
Discovering Your Data

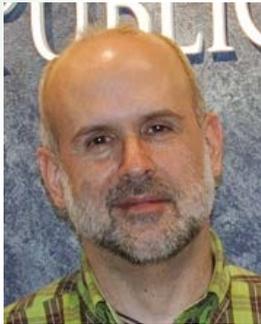
Where It Is and How
Libraries Can Use It

NWLS Webinar
September 17, 2014

Wisconsin Department of Public Instruction
Division for Libraries and Technology



Presenters



Jamie McCanless

Library Data and Finance Coordinator
jamie.mccanless@dpi.wi.gov



Tessa Michaelson Schmidt

Youth and Special Services Consultant
tessa.schmidt@dpi.wi.gov



Overview

What we will talk about

- Ownership and communication
- Key Players
- Sources of data
- Presentation tools
- Now what?

What we won't

- Your annual report
- The one and only one correct way to use data



Ownership and Communication

- Symbiosis
- Audience
- Purpose



Symbiosis: It Works Both Ways

We learn from public libraries

Library input and library use influence:

- What data is collected
- How data is defined
- How data is used

In turn, data influences public
library services



Audience

Director

- Desktop comparisons

Board

- General summary or specific presentation

Staff

- Discussion prompt
- Seek more data

Community and Media

- Informed discussion



Purpose

Build context, develop background knowledge, identify trends

- Example: How many students with migrant status does our local school district serve?

Formal persuasion

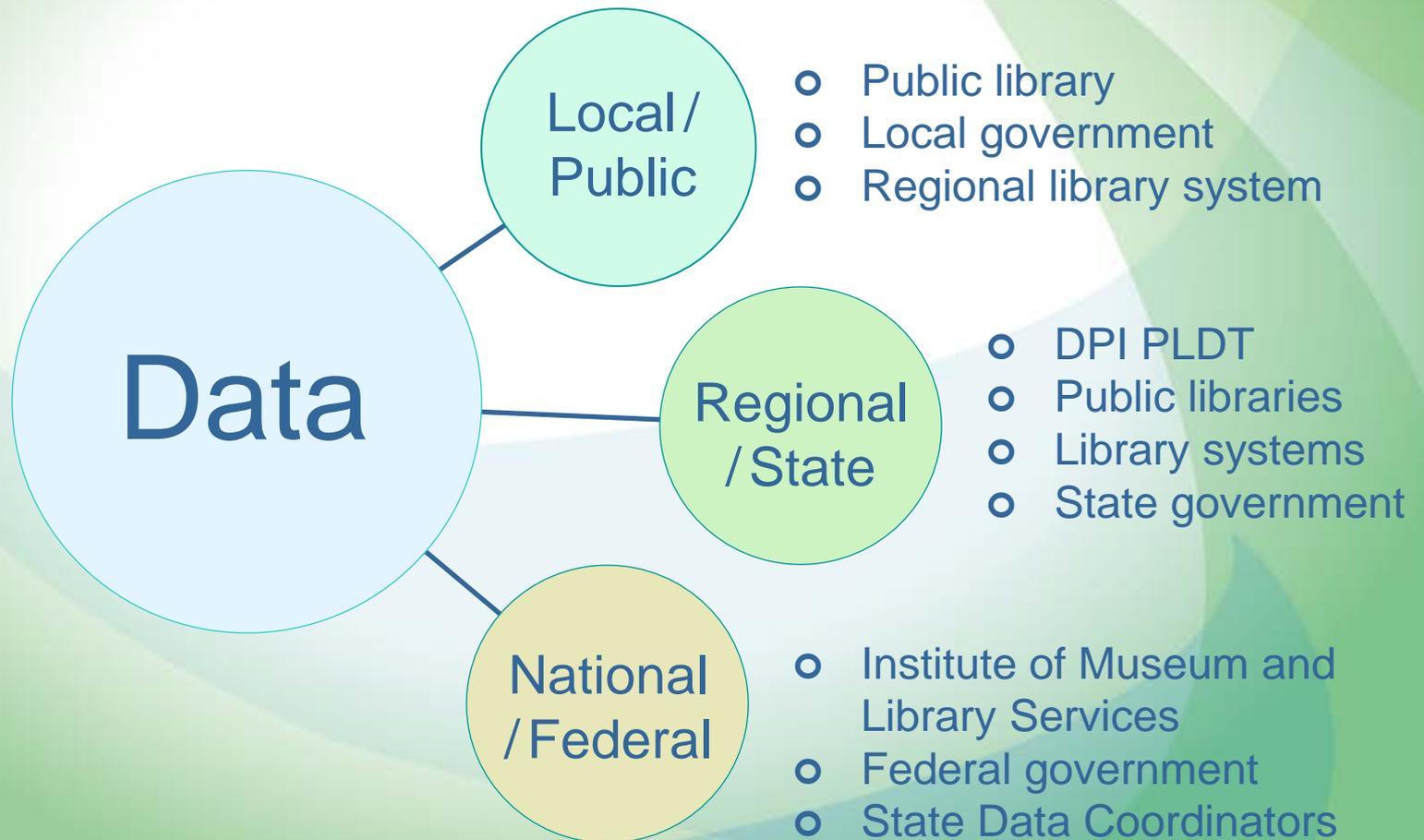
- Example: Encourage library board to consider adding a staff position to budget to expand outreach

Informal persuasion

- Example: Informed “elevator speech” for community conversations



Key Players



Sources of Data

- Wisconsin Public Library Service Data
- Counting Opinions LibPAS
- IMLS Data Analysis Tools
- US Census DataFerrett
- WISEdash
- Pew Research Center



Wisconsin Public Library Service Data

pld.dpi.wi.gov/pld_dm-lib-stat

Developed from library and system annual reports

- State and system level – State totals and averages along with systemwide statistics.
- County level – Countywide statistics for library service.
- Public Library Level – Statistics for all public libraries in Wisconsin.
- Public library level by system and county – Statistics for every public library, county, and system in the state. Summary county and system totals are included.



