

TELL YOUR STORY IN A NUTSHELL

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About Georgia Tech Library

- ARL library
- Good Collection budget
 - *Increased each year by a percentage to keep pace with inflation*
- All purchased and subscribed resources come from this budget
- During renovation, all physical items are housed off-campus
- Goal is move to a totally electronic collection
 - *Changes being made to policies to support the Affordable Learning Georgia Initiatives*

The Question

There are many questions that can be asked – this is the one that was asked of me.

For someone else's presentation.

To be presented in approximately 10 minutes.

Show the value so that next year's budget isn't negatively affected.

Where does the library's collection budget go?

Where to start?

Start with the **Big Picture**, then move to **specifics**....

Consider what it is you truly need/want to **convey**...

Think of this as the **elevator speech** for what you do....

Big picture:

- What do/did we do?
- How do we show what we did?

More specific:

- What does the collection **look like**?
Electronic holdings? Physical holdings?
- What is **subscribed** to?
- What is **purchased**?
- What is the **cost** for the items?
- What is the **usage** of the items (physical and electronic)?

Where is **your** data?

It's probably **not** all in one place....

There may be **reports** that are waiting for you to use...

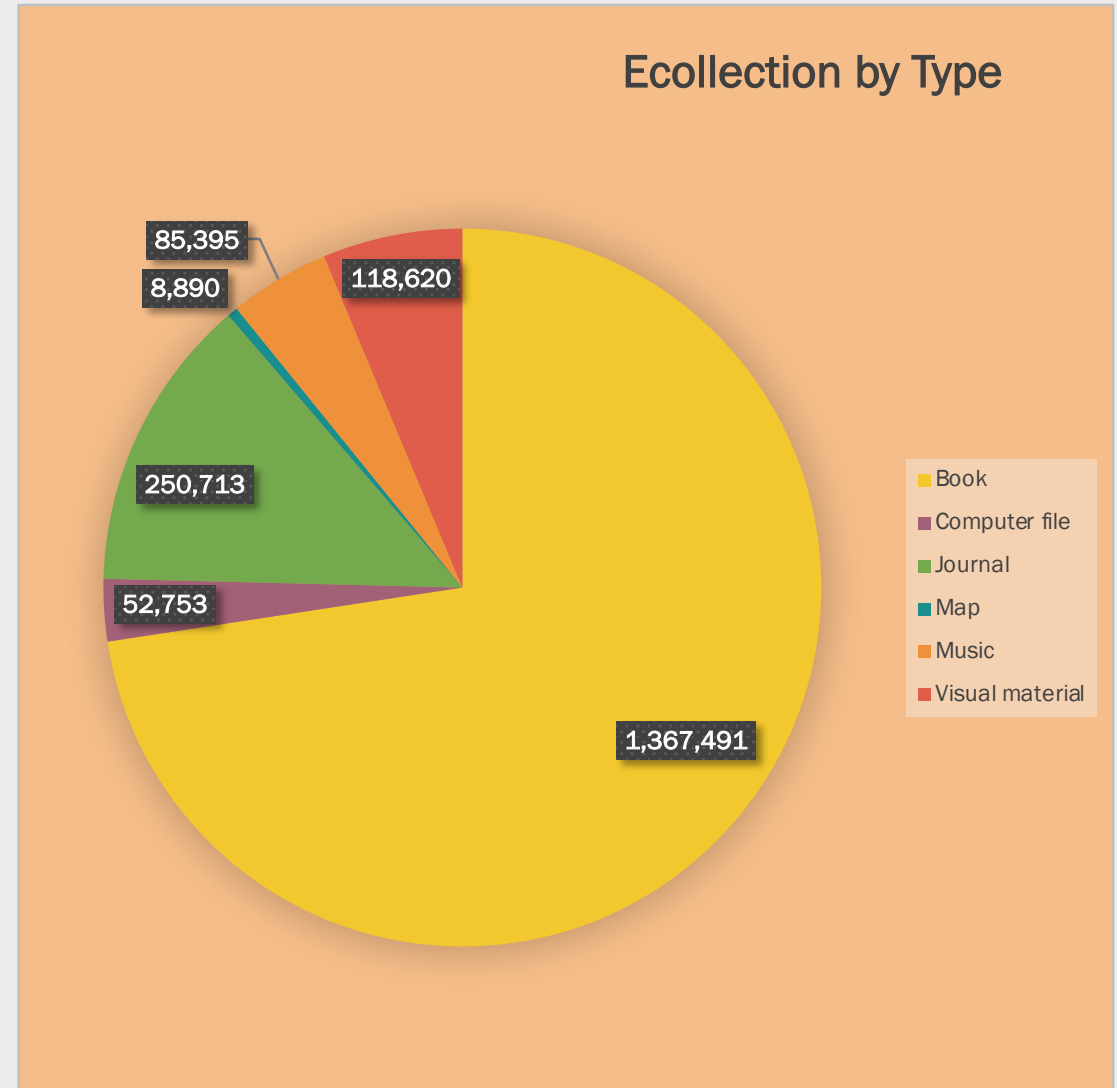
- Alma
- Productivity tools, such as Trello, Kanban
- Ticketing system
- Ares
- Illiad
- Gate (or other counters)
- LibGuides

Snapshots

Provide good **overall data** and can be presented **quickly**.

The **big picture**...

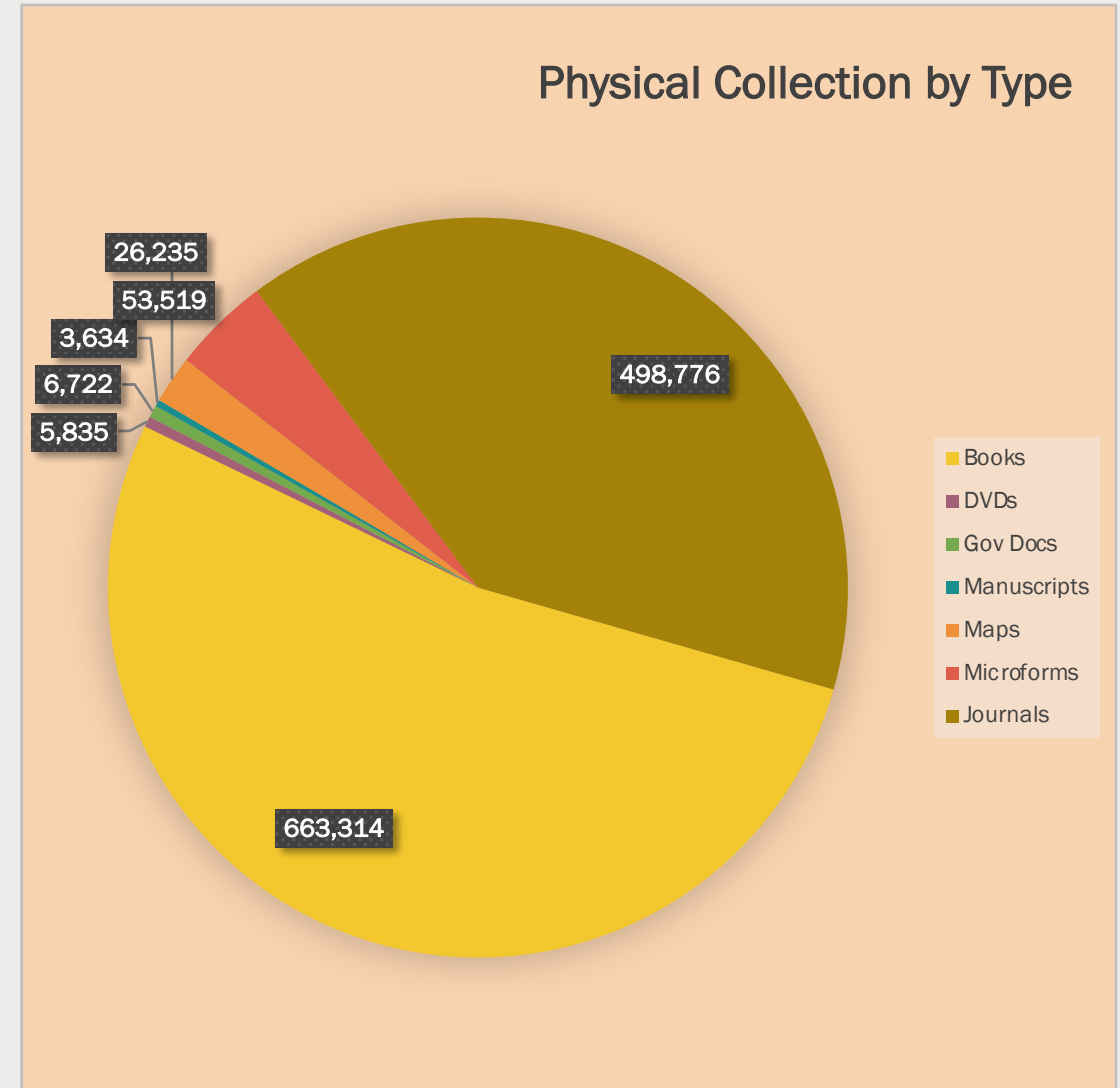
Doesn't need to be intricate or fancy.



