# DRIVING DECISIONS WITH DATA

## IS YOUR LIBRARY MEASURING UP?

What if data could guide every decision your library makes, from choosing the location of a new branch to selecting a novel to feature at the reference desk?

### It can with Gale Analytics On Demand.

By blending your existing ILS data with external demographics from sources like Experian™ and the Australian Census, **Gale Analytics on Demand** users can unlock powerful intelligence about their library's collections and community - and even guide day-to-day decisions.

# LET THE DATA DO THE TALKING

## WHAT IS YOUR COMMUNITY TRYING TO TELL YOU?

Ensuring your library's goals and initiatives support households in your community is tricky. With *Gale Analytics On Demand*, you can add value to your library's existing data and unlock key insights about your community, making choices that offer your library the best return.

Transform data at the household-level and drill down into rich visuals with the *Gale Analytics On Demand* dashboard. Easily define, measure, prioritise, and accomplish your library's goals.

- ✓ Conduct targeted direct mail or email campaigns
- ✓ Discover your "power" users
- ✓ Reach out to non-card holders
- ✓ Streamline collection development
- ✓ Create community-tailored programming initiatives

### FOCUS ON PATRON NEEDS

Generate detailed reports that evaluate your engagement with patron groups so you can prioritise refinements to your collections, programmes, services, and outreach.

### MEASURE IMPACT

With easy-to-run apps and a simple data upload, you can gain valuable insights about your patrons whether you're making day-to-day decisions or crafting long-term strategic plans. Refresh data as often as needed and get new reports in minutes.

### SELECT ANALYSIS CRITERIA

Customise your report by modifying the service area, selecting geographic locations required. You can save the finished report as a PDF, Excel spreadsheet, or view it in the dashboard.

### MAINTAIN PRIVACY

To protect the privacy of individual patrons, data is disassociated from patron names. All data is hosted on Amazon Web Services Australia, blended in this secure cloud environment, outputs go directly back to the library account through the apps.
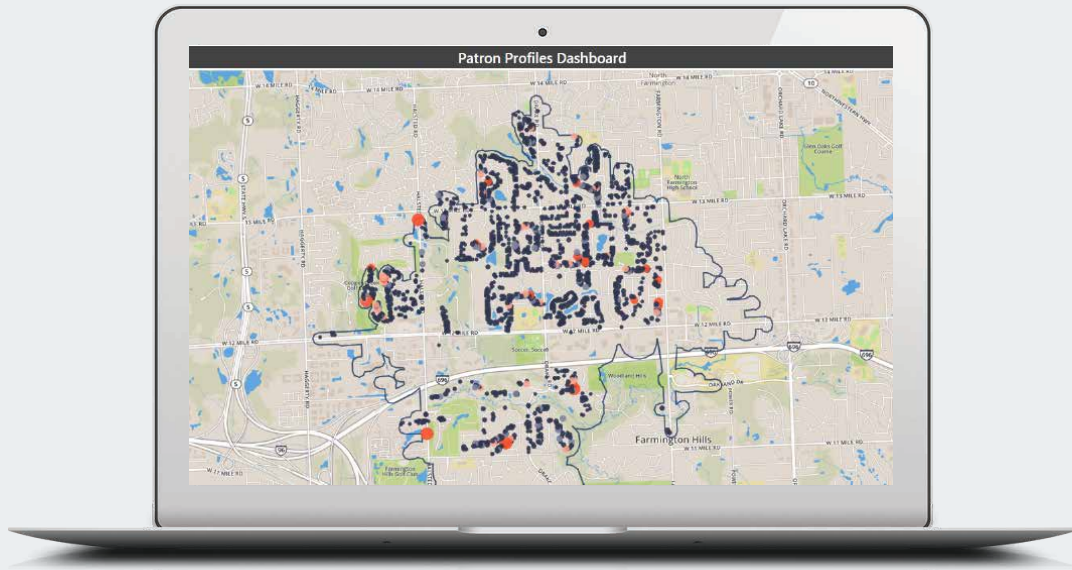
# GALE ANALYTICS ON DEMAND APPLICATIONS

### COLLECTION INTELLIGENCE

By combining checkout data with community household data, it's easy to learn how your community is really using your resources. Many existing collection analysis tools provide basic insights into number of checkouts by genre or format. What makes our *Collection Intelligence* app different is that it blends your library's unique checkout data with demographic and lifestyle information from Experian, a well-known household-based segmentation system.