Wisconsin Public Library Service Data: 1996 - 2013

File 2013 Wisconsin Public Library Service Data is now available online. This file contains the 2013 data for Wisconsin public libraries. The 2013 public library data (Library Statistics) are available to view the 2013 data and also are available via the PDF and Excel files. The 2013 data are available via the PDF and Excel files. The 2013 data are available via the PDF and Excel files. The 2013 data are available via the PDF and Excel files.

The 2013 data are available via the PDF and Excel files. The 2013 data are available via the PDF and Excel files. The 2013 data are available via the PDF and Excel files. The 2013 data are available via the PDF and Excel files. The 2013 data are available via the PDF and Excel files.

Type of Statistics	Year
Statistics at the State and System Level Includes state totals and averages along with system-wide statistics arranged alphabetically by system.	1996 - 2013
Statistics at the County Level Includes county-wide statistics arranged alphabetically by county.	1996 - 2013
Statistics at the Public Library Level Includes statistics for all public libraries in the state arranged by size of municipality.	1996 - 2013
Statistics at the Public Library Level by System and County Includes statistics for every public library, county, and system in the state. Arrangement is alphabetical by system, then county, then by each library. Summary county and system totals are also provided.	1996 - 2013

Type of Statistics

Year

(Data are in Excel files and PDF files as noted)

Statistics at the State and System Level

Includes state totals and averages along with system-wide statistics arranged alphabetically by system.

1996	2002	2008 (PDF)
1997	2003 (PDF)	2009 (PDF)
1998	2004 (PDF)	2010 (PDF)
1999	2005 (PDF)	2011
2000	2006 (PDF)	2012
2001	2007	2013

Statistics at the County Level

Includes county-wide statistics arranged alphabetically by county.

1996	2002	2008 (PDF)
1997	2003 (PDF)	2009 (PDF)
1998	2004 (PDF)	2010 (PDF)
1999	2005 (PDF)	2011
2000	2006 (PDF)	2012
2001	2007	2013

Statistics at the Public Library Level

Includes statistics for all public libraries in the state arranged by size of municipality.

1996	2002	2008 (PDF)
1997	2003 (PDF)	2009 (PDF)
1998	2004 (PDF)	2010 (PDF)
1999	2005 (PDF)	2011
2000	2006 (PDF)	2012
2001	2007	2013

Statistics at the Public Library Level by System and County

Includes statistics for every public library, county, and system in the state. Arrangement is alphabetical by system, then county, then by each library. Summary county and system totals are also provided.

1996	2002	2008 (PDF)
1997	2003 (PDF)	2009 (PDF)
1998	2004 (PDF)	2010 (PDF)
1999	2005 (PDF)	2011
2000	2006 (PDF)	2012
2001	2007 (PDF)	2013



Counting Opinions LibPAS Reports

wi.countingopinions.com

Online reporting tool for Wisconsin public library and library system data collection

- PLD provides templates for comparison reports
- Libraries can create templates from scratch or modify a copy of PLD templates
- Libraries can distribute a URL or QR Code for any of their published reports
- Libraries can merge their data into a PLD brochure template and edit the resulting Word document
- Creating Comparison Reports and Charts:
pld.dpi.wi.gov/files/pld/pdf/coreports.pdf



Reports - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Reports

www.countingopinions.com/pireports/pireport.php

Home Menu Help Logout

Data Input Library Trend Ranking Report

Manage Reports

To generate a report, select an existing report by *Name* (below) or use the *Library Trend* and/or *Ranking Report* links from the navigation bar (above). Use the **Add** button to *Create* a new report in a *Local* folder.

To *Move* or *Remove* one or more reports, select the report(s) (use the checkbox in the first column) and ...

Use the **Remove** button to *remove* the report(s) that you previously created.

Use the **Move** button to *move* the report(s) to another local folder that you previously created.

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

Local WI

Report Report Templates Published Reports +

Report Templates

Report Name	Report Type	Collection	Description	Updated
10% range of total income--graph comparisons		Wisconsin Public Library Annual Report	Shows summary library, collection, use, and financial info compared to libraries in 10% range of total revenues	2014-02-27 14:59:00
10% range of municipal population--graph comparisons		Wisconsin Public Library Annual Report	Shows summary library, collection, use, and financial info compared to libraries in 10% range of municipal population	2014-02-27 15:25:59
10% range of local revenue--graph comparisons	Graph	Wisconsin Public Library Annual Report	Shows summary library, collection, use, and financial info compared to libraries in 10% range of local appropriation	2013-04-22 14:53:28
10% range of local revenue--table comparisons	Table	Wisconsin Public Library Annual Report	Shows summary library, collection, use, and financial info compared to libraries in 10% range of local appropriation	2013-10-15 17:42:08
10% range of total circulation--table comparisons	Table	Wisconsin Public Library Annual Report	Shows summary library, collection, use, and financial info compared to libraries in 10% range in circulation	2013-07-10 14:28:33
10% range of municipal population--table comparisons	Table	Wisconsin Public Library Annual Report	Shows summary library, collection, use, and financial info compared to libraries in 10% range of municipal population	2013-10-08 15:39:10
10% range of total income--table comparisons	Table	Wisconsin Public Library Annual Report	Shows summary library, collection, use, and financial info compared to libraries in 10% range of total revenues	2013-10-28 17:43:10

© 2014 Counting Opinions (SQUIRE) Ltd.



