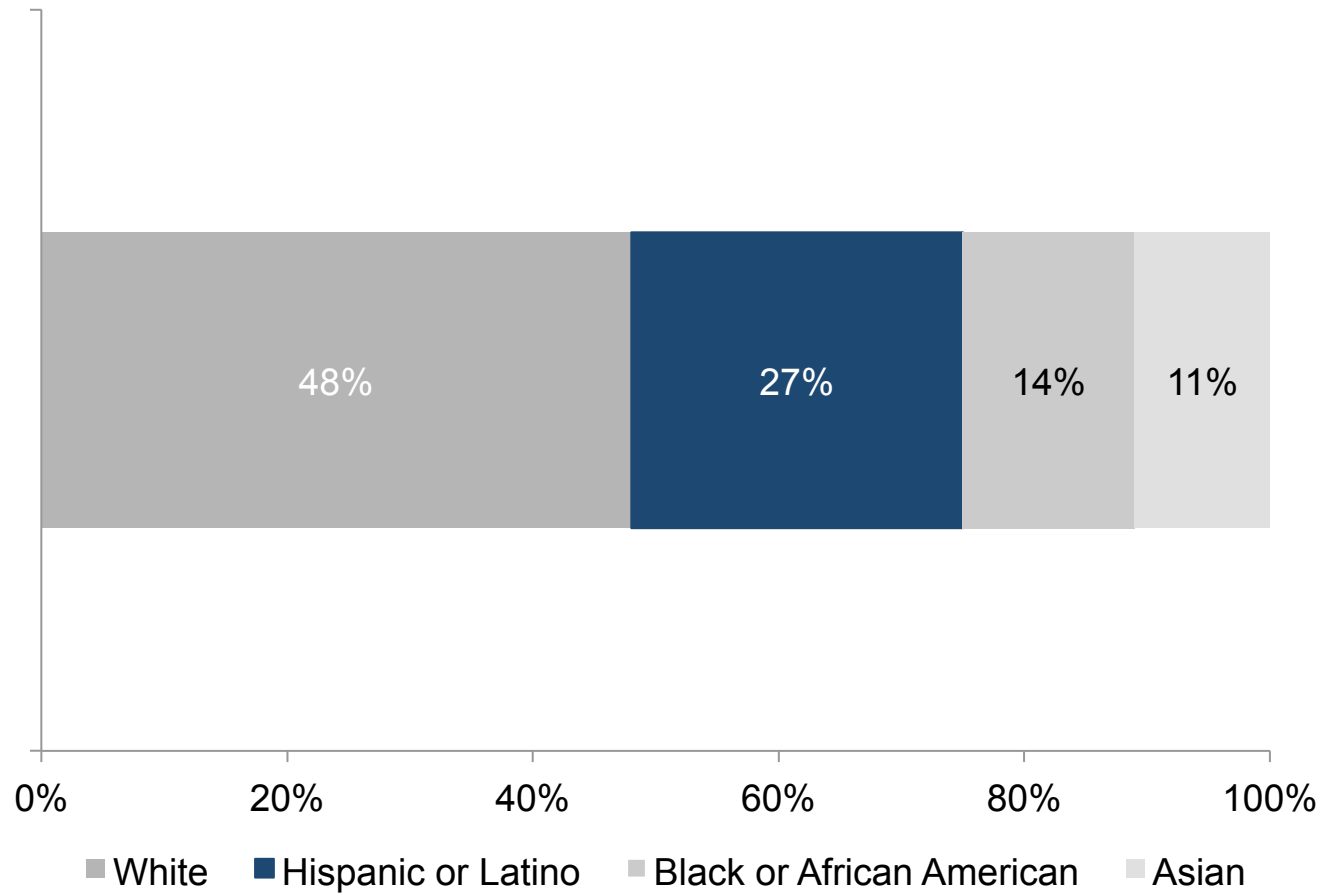




About half of Boulder Bay Public Library computer users are white, and more than 1 in 4 are Hispanic or Latino.



More than a quarter of Boulder Bay Public Library computer users are Hispanic or Latino.



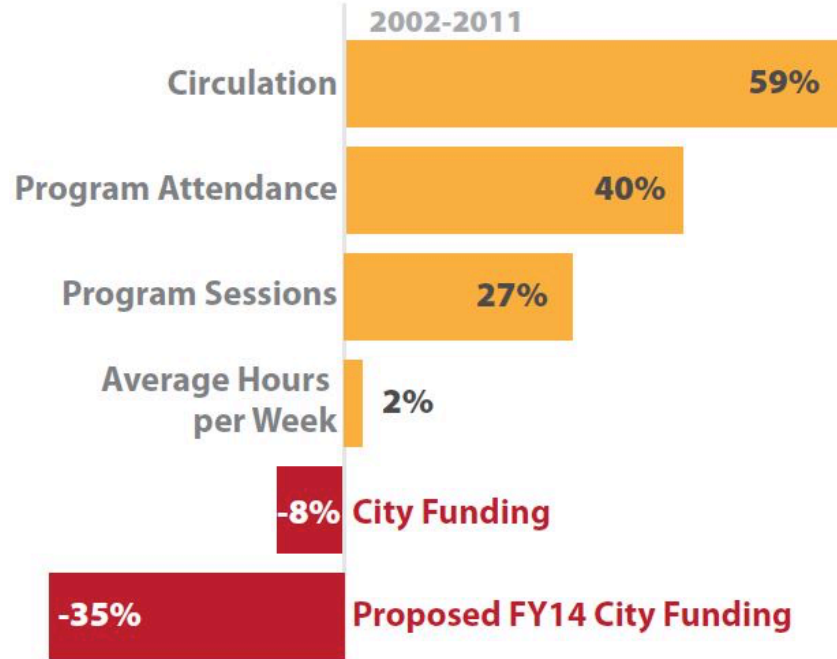
3 DESIGN GUIDELINES

1.K.I.S.S.

2.Show rather than tell

3.Colors and fonts

NYC Libraries: Demand Funding



Every Bit Helps

\$25 
provides 2 new children's books

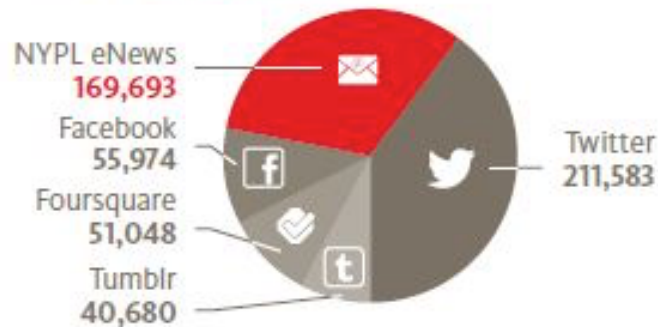
\$40 
provides a year of library service for 4 cardholders

\$113 
provides 1 research volume

\$1,350 
provides 1 job-search laptop, plus software

NYPL Online Community

MORE THAN HALF A MILLION STRONG



PEOPLE

MORE PEOPLE ARE VISITING THE LIBRARY THAN EVER BEFORE

Total Library Visits

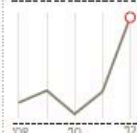
18 Million **12%↑** FROM FY '08

Most Visited Libraries



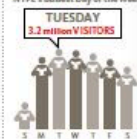
Exhibition Attendance

782,469 Visitors In FY '12



87%↑ FROM FY '08

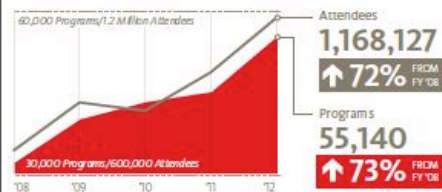
NYPL's Busiest Day of the Week



Busiest Day of the Year

DECEMBER 2011
28
79,778 VISITORS

Programs and Attendance



Top Five Libraries for Programs

- Stephen A. Schwarzman Building | 28,223 Participants | 571 Programs
- Seawood Park Library | 24,228 Participants | 1,420 Programs
- Mid-Manhattan Library | 23,876 Participants | 677 Programs
- Library for the Performing Arts | 20,040 Participants | 228 Programs
- Perkshammer Library | 25,840 Participants | 1,165 Programs

LEARNING AT THE LIBRARY

Computer Classes

7,694 Computer Classes **367%↑** FROM FY '11

English As A Second Language (ESOL)

1,857 NUMBER OF ESOL CLASSES
34,575 TOTAL CLASS ATTENDANCE

Borough Highlights



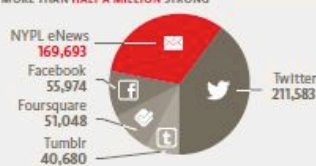
OUR DIGITAL COMMUNITY

Visits to nysl.org

32 Million **15%↑** FROM FY '08

NYPL Social Networking

MORE THAN HALF A MILLION STRONG



Favorite Tweet

NY Public Library @nysl
"Google can bring back a 100k answers. A librarian can bring you back the right one."
-@nohimself RT if you ♥ libraries <http://ow.ly/6PLtc>

GIVING BACK

Membership

34,841 Number of Library Friends and Schomburg members

We Love our Volunteers

1,593 LIBRARY VOLUNTEERS × 55.8 HOURS OF SERVICE PER VOLUNTEER = 88,889 HOURS OF VOLUNTEER SERVICE

\$180

Amount first-grader Helen Stone raised for NYPL with her Upper West Side lemonade stand

3 DESIGN GUIDELINES

1.K.I.S.S.

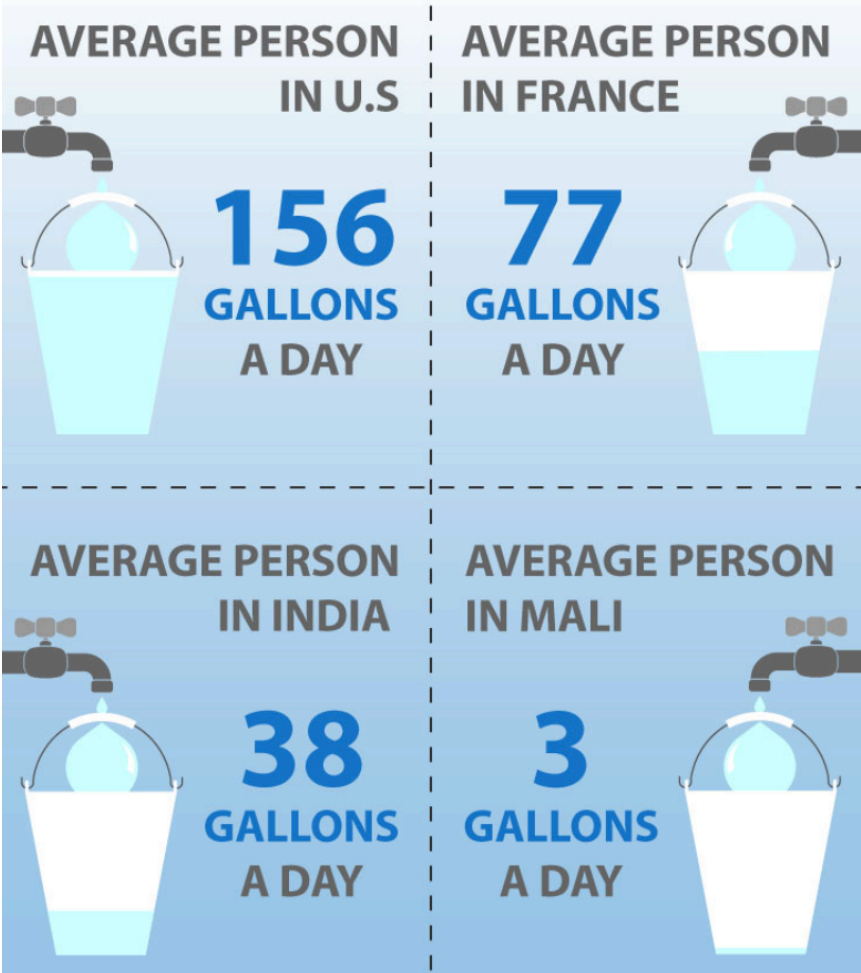
2.Show rather than tell

3.Colors and fonts



WATER USE AROUND THE WORLD

The U.S. uses a large amount of water each day compared to other countries.



