

**MAKE THEM HEAR:
EMBRACING DATA FOR
INFLUENCE AND CHANGE
MAKING IN FRONT LINE TEAMS**

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ABOUT ME

Author of Data - Driven
Decisions: A Practical Toolkit for
Information Professionals

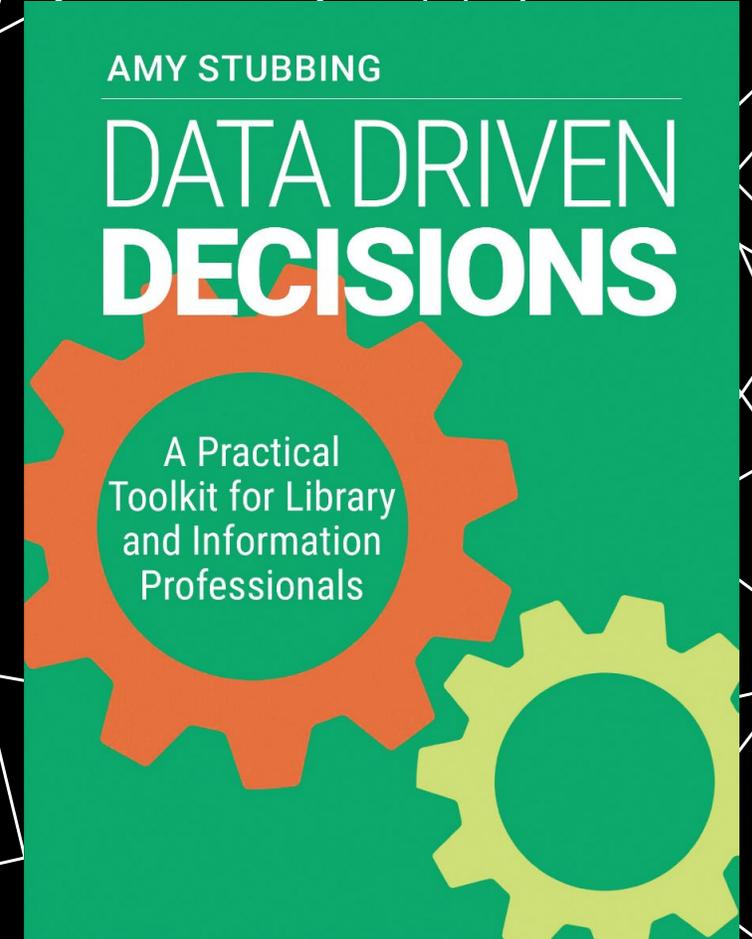
Past President SLA Europe

Extensive background in HE and
special libraries

Consultant and Trainer in Data
and Leadership and
Management

University Librarian for
Southampton Solent University

Previous roles in customer
services, collection management
and academic liaison and skills



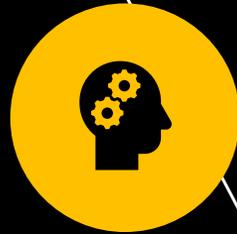
WHAT ARE THE KEY BENEFITS OF USING DATA LED SERVICES