Report Settings - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Report Settings x Creating Comparison Reports and Ch... x +

www.countingopinions.com/pireports/view_pireport.php?report_id=30532&pi_collection_id=222&period_id=2012 ☆ Google

Reports Help Logout

Report Settings Options Option Settings Format

Report Settings

Collection: Wisconsin Public Library Annual Report

Period: 2012

Report Name: SAMPLE 10% range of municipal population--graph comparisons- Revised from template 2014-04-21

Description: Shows summary library, collection, use, and financial info compared to libraries in 10% range of municipal population

Title: Summary library, collection, use, and financial info

Report Type: Table Report Folder: Report

Run Save Save as New Report Publish Report

Locations	Filters				
Locations					
Indicators	Value	% Filter Low	>= <= Filter High	Sequence	Remove
Wisconsin Public Library Annual Report					
I. GENERAL INFORMATION					
<input checked="" type="checkbox"/> 1. Name of Library				1	✘
<input type="checkbox"/> 2. Public Library System				2	✘
<input type="checkbox"/> 7. City/Village/Town				3	✘
<input type="checkbox"/> 9. County				4	✘
<input type="checkbox"/> 14. Number of Branches (only if applicable)	0			5	✘
<input checked="" type="checkbox"/> 20. Square Footage of Public Library (this location only)	88,000			7	✘
Hours of Operation					
<input checked="" type="checkbox"/> 20. Annual Public Service hours for the main library and any branches and bookmobiles	3,132			6	✘
Population					
<input checked="" type="checkbox"/> Municipal Population	49,110	10%		8	✘
<input checked="" type="checkbox"/> Population of the Legal Service Area	66,021			9	✘
II. LIBRARY COLLECTION					
<input checked="" type="checkbox"/> 1a. Books in Print (end of year total)	307,875			10	✘
<input checked="" type="checkbox"/> 3a. Audio Materials (end-of-year total)	16,217			11	✘
<input checked="" type="checkbox"/> 5a. Video Materials	23,471			12	✘
<input checked="" type="checkbox"/> 10. Subscriptions (Includes periodicals and newspapers, but excludes those in electronic format)	419			13	✘
III. LIBRARY SERVICES					
<input checked="" type="checkbox"/> 1a. Total Annual Circulation	757,380			15	✘



This pamphlet contains statistical information for the Mead Public Library. All statistics are for the year 2012. The library cooperates with the Wisconsin Department of Public Instruction (DPI) and, in turn, the Institute of Museum and Library Services (IMLS), which develops and compiles national public library statistics for the United States. Mead Public Library provides this information so that policymakers, funders, trustees, and librarians can identify trends in the country's library services.

Statistics include general data elements and performance measures. Data elements are listed with their rankings within the state. These rankings are based on the 385 public libraries in the state of Wisconsin. A rank of one represents the highest value.

Performance measures are included for their potential application to library services planning and usefulness as general indicators of library service. Further information on survey methodology and the application of these statistics may be found through DPI's website at p1d.dpi.wi.gov/p1d_dm-lib-stat.

Collection – Total Holdings	432,717
Books in Print	307,875
Downloadable E-Books	64,064
Audio Materials	16,217
Downloadable Audio	9,650
Video Materials	23,471
Downloadable Video	319
Serial Subscriptions (Including Periodicals and Newspapers)	419
Databases (Total)	56
Mead Public Library	9
Eastern Shores Library System	4
Wisconsin	43
Other Material	10,646

**What can you find at the
Mead Public Library?
(2012)**

16,217 Audios (1,750 added in 2012)
 307,875 Books (20,481 added in 2012)
 93 Public Internet Computers
 56 Databases
 64,064 E-Books
 419 Magazines and Newspapers
 720 Children's Programs
 62 Children's Drop-in Activities
 48 Young Adult Programs
 Young Adult Drop-in Activities
 204 Other Programs
 88,000 Square Feet
 23,471 Videos (2,726 added in 2012)



Mead Public Library
710 N. 8th St.
Sheboygan, WI 53081

(920)459-3400

www.meadpubliclibrary.org

**Mead Public
Library**





IMLS Data Analysis Tools

imls.gov/research/library_services.aspx

- General Demographics
- Child Well-Being
- Education
- Health
- Arts and Culture Indicators
- Library Services
 - Public Library Locator
 - **Compare Public Libraries**
 - Compare Academic Libraries
 - IMap Libraries
- Economic Indicators
- Labor and Employment
- Small Business





IMLS Data Analysis Tools: Library Services

Compare Public Libraries

harvester.census.gov/imls/compare

Uses data submitted by all states to the Public Library Survey (PLS)

“Compare Public Libraries helps assess your library needs and plans in context and in comparison with other libraries. The site allows you to create reports comparing one public library of interest to other public libraries. Comparison report can be saved offline.”



Compare Public Libraries >>>>>>>

[Select Library of Interest](#) > Choose Comparison Group > Select Report Topics > View Report

Select Library of Interest

Enter one or any combination of fields below to find your library of interest (the public library for which you wish to locate a comparison group).

Library Name	<input type="text"/>	(Search Tips)
City	<input type="text"/>	
State	All States	▼
ZIP Code	<input type="text"/>	Distance <input type="text"/> Miles From ZIP

Clear Form

Continue



Compare Public Libraries >>>>>>

[Select Library of Interest](#) > [Choose Comparison Group](#) > [Select Report Topics](#) > [View Report](#)



View Report

[Export this report to an Excel file](#)

Click on a library name to view details for that library. Click on the question mark to view its definition. Click on the bar chart icon to view a bar chart of your comparison group for that variable.

Library Name 	Total Revenue 	Total Operating Expenditures 	Total Circulation
Library Of Interest			
MEAD PUBLIC LIBRARY, WI	\$3,331,003	\$3,485,984	841,853
OOSTBURG PUBLIC LIBRARY, WI	\$125,444	\$125,254	66,506
ELKHART LAKE PUBLIC LIBRARY, WI	\$141,351	\$115,737	28,449
CEDAR GROVE PUBLIC LIBRARY, WI	\$162,274	\$162,430	53,478
LAKEVIEW COMMUNITY LIBRARY, WI	\$211,685	\$190,518	60,304
KOHLER PUBLIC LIBRARY, WI	\$215,269	\$215,269	62,738
SHEBOYGAN FALLS MEMORIAL LIBRARY, WI	\$339,283	\$333,044	137,573
PLYMOUTH PUBLIC LIBRARY, WI	\$695,466	\$525,868	122,084

NOTE:

The national, state, and comparison group averages and medians that have been available in the past are not being published on this tool because they only represent data from respondents. Any statistics calculated from these data would not be representative of the entire population of public libraries. However, the data may be used to compare one responding library to another.