Snapshots

Experiment with labels and color to best show what you want to show.

Here we chose to show material type, and quantity.



Gathering the data....

Decide exactly **what** you want to present.

I chose to go with packages/purchases over \$60,000.

If time is not limited, you can opt for more, but remember - a spreadsheet is not visually appealing.... So focus on what will have the **most impact** for your story.

Resource	Cost
Package O Articles	\$72,000.00
Package P A&I	\$69,000.00
Package N Articles	\$75,000.00
Package J A&I	\$112,000.00
Package D Journals	\$400,000.00
Package C Journals	\$850,000.00
Package B Jounnals	\$900,000.00
Package A Journals	\$2,600,000.00
Package Q Journals	\$64,000.00
Package K Journals	\$103,000.00
Package H Journals	\$153,000.00
Package G A&I	\$180,000.00
Package F Journals	\$192,000.00
Package L Journals	\$102,000.00
Package R Journals	\$62,000.00
Package M Articles	\$95,000.00
Package C Ebooks	\$250,000.00

Add more data....

Sort and look at the data, then decide what you want to show....what data will best tell the story.....

Resource	Cost	Usage	Cost per use
Package O Articles	\$72,000.00	3130	\$23.00
Package P A&I	\$69,000.00	8155	\$8.46
Package N Articles	\$75,000.00	8995	\$8.34
Package J A&I	\$112,000.00	17975	\$6.23
Package D Journals	\$400,000.00	70194	\$5.70
Package C Journals	\$850,000.00	177242	\$4.80
Package B Jounnals	\$900,000.00	285556	\$3.15
Package A Journals	\$2,600,000.00	966399	\$2.69
Package Q Journals	\$64,000.00	25667	\$2.49
Package K Journals	\$103,000.00	45112	\$2.28
Package H Journals	\$153,000.00	75139	\$2.04
Package G A&I	\$180,000.00	139292	\$1.29
Package F Journals	\$192,000.00	203778	\$0.94
Package L Journals	\$102,000.00	118008	\$0.86
Package R Journals	\$62,000.00	73422	\$0.84
Package M Articles	\$95,000.00	271666	\$0.35
Package C Ebooks	\$250,000.00	759126	\$0.33

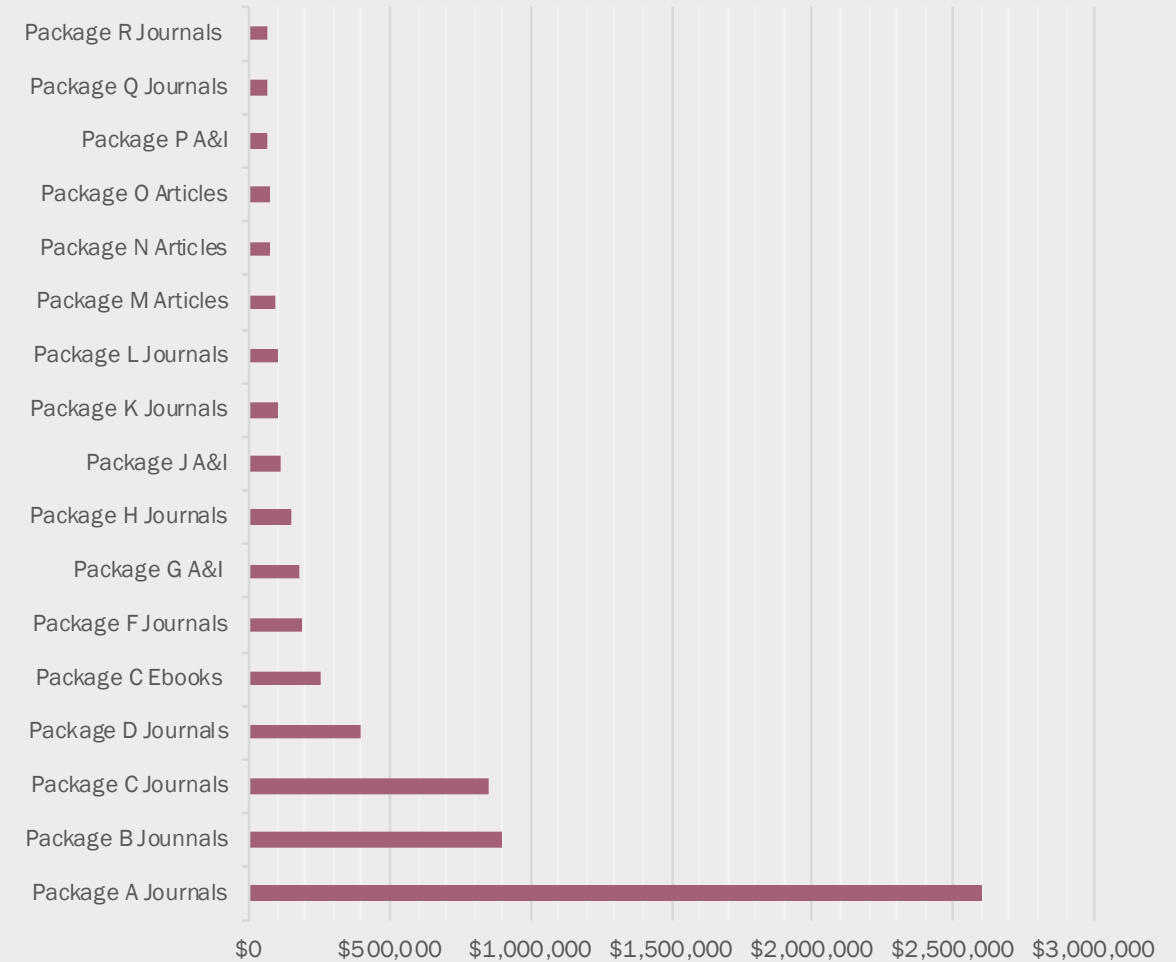
Story – Resource Cost

Graphs & charts readily show data at a glance.