Source: http://www.unwater.org/downloads/Water_facts_and_trends.pdf



3 DESIGN GUIDELINES

1.K.I.S.S.

2.Show rather than tell

3.Colors and fonts

Center for an Urban Future

www.nycfuture.org
@nycfuture

Branches of Opportunity

New York City's public libraries are serving more people in more ways than ever before; but they have been undervalued by policymakers and face growing threats in today's digital age

Funded by the
Charles H. Revson Foundation

OUT OF 25 URBAN LIBRARIES NATIONWIDE

In program sessions per 1,000 residents:

Brooklyn ranked **2nd**

NYPL ranked **7th**

Queens ranked **5th**

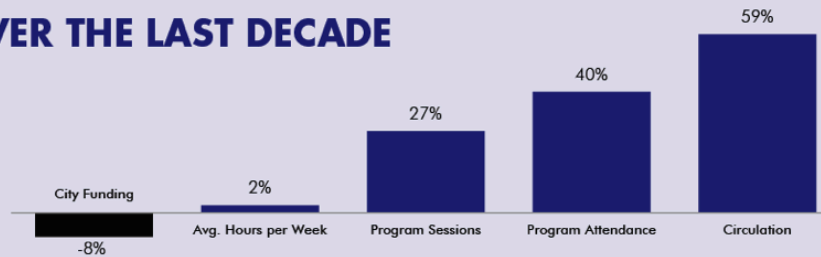
In average hours per week:

NYPL ranked **12th**

Brooklyn ranked **15th**

Queens ranked **20th**

OVER THE LAST DECADE



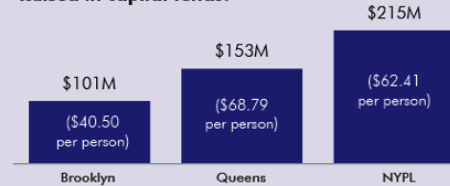
48

different branches citywide have at least doubled annual attendance at programs

18

different branches citywide have more than doubled their circulation

Raised in capital funds:



Since 2008, the libraries have seen city operating funds reduced by

\$68M

Because of the cuts, full time equivalent employment has dropped

24%

WITH ADDITIONAL \$50M IN FUNDS

Hours per week would increase from 43 to

50

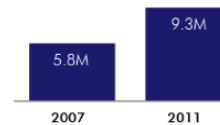
Program attendance would increase by

500K

Circulation would rise by

10M

Computer sessions at public libraries



In 2011, e-book checkouts across all three libraries rose

179%

Computers in Colorado's Public Libraries

Colorado's 115 public library jurisdictions provide their communities with access to technology and web services. From wireless connectivity to always-accessible databases, public libraries are humming with 21st-century tools. Highlights from the 2012 Public Library Annual Report offer the details.

TECHNOLOGY SERVICES AVAILABLE INSIDE THE LIBRARY

Internet Computers for Public Use

5,800+
total computers

↑152%
since 2002

↑33%
since 2002

6.85M+
uses of internet computers



Public Library Websites



Wireless Services

94%
offer wireless access

↑116%
since 2005

3.7M+
wireless access uses²

↑62%
since 2011



SERVICES AVAILABLE OUTSIDE THE LIBRARY

More than
3 in 5
offer remote
database access

↑28%
since 2002

Nearly
9 in 10
offer remote
catalog access

↑43%
since 2002

Want to know more about the online world of public libraries? Check out our longitudinal study on web technologies at bit.ly/LRS_webtech to learn what libraries in Colorado and across the country are doing with their websites, social media, and tools and services offered online.

1. This question—first asked in 2012—had 34 out of 114 responding libraries reporting 0 unique site visitors.
2. In 2012, 36 out of 114 responding libraries reported 0 wireless access uses.

Data reported from the 2012 Colorado Public Library Annual Report: Computers & Networking category. Original research on library websites completed August 2013 and provided courtesy of the Networking & Resource Sharing Office, Colorado State Library.

Authors: Meghan Wanucha, Research Assistant,
with Kieran Hixon, Technology & Digital Initiatives Consultant
Fast Facts ED3/110.10/No. 323 | www.LRS.org | © 2014 Library Research Service



Colorado School Library Staffing, 2013-2014

Recent statistics from Library Research Service
FAST FACTS
ED3/110.10/No.333

How many endorsed school librarians and other library staff¹ are in Colorado? How many Colorado public schools have any type of library staffing? These answers change depending on a variety of factors: position (endorsed librarian or other staff), grade level, school setting (Denver Metro, rural, etc.), and school size. Based on Colorado Department of Education school staffing data, there were a total of **404 FTE endorsed librarians** and **928 FTE library staff** in Colorado K-12 public schools in 2013-2014. Here we dig deeper into those numbers.

1 in 4

of Colorado's 1,778 K-12 public schools had an endorsed librarian in 2013-14

In the 1,174 Colorado public schools with any type of library staffing...



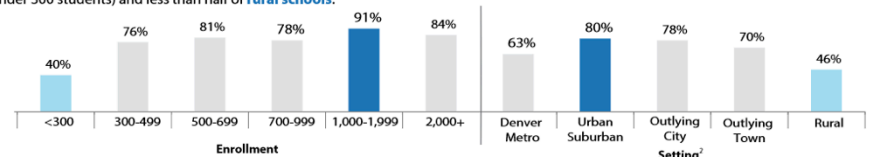
2 in 3

of Colorado K-12 public schools had some type of library staffing (endorsed librarians, non-endorsed librarians, and/or paraprofessionals) in 2013-14

About **1 in 3** middle schools had an **endorsed librarian**, compared with about **1 in 4** elementary and senior high schools.



Up to 9 in 10 **larger schools** and 4 in 5 in **urban-suburban settings** had some type of library staffing, compared with just 2 in 5 **small schools** (under 300 students) and less than half of **rural schools**:



1. "Other library staff" includes non-endorsed librarians and paraprofessionals. 2. See <http://bit.ly/CDEdefinitions> for definitions of school settings.

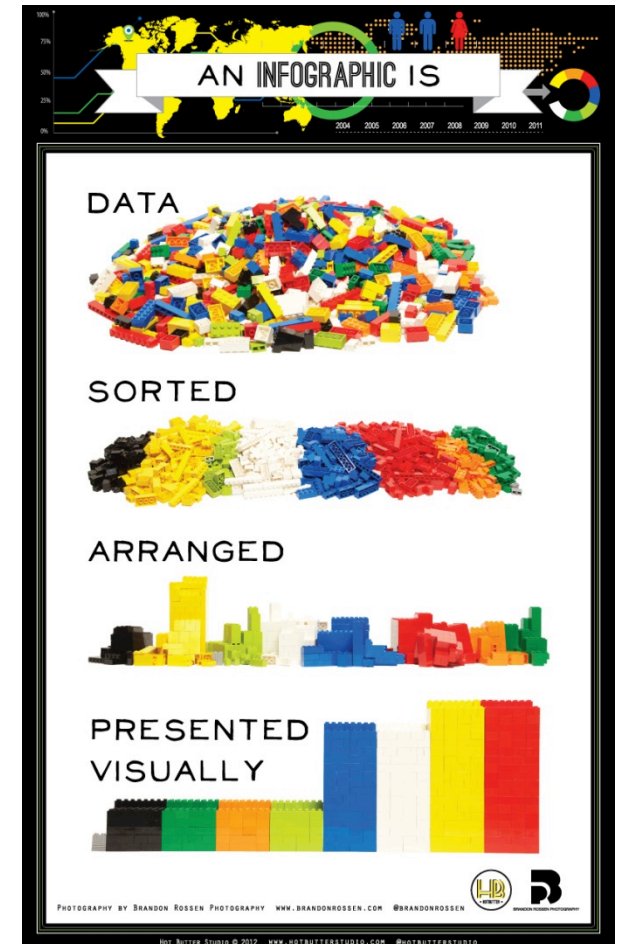
Author: Linda Hofschire, Research Analyst
Fast Facts ED3/110.10/No. 333
www.LRS.org | © 2015 Library Research Service



THE DESIGN PROCESS

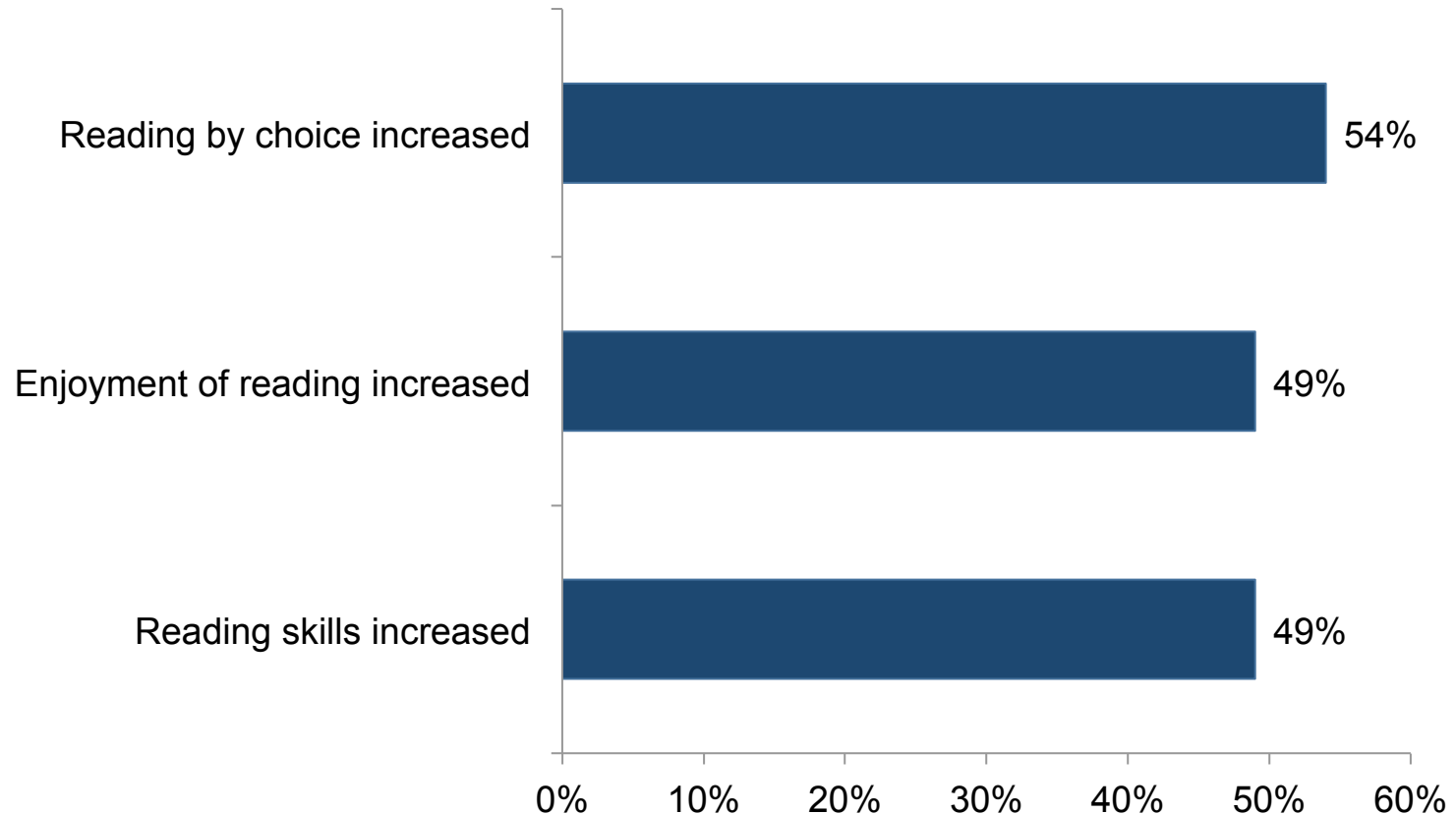
STEPS FOR SUCCESS

1. **Begin with numbers**
2. Understand your goals and audience
3. Find your story
4. Design, refine, repurpose
5. Share