Fiscal Year 2011 data from the Public Libraries Survey are used to generate report.



Webinar Archive

2010 Census Data: Changing Demographics for Wisconsin Public Libraries

tinyurl.com/lcw6rze



The screenshot shows the Wisconsin Department of Public Instruction website. At the top is the department's logo and name. Below is a navigation bar with links for 'dents', 'Schools & Educators', 'Libraries', and 'Data & Media'. A search bar is on the right. The main content area is titled 'Youth and Special Services' and features a profile for Tessa Michaelson Schmidt, a Youth and Special Services Consultant. To the right of the profile is a 'Share This' button. Below the profile are sections for 'Announcements', 'Professional Development', and 'Initiatives'. The 'Professional Development' section contains a list of webinar archives, with a blue arrow pointing to the '2010 Census Data' webinar. Social media buttons for Facebook (199 likes) and Twitter (332 followers) are also visible.

WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

dents Schools & Educators Libraries Data & Media Site Index Search

Youth and Special Services





I work within the Public Library Development Team (PLDT) to promote school-public library cooperation in support of literacy and learning. I consult with public librarians, public library administrators, public library system staff, library board members, school staff, and interested citizens. I develop and conduct statewide training activities; distribute information and facilitate the sharing of information on library services; and participate with other team members and library groups in the development of statewide plans for library service including the Library Services and Technology Act (LSTA) Plan for Wisconsin. Please let me know how I can help you.

Tessa Michaelson Schmidt
Youth and Special Services Consultant
tessa.schmidt@dpi.wi.gov
(608) 267-5077

Announcements

- Special Services Consultants Meeting: May 16, 2014
- Youth Services Liaisons Meeting: October 2, 2014
- Featured Link: Growing Wisconsin Readers Blog
- Like us on Facebook
- Follow us on Twitter

 Like 199

 Follow 332 followers

Professional Development

Recordings play best in Internet Explorer with Java and may take 1-2 minutes to load.

- Webinar Archive: Using WISEdash to Understand Young Patrons as Students
- Webinar Archive: 2010 Census Data—Changing Demographics for Wisconsin Public Libraries
- Webinar Archive: Rethinking Summer Library Programs
- Webinar Archives: Common Core in School and Public Libraries Parts 1-3
- Webinar Archive: School and Public Library Collaboration
- Webinar Archive: Fresh Practices for Youth Services Librarians
- Webinar Archive: Summer Library Programming with BadgerLink
- Webinar Archive: Growing Wisconsin Readers Overview
- Webinar Archive: Youth Services by the Numbers: Data and Advocacy

Initiatives

- Wisconsin Youth Services Showcase
- Serving Special Populations
- Growing Wisconsin Readers
 - FAQ
 - Blog





US Census DataFerrett

dataferrett.census.gov

Developed from multiple national programs

“DataFerrett is a data analysis and extraction tool to customize federal, state, and local data to suit your requirements. Using DataFerrett, you can develop an unlimited array of customized spreadsheets that are as versatile and complex as your usage demands then turn those spreadsheets into graphs and maps without any additional software.”

- Webinar archive: TheDataWeb & DataFerrett
April 2013, US Census Bureau
tinyurl.com/dataferrett



TheDataWeb - DataFerrett (U.S. Census Bureau) - Mozilla Firefox

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DF TheDataWeb - DataFerrett (U.S. Census ...

dataferrett.census.gov

U.S. Department of Commerce

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Census
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TheDataWeb

Home | About Us | Products/Services | Collaboration | Contact Us

DataFerrett

DataFerrett is a data analysis and extraction tool to customize federal, state, and local data to suit your requirements. Using DataFerrett, you can develop an unlimited array of customized spreadsheets that are as versatile and complex as your usage demands then turn those spreadsheets into graphs and maps without any additional software.

What you should check before getting started:

- ✓ Java Installed: [Check your version](#) or [Download the latest version](#)
- ✓ Allow Pop-ups
- ✓ Run in IE/Firefox



DATAFERRETT

- DataFerrett Home
- Getting Started
- About the Datasets
- User Resources
- FAQs
-  Launch DataFerrett

Support

 **Call Us Toll Free:**
1-866-437-0171
Mon - Fri 7:30am - 4:30pm(EST)

 **Email us:**
dsd.ferrett@census.gov

betaDataFerrett

[Latest enhancements and features highlights:](#)

- Advanced SQL reset button
- One click option to add all variables from a table to the databasket

 [Test out betaDataFerrett](#)

Send feedback to dsd.ferrett@census.gov

In the News

-  **RELEASED:** Public Libraries Survey 2011 data
-  **October 2012**
School Enrollment/Internet Use CPS Supplement
-  **July 2013**
Current Population Survey Basic
-  **November 2011**
Civic Engagement CPS Supplement

Measuring America—People, Places, and Our Economy

ABOUT US | FIND DATA | BUSINESS & INDUSTRY | PEOPLE & HOUSEHOLDS | GEOGRAPHY | NEWSROOM





US Census DataFerrett

Data Types

- Microdata – Records are at the lowest unit of analysis. Records must be added to get totals for each element.
- Aggregate - Data which has been added up.
- Longitudinal – Many elements observed at multiple points in time (more data elements than time periods).
- Time Series - A series of observations in order by time (more time periods than data elements).