This chart simply shows resources that cost over \$60,000.

What story does it tell? Does it tell the story you want it to?

Resource Cost - FY18



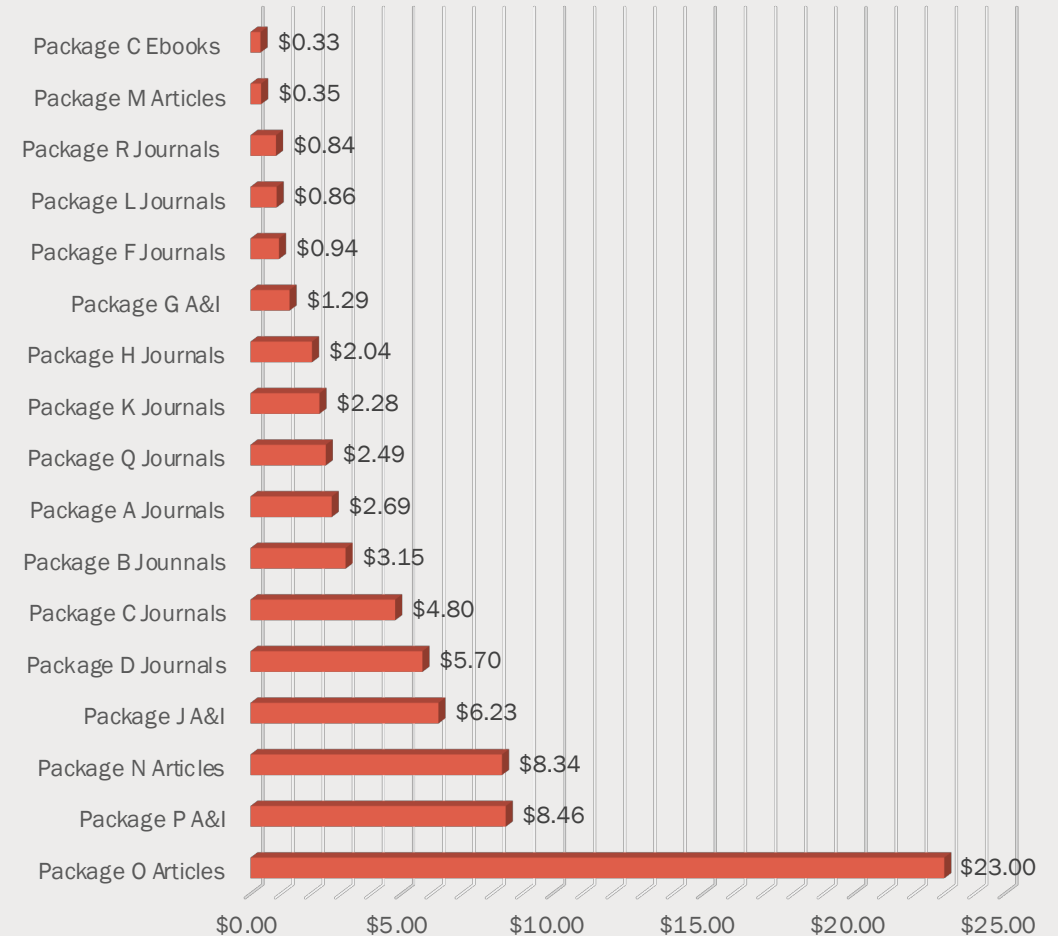
Story – Cost per use

Experiment with not only the type of chart, but with the data presented.

This chart takes the data from the previous chart but breaks it down by **cost per use**.....

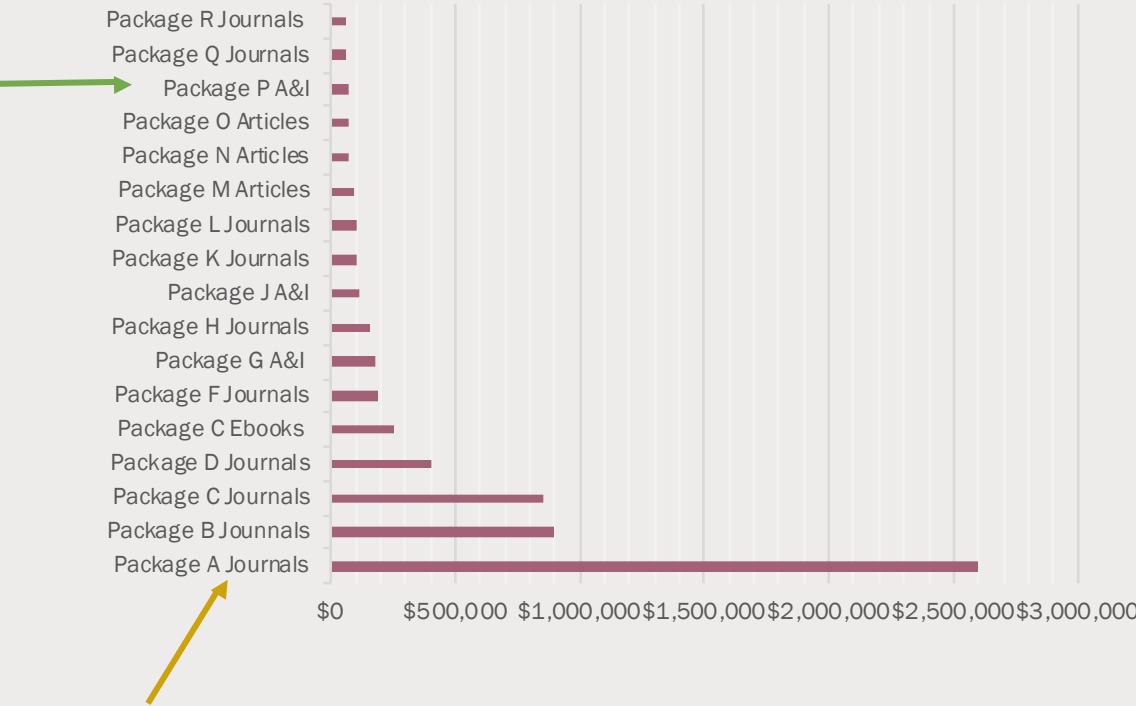
Is this a better story?