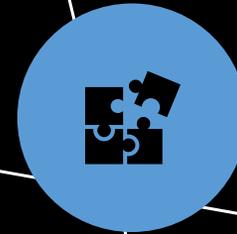
EFFICIENCY



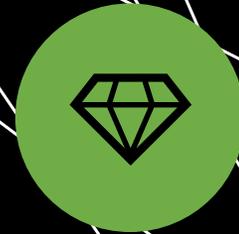
EFFECTIVENESS



UNDERSTANDING



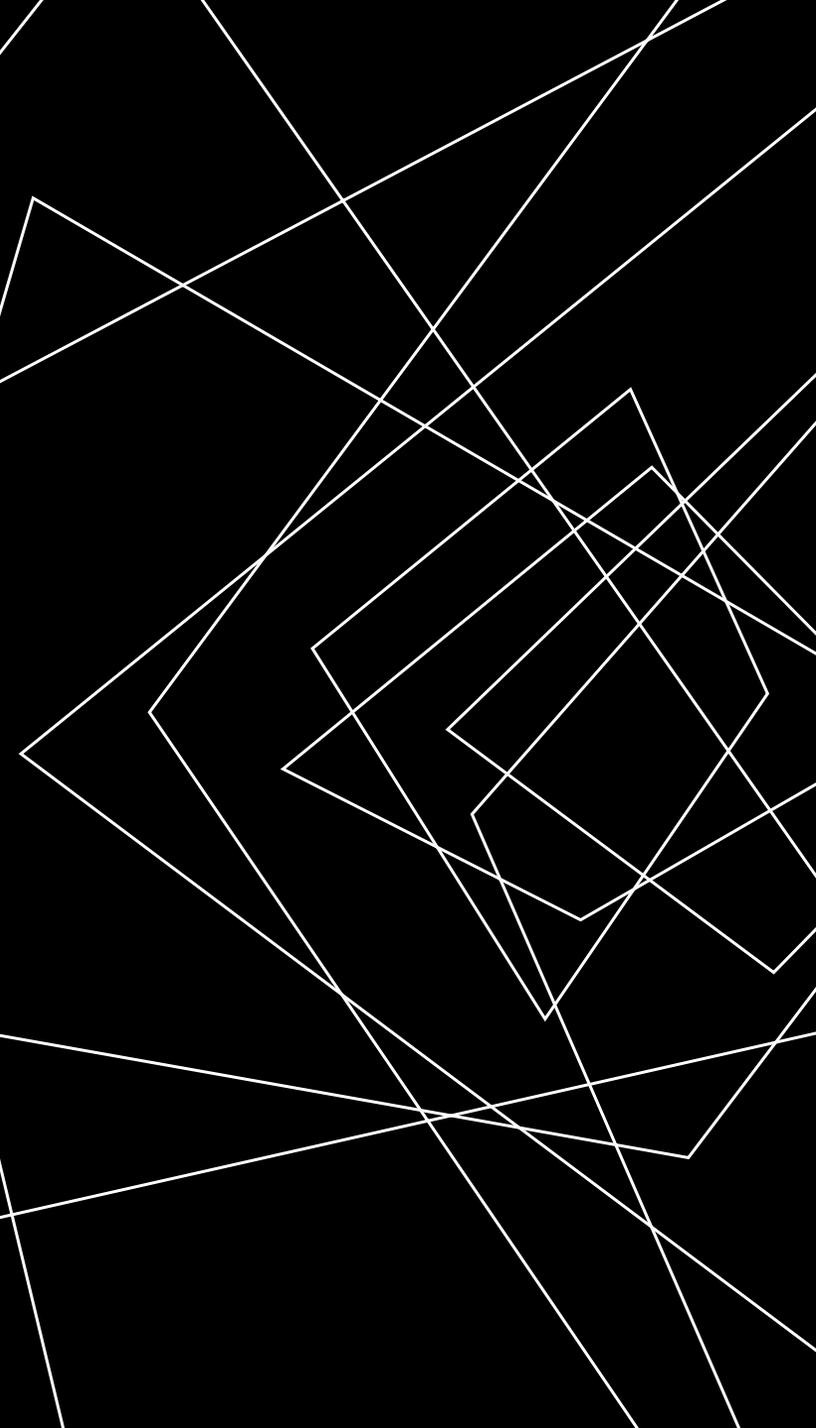
INNOVATION



VALUE



WHERE
DO WE
START?