US Census DataFerrett

Datasets

- American Community Survey
- American Housing Survey
- Common Core of Data (Education)
- Consumer Expenditure Survey
- County Business Patterns
- Current Population Survey
- Decennial Census of Population and Housing
- Decennial Public Use Microdata Samples
- Home Mortgage Disclosure Act
- Mortality
- National Ambulatory Medical Care Survey
- National Health and Nutrition Examination Survey
- National Health Interview Survey
- National Hospital Ambulatory Medical Care Survey
- National Survey of Fishing, Hunting, and Wildlife Associated Recreation
- New York City Housing and Vacancy Survey
- **Public Libraries Survey**
- Small Area Health Insurance Estimates
- Small Area Income and Poverty Estimates
- Social Security Administration
- Survey of Income and Program Participation
- Survey of Program Dynamics





Introduction

Step1 : Select Dataset & Variable

Step2 : DataBasket/Download/Make A Table

Select Data Types:

- MicroData
- Aggregate Data
- Longitudinal Data
- Time Series Data

Microdata is data in which every record is at the unit of analysis level and all records must be added up to get the totals for each data item. For example, for surveys of individuals, microdata contain records for each individual interviewed; for surveys of organizations, the microdata contain records for each organization.

Refresh Dataset List

 Variable Labels Names Topics Question Text Values

 match ANY word match ALL words


Search

Select Dataset(s) to search:

- Search All Datasets
- [-] American Community Surve
 - [-] American Housing Survey
 - [-] Common Core of Data(Educ
 - [-] Consumer Expenditure Surv
 - [-] County Business Patterns
 - [-] Current Population Survey
 - [-] Decennial Census of Popula
 - [-] Decennial Public Use Microd
 - [-] Home Mortgage Disclosure .
 - [-] Mortality
 - [-] National Ambulatory Medica
 - [-] National Health and Nutritio
 - [-] National Health Interview S
 - [-] National Hospital Ambulator
 - [-] National Survey of Fishing,
 - [-] New York City Housing and
 - [-] Public Libraries Survey
 - 2011
 - Administrative Entit
 - Public Libraries Surv
 - State Summary Cha
 - 2010
 - 2009
 - 2008
 - 2007
 - [-] Small Area Health Insuranc

Highlight the variables you are interested in

62 Variables returned from search. 0 variables selected in DataBasket.

Browse/Select
Highlighted
Variables

Topic	Name	Availability	Variable Label
State Summary Characteristics variables	POPU_ST	2007 - current	Official state total population estimate
State Summary Characteristics variables	CENTLIB	2007 - current	Number of Central Libraries
State Summary Characteristics variables	BRANLIB	2007 - current	Number of Branch Libraries
State Summary Characteristics variables	BKMOB	2007 - current	Number of Bookmobiles
State Summary Characteristics variables	MASTER	2007 - current	ALA-MLS Librarians
State Summary Characteristics variables	LIBRARIA	2007 - current	Total Librarians
State Summary Characteristics variables	OTHPAID	2007 - current	All Other Paid Staff
State Summary Characteristics variables	TOTSTAFF	2007 - current	Total Paid FTE Employees
State Summary Characteristics variables	LOGGVT	2007 - current	Local Government Revenue
State Summary Characteristics variables	STGGVT	2007 - current	State Government Revenue
State Summary Characteristics variables	FEDGVT	2007 - current	Federal Government Revenue
State Summary Characteristics variables	OTHINCM	2007 - current	Other Operating Revenue
State Summary Characteristics variables	TOTINCM	2007 - current	Total Operating Revenue
State Summary Characteristics variables	SALARIES	2007 - current	Salaries and Wages Expenditures
State Summary Characteristics variables	BENEFIT	2007 - current	Employee Benefits Expenditures
State Summary Characteristics variables	STAFFEXP	2007 - current	Total Staff Expenditures
State Summary Characteristics variables	PRMATEXP	2007 - current	Print Materials Expenditures
State Summary Characteristics variables	ELMATEXP	2007 - current	Electronic Materials Expenditures
State Summary Characteristics variables	OTHMA...	2007 - current	Other Materials Expenditures
State Summary Characteristics variables	TOTEXPCO	2007 - current	Total Collection Expenditures
State Summary Characteristics variables	OTHOPEXP	2007 - current	Other Operating Expenditures
State Summary Characteristics variables	TOTOPEXP	2007 - current	Total Operating Expenditures
State Summary Characteristics variables	LCAP_REV	2007 - current	Local Government Capital Revenue



WISEdash

wisedash.dpi.wi.gov

Aggregated from Wisconsin education data

- WISEdash is a data portal that uses “dashboards,” or visual collections of graphs and tables, to provide multi-year education data about Wisconsin schools.
- Explore data related to academic performance in reading and math as well as enrollment groups such as economic, disability, ELL, and migrant status.
- Capture data for use on applications and reports that require identification of library demographics.





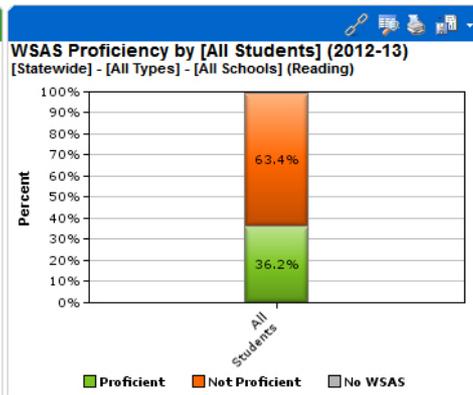
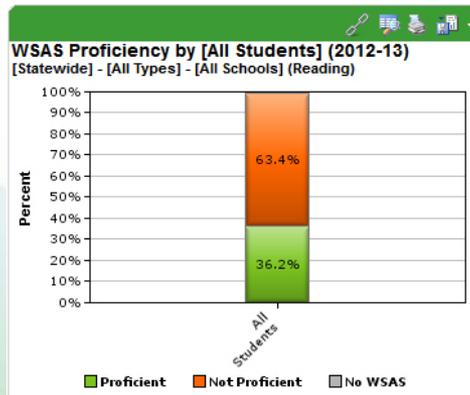
WSAS Comparison (Side-by-Side)