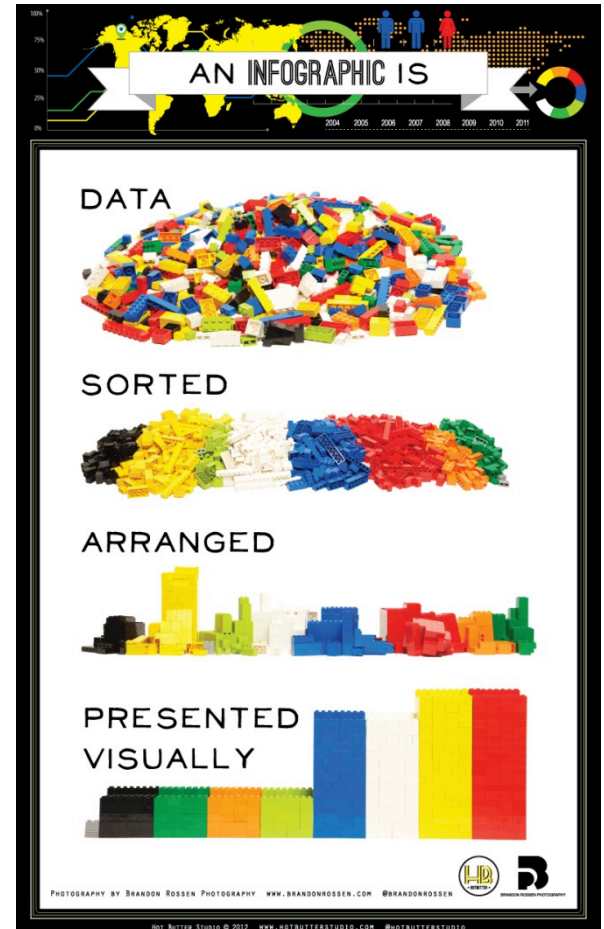
SUMMER READING SURVEY

After participating in Summer Reading, my child's:



STEPS FOR SUCCESS

1. Begin with numbers
- 2. Understand your goals and audience**
3. Establish your approach
4. Design, refine, repurpose
5. Share



GOALS AND AUDIENCE



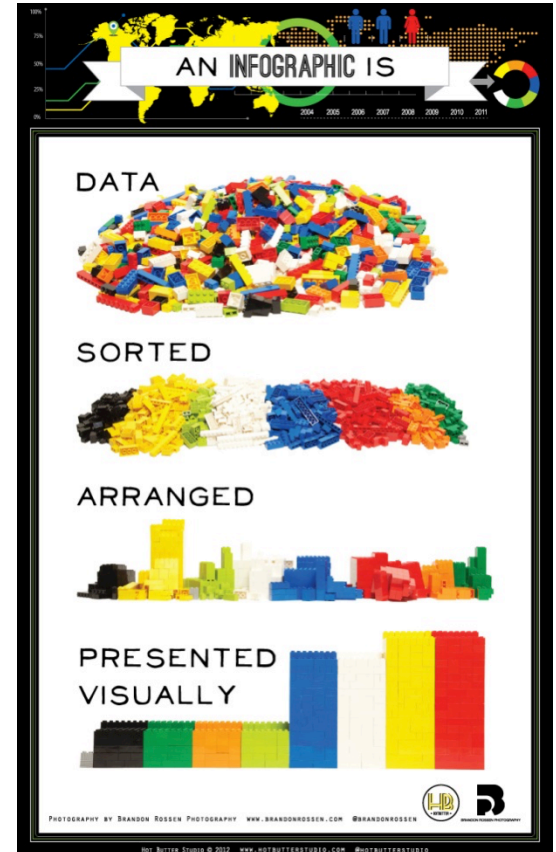
CO L O R A D O
Department of Education

GOALS AND AUDIENCE

Each year, Colorado public libraries offer engaging summer reading programs to encourage children and teens to read for fun and to prevent summer learning loss...

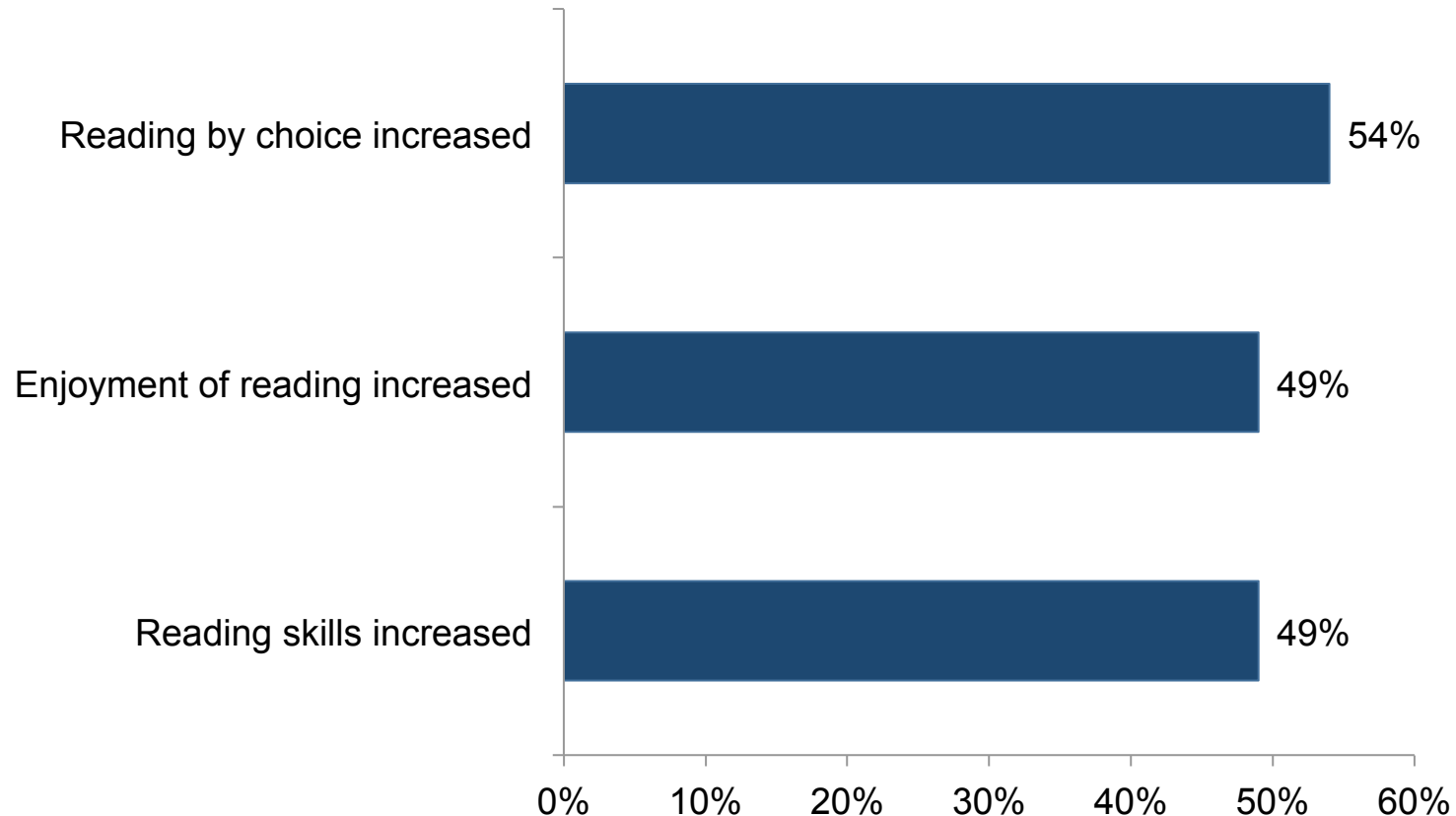
STEPS FOR SUCCESS

1. Begin with numbers
2. Understand your goals and audience
- 3. Find your story**
4. Design, refine, repurpose
5. Share



WHAT'S THE STORY?

After participating in Summer Reading, my child's:



WHAT'S THE STORY?

How respondent
learned about
summer reading

Child's
age

Plan to visit
library in fall

Summer reading
participation
history

Library
card

WHAT'S THE STORY?

How respondent
learned about
summer reading

Child's
age

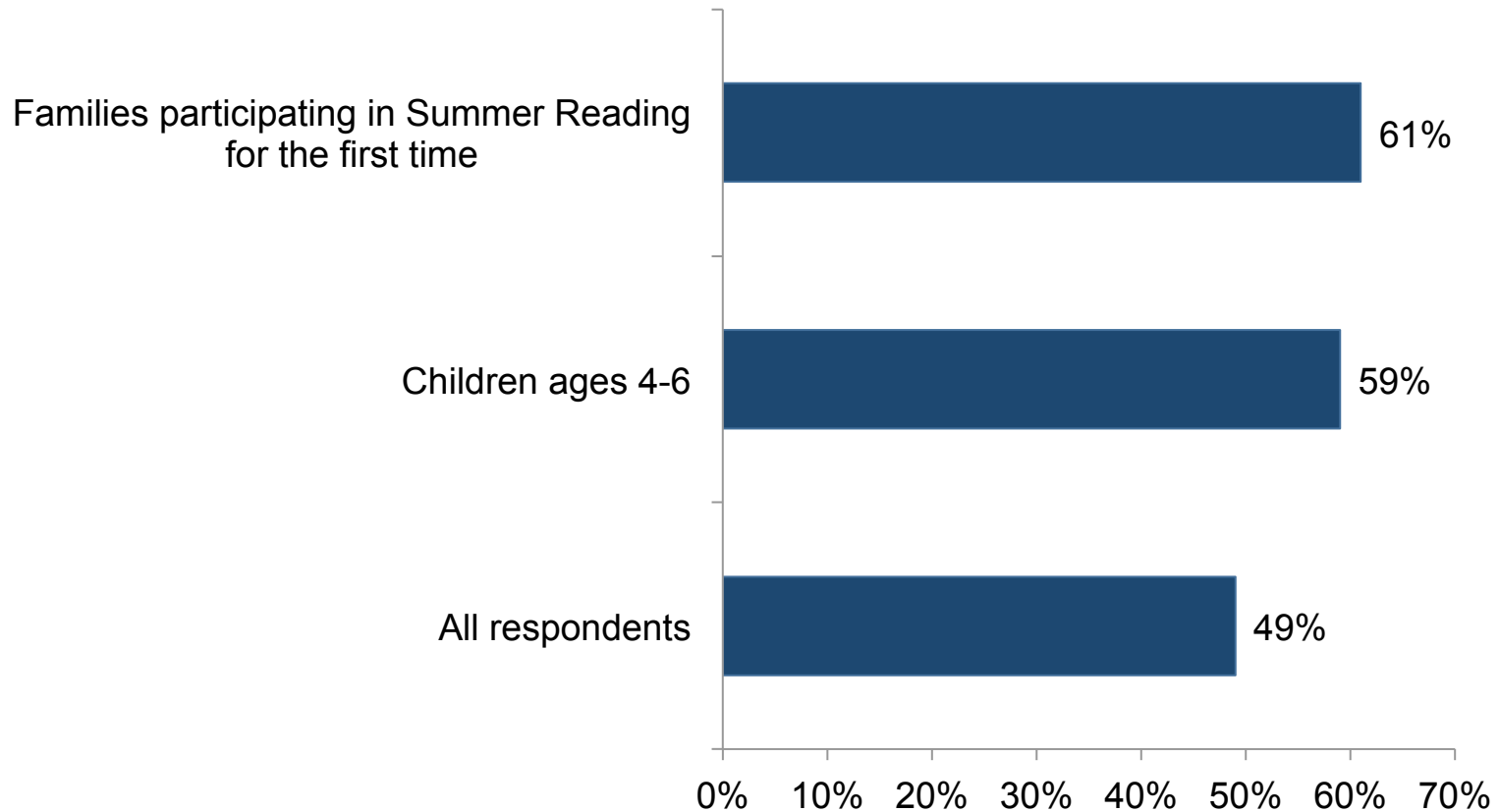
Plan to visit
library in fall

Summer reading
participation
history

Library
card

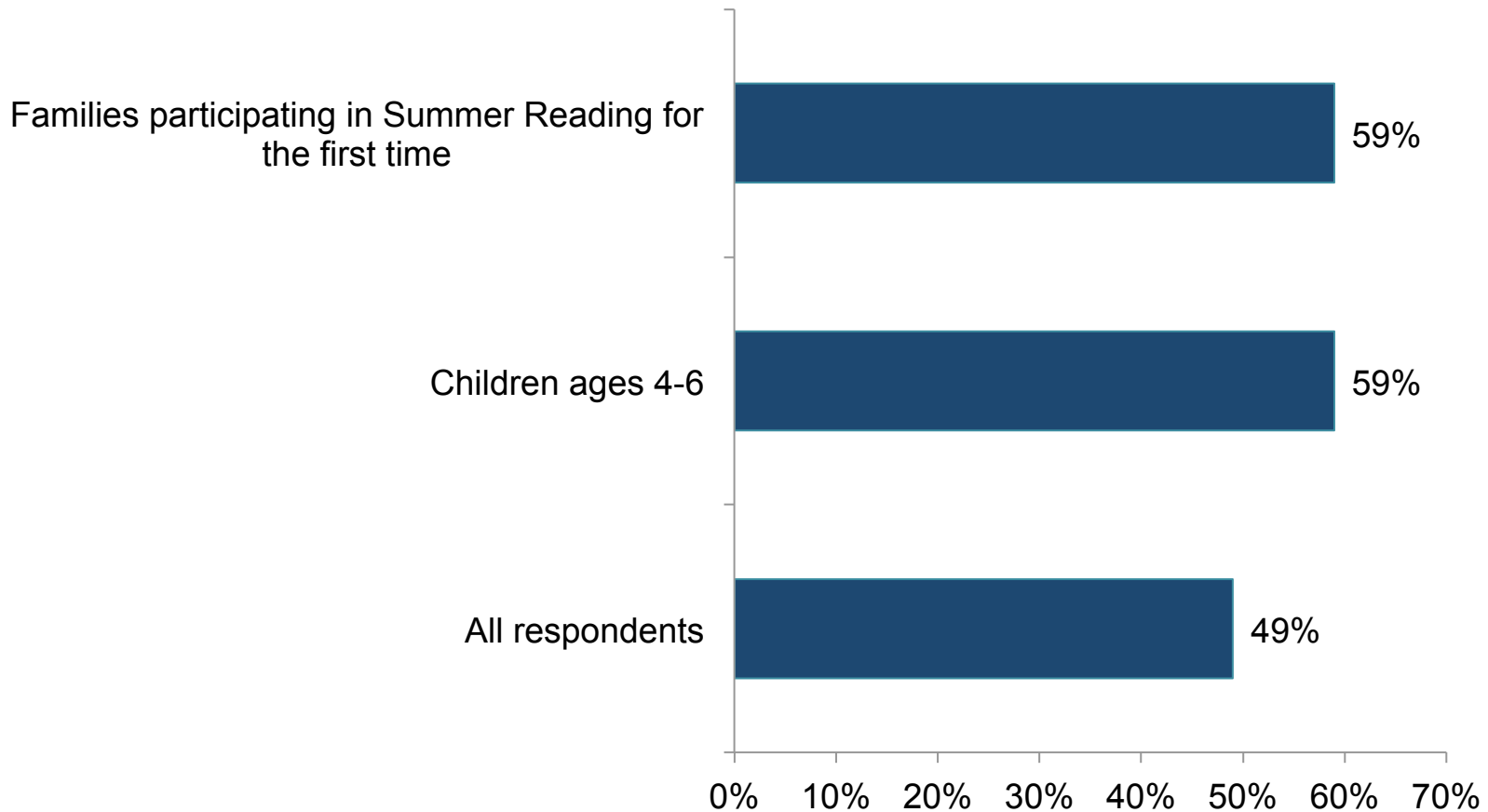
WHAT'S THE STORY?

My child's enjoyment of reading increased



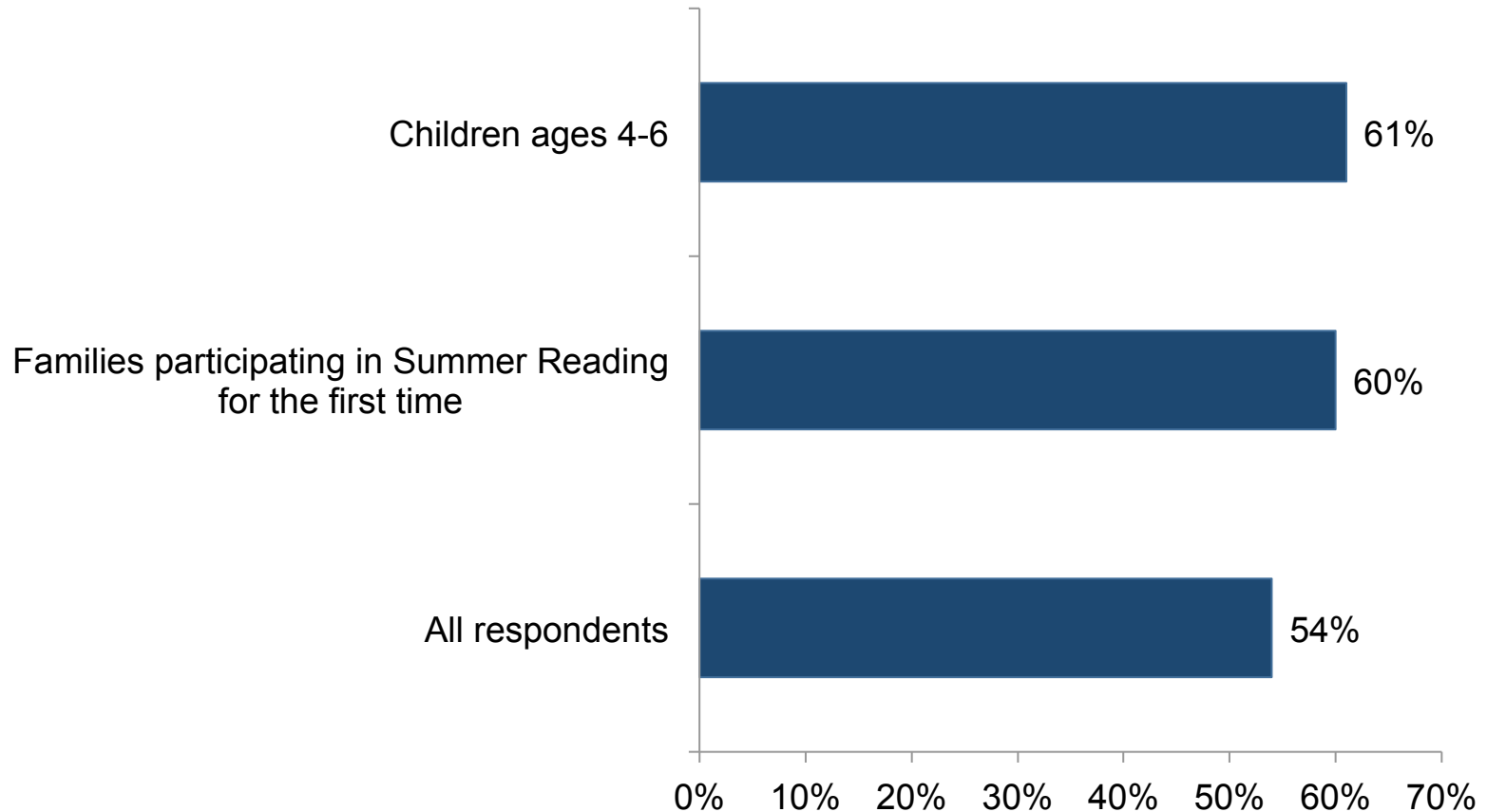
WHAT'S THE STORY?

My child's reading skills increased



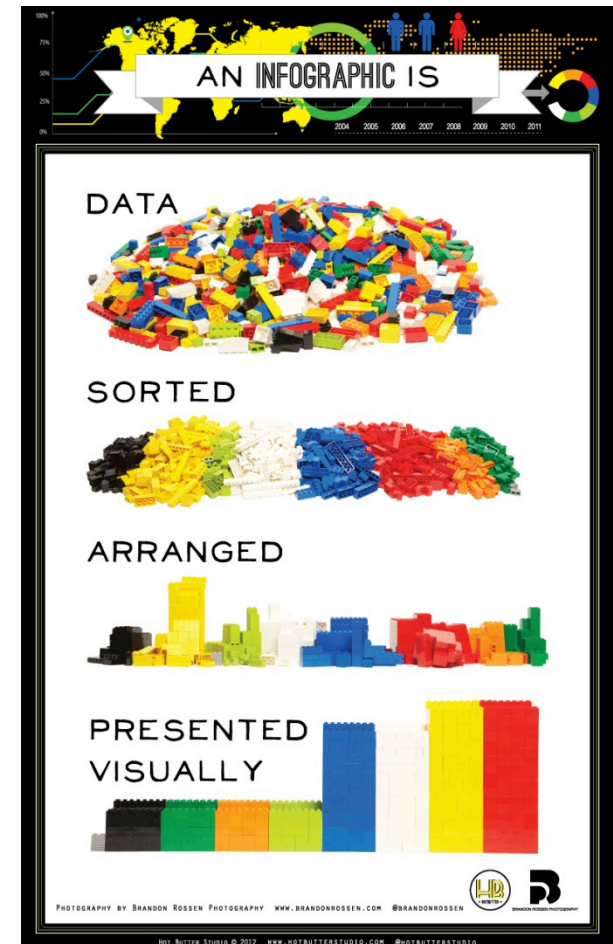
WHAT'S THE STORY?

My child's reading by choice increased



STEPS FOR SUCCESS

1. Begin with numbers
2. Understand your goals and audience
3. Find your story
4. Design, refine, repurpose
5. Share



Summer Reading Makes a Difference for Colorado Families



Each year, Colorado public libraries offer engaging summer reading programs to encourage children and teens to read for fun and to prevent summer learning loss. In summer 2014, the Colorado State Library invited Colorado public libraries to ask parents in their communities to help evaluate the effectiveness of these programs by completing a survey. Sixteen libraries chose to participate, and 672 parents/caregivers completed the survey. About half of all respondents reported that their children's enjoyment of reading, reading skills, and reading by choice increased after participating in summer reading. These outcomes were even more prevalent among families participating in summer reading for the first time and parents of children ages 4-6. Here we break down these numbers and share in parents' own words the difference summer reading made for their families.

