

Telling Your Story with Statistics

Numbers Really Do Count

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Why Use Statistics?

- **Benchmarking and Comparisons**
- **Trend Analysis**
- **Valuation of Services**
- **Planning**
- **Budgeting**

Benchmarking and Comparisons

- By Similar Populations
- By Staff Size
- By Number of Registered Patrons
- By Geographic Area
 - Number of Square Miles
 - Number of Counties

Recommended Sources: *Bibliostat Connect, GPLS Annual Data*

Trend Analysis

- Increased Use
- Need for More Space
- Need for More Staff
- Need for More Funding
- Demand for More Service

Recommended Sources: *Bibliostat Connect, GPLS Annual Data*

Valuation of Services

- Cost Savings to Patrons
- Economy of Scale
- Wise Stewardship of Public Funding
- What Public Funding Buys
- Return on the Investment

Recommended Sources: *Local Library Data, Bowker Annual,*

Planning and Budgeting

- Spend in Proportion to Demand
- Plan Services based on Needs
- Deliver Services where there is Need
- Solicit Funding for Targeted Areas
 - Books for Children
 - Bookmobile for Outreach

Recommended Sources: *U. S. Census Data, Local Library Data*

Types of Statistics

- Input Statistics
- Output Statistics
- Outside Statistics

Input Statistics

- Amount of Money Spent
- Number of Staff
- Number of Public Service Hours
- Number of Public Access Computers
- Number of Books Purchased

Recommended Sources: *Local Library Data and Budgets*

Output Statistics

- Number of Patron Visits
- Number of Reference Transactions
- Number of Items Circulated
- Number of Users of Electronic Resources
- Number of People Attending Programs
- Number of Programs Offered

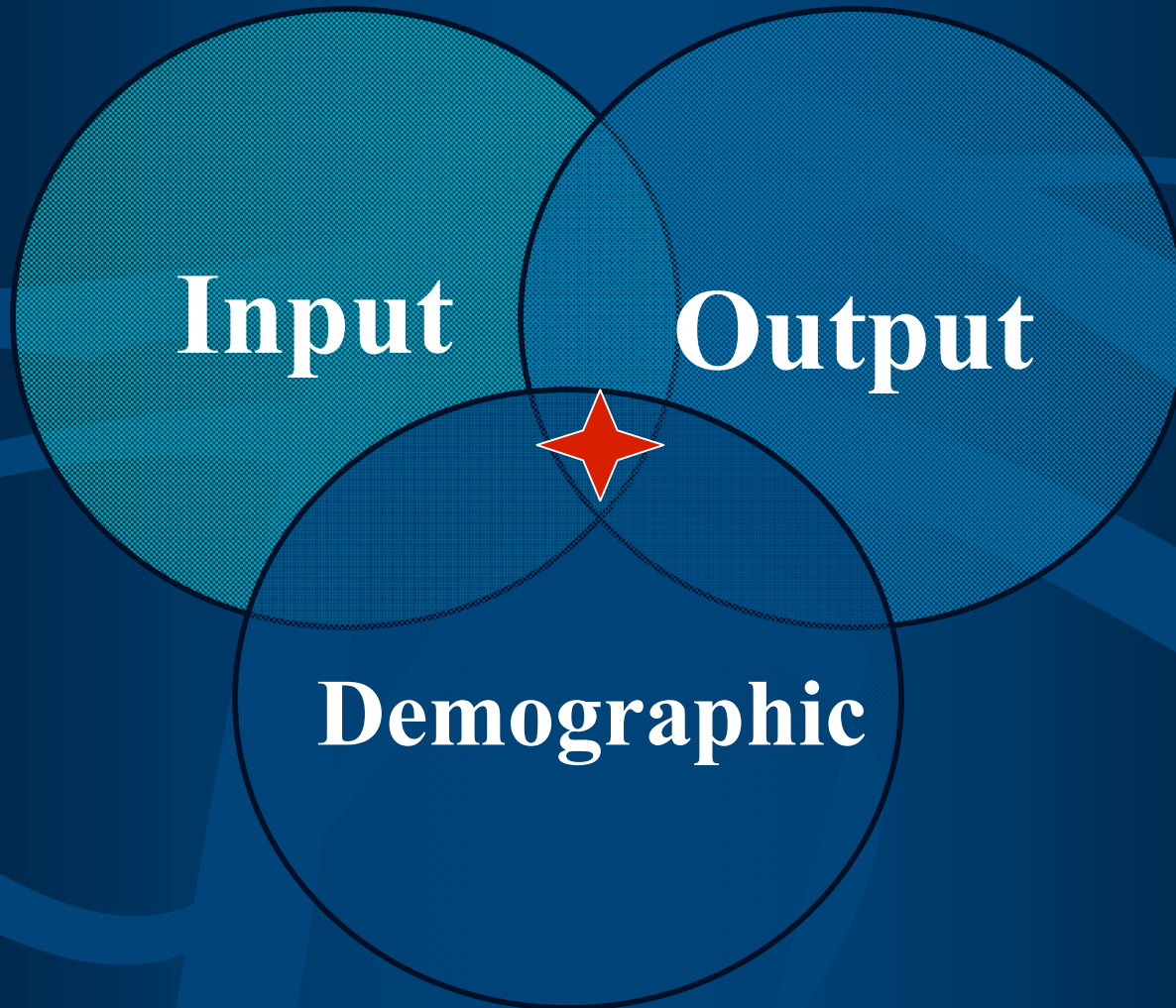
Recommended Sources: *Local Library Data*

Demographic Statistics

- Population
 - By Age
 - By Educational Level
- Education
- Economic
- Government

Recommended Sources: *Georgia County Guide, Local Government*

Now, Put it All Together



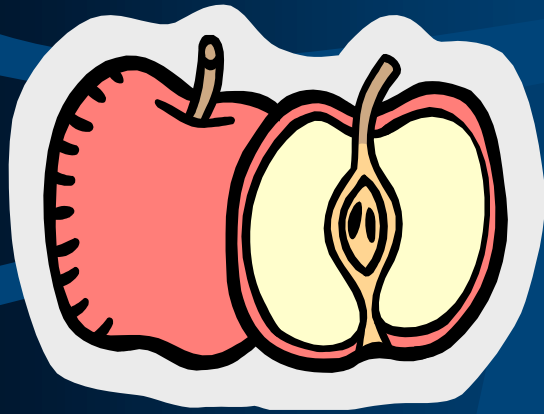
Some Examples

- Ratio of Children's Circulation to Number of Children in Service Area
- Number of Patron Visits per Circulation
- Number of Circulations per Number of Books
- Return on Investment of Book Purchases – Savings to the Public

And a Few More...

- Expenditures per Capita
- Percentage of Budget for Personnel
- Ratio of Patron Visits to Population
- Percentage of Population with a Library Card
- Number of Times a Book Circulates in a Year

And, Remember



Don't Hesitate To Ask for Help!

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