Left Graph			Right Graph		
District [Statewide]	Grade Group [All Type]	School [All Schools]	District [Statewide]	Grade Group [All Type]	School [All Schools]
Group by [All Students]	School Year 2012-13	WSAS Type [All WSAS]	WSAS Test Subject Reading		

Data View
 Certified
 Current

Latest Certified School Year	2012-13
Latest Current School Year	2012-13

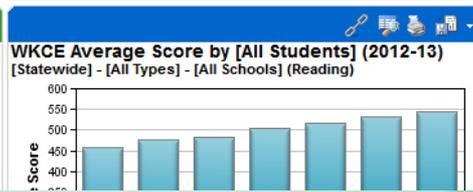
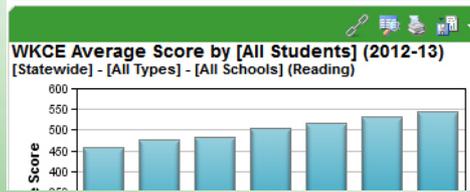


<< What does this graph measure?
 These graphs measure the percentage of students in the Advanced and Proficient performance categories (Proficient) vs. the Basic, Minimal Performance, and Not Tested categories (Not Proficient).

- Explore the data**
- What differences in proficiency do you see between your district and a neighboring district when grouping by various student attributes?
 - Full Academic Year (FAY) has an effect on some results. Click GLOSSARY button to learn how FAY is applied.
 - WSAS data has the new [cut scores](#) applied to all years of Reading and Mathematics data.
 - Learn more about this data. Visit the [WSAS About the Data](#) page.

Hints and tips

make a web link | show the data table | hover for data values | * data is redacted



<< What does this graph measure?
 These graphs show by grade the selected year's Average Scale Score for students taking the WKCE. A scale score is a numeric measure of performance on a subject area test. Scale scores do not have the same meaning across subjects but may be used to compare scores for the same subject over time.

- Explore the data**
- How do your district's reading scores measure up compared to the statewide averages for English Language Learners?



Webinar Archive

Using WISEdash to Understand Young Patrons as Students

tinyurl.com/k2g7xun



The screenshot shows the Wisconsin Department of Public Instruction website. The header includes the department's logo and name. A navigation bar contains links for 'dents', 'Schools & Educators', 'Libraries', and 'Data & Media'. A search bar is visible on the right. The main content area is titled 'Youth and Special Services' and features a profile for Tessa Michaelson Schmidt, a Youth and Special Services Consultant. Below the profile are sections for 'Announcements', 'Professional Development', and 'Initiatives'. A blue arrow points to the 'Webinar Archive' list in the Professional Development section.

WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

dents Schools & Educators Libraries Data & Media Site Index Search

Youth and Special Services





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- Webinar Archives: Common Core in School and Public Libraries Parts 1-3
- Webinar Archive: School and Public Library Collaboration
- Webinar Archive: Fresh Practices for Youth Services Librarians
- Webinar Archive: Summer Library Programming with BadgerLink
- Webinar Archive: Growing Wisconsin Readers Overview
- Webinar Archive: Youth Services by the Numbers: Data and Advocacy

Initiatives

- Wisconsin Youth Services Showcase
- Serving Special Populations
- Growing Wisconsin Readers
 - FAQ
 - Blog



Pew Research Center

pewresearch.org

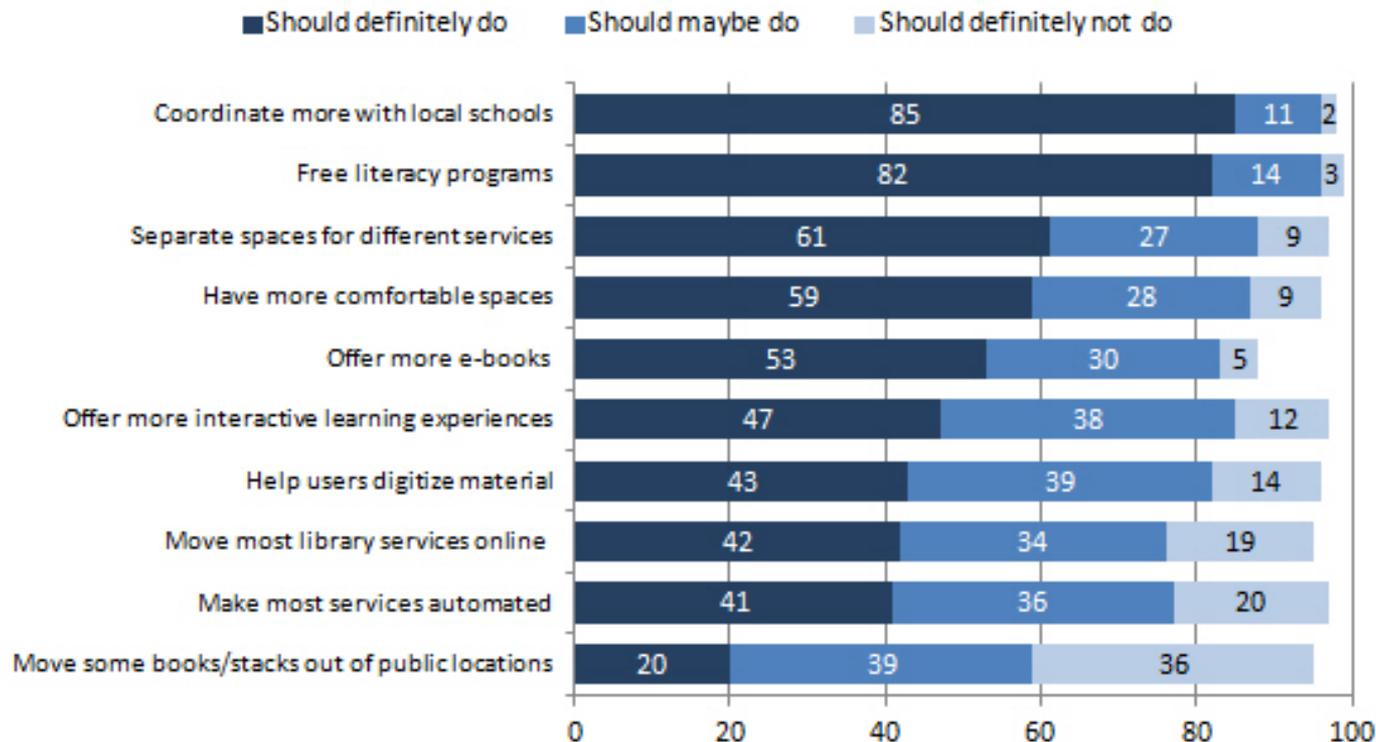
Accessible, nonpartisan research about the US