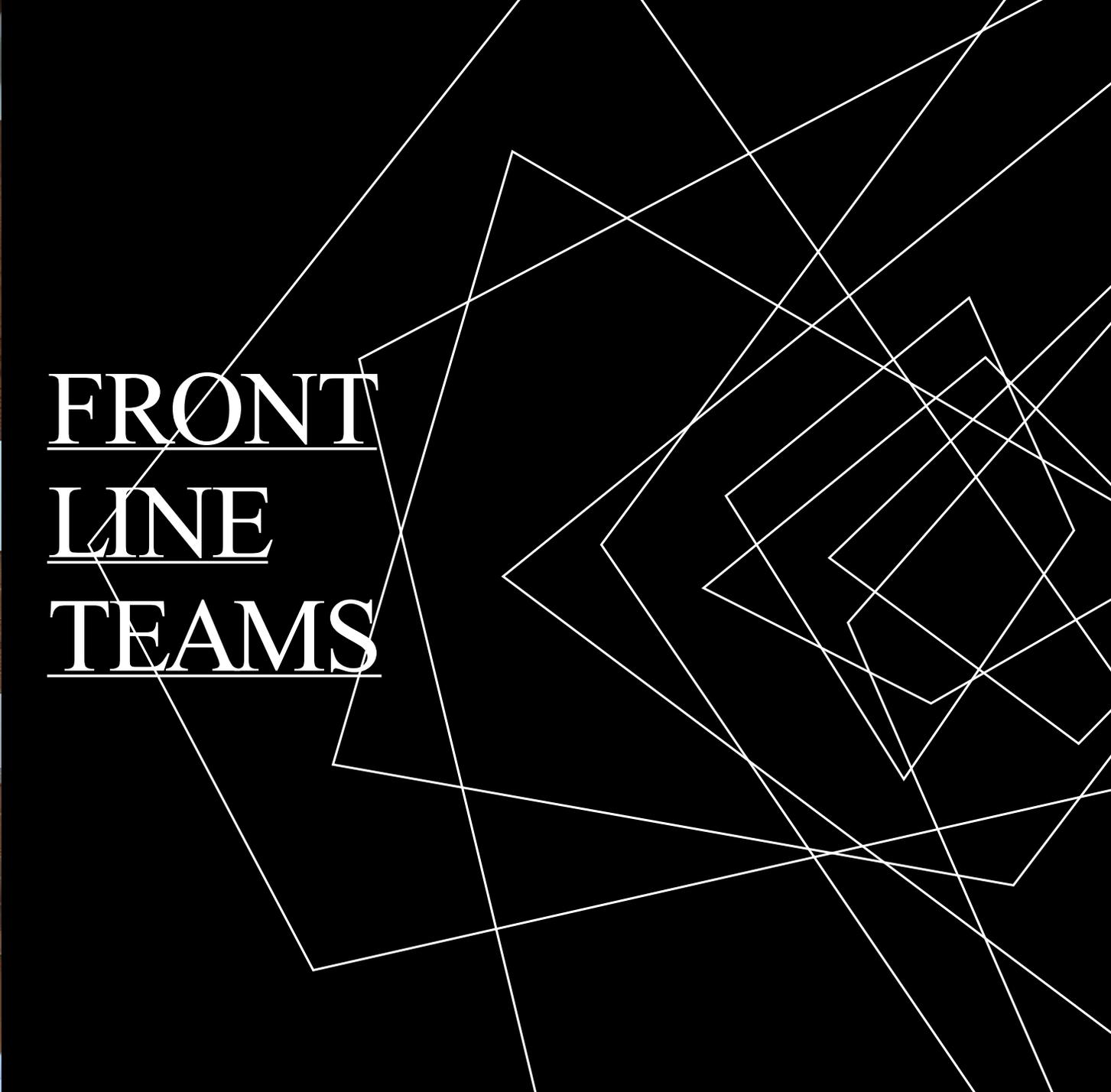


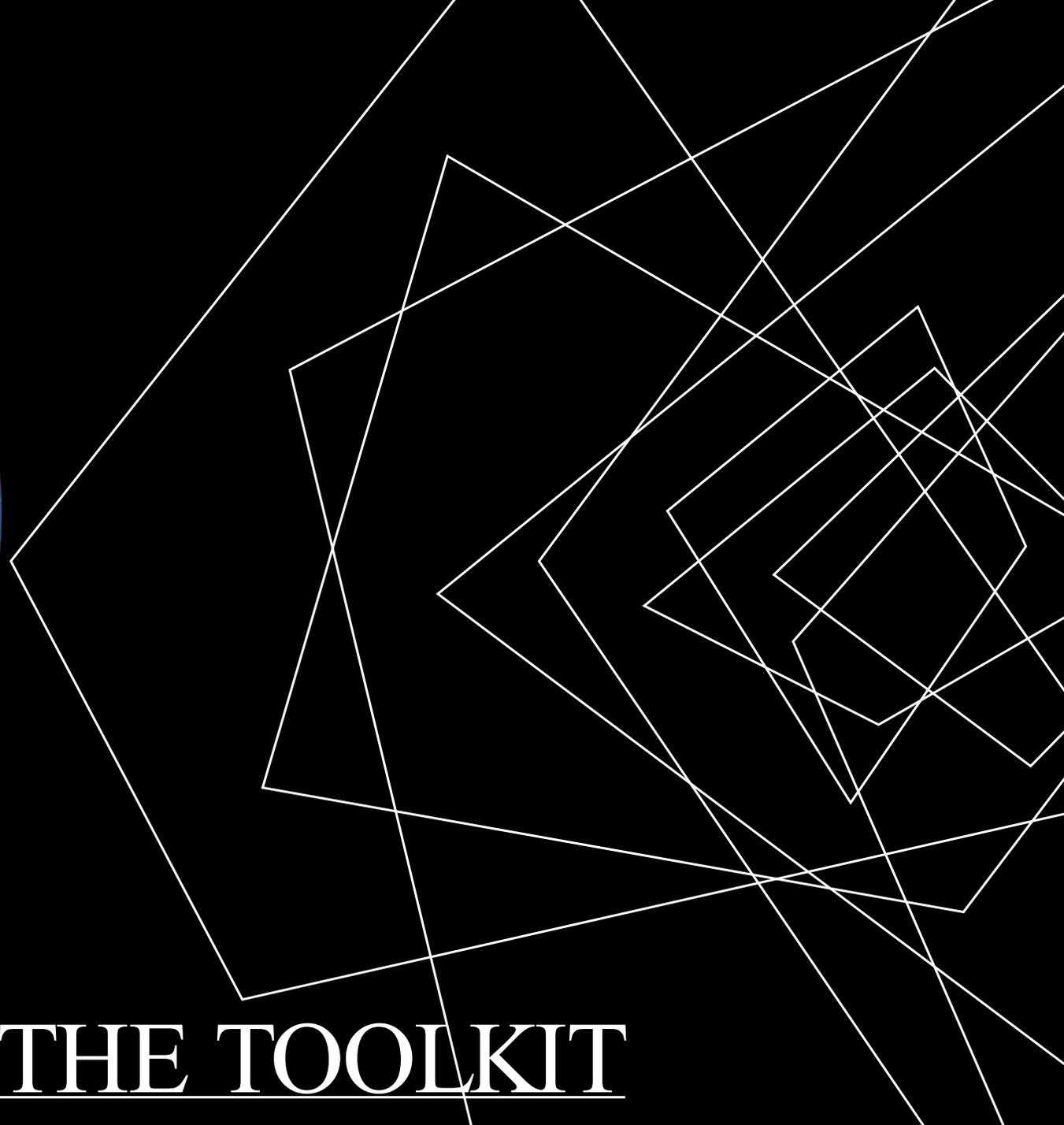