My child's enjoyment of reading increased



"Without a doubt this program provided a valuable and measurable motivation to read more and on a regular basis this summer. My son declared that he had learned how fun reading is. Thank you!"

Families participating in summer reading for the first time	61%
Parents of children ages 4-6	59%
All survey respondents	49%

My child's reading skills increased

59% Families participating in summer reading for the first time

59% Parents of children ages 4-6

49% All survey respondents

"As a first time parent it's really helpful to have tangible ideas about ways to get my child engaged in early literacy skills. There were some recommended activities I hadn't thought of trying!"



My child's reading by choice increased



"My son's reading endurance has really grown this summer, thanks to the reading program. He was very motivated to read for 40 minutes and sometimes he read for even longer stretches. We will definitely participate again next year!"

Parents of children ages 4-6	61%
Families participating in summer reading for the first time	60%
All survey respondents	54%

Parents were asked to tell us in their own words the difference the summer reading program made for their children and family:

I loved being able to spend time with my child and bond over my love for books.

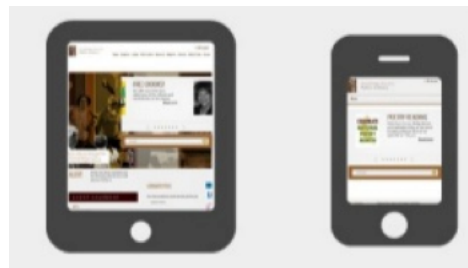
As a parent it is so nice to show the children that it is not just at home that reading is fun and important... EVERYONE at the library thinks reading is fun and worth rewarding...my kids love to read...I know I am a big part of this, but the library helps to reinforce the idea that reading is fun...THANK YOU!!!!!! We have been a part of the reading program every year and will be back again next year!

An increased appreciation for the BOOK in this era of electronic over-stimulation. A marked increase in reading ability and appreciation. Expanded vocabulary. An increase in awareness about the world that is available through books.

We started going as a "keep busy" thing and ended up being a "we love our library thing." Not only for literacy but a way to get to know people from the community. My children are sad that the summer program is almost over, but we will continue to come every week.



DESIGN, REFINE, REPURPOSE



QUOTABLE FACTS ABOUT COLORADO LIBRARIES

GET STUFF

2.85 million



Coloradans have a public library card

123 million

 items circulated each year

or more than **23** items for each person in the state

6.9 million

 annual computer uses

or more than **19,000** sessions at public libraries each day

More than half



of public libraries offer the only free computer/Internet access in their communities

123 million

 items circulated each year

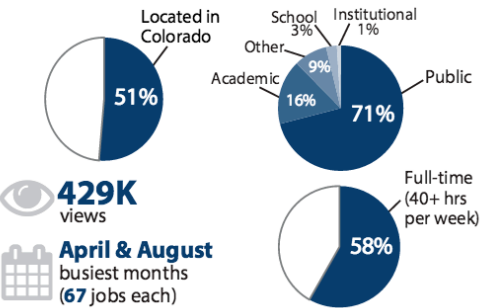
or more than **23** items for each person in the state

2014: A Banner Year for Library Jobline

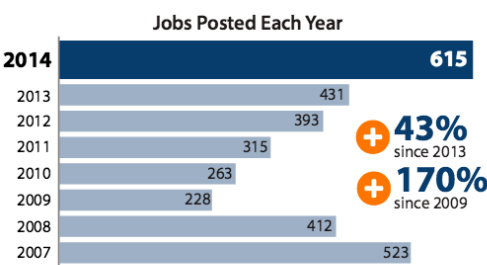
Recent statistics from Library Research Service
FAST FACTS
 ED3/110.10/No.331

Library jobs have officially recovered from the Great Recession, according to LRS's popular library job posting website, LibraryJobline.org. In 2014, 615 jobs were posted—the most ever since the service's launch in 2007—and more than twice that of 2009's 228 jobs, a site low. We also saw the highest average starting wages for positions preferring the MLIS (\$24.45 per hour) and requiring the MLIS (\$25.31 per hour). Read on to learn more about how the rest of 2014 shaped up.

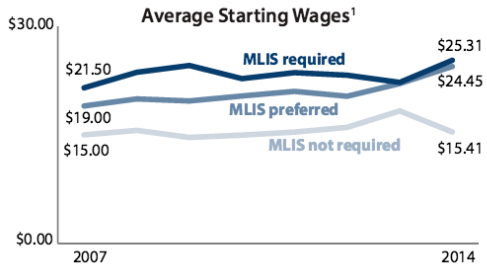
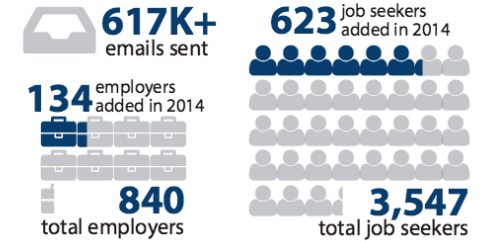
2014 QUICK STATS: 615 jobs posted



LIBRARY JOBLINE TRENDS



SUBSCRIPTIONS



MLIS required since 2007: +18%

MLIS preferred since 2007: +29%

MLIS not required since 2007: +3%

@libraryjobline

600+ followers

2.8K tweets

#JobTip: Follow @libraryjobline to get our favorite job hunting advice, #libraryjobs postings, & weekly #HOTJOB

OTHER SALARY RESOURCES	Amount	Source
	\$26.78	2013 librarian estimated median pay, Bureau of Labor Statistics ²
	\$21.95	2012 beginning librarian median pay, ALA-APA Salary Survey ³
	\$20.46	2013 new MLIS graduate median pay, Library Journal Placements & Salaries survey ⁴

PEOPLE

MORE PEOPLE ARE VISITING THE LIBRARY THAN EVER BEFORE

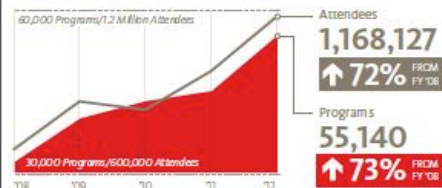
Total Library Visits

18 Million **12%↑** FROM FY '08

Most Visited Libraries



Programs and Attendance

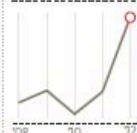


Top Five Libraries for Programs

- Stephen A. Schwarzman Building | 28,223 Participants | 571 Programs
- Seawood Park Library | 24,228 Participants | 1,420 Programs
- Mid-Manhattan Library | 23,876 Participants | 677 Programs
- Library for the Performing Arts | 20,040 Participants | 228 Programs
- Perkshofer Library | 25,840 Participants | 1,165 Programs

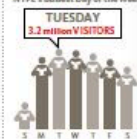
Exhibition Attendance

782,469 Visitors in FY '12



87%↑ FROM FY '08

NYPL's Busiest Day of the Week



Busiest Day of the Year

DECEMBER 2011
28
79,778 VISITORS

LEARNING AT THE LIBRARY

Computer Classes

7,694 Computer Classes **367%↑** FROM FY '11

English As A Second Language (ESOL)

1,857 NUMBER OF ESOL CLASSES
34,575 TOTAL CLASS ATTENDANCE

Borough Highlights

BRONX

MANHATTAN

STATEN ISLAND

22,000 ft²

Amount of new library space coming to Mariners Harbor Library and Stapleton Library

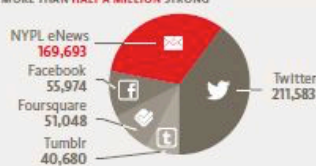
OUR DIGITAL COMMUNITY

Visits to nyp.org

32 Million **15%↑** FROM FY '08

NYPL Social Networking

MORE THAN HALF A MILLION STRONG



Favorite Tweet

NY Public Library @nypf
"Google can bring back a 100k answers. A librarian can bring you back the right one."
-@nohimself RT if you ♥ libraries <http://ow.ly/GPLtc>

GIVING BACK

Membership

34,841 Number of Library Friends and Schomburg members

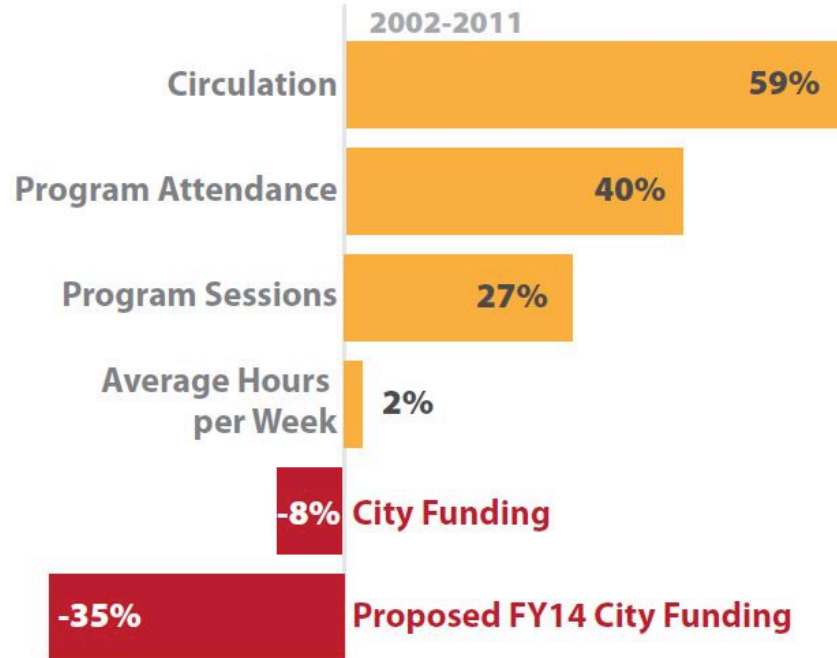
We Love our Volunteers

1,593 LIBRARY VOLUNTEERS × 55.8 HOURS OF SERVICE PER VOLUNTEER = 88,889 HOURS OF VOLUNTEER SERVICE

\$180

Amount first-grader Helen Stone raised for NYPL with her Upper West Side lemonade stand

NYC Libraries: Demand Funding



Every Bit Helps

\$25 

provides 2 new children's books

\$40 

provides a year of library service for 4 cardholders

\$113 

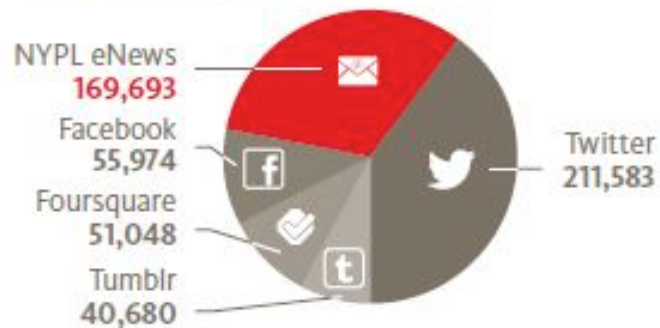
provides 1 research volume

\$1,350 

provides 1 job-search laptop, plus software

NYPL Online Community

MORE THAN HALF A MILLION STRONG



LEADERSHIP COMMITTEES

The President's Council

Susan L. Grunwald, *Co-Chair*
 Gayfryd Steinberg, *Co-Chair*
 Alice Tisch, *Co-Chair*

Library Council

Susan Morgenthau,
Co-Chairman
 Darren Walker, *Co-Chairman*
 Jesse Angelo
 Elizabeth Beier
 Claire Benenson
 Lisa Blau
 Merilee Bostock
 Ann Brashares
 Lea Brokaw
 Jonathan Burnham
 Michael Cahill
 Cecily M. Carson
 Joan Hardy Clark
 Virginia Coleman
 Scott Corwin
 Cécile David-Weill
 Sharon Davis
 Caroline Dean
 Beth Rudin DeWoody
 Susan Fales-Hill
 Amanda Foreman
 Edward L. Gardner
 Louise Grunwald
 Samhita A.P. Jayanti
 Jennifer Joel
 Beth Kojima