- The Pew Internet & American Life Project is an initiative of the Pew Research Center, a nonprofit “fact tank” that provides information on the issues, attitudes, and trends shaping America and the world.
- The Pew Internet Project explores the impact of the internet on children, families, communities, the work place, schools, health care and civic/political life.
- Publications, presentations, data, and participation
- Blog, newsletter, social media
- libraries.pewinternet.org



What services and programs libraries should (and should not) implement

Among all Americans ages 16+, the percentage who say their library should implement the following programs



Source: Pew Research Center Internet & American Life Project Library Services survey, October 15-November 10, 2012. N=2,252 Americans ages 16 and older. Interviews were conducted in English and Spanish and on landline and cell phones.





How likely Americans say they would be to use the following resources at public libraries

AMONG ALL AMERICANS AGES 16 AND OLDER

An online "Ask a Librarian" research service

TOTAL UNLIKELY

TOTAL LIKELY

TOTAL UNLIKELY		TOTAL LIKELY	
26%		73%	
14%	12%	36%	37%
NOT AT ALL LIKELY	NOT TOO LIKELY	SOMEWHAT LIKELY	VERY LIKELY

A cell phone app for accessing and using library services

TOTAL UNLIKELY		TOTAL LIKELY	
35		63	
22	12%	28	35



Pew Research Internet Project

As of December 2012, **71%** of online adults say they use Facebook.



In June 2000, when about **half** of adults were online, only **3%** of American households had broadband access.



In 2009, a typical teen text user sent a median of **50 texts** a day, and sent about **60 texts** a day by 2012.



20% of adults have used social network tools to follow elected officials and candidates for office.



67% of cell owners find themselves checking their phone for messages, alerts, or calls — even when they don't notice their phone ringing or vibrating.

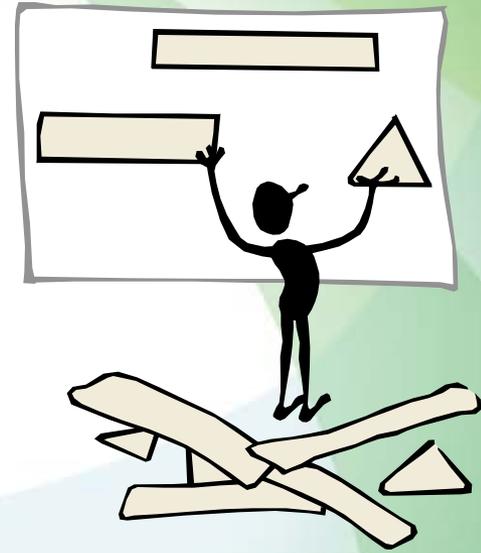


72% of internet users say they looked online for health information within the past year.



Context and Consistency

- Squishy data
- Data changes
- Data interpretation





Squishy Data

When more questions than answers arise from data

Examples:

- Reference transactions and one-on-one tech support
- Non-resident registered borrowers
- Poll #1



Data Changes

Definitions change to better reflect the data or to clarify the existing definition

Example: Ebooks

- Copies/units vs. titles

Example: Summer Library Program

- Not all age groups
- Unclear how to count
- Changing practices

Example: Poll #2



Data Interpretation

Don't stretch your data too far

- Example: Special population
- Example: Physical circulation vs. e-content uses

Know the holes in your data

- Example: Nonresident registered borrowers
- Example: Statewide totals and trends

Match the data with its purpose

- Example: Staff positions and total number of librarians and other paid staff
- Example: Poll #3



Presentation Tools

Excel

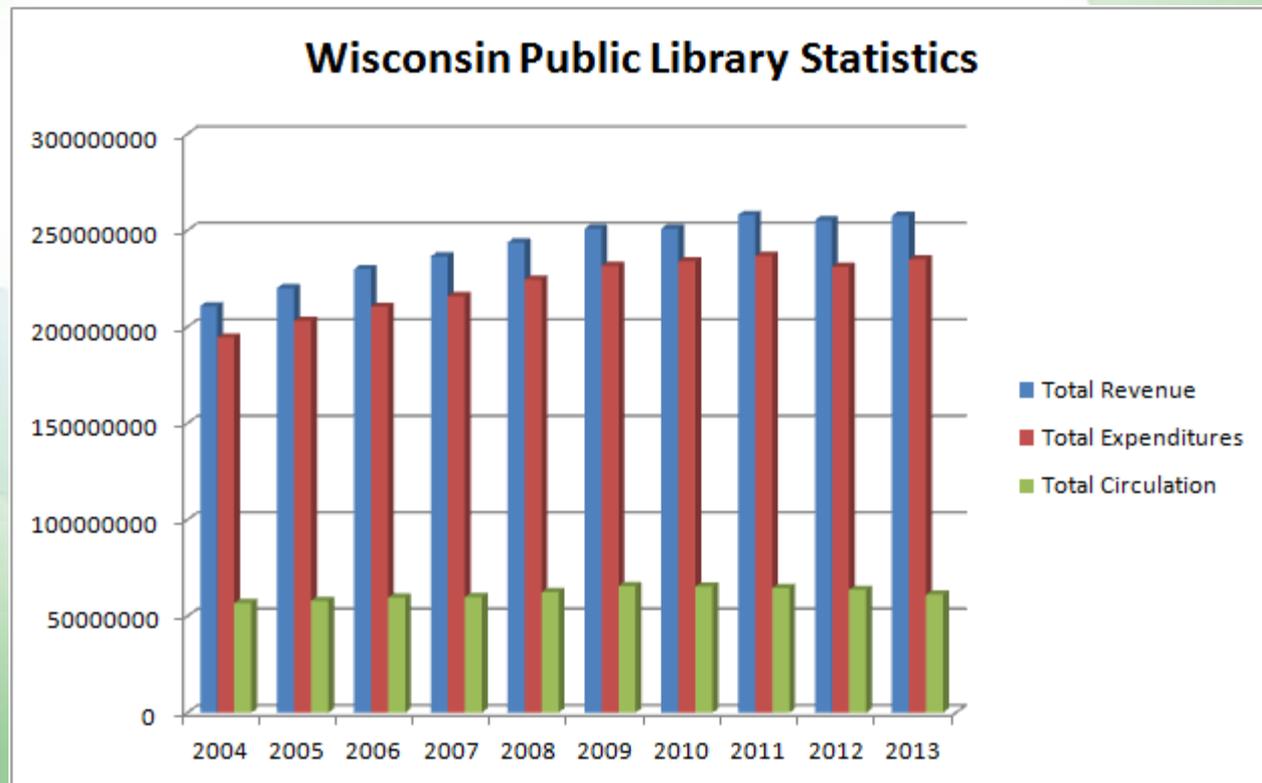
- o Good Ol' Excel Is The Ultimate Data Visualization Tool (In Most Cases)

insights.qunb.com/good-ol-excel-is-the-ultimate-data-visualization-tool-in-most-cases



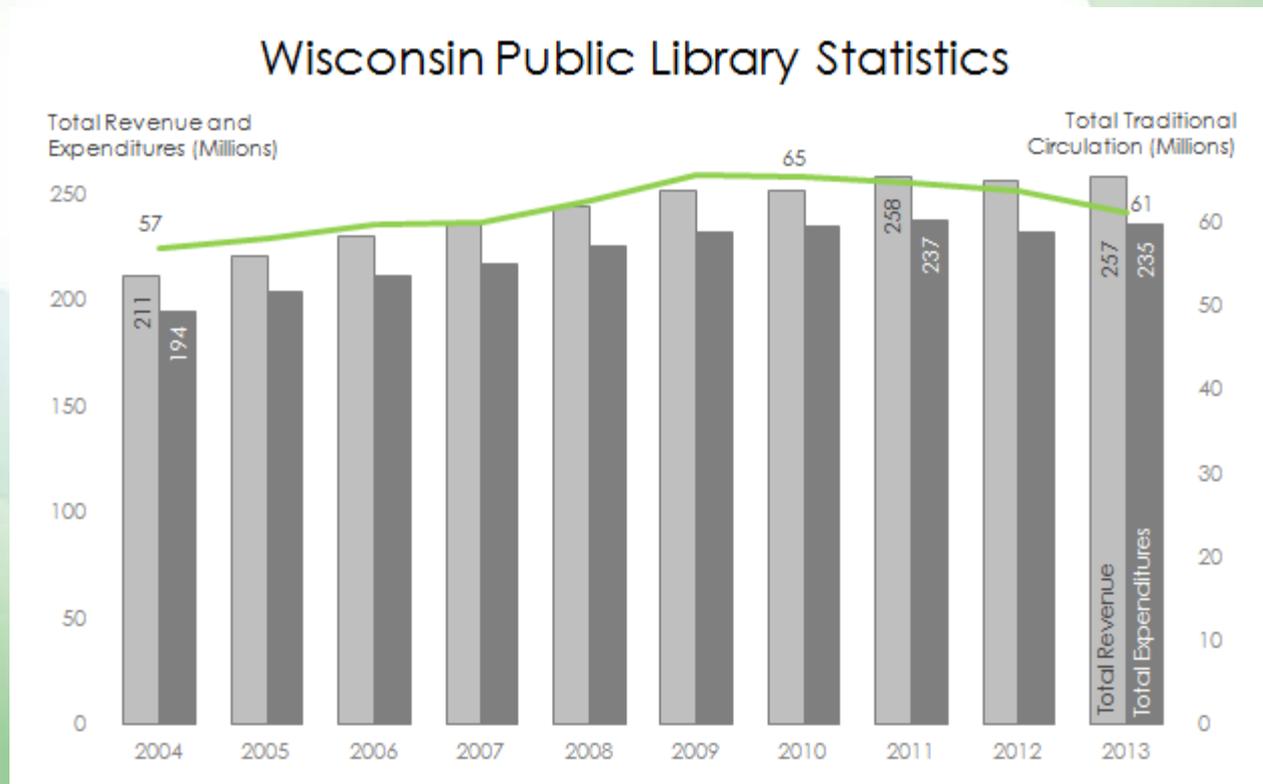
Excel

Typical Chart



Excel

Less-Is-More Chart



Now What?



Now What?

- Try the tools. You can't break the data.
- Look at different kinds of information. Don't trust just one source.
- Close the (data) loop. Own your role.





For more information Contact the Public Library Development Team

John DeBacher ● Director
john.debacher@dpi.wi.gov

Jamie McCanless ● Public
Library Data and Finance
jamie.mccanless@dpi.wi.gov

Tessa Michaelson Schmidt ●
Public Library Youth and
Special Services
tessa.schmidt@dpi.wi.gov

Terrie Howe ● LSTA, Public Librarian
Certification and Continuing Education
teresa.howe@dpi.wi.gov

Denise Anton Wright ● Public Library
Administration
denise.wright@dpi.wi.gov

Ryan Claringbole ● Public Library
Technology, Gates Grants
ryan.claringbole@dpi.wi.gov