### EBOOK AND AUDIO INSIGHTS

You may already get reports from vendors on eBook and audiobook usage, however, the *eBook & Audiobook Insights* app blends your user data with Mosaic lifestyle clusters. The breakouts provide socio-demographic insight matched with what patrons are borrowing. Whether you'd like to analyse by genre or household type, reports include graphs, charts, and maps to help you understand not only what is being checked out, but by whom, when, how often, and more.

### PATRON PROFILES

The *Patron Profiles* app explains who your patrons are (and aren't) so you can make data-driven decisions and create meaningful outcomes. Easily uncover the types of patrons your library attracts and even what types of users need better outreach. As change happens, you can better understand and visualise your community's current library activity aligned to demographics like location, household composition, length of residency, and more - access eye-opening insights from reports.

Leveraging software from Alteryx, Inc., a leader in data blending and advanced analytics, as well as Australian Census data and Mosaic® Lifestyle Segmentation, *Gale Analytics On Demand* provides ongoing access to detailed, customisable reports.

# DATA-DRIVEN STRATEGIES IMPROVE PUBLIC SERVICE

*Analytics On Demand*: Market segmentation data plays a key role in helping libraries achieve positive outcomes.

> " *Analytics On Demand provides another layer of information that helps us be more strategic with how we do our outreach.*"

**Mark Fink**
Librarian and Chief Archivist
Yolo County Library
Sacramento, CA

## BACKGROUND

Yolo County Library serves 160,000 residents, including three cities. From a major college town to small rural communities, each region has its own identity. As Yolo County Librarian and Chief Archivist, Mark Fink directs all library service programs and operations. Describing the library as "*the living room of our communities*," Fink seeks to draw more people into the physical space and make every visit meaningful.

### ABOUT THE CHALLENGE
## REIMAGINING THE LIBRARY

Concentrating information gives leaders a wider worldview. As community leaders and public servants, modern librarians play an increasingly vital civic role in the information age. Decision-makers and library staff are looking to better serve their communities (both patron and non-patron) and their unique interests on an ongoing basis, and are in need of a tool that does just this.

"*In thirty years, libraries are going to look different*," says Fink. He envisions flexible space, fewer shelves, robust WiFi, and expanded e-resources. His library of tomorrow is a community centre with collaborative spaces for creative town meetings. He imagines modular units creating specialised zones tailored for the specific needs of the community.

### BRIDGING THE GAP
## UNDERSTANDING NEEDS

*Analytics On Demand* and the new interactive dashboard allows libraries to visualise their data through maps, charts, and graphs to help librarians make more informed decisions regarding outreach, collections, programming, and more.

Fink incorporates *Analytics On Demand* into his strategic planning process and considers it a vital tool. Market segmentation data supports how his team makes decisions. The interactive dashboard allows them to take a deep dive into the demographics and behaviors of their communities.

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# LEVERAGING THE POWER OF INFORMATION

Inspired by better information, Fink worked with his staff to expand the library's programming priorities to include ESL classes and conversation groups for Spanish-speaking caregivers. Equipped with more information about local residents, Fink's staff designed this program to include childcare and a meal. The tailor-made offering drew twice as many people as expected. In addition, the staff uses this valuable information to customise programs and materials (print and e-book) purchasing decisions for the specific interests of bilingual residents.

"*As a director, I am always balancing creativity and innovation with resources*," says Fink. The *Analytics On Demand* data arms librarians with facts to advocate for new ideas.

Fink utilised demographic data to initiate his collaboration with the local community college to provide teachers for the ESL classes. By making his case with concrete detail and accurate data, he established new connections between other local institutions and new patron populations. The data inspired new ideas and helped him seal the deal.

"*I don't live and die by the data*," Fink says. However, he is quick to acknowledge the power of information. Expanded data has even helped him identify trends in his demographically diverse population, quickly assess average travel times as he plans for a new building, and make more strategic assessments before purging inactive library cardholders.

For the visionary librarians of the future, data analytics will inspire bold new thinking. *Analytics On Demand* and the dashboard helps to pave the way. From informing outreach to approaching foundations or the local town council, market segmentation data can strengthen arguments for expanded services and increased funding.

**In Yolo County and all across the country, *Analytics On Demand* is helping libraries deepen community bonds with both patrons and non-patrons.**

# ALL DECISIONS BEGIN WITH THE RIGHT DATA

**Analytics On Demand**: Learn how this library system is using data to support programming that better serves a diverse community.

