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No, we don't just read books all day... Developing Statistical Narratives/Infographics for Technical Services

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No, We don't just read books all day... Developing Statistical Narratives/Infographics for Technical Services

Amy B. Parsons | Catalog/Metadata Librarian | Courtright Memorial Library Otterbein University

WHY do this?

Documenting and graphing makes our work applicable to other departments and shows value. "Graphs show the overall *shape* and *patterns* in data..." (Few, 2012)

Statistical Narratives

Cataloging = **DISCOVERABILITY!**

Most people have no idea how a book becomes a *library* book. Explaining the sheer number of materials we handle in technical services can be eye opening.

How?

Statistical Narrative DEFINED:

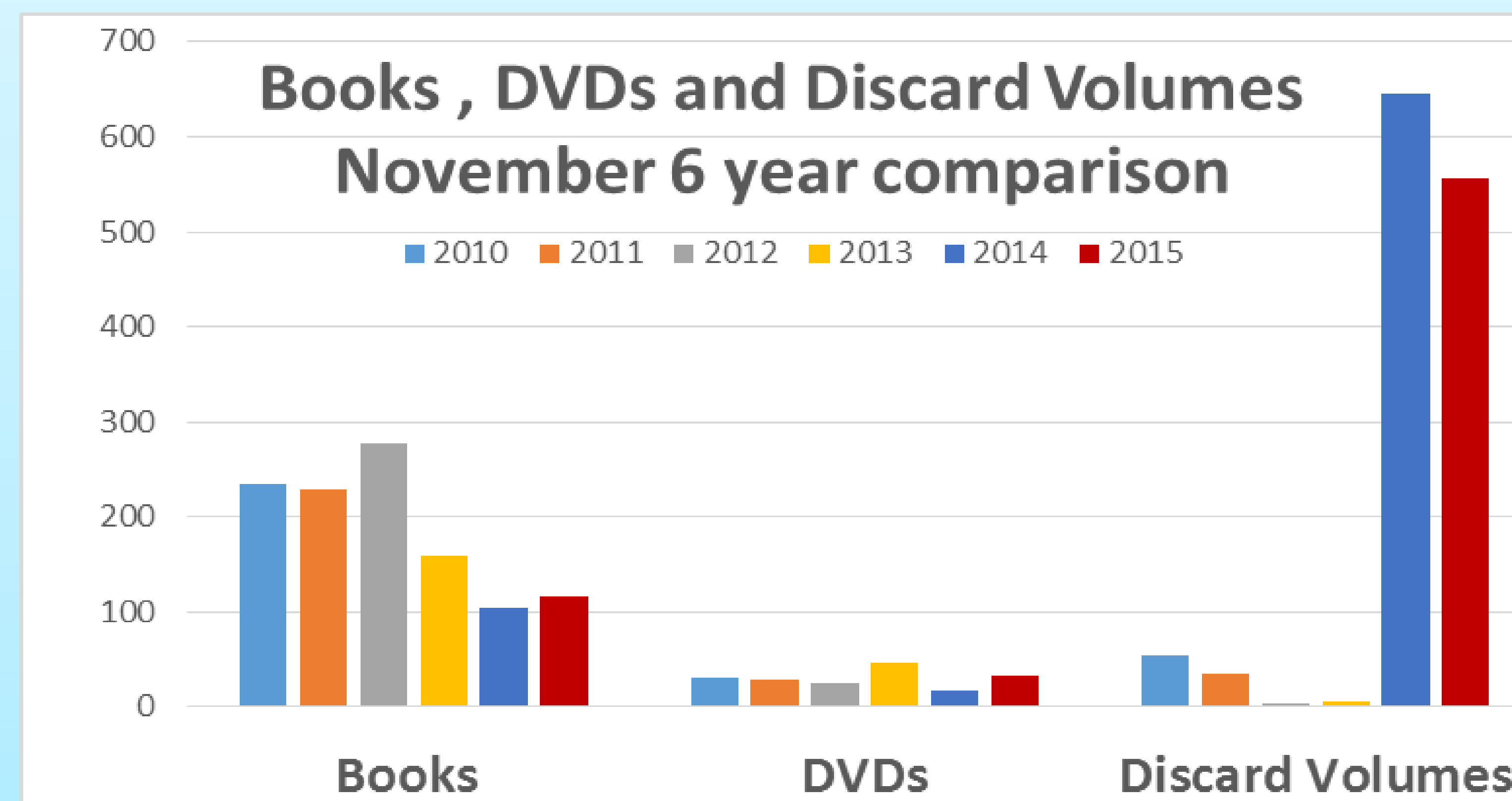
InfoGraphics: Combining visual, textual and quantitative information to highlight key facts. (Gardener, 2016)

Keep a journal and especially note any irregularities or trends in any given month. Notes help you tell a story.

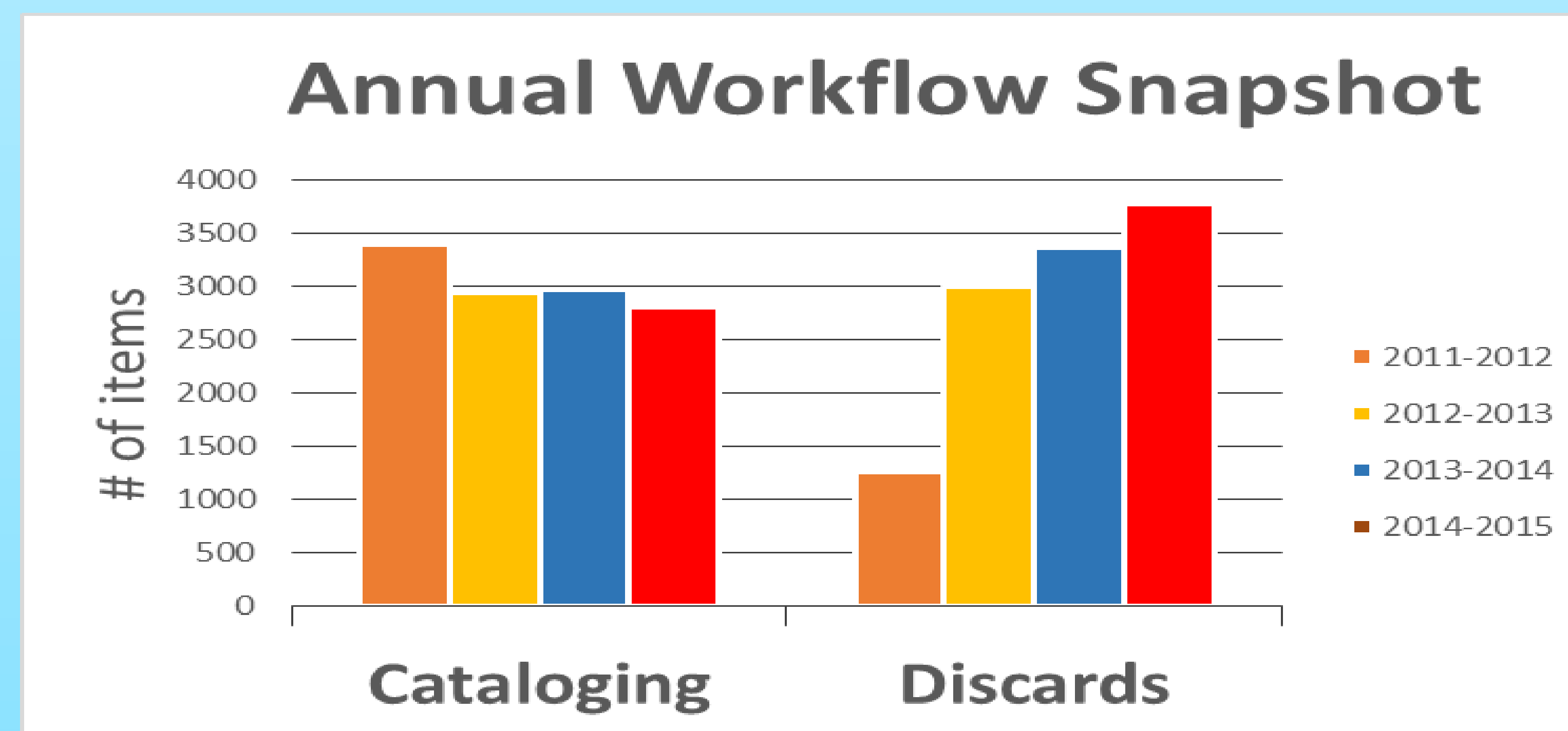
I used monthly numbers from Sierra and created graphs in Excel and Google Charts.

Create a "landing page" for your libraries' numbers. A Libguide organized with tabs for each department where you can share your work.