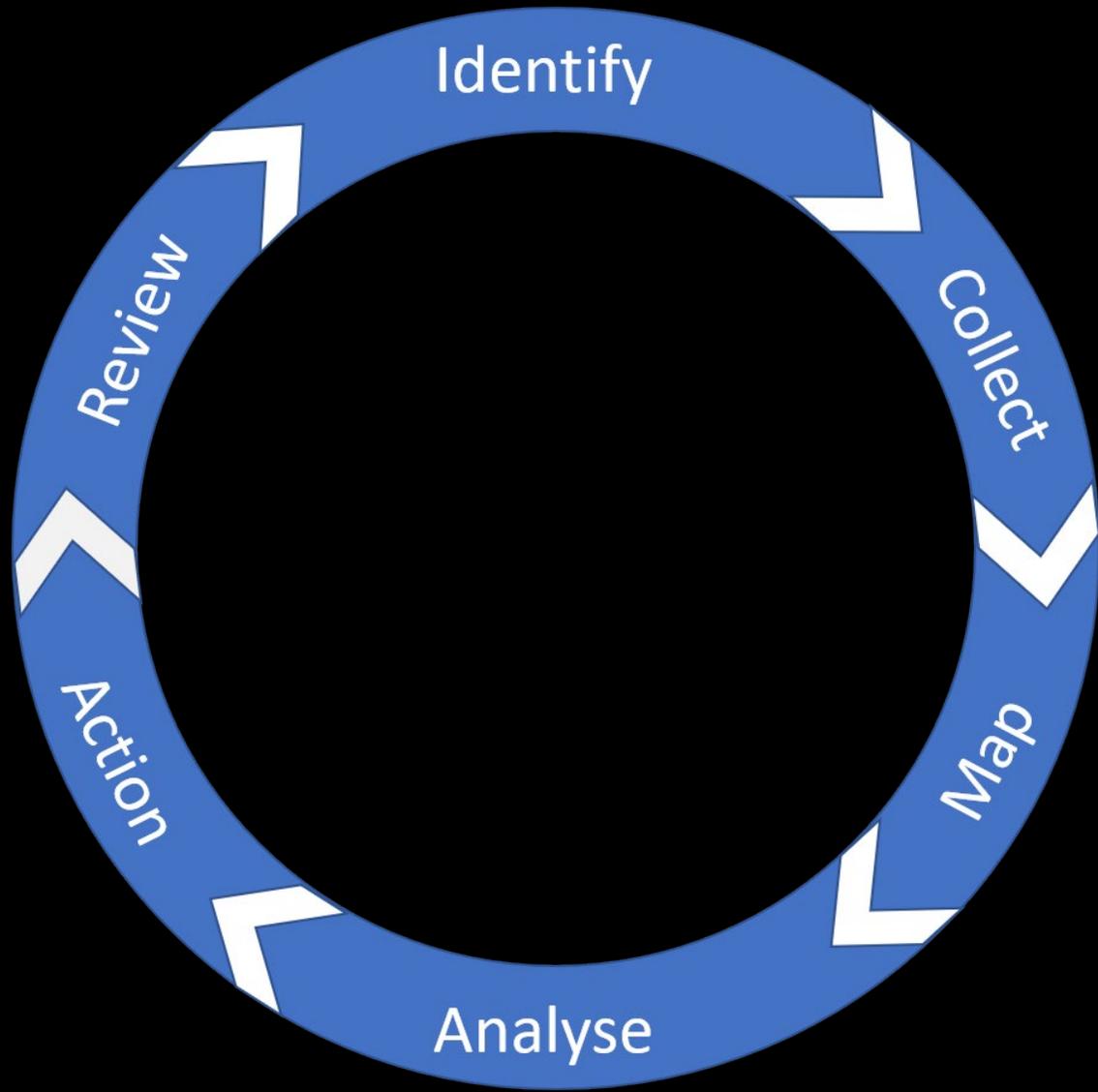