> " We progressed to Analytics On Demand, which has been incredible. We never had a tool to help us look at demographic information or our customers specifically. This is really a whole new world for us ..."

**Lindsay Hanson**
Data Analysis Librarian,
Sno-Isle Libraries
Marysville, WA

## BACKGROUND

Sno-Isle Libraries serve Island and Snohomish counties in Washington state. The system is among the largest in the state and serves over 700,000 people through 23 community libraries, online services, and Library on Wheels (their mobile library). The socio-economic status of people in the communities served varies from a few urban areas to many suburbs and rural communities with low employment. The needs for each branch depend upon the location, but the overall goal of Sno-Isle Libraries is based on improving literacy and strengthening the local community and economy. Lindsay Hanson, data analysis librarian, has been with Sno-Isle since 2011 and in her current role since 2014. Hanson led her library in making the decision to purchase *Analytics On Demand* to help their library system better meet the needs of patrons while still continuing to be cost-effective.

## ■ ABOUT THE CHALLENGE
## SEARCHING FOR A DATA-ORIENTATED PRODUCT

Prior to *Analytics On Demand*, Sno-Isle's annual report was published in Excel using data on hand and from their library's ILS system. Hanson noted, "*We looked at data that many people in libraries would be familiar with - how many books were checked out, how many people walked through our doors, and programming attendance. When I came on board, we still maintained those reports and tried to add to them.*" She wanted to start providing visualisations that offered the same data, but were more current and interactive. This led Hanson to begin advocating for more data-oriented solutions. The first product they adopted was Tableau. "*I led a project team where we looked more in-depth at a variety of business intelligence software products. We rated them against our needs and decided to go with Tableau,*" says Hanson. "*Then, we progressed to Analytics On Demand, which has been incredible. We never had a tool to help us look at demographic information or our customers specifically. This is really a whole new world for us and was the real major selling point.*"

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> " Until now, we haven't had a good tool to use to identify communities with low income. We've roughly been able to, but if we could get a better idea of certain areas we want to target or a community partner we might want to look for, we can make a bigger impact."

**Lindsay Hanson**
Data Analysis Librarian,
Sno-Isle Libraries
Marysville, WA

## ▮ BRIDGING THE GAP
## TAKING STEPS TO BE PROACTIVE

The move to *Analytics On Demand* has been gradual, and the response positive. Hanson and her colleagues are generating reports for each of their libraries and then encouraging librarians to look at that information and how it can help with outreach, innovation, and project work. This approach allowed librarians to play around with the data and get comfortable with the new reports.

Sno-Isle originally looked to *Analytics On Demand* to help with their three strategic priorities: increasing kindergarten readiness, building civic engagement, and strengthening the local economy by supporting small business. "*The target audience for our kindergarten-readiness efforts is children ages zero to five from low-income families who are not in any kind of care program. Our state agency identified them as least likely to be ready for kindergarten and the most in need of our services*," says Hanson. This gap is what Hanson and the librarians of Sno-Isle are working to fill with the data they receive from *Analytics On Demand*. Hanson says, "*Until now, we haven't had a good tool to use to identify communities with low income. We've roughly been able to, but if we could get a better idea of certain areas we want to target or a community partner we might want to look for, we can make a bigger impact.*" In 2017, nearly fifty-percent of Sno-Isle's programs were early literacy programs, and the library wants to make sure that the significant resources it is investing in these programs are reaching the people who need them most.

## ▮ THE RESULTS
## CONNECTING TO THE NEEDS OF THE COMMUNITY

Hanson is optimistic about what they'll be able to achieve once *Analytics On Demand* is in full swing. A colleague of Hanson's, working on a project to determine how to better reach their target audience with early literacy programs, was asked by a partner at the local United Way for information about how many low-income families with children are served. Hanson noted that "*prior to Analytics On Demand, we wouldn't have been able to answer this question. Analytics On Demand enabled us to make a much better estimate.*" Hanson further explained that she and her colleague looked at customers who were active within the last 12 months and used *Analytics On Demand* to determine the number of households served that fell into Mosaic segments with a low income. Hanson and her team are looking forward to achieving and sharing results like this as they continue using *Analytics On Demand*.

# LEARN MORE

For more information or to request a demonstration contact the Gale team:

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