Cost per use - FY18

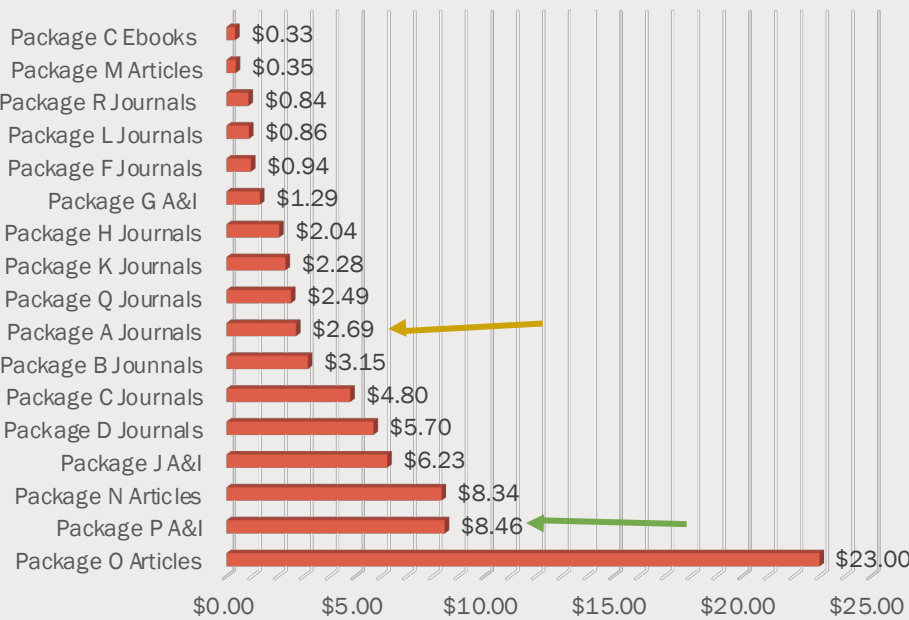


See the difference

Resource Cost - FY18



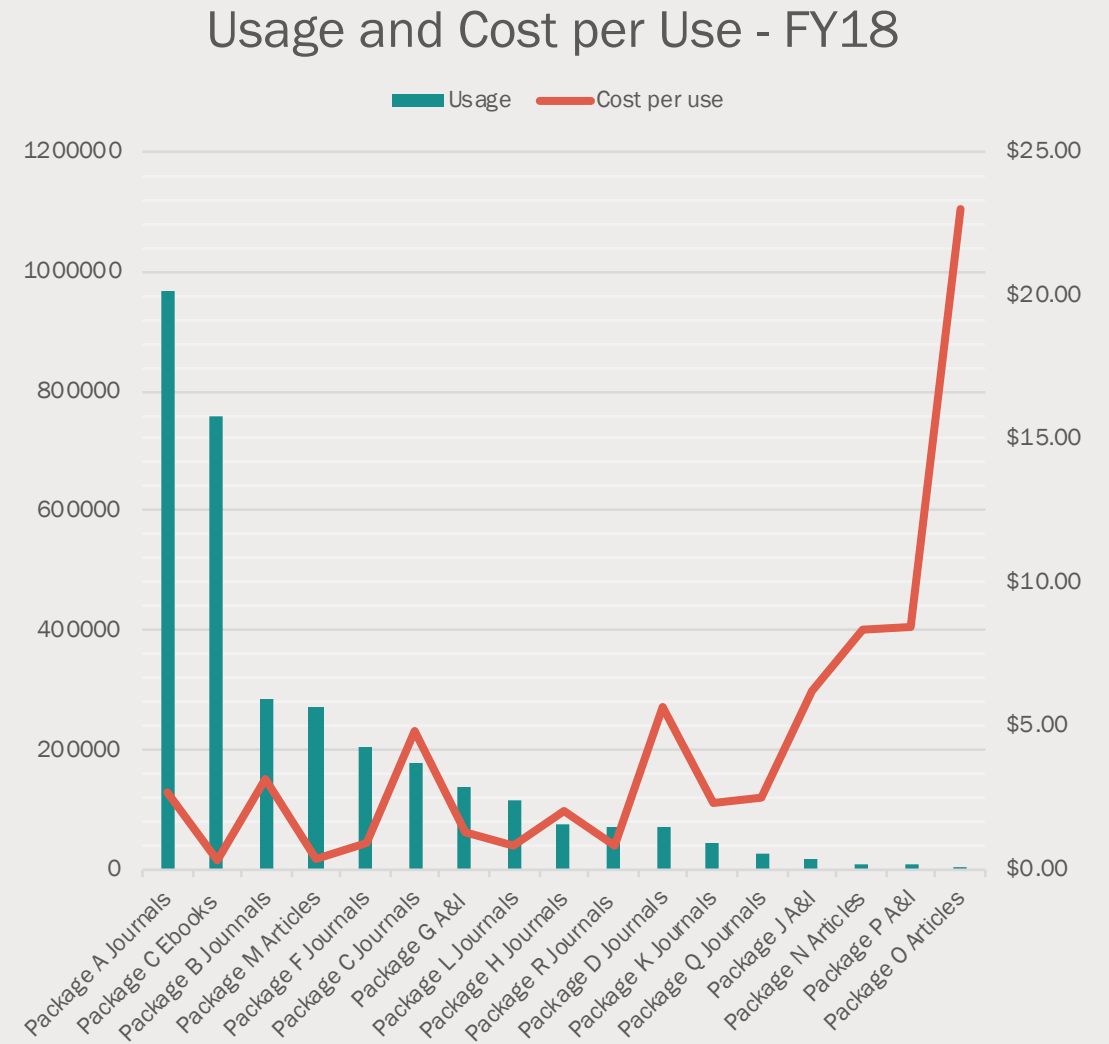
Cost per use - FY18



Does the change in the way the data is presented tell a different story?