Jane Lauder
 Carol Sutton Lewis
 Robert MacNeil
 Scott Malkin
 Hermes Mallea
 Carey Maloney
 Elyse Newhouse
 Andrea Olshan
 Hannah Pakula
 Katharine J. Rayner
 Gretchen Rubin
 Fiona Rudin
 Andrew Solomon
 Gayfryd Steinberg
 Jeffrey Toobin
 Olga Votis
 Caroline Weber
 William Wright
 Linda Yablonsky
 Richard Zinman
 Caryn Zucker
 Anthony Marx, *ex officio*
 Neil L. Rudenstine, *ex officio*
 Patricia Klingenstein,
Honorary Member
 Susan M. Newhouse,
Honorary Member

Financial Services Leadership Forum Advisory Committee

Claire B. Benenson, *Co-Chairman*
 Judith R. Ehrlich, *Co-Chairman*
 Leslie D. Toepfer, *Co-Chairman*

Lewis B. Cullman,
Honorary Chairman
 Henry H. Arnhold
 Leslie E. Bains
 Andrew M. Blum
 Samuel C. Butler
 Hon. William H. Donaldson
 Louis V. Eccleston
 Harold Ehrlich
 William Freda
 Roy L. Furman
 Edward L. Gardner
 Leslie V. Godridge
 Alan C. Greenberg
 Maurice R. Greenberg
 Edward S. Hyman
 Henry P. Johnson
 Ann Kaplan
 Todd Lang
 Alexandra Lebenthal
 Sid Lerner
 Catherine Marron
 William J. McDonough
 Harold McGraw III
 Douglas L. Peterson
 Peter G. Peterson
 Laura Resnikoff
 Paul Schreiber
 Hon. Muriel Siebert
 Daniel H. Stern
 Edgar Wachenheim III
 Lulu C. Wang
 Hon. John C. Whitehead

Committee for the Jerome Robbins Dance Division

Elizabeth O'Brien, *Chairman*
 Perry Granoff, *Vice Chairman*
 William H. Wright, II,
Vice Chairman
 Peter Kayafas, *Secretary*
 Allen Greenberg, *Treasurer*
 Theodore S. Bartwink
 Sallie Blumenthal
 Dr. Jeffrey S. Borer

Arlene C. Cooper
 James Duffy
 Hubert Goldschmidt
 Caroline Hyman
 Nancy N. Lassalle
 Kate Lear
 Madeleine M. Nichols
 Meg Stillman
 Jean Sulzberger
 Helen Wright

Advisory Council

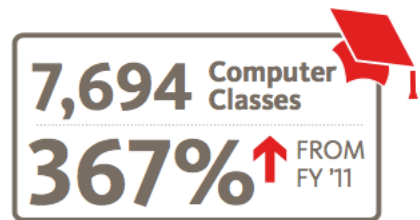
Danielle Castronovo
 Jacqueline Z. Davis
 Frederic Franklin
 Genevieve Oswald
 Charles Perrier
 Donald Saddler
 Jan Schmidt
 Alexander Schouvaloff

Friends of the Jerome Robbins Dance Division

Anne H. Bass, *Co-Chair*
 Caroline Cronson, *Co-Chair*

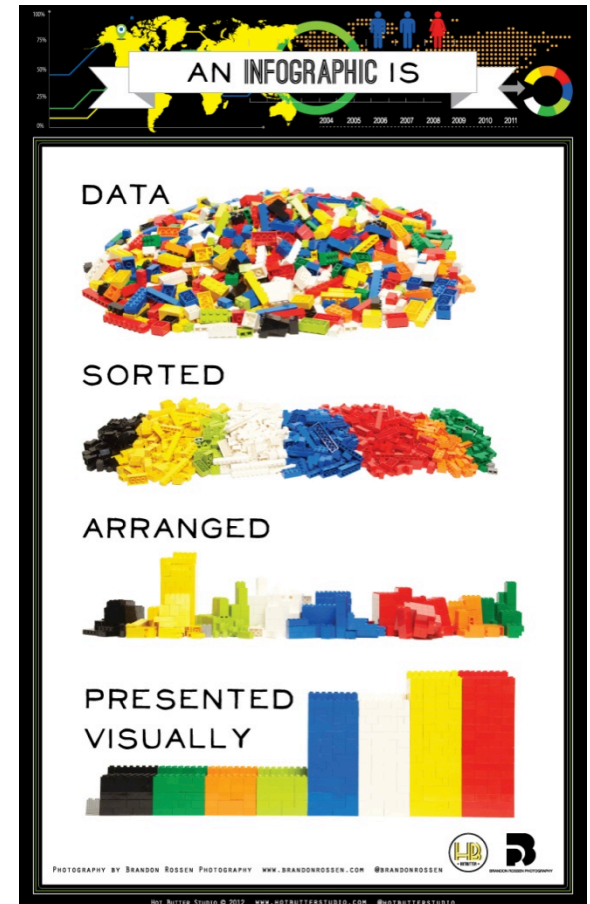
Honorary Members

Merrill Ashley
 Mikhail Baryshnikov
 Peter Boal
 Holly Brubach
 Darcey Bussell
 Angel Corella
 Jacques d'Amboise
 Suzanne Farrell
 Alessandra Ferri
 William Forsythe
 Cynthia Gregory
 Paloma Herrera
 Barbara Horgan
 Allegra Kent
 Julie Kent
 Lourdes Lopez
 Natalia Makarova



STEPS FOR SUCCESS

1. Begin with numbers
2. Understand your goals and audience
3. Establish your approach
4. Design, refine, repurpose
5. Share



Share These Infographics

Click through to get the full size images and save them to email to friends, print out and share, or post online.



AMERICAN PUBLIC LIBRARIES & COMMUNITY INTERNET ACCESS



99% of public libraries now offer free, public internet to the communities they serve. However, the increase of demand for this service and the decrease in funding is creating a problem for Americans.

WHY IS LIBRARY FUNDING CRITICAL?



1 in 3
(Ages 14 - 77)
Americans use public libraries for free internet access.



1 in 2
(77 million)
people who visit the library use the internet.



2 in 5
(19 million)
low-income Americans rely on library internet access.

LIBRARY USERS SPAN EVERY DEMOGRAPHIC.

(AGE, RACE, INCOME DIVIDES AND MORE)

WHAT DO PEOPLE DO ON THE INTERNET?



42%
(32 million)
use library internet for **EDUCATION** and training help.



40%
(30 million)
use library internet to assist with **CAREERS** and **EMPLOYMENT**.



37%
(28.5 million)
use library internet to **RESEARCH HEALTH** AND WELLNESS.

84% OF AMERICANS

BELIEVE INTERNET ACCESS IN LIBRARIES IS IMPORTANT FOR COMMUNITIES

Library patrons also use the internet for accessing government and legal services, participating in community life, managing household finances, and entrepreneurship.

WHAT CAN FUNDING HELP IMPROVE?



76% of libraries need **MORE WORKSTATIONS**.



45% of libraries need **FASTER CONNECTION SPEEDS**.



80% of libraries need to **REMOVE TIME LIMITS ON WORKSTATIONS**.

LIBRARIES NEED MORE FUNDING TO KEEP UP WITH THE NEEDS OF AMERICANS AND TO CONTINUE ESSENTIAL SERVICES.



1 in 3
(Ages 14 - 77)

Americans use public libraries for free internet access.

WHAT DO PEOPLE DO ON THE INTERNET?



42%
(32 million)

use library internet for **EDUCATION** and training help.



40%
(30 million)

use library internet to assist with **CAREERS AND EMPLOYMENT.**



37%
(28.5 million)

use library internet to research **HEALTH AND WELLNESS.**



40%
(30 million)

use library internet to assist with **CAREERS AND EMPLOYMENT.**

INFOGRAPHIC CREATION SOFTWARE

PowerPoint

**Adobe
Illustrator**

Piktochart

2014 By the Numbers: Stony Brook Public Library

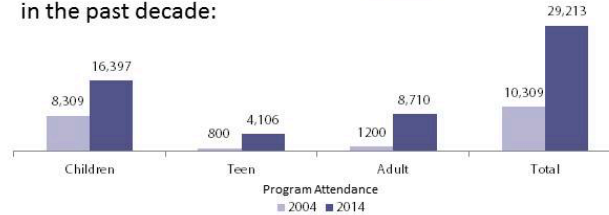
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam libero enim, vestibulum nec fermentum a, sagittis id ligula. Mauris vulputate, neque sit amet venenatis blandit, justo urna condimentum sapien, quis egestas magna quam ac nulla.

69,000 visits

2 visits per capita

↑ 7% since
2013

Total program attendance almost tripled
in the past decade:



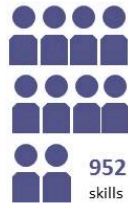
99,113
items
circulated

?
72,982
reference
questions
answered

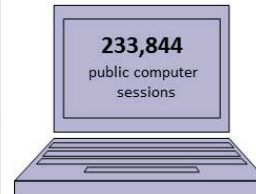


16,941 e-books borrowed

www.stonybrooklibrary.org
109,520 website visits



78,112
wireless
access uses



233,844
public computer
sessions

952 seniors completed a computer
skills basics class series.

In their own words...

Here's what patrons have to say about Stony Brook Library:

I loved being able to spend time with my child and bond over my love for books.
-Storytime Participant

Probably the most valuable resource, dollar for dollar, available to the community. I have found jobs, researched, located tax information, and done schoolwork. Thank you!!
-Public Computer User

The access to the internet afforded by the public library is most probably the only reason I'm not absolutely bereft of any and all computer skills. Were it not for the access, as well as the assistance rendered via classes offered, I would most likely be unemployed, if not unemployable.
-Computer Class Participant

Summer Reading made a difference. I saw a marked increase in my son's reading ability and appreciation.
-Summer Reading Participant

State Grants to Libraries: First Look at 2013-14



In 2013, the Colorado State Library administered almost \$2 million in grants from the State Grants to Libraries Act (CRS 24-90-401) to 290 academic, school, and public libraries across Colorado. With a minimum award of \$3,000, the grant funds more than doubled the collection budgets for 41 recipients, transforming one from a "museum of old books" to one that appeals to readers with current books. Here's a first look at data about how these funds were used.

Note: These figures represent preliminary data current as of September 11, 2014.

QUICK FACTS

~\$2M in grants awarded to

290 public, school, and academic libraries

This funding **doubled** the collection budgets for **41** library recipients

DATABASES

52% of grantees used funding to subscribe to electronic databases

Encyclopedia Britannica allows students to explore subject areas and make connections using a reliable source.

PRINT BOOKS

We saw circulation rise by 13-29% at two branches because we can offer more targeted resources customers want and need.

91% of grantees used funding to purchase print books

totaling nearly **140,000** books

It was a new book extravaganza! We were able to weed many aged and ragamuffin books. We refreshed our collection and it reignited our love for reading!

Our summer reading program doubled this year – in part because of the appeal of the new books.

E-BOOKS

We are a 1:1 technology district, and this allowed us to expand our digital resources. It is helping us transform the way students think and learn.

38% of grantees used funding to purchase e-books

totaling about **10,000** titles

High quality digital resources equitably spread across all of our buildings and grade levels – all at a reasonable price point.

Media enhanced books come alive.

This saved our district an incredible sum of money.