HOW DO YOU
CREATE A DATA
DRIVEN
SERVICE?

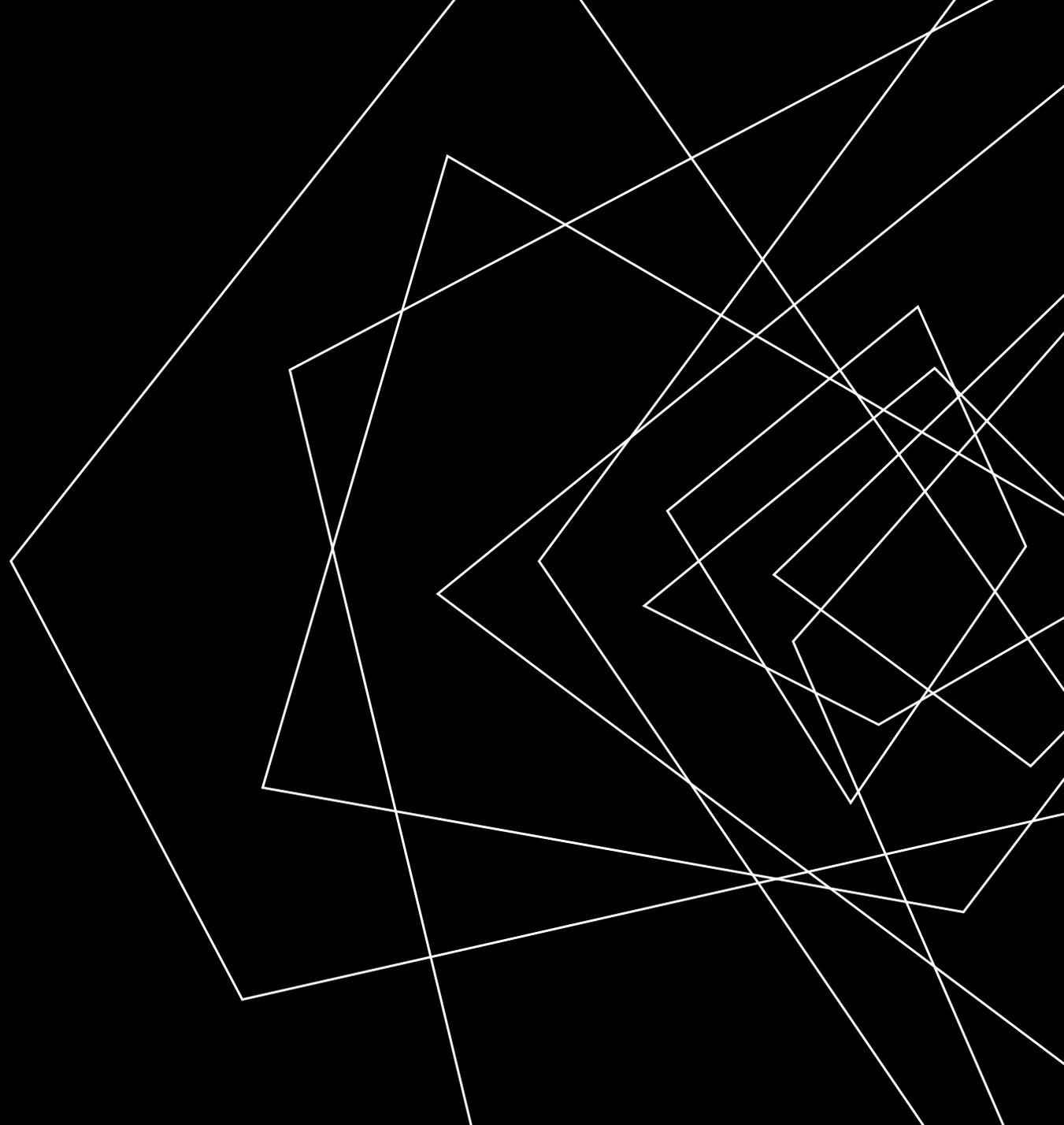
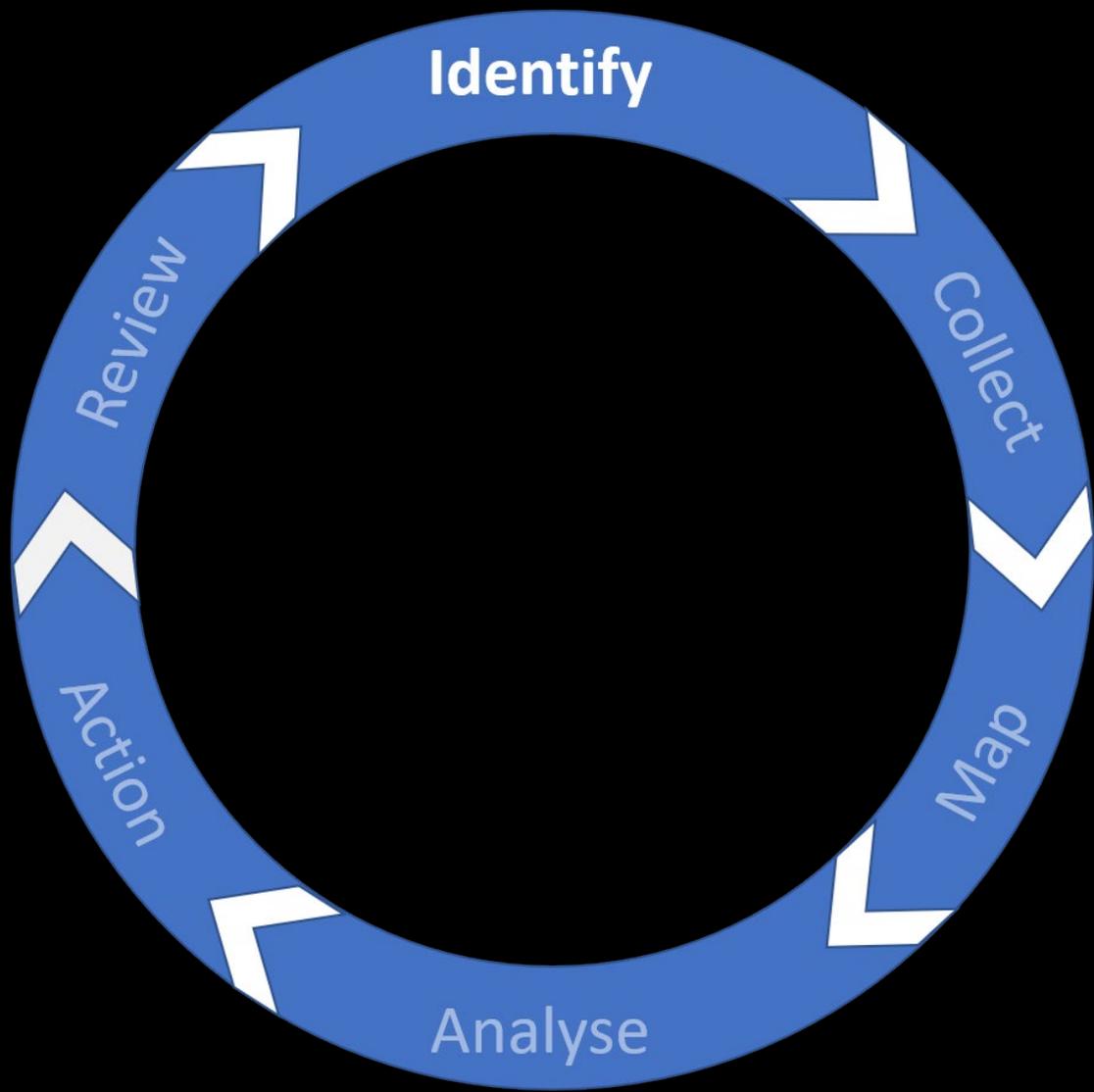


FRONT
LINE
TEAMS





INTRODUCTION TO THE TOOLKIT



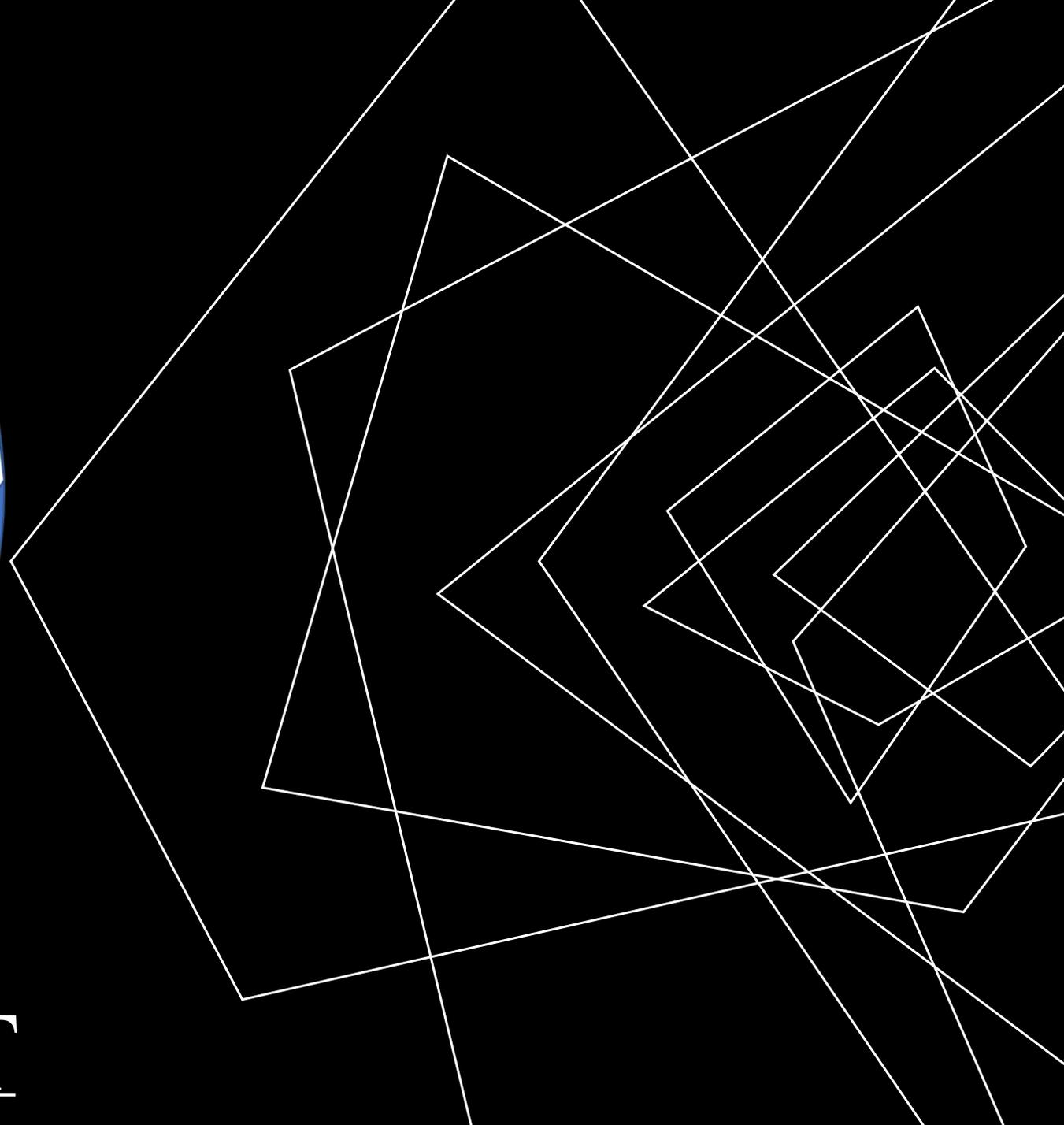
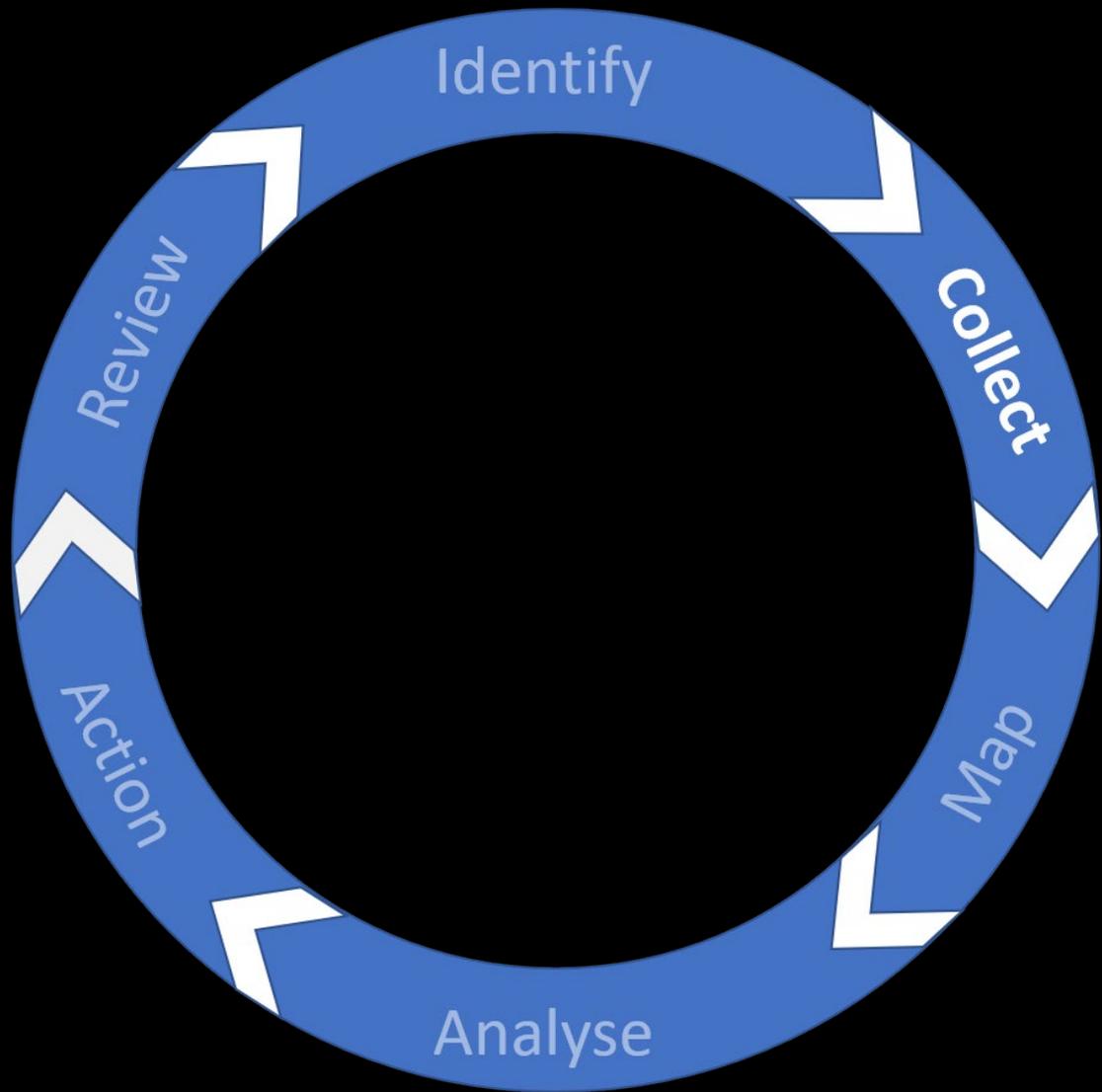
STEP 1: IDENTIFY