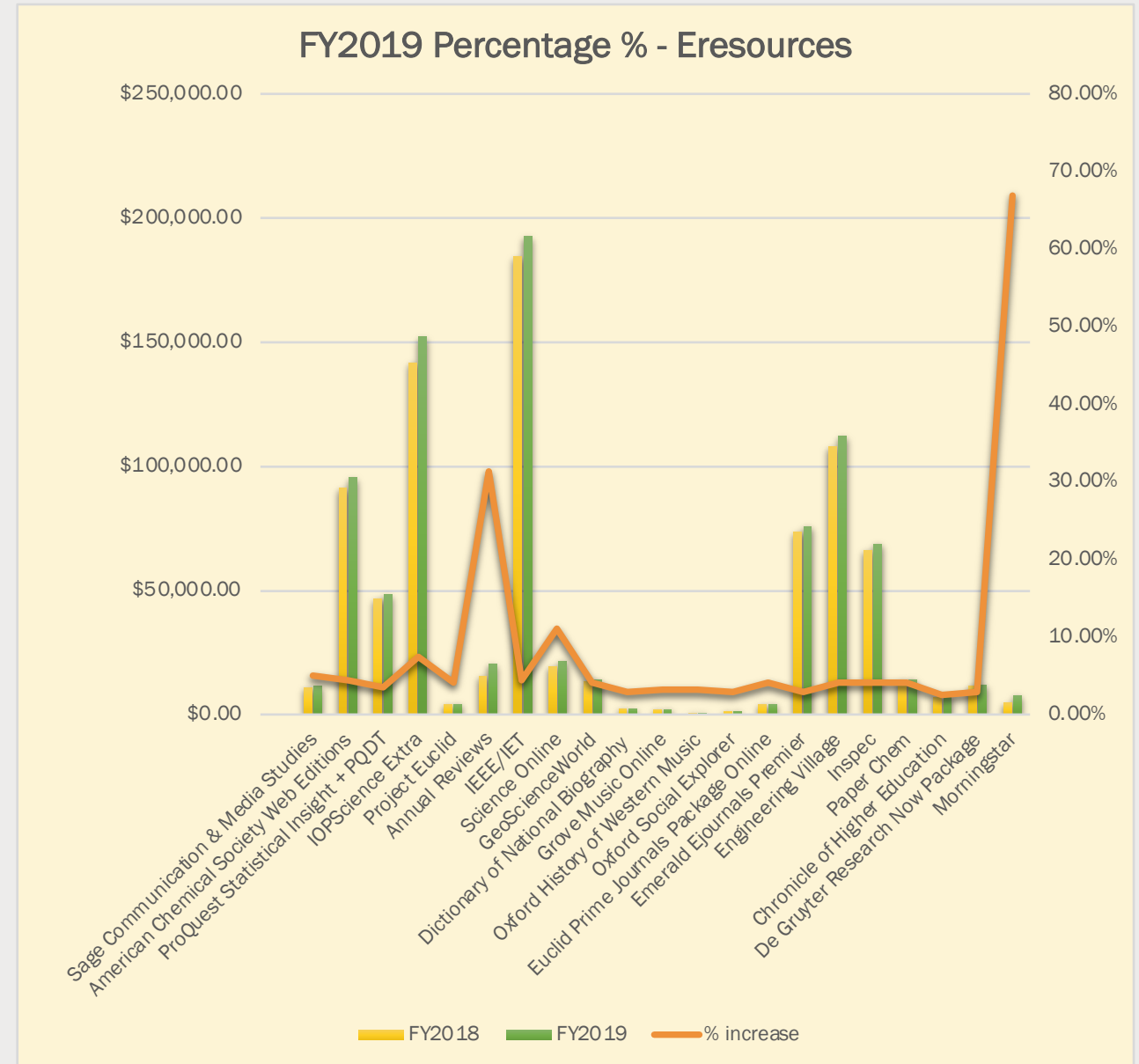
When you
can't get it
just right
combine

This chart shows **usage** and **cost per use**.



Then, there are trends....

This chart shows the price increase over 2 years for subscribed resources.

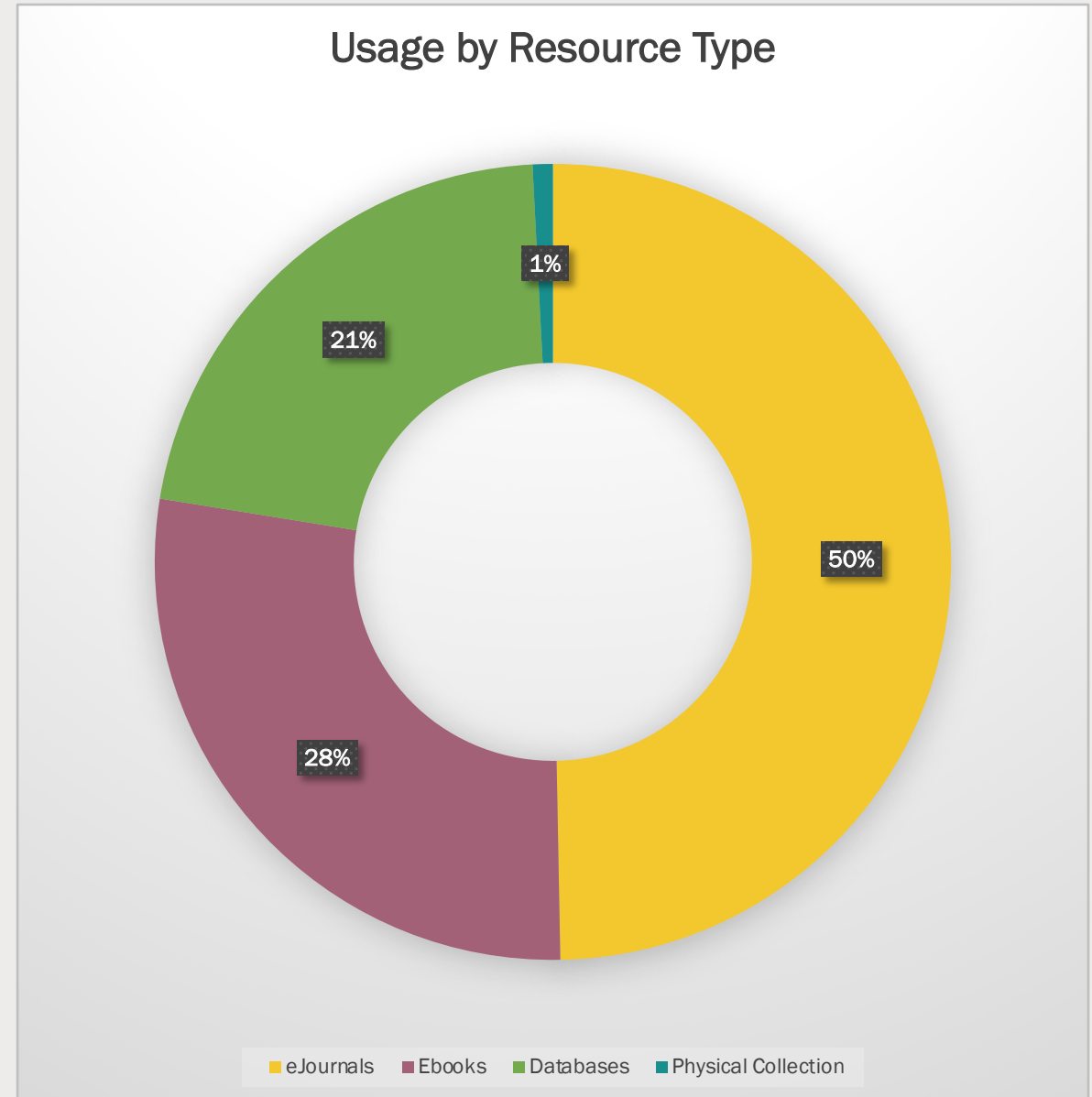


Don't just focus on cost

There is also value in showing what **types of resources** are being used....

This shows the usage of the physical collection vs e-collection.....

This helps support money that is spent on electronic resources....



There are many stories to tell

Each department and function has a story....

Some ideas.....