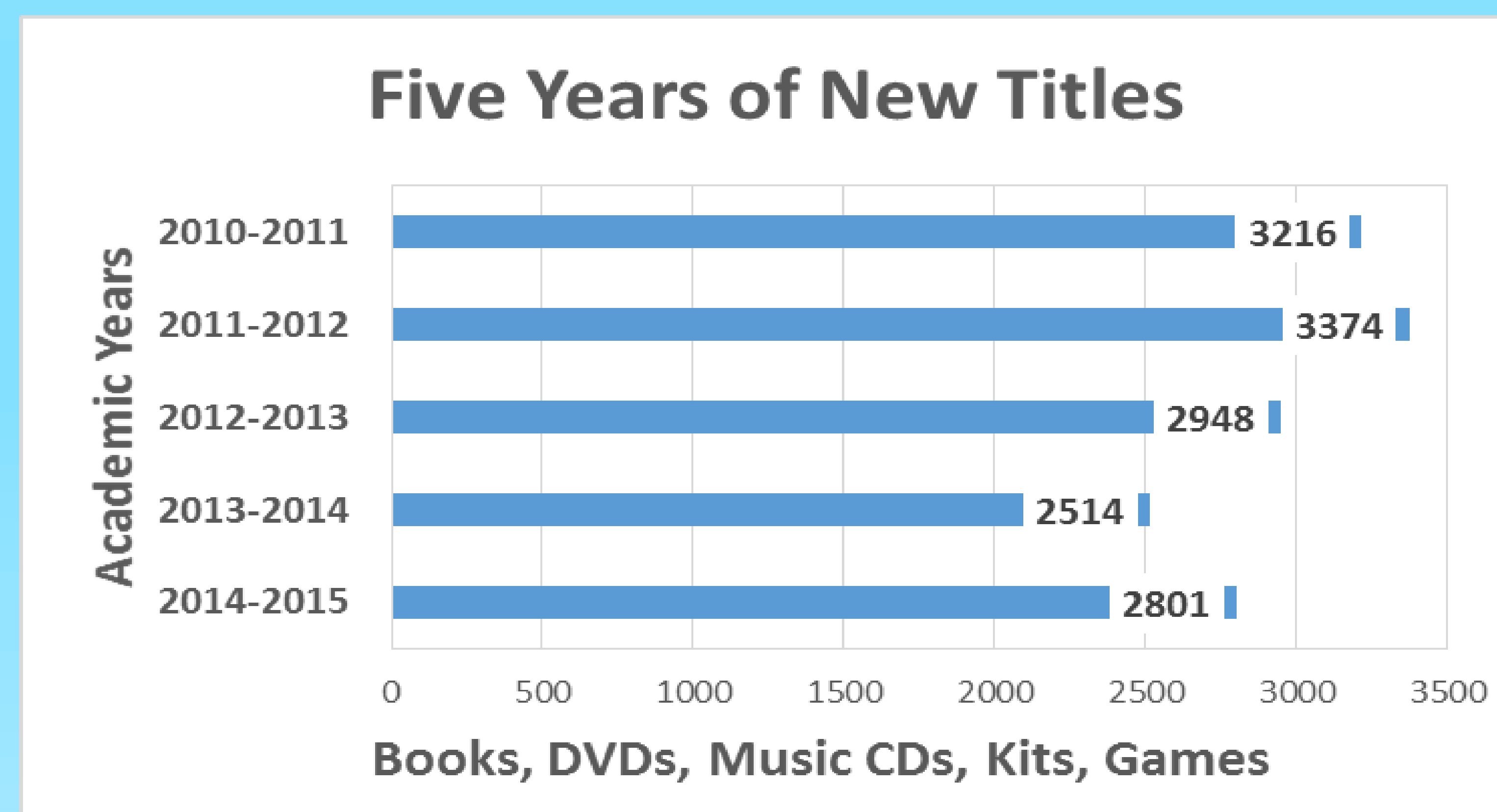
Comparisons



Annual Data



Trends



Cataloging is only one story:

Cataloging

Resource Sharing Circulation/ILL

Community Engagement

Reference questions/appointments

Library Instruction/Classes

Digital Initiatives

Budget/Acquisitions

Stats Tell Stories

- Keep it lean and mean
- Identify your audience
- Use concrete examples (Fitchter, 2014)

Works Cited

Few, S., author. (2012). *Show me the numbers : Designing tables and graphs to enlighten* (2nd ed.). Burlingame, Calif.: Analytics Press.

Fichter, D., & Wisniewski, J. (2014). Telling your library's story one number at a time. *Online Searcher*, 38(4), 74-76 3p. Retrieved from <http://ezproxy.otterbein.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=rzh&AN=103984819&site=eds-live&scope=site>

Gardner, Archambault, s. (2016). Telling your story: Using dashboards and infographics for data visualization. *Computers in Libraries*, 36(3), 4-7 4p. Retrieved from <http://ezproxy.otterbein.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=rzh&AN=114634930&site=eds-live&scope=site>