INFOGRAPHIC CREATION SOFTWARE

PowerPoint


Adobe
Illustrator

Piktochart

PIKTOCHART

 **Infographic** | Easily create long-form graphics perfect for the web

Free Templates | Pro Templates



Create a new infographic

Finder

FEATURED

ASIA'S ULTIMATE FESTIVALS 2016

This template is ideal to highlight and promote festivals and celebrations in the region. Get a headstart with your planning!

FREE ADMISSION | FAMILY FRIENDLY | PET FRIENDLY

15 - 17 MAY

FESTIVAL #1

INTRODUCTION

In a brief summary, tell us about the festival. Include the theme and what we celebrate. Name some of the previous editions' highlights.

Highlighting data on a map is interesting way to showcase you message, try it out!

LEARN MORE

In this space, add contact information. You can add a website for the festival, and



FEATURED

CANDIDATE SATISFACTION SURVEY RESULTS 2016

In collaboration with

Spencer | @Spencer101

1. How would you evaluate your interview experience?


6%	4%	38%	29%	23%
				
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★

2. The interview process was...

	100%
	0%
	0%
	0%

FEATURED

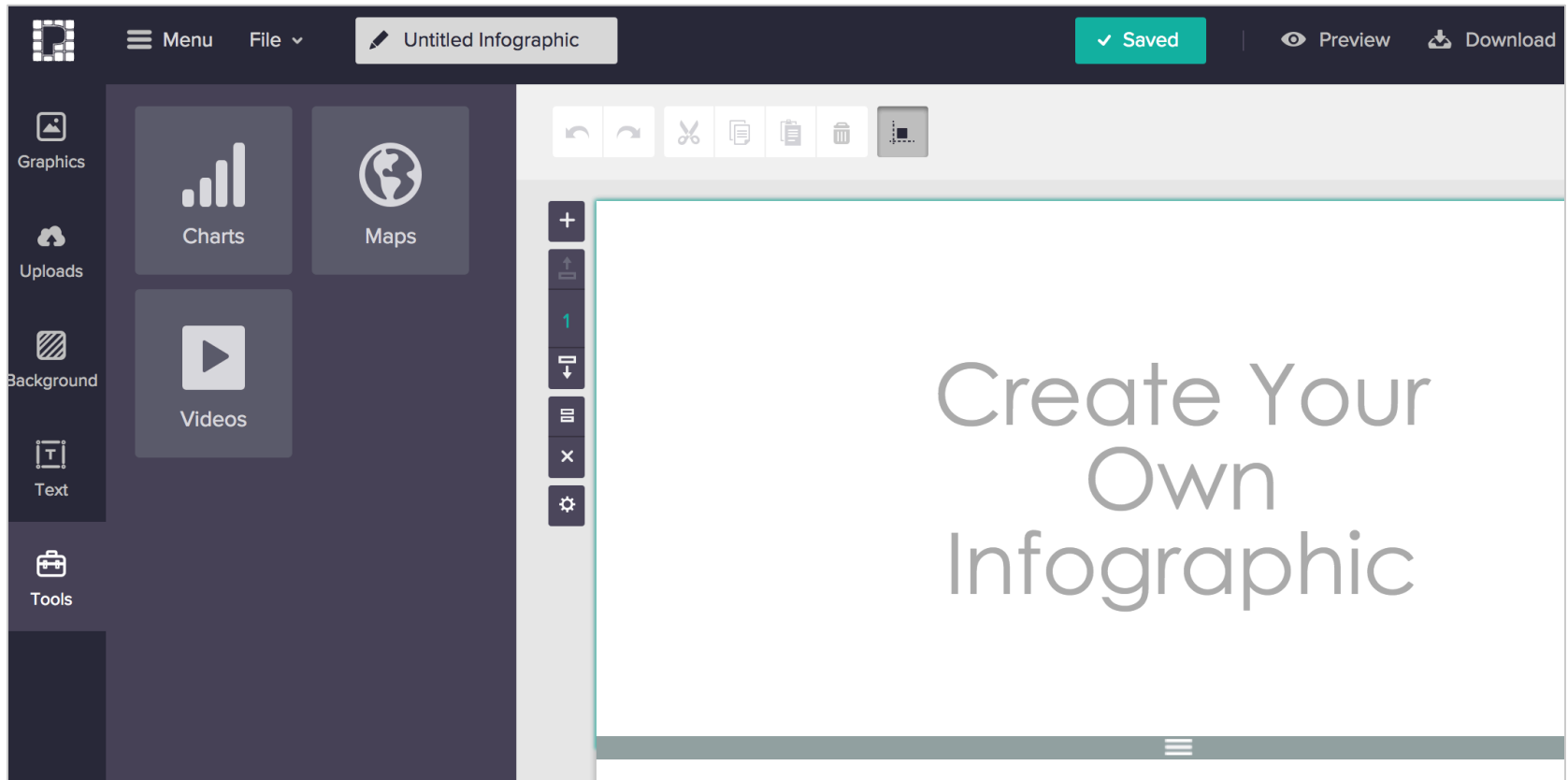
Product Title



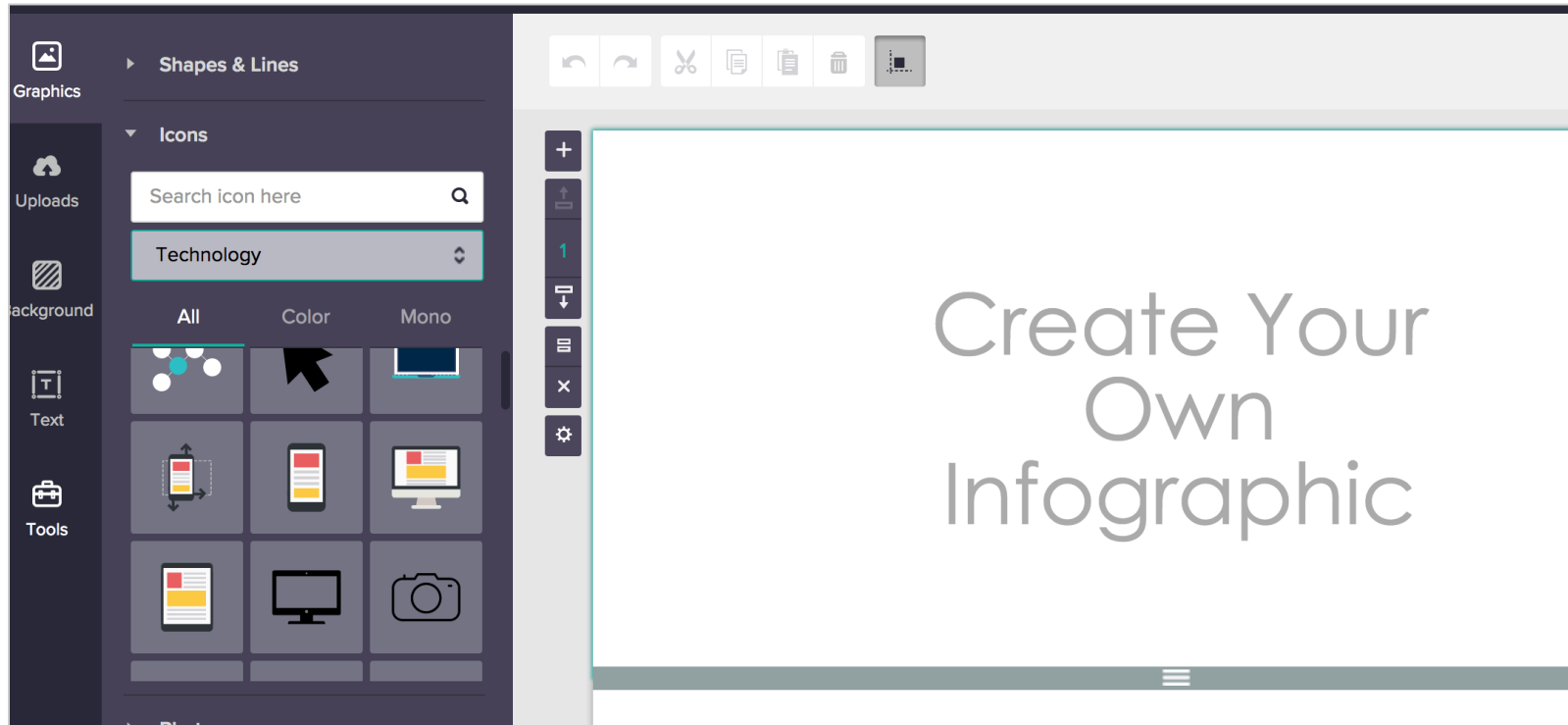
About this Product

This section should provide a short description of your product. Focus on telling people how the product will benefit them. Rather than focus on features, tell them a story about how they will use your product. Ask yourself: if someone stopped reading here would they be ready to back your campaign?