■ Public Services:

- *Number of instruction sessions – by month, by day, by department, by librarian, by semester, by department, by subject*
- *Number of reference questions handled – by phone, by e-mail, by chat, in-person, day of the week, per week, per month, per semester, per year*
- *Building stats:*
 - *users per day, per week, per month, per semester, per year, by floor*

■ Technical services:

- *number of items received*
- *number of items cataloged*
- *number of support tickets handled*
- *number of items ordered – by day, by month, by semester*

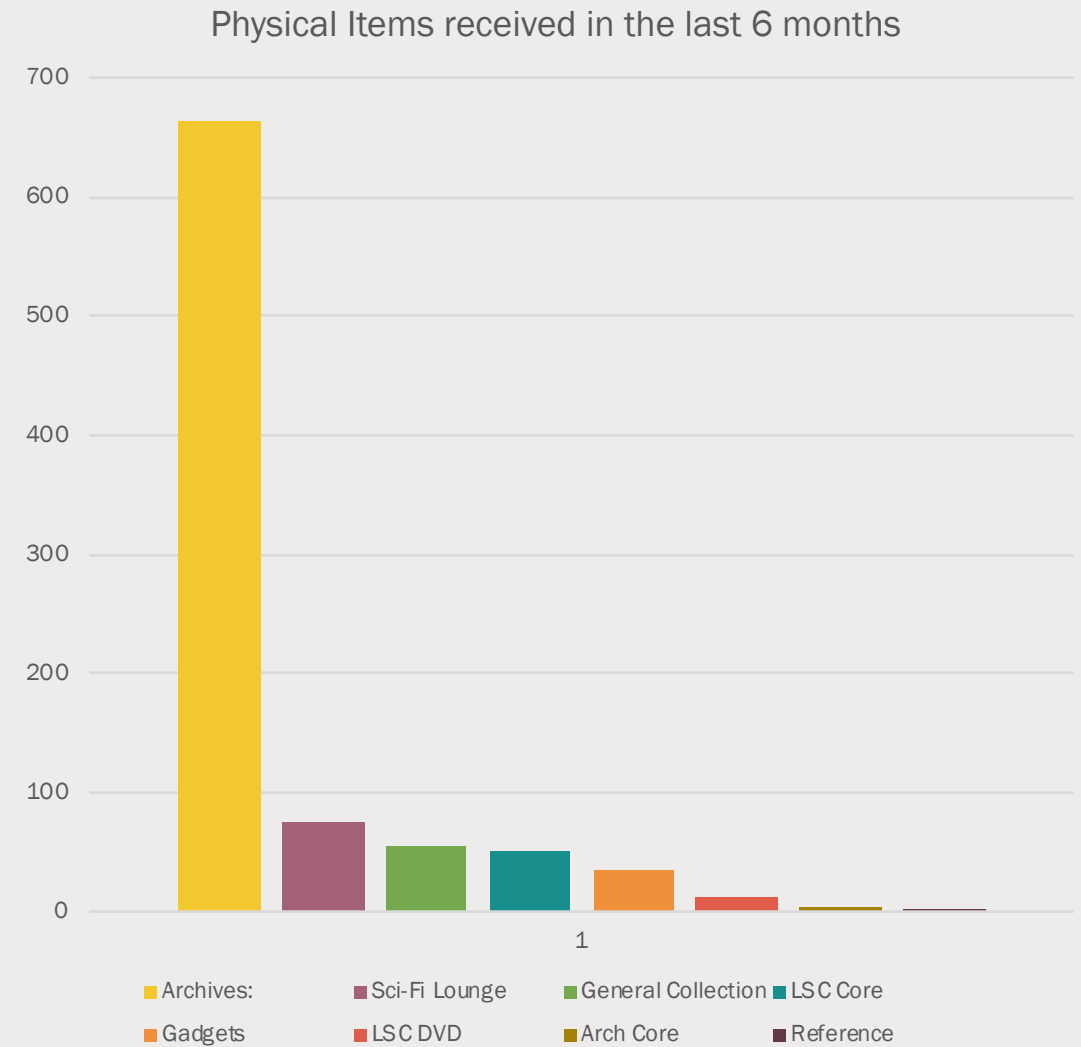
■ Access Services:

- *number of course reserve requests*
- *number of ILL requests – lent, borrowed – by month, semester, year;*

Story: Technical Services

This chart shows physical items received in the last 6 months and where they went.

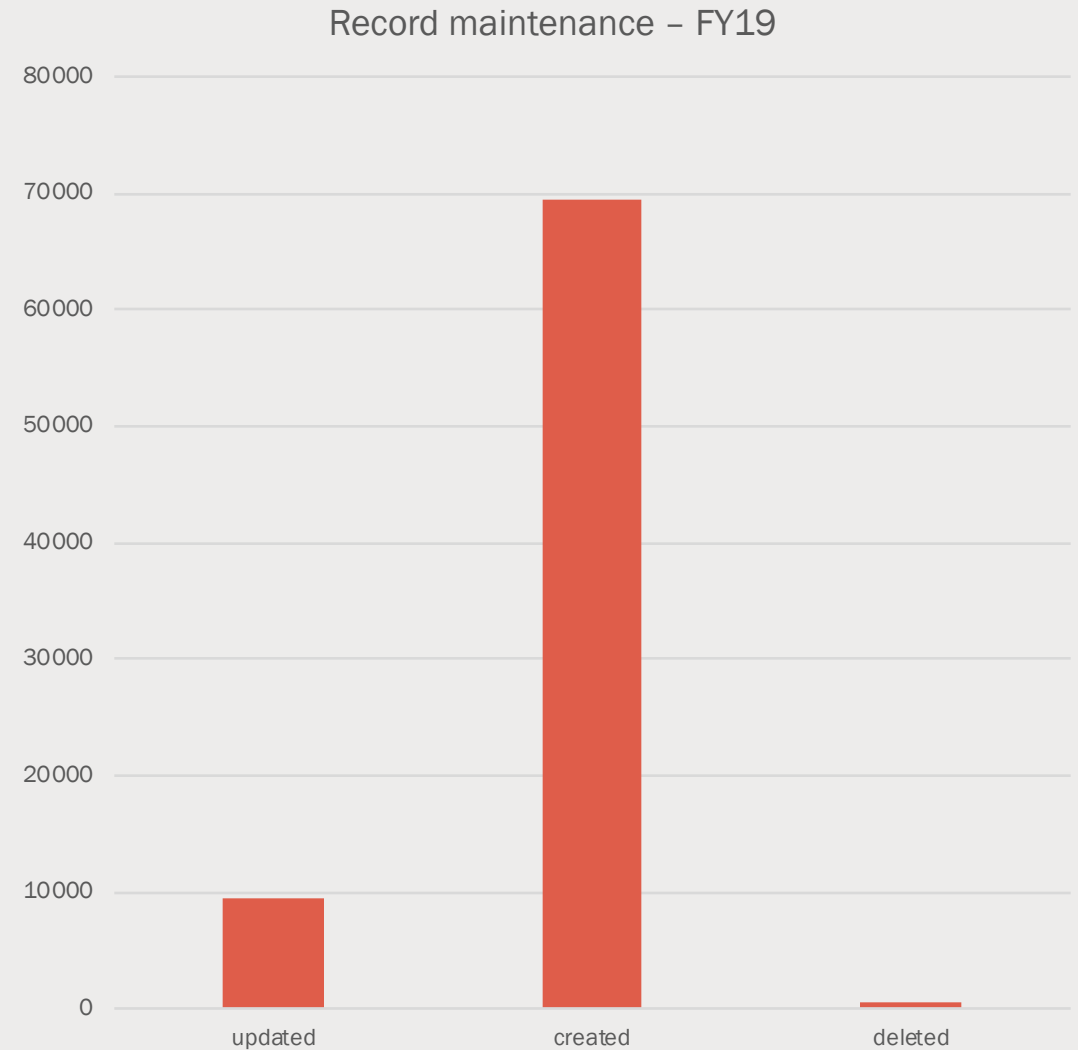
It tells **more than one** story....



Story: Technical Services

This graph shows record maintenance for FY19 (to date).

Additional data points could be to break it out by month, by person, and/or material type.