Data Need

Data Query

Data Source

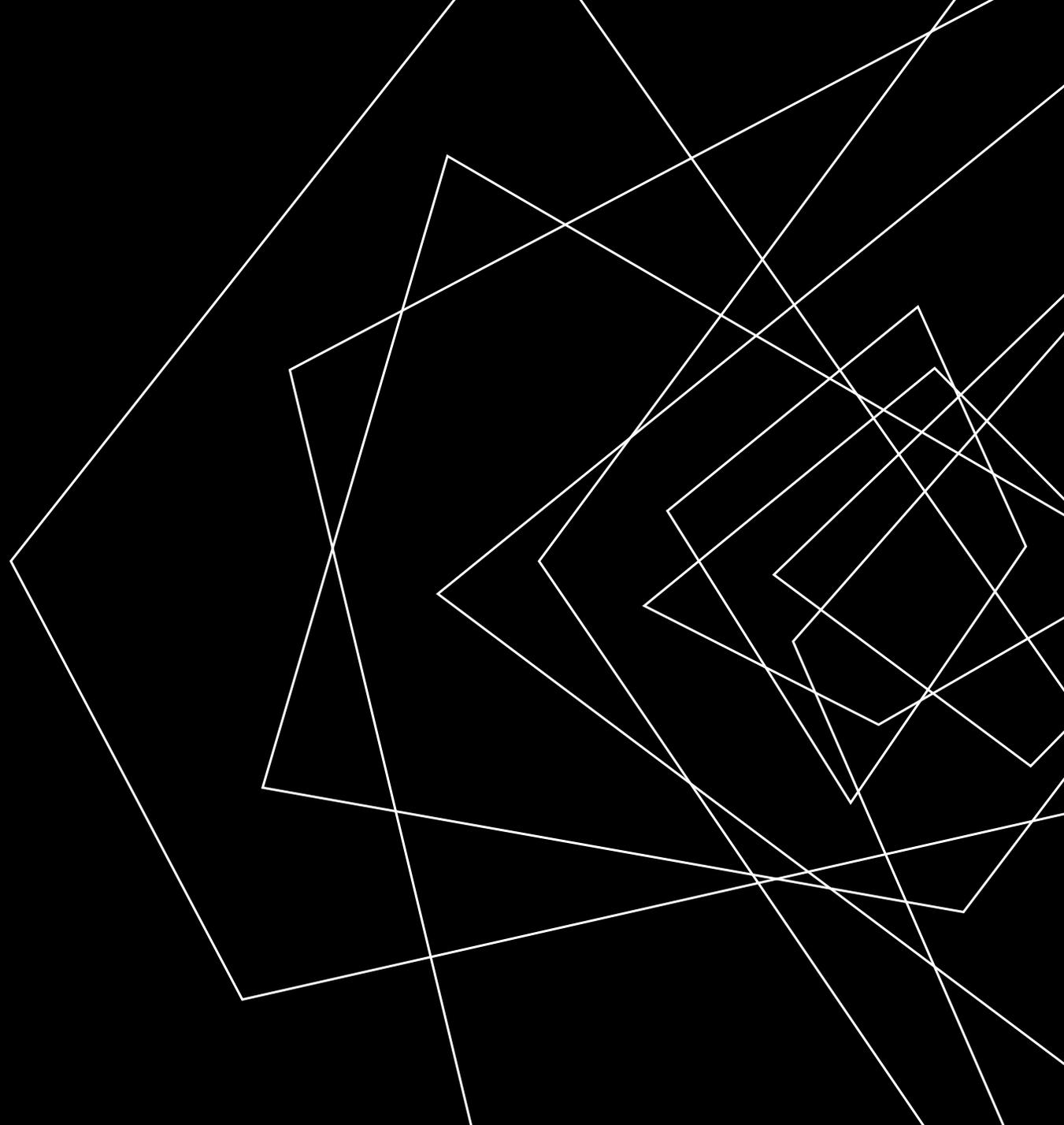
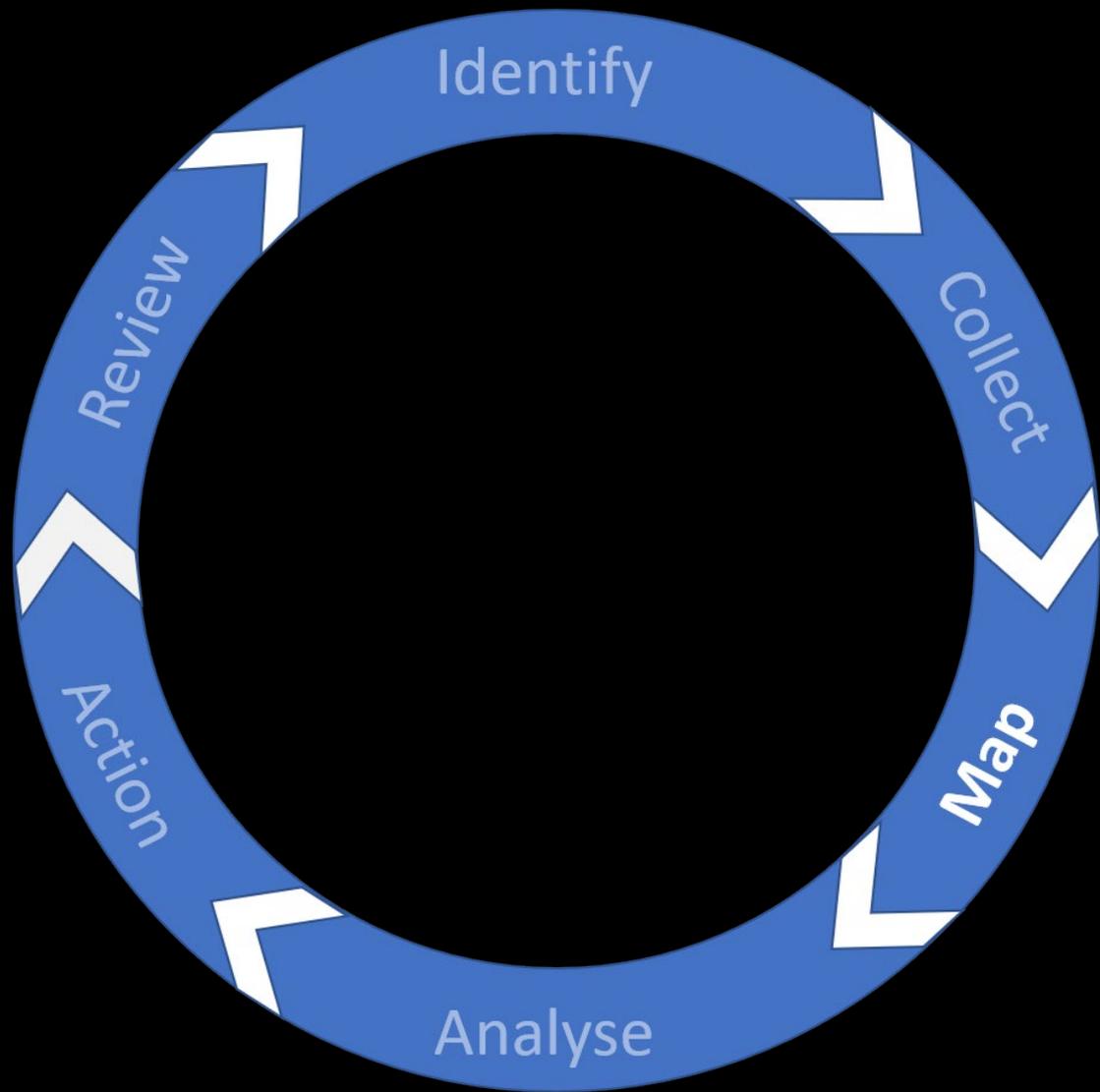
Data Need	Data Queries	Data Source
Review current building and service opening hours	<ul style="list-style-type: none"> -How does overnight usage compare across the week? -How does overnight usage compare to the day usage? -How is the library used on different floors and areas? -Do students use the space for different things depending on the time of day? -Are there any patterns in student groups on when they use the space? 	<ul style="list-style-type: none"> - Headcount data on each floor/areas - Gatecount data - Heatmapping - Enquiry type data - Time of service usage
Understand career service impact on APP students	<ul style="list-style-type: none"> What student groups are using our careers services What is the return rate of students from different groups using our services What is the student outcomes from graduates from different groups What feedback are students from different groups giving the service 	<ul style="list-style-type: none"> - Student survey - Student reflection – UX - Student journey shadowing - Student demographic data of appointments - Appointment data - Graduate outcomes data - Service review data
Improve book returned to available time period	<ul style="list-style-type: none"> - When are books being returned? - How long between return and books being placed back on the shelves? - When are books being borrowed? 	<ul style="list-style-type: none"> - Book return data - Book borrowing data - Time to shelve trolley - Time from return to available on shelf of book
Reviewing areas for improvement based on enquiries?	<ul style="list-style-type: none"> - What are the most common enquiries we are receiving? - How do students find items in the library? - When are students using our services? - What are our busiest periods? 	<ul style="list-style-type: none"> - Enquiry type data - Student survey data - UX student journey data - Headcount data - Enquiry time/day data