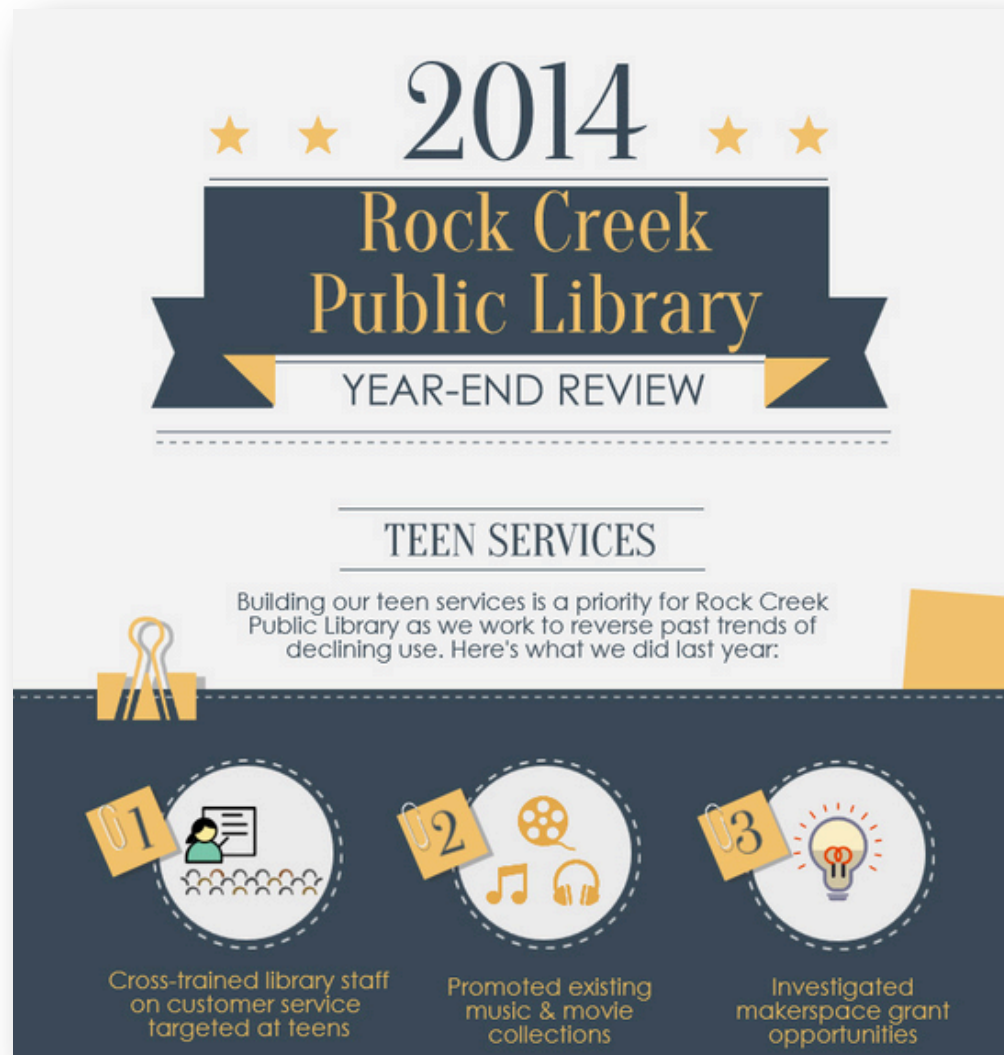
PIKTOCHART



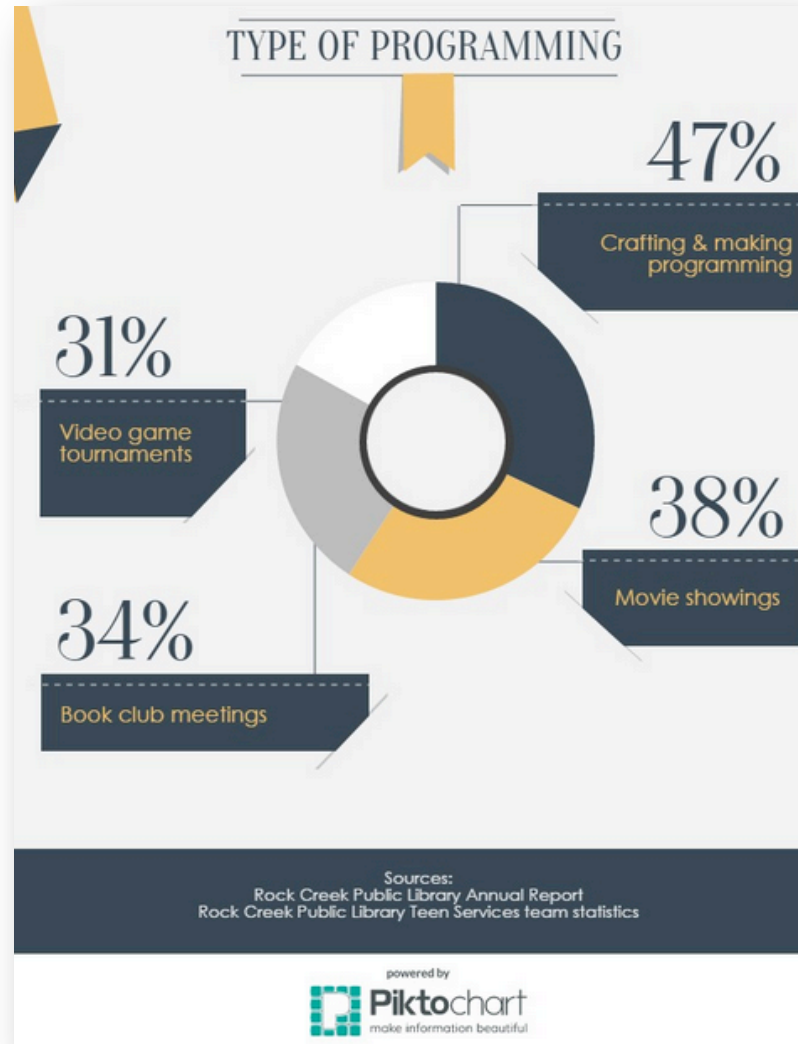
PIKTOCHART



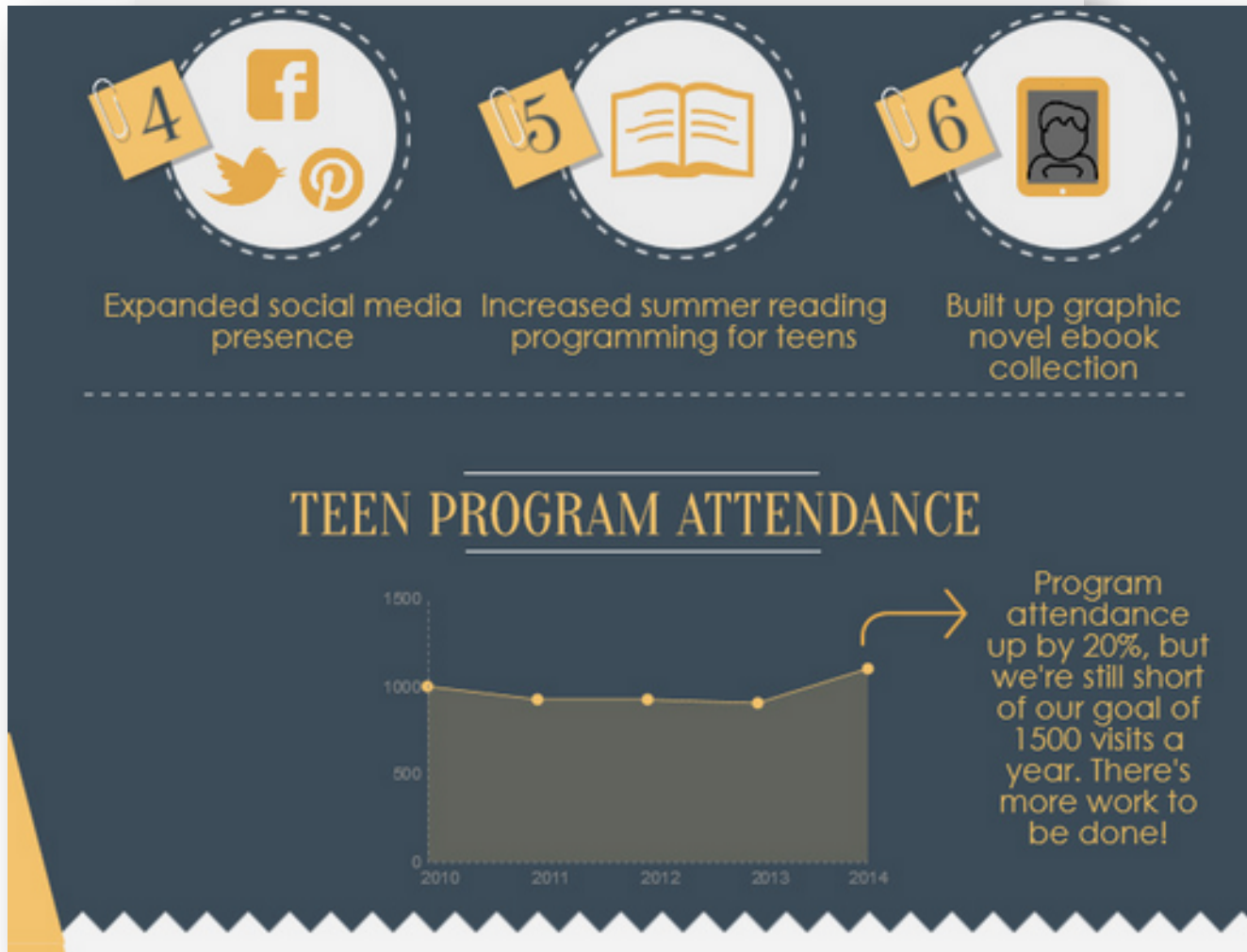
PIKTOCHART



PIKTOCHART



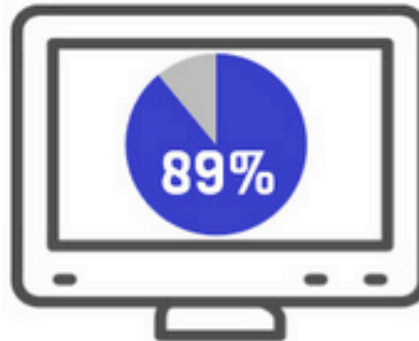
PIKTOCHART



PIKTOCHART

Pebble Pond Public Library by the Numbers

Of survey respondents who received **one-on-one tech help** from library staff:



said it was **"very helpful"**



RESOURCES

- Infographic Software Selection Guide
- PowerPoint Templates
- Tips and Inspiration
- Software Tutorials
- Icon/Image Sources
- Fonts/Symbol Fonts
- Color
 - Palettes
 - Color Blindness
- Chart Selection Guide



RESOURCES

http://bit.ly/LLNJ_Data

NEXT STEPS

- 1. Perform a chart dissection.**
- 2. Take a data inventory. What are you currently collecting?**
- 3. Think about the stories you want to tell about your library. Do you have the data to tell those stories?**

**IT'S EASIER TO BE A
CRITIC THAN IT IS
TO BE A CREATOR**

This is not your comparison...



Your infographic



All infographics

This is...



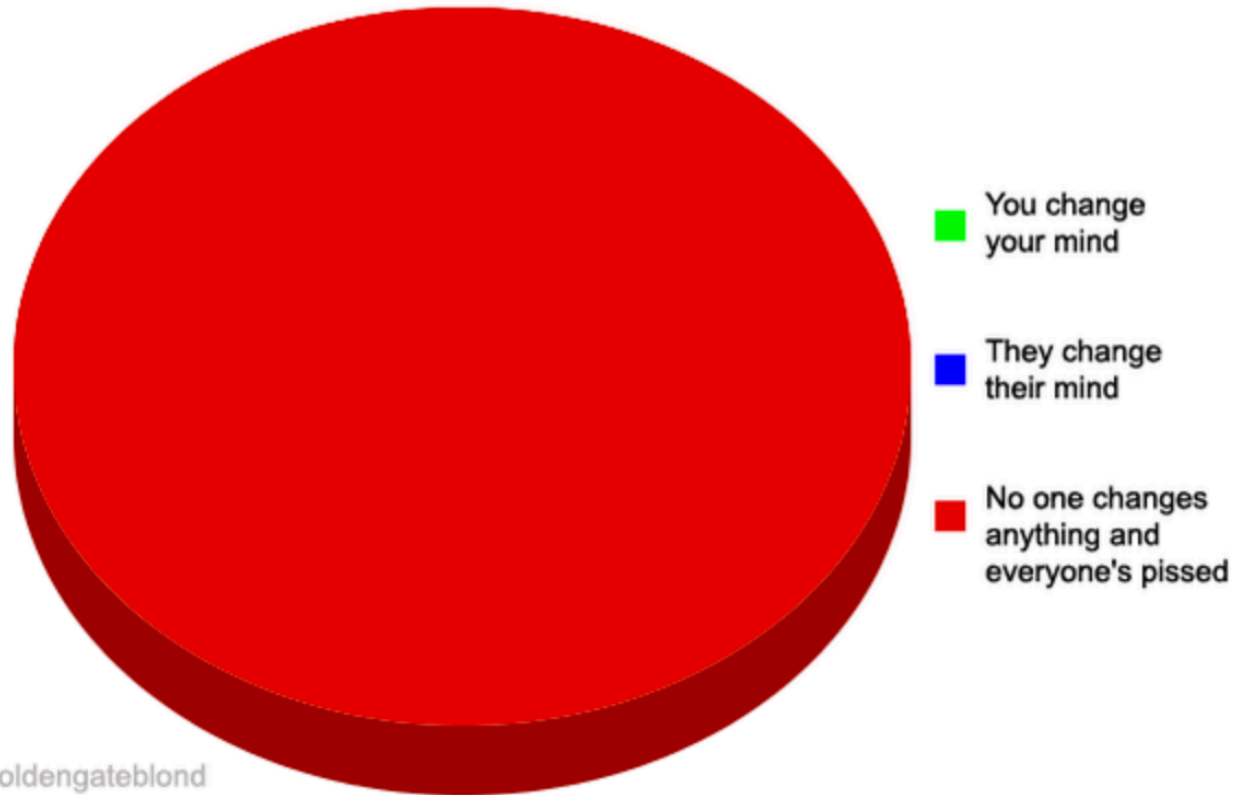
Your infographic



Your 250 page report

QUESTIONS?

OUTCOME OF POLITICAL ARGUMENTS ON FACEBOOK



@goldengateblond

THANK YOU!

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