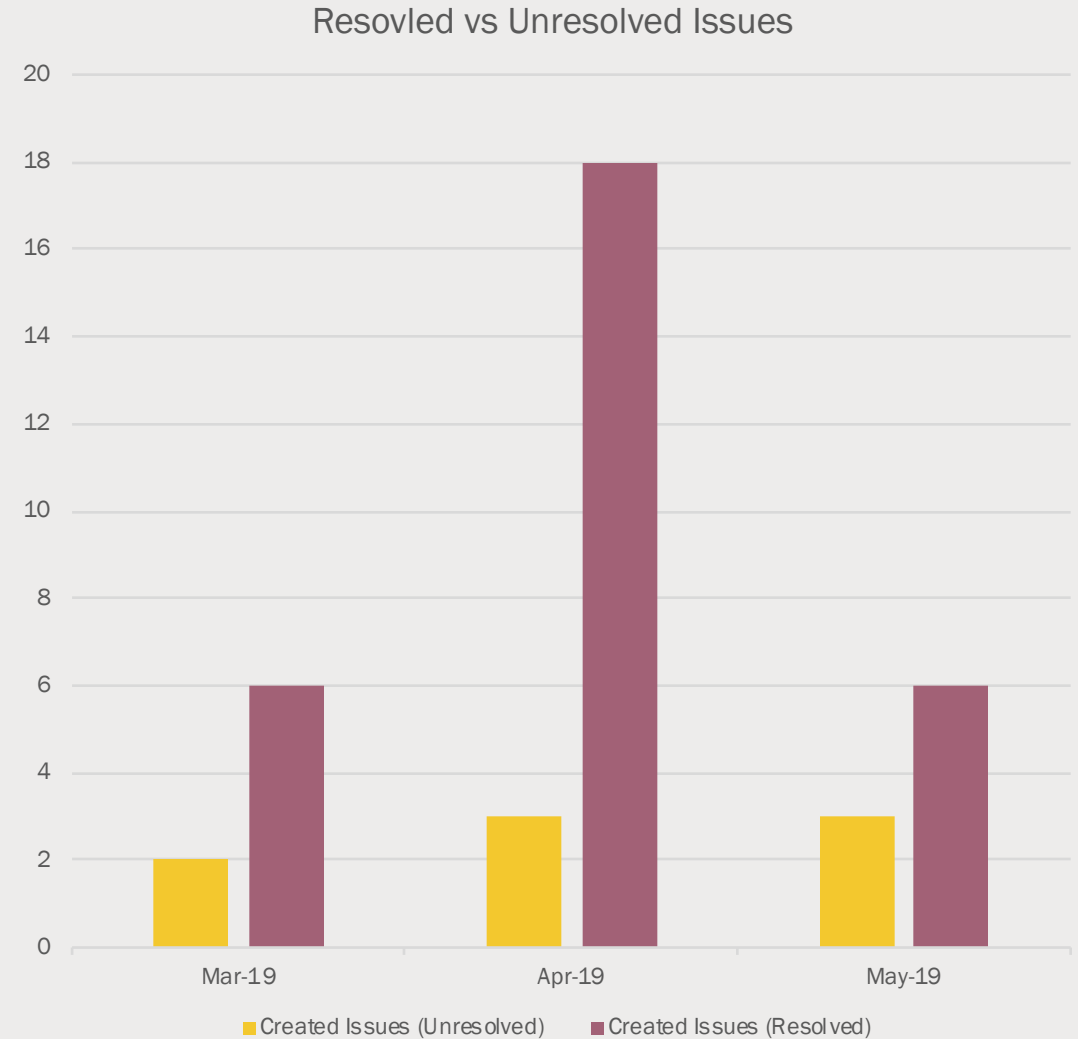


Story: Resource Troubleshooting

Simple graph showing issues created vs resolved.

Additional data points could show type of issue, if the data is available, and/or by person.

This type of metric could be applied to any department that provides and tracks customer service, including Reference questions.

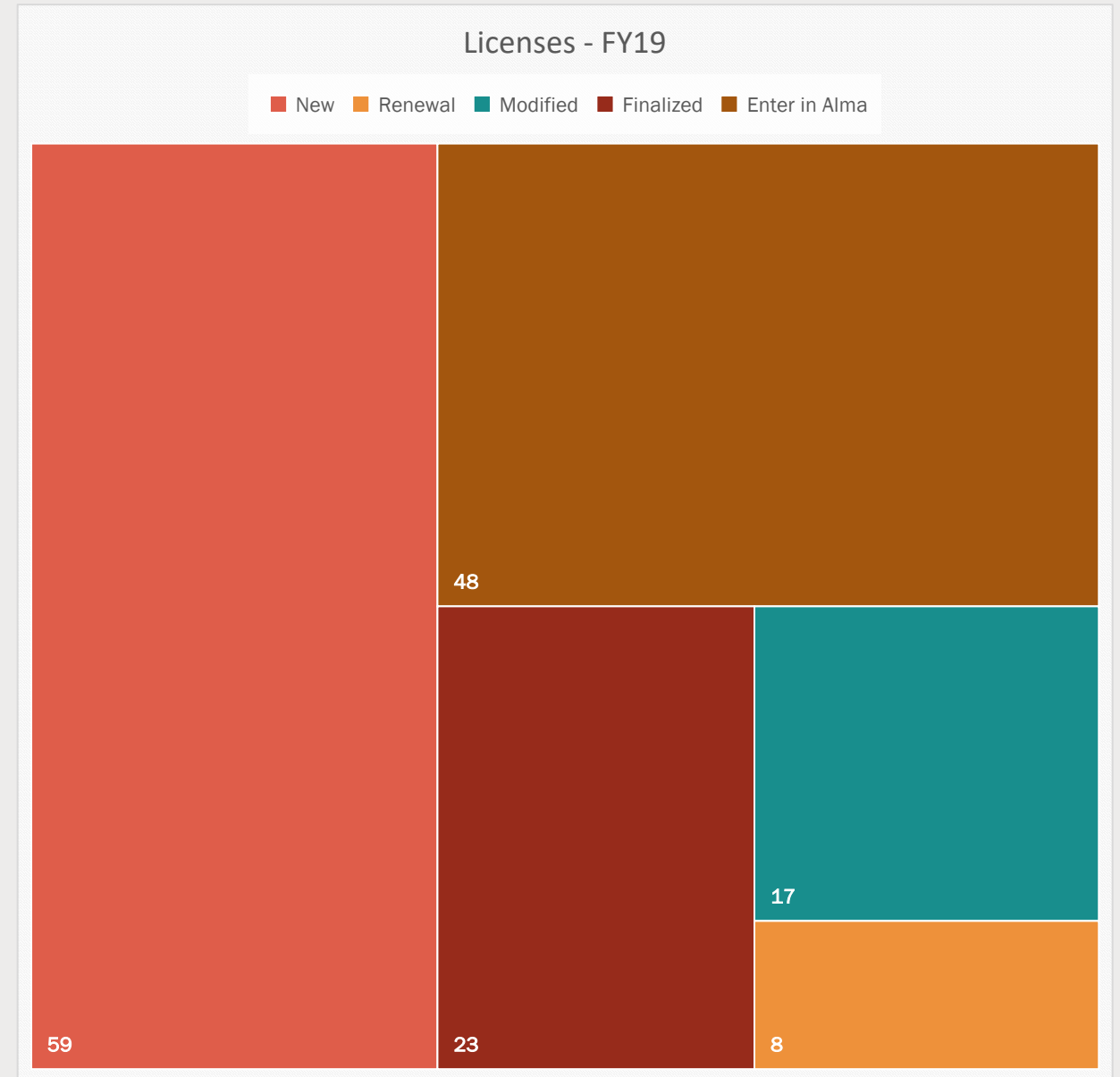


Story: license activity

Shows licenses received and status for FY19.

