

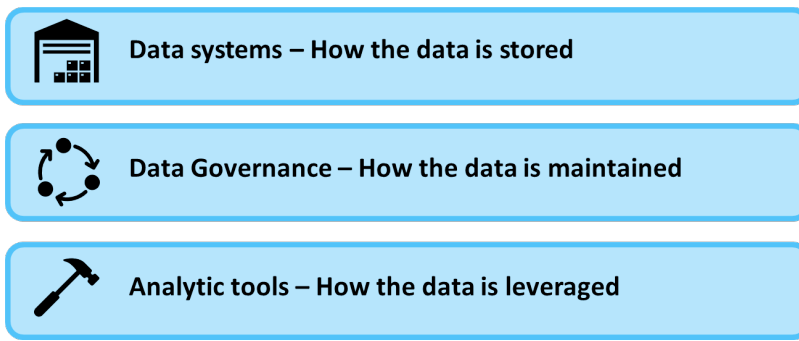
Telling your story with data (and not accidentally lying)

April 21, 2023, 2pm

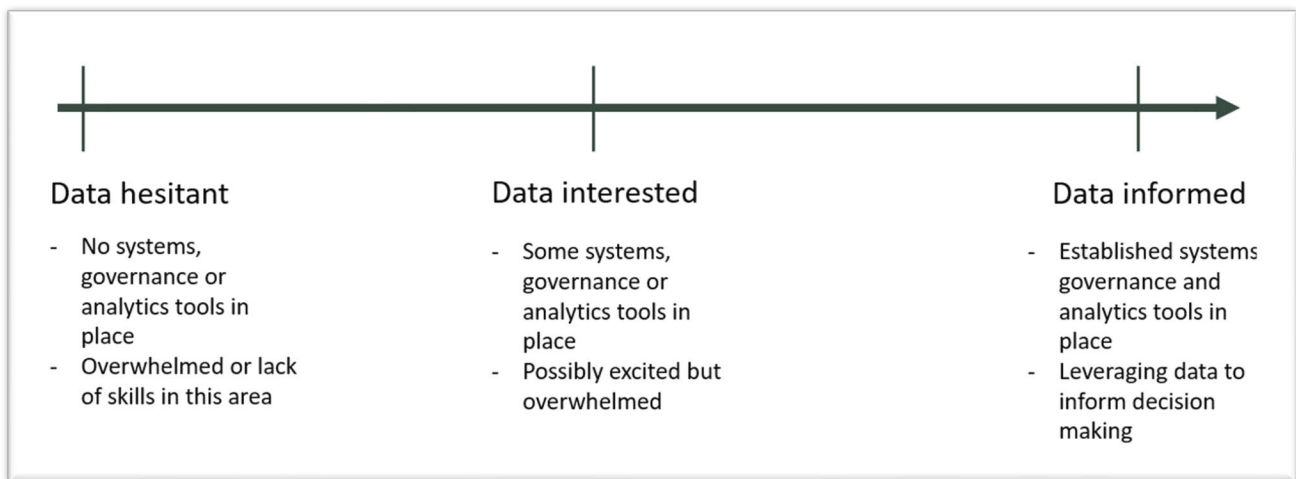
Jessica Gagnon & Lorie Vik | Hillsboro Public Library

Libraries generate an incredible amount of data around collections, services, and patrons, but what do we do with all these data? This presentation covers examples of how to leverage data and visualization tools to inform decision making and measure success. It also highlights some easy to make data missteps.

Key data and analytics concepts:



A data journey continuum:



Where are you in your data journey? What about your organization?

Data inventory

What do you have?

Where does it come from?

Who collects it?

How is collected? How often?

Data name	Type	Source	Responsible	Collection method	Frequency

What can you do with data?



What is one action item for when you get back from OLA that can move you along in your data journey?

Additional session notes: