

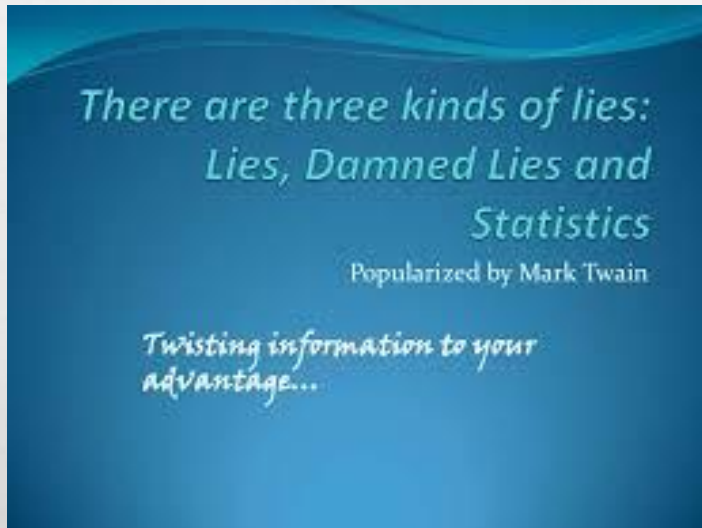
# WHAT'S YOUR STORY?

**LIBRARIANSHIP 101**

**SEPTEMBER 2020**



# CHECK THE FINE PRINT!



## **TWISTING INFORMATION TO YOUR ADVANTAGE:**

- **CHANGING UNITS OF MEASUREMENT/RATIO**
- **OMITTING OR INCLUDING DIFFERENT NUMBERS**
- **INADEQUATE SAMPLE SIZE**

# IT'S NOT JUST APPLES TO APPLES

**MAKE SURE THAT YOU'RE COMPARING THE SAME THINGS IN THE SAME WAY**

- **STORE "A" HAS RED DELICIOUS APPLES FOR \$1.29/LB.**
- **STORE "B" HAS GRANNY SMITH APPLES 2 FOR \$1.35**



# IF YOU WORK FOR A PUBLIC LIBRARY

- **YOU ARE PART OF LIBRARY STATISTICS.**
- **EVERY EMPLOYEE AND EVERY HOUR IS COUNTED.**

# WHAT ABOUT YOU?

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**Do you help patrons to checkout library materials?**

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**Do you add or delete materials to the library catalog?**

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**Do you enter new patrons into system?**

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**Do you handle money for fines or fees?**

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**Do you provide programming for your library?**

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**Do you help patrons with interlibrary loan?**

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**Do you give booktalks at schools?**

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**Do you count the numbers of patrons in the library everyday?**

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**Do you help patrons with computers?**

# IT'S IMPORTANT



**ACCURACY IS IMPORTANT –  
THESE NUMBERS ARE REPORTED  
LOCALLY, STATEWIDE, AND  
NATIONALLY.**



**THE NUMBERS ARE EXAMINED TO  
FIND TRENDS AND RESULTS  
OUTSIDE OF EXPECTED RANGES  
ARE QUESTIONED**



**A TREND IS ESTABLISHED OVER  
TIME**



# HOW DO YOU STACK UP?

- **THE NUMBERS ARE USED TO TELL THE STORY ABOUT YOUR LIBRARY SYSTEM YEARLY.**
- **THESE NUMBERS ARE USED TO COMPARE YOUR LIBRARY SYSTEM AGAINST OTHERS OF A SIMILAR SIZE/FUNDING LEVEL**

# MONEY IS PART OF STATS!

## **INCOME:**

- **BASIC DATA ABOUT FUNDING FROM CITIES & COUNTIES ARE INCLUDED**
- **STATE AND FEDERAL GRANT FUNDING IS ALSO PART OF THE REPORT**

## **EXPENSES:**

- **SALARIES, WAGES, AND BENEFITS**
- **MATERIALS AND OTHER OPERATING EXPENSES (UTILITIES)**



# IT'S MORE THAN MONEY!

## **NUMBERS ARE USED TO:**

- **DESCRIBE THE LIBRARY COLLECTION BY TYPE**
- **SHOW HOW THE LIBRARY IS USED**
- **SHOW IF A SERVICE WAS ADDED OR DISCONTINUED**
- **SHOW IF THERE WAS AN UNEXPECTED EVENT DURING THE FISCAL YEAR (LIKE 2020)**

# STATS ARE FUN – REALLY!

The image is a screenshot of a Facebook page for 'Fake Library Statistics' (@FakeLibStats). The page layout includes a left-hand navigation menu with options like Home, About, Photos, Videos, Posts, and Community, along with a 'Create a Page' button. The main content area features a post with a green and blue line graph icon, a photo of a sign that reads 'witchcraft against library patrons', and a t-shirt with humorous text: 'The bathroom is down the hall.', 'I don't know what form you need.', 'I don't want to see your rash.', and 'No, I can't go on a date.' The right-hand sidebar displays page statistics: 47,272 likes and 49,067 followers, a list of friends who liked the post, and an 'About' section with links to 'Send Message', 'twitter.com/FakeLibStats', 'Community', and 'Suggest Edits'. A 'Page Transparency' section is also visible, stating the page was created on May 16, 2014, and is managed from the United States.

# PROJECT TIME!

**Pick a time period and keep some stats. Compare over time. What do you think accounts for the changes?**

**Ask your supervisor what is done with the numbers you collect. What happens to them?**



# QUESTIONS?



MISSISSIPPI  
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