Something different.... Could also have been a pie chart.

This may not appeal to everyone as it's heavily reliant on the legend.

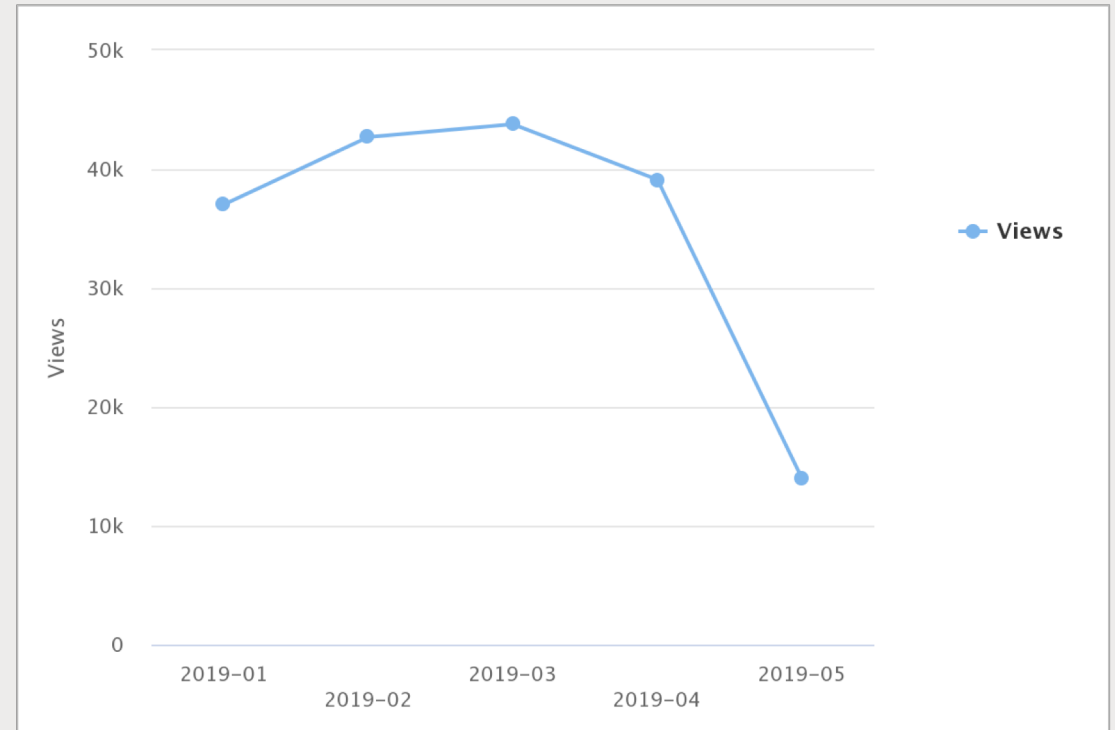


Story: Public Services

LibGuide Views – pulled and copied from
LibGuide statistics.

Timeframe: Spring Semester – January
through May.

Does it tell the **story** you would expect?

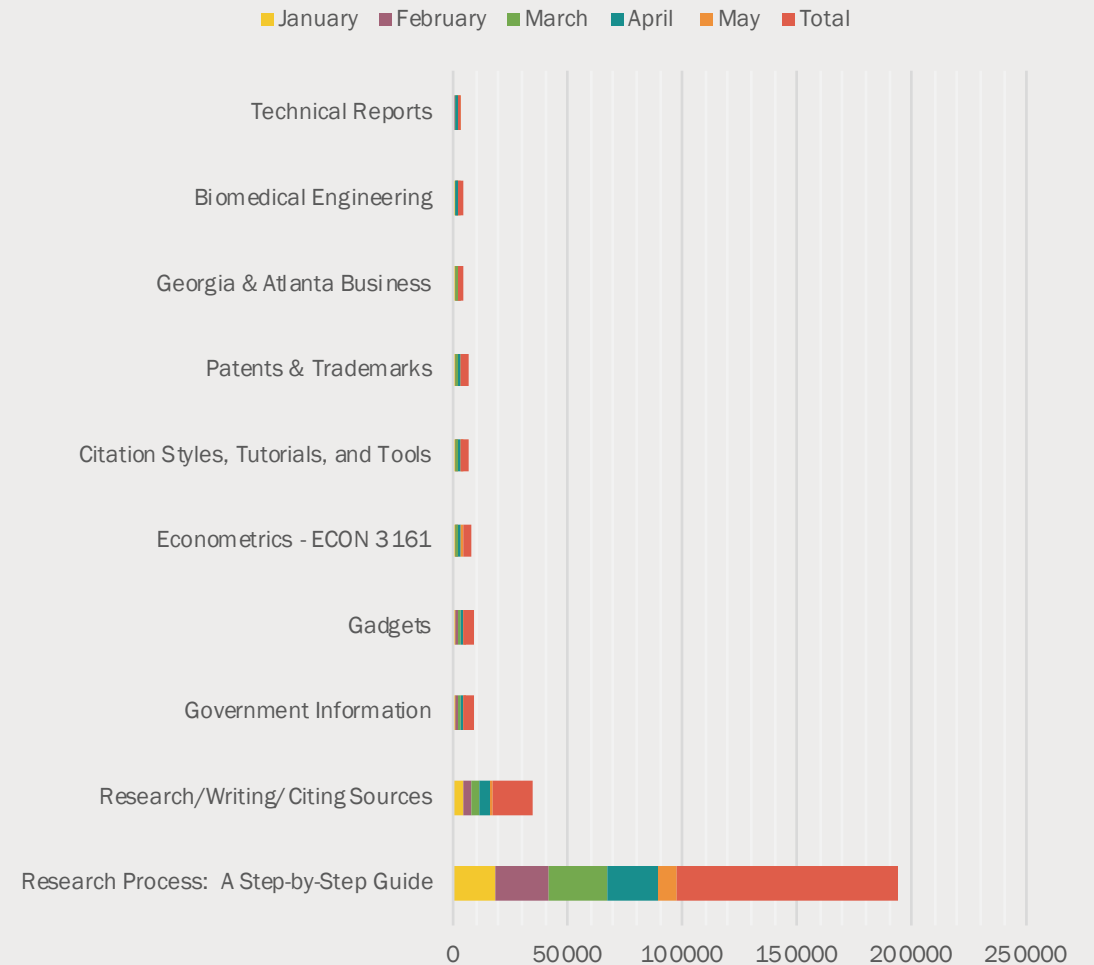


Story: Public Services

Top 10 LibGuides used for Spring Semester 2019.

What **story** does this chart **tell**?

Top 10 LibGuides - Spring 2019



Go Tell
Your
Story

Questions?