STEP 2: COLLECT

Data Need	Data Query	Data Source	Time Frames	How often
Developing our library spaces in line with user needs	How are students using the library space and how has it changed?	Headcount UX In house loans	3 years 4 weeks 3 years	Daily, every 4 hours Daily, 9-5 Daily, morning
	What do students want from their study spaces?	UX Surveys Enquiries – most common/related to spaces	3 weeks 3 weeks 3 years	Daily, 9-5 Over 3 weeks All data compared
	What are the top enquiries relating to library spaces?	Enquiries – space related	3 years	All data compared

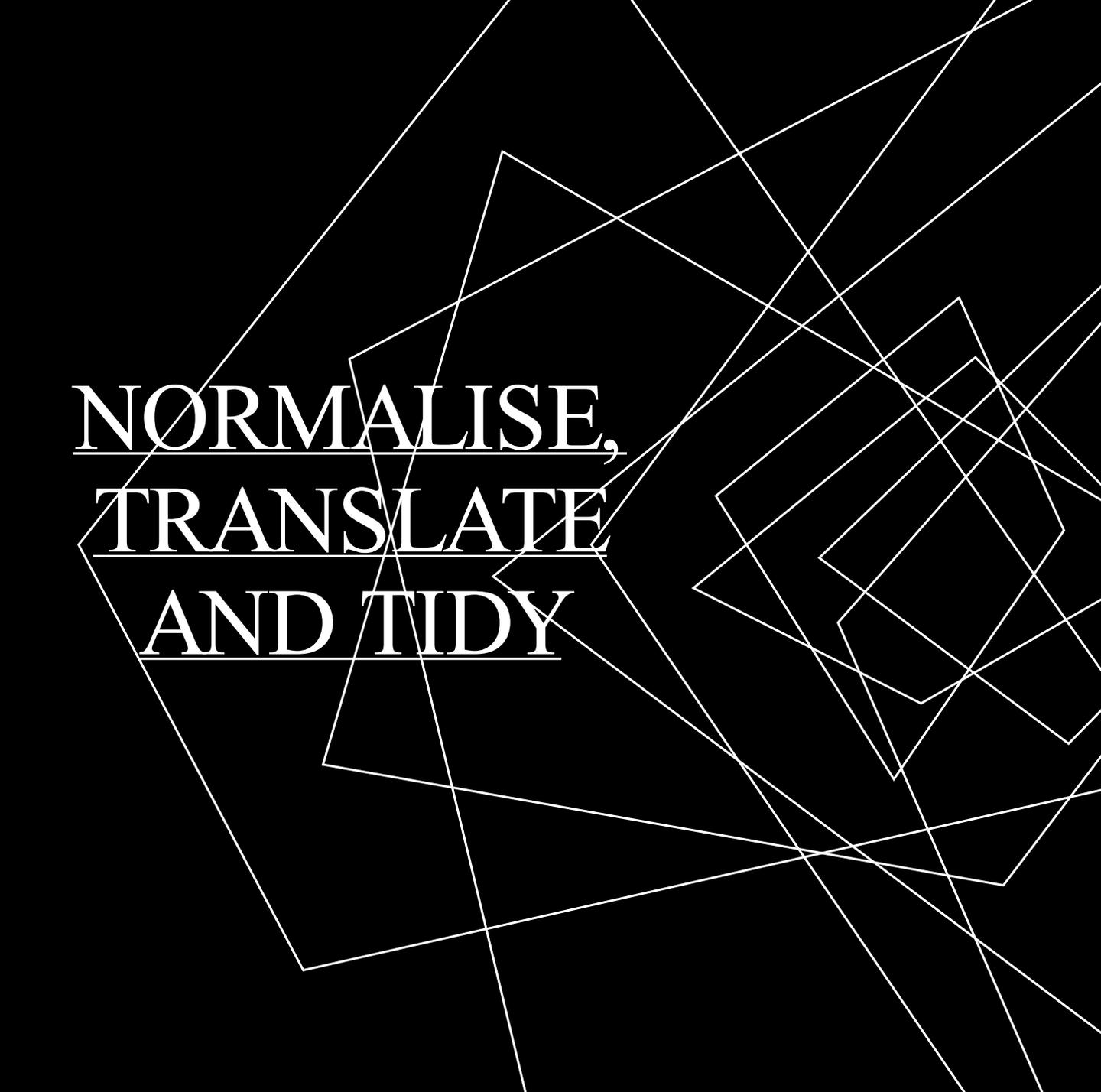
	Manual Data Collection Plan		
	Data Source	Timeframe	How often
	Headcount data	3 years	Daily, 4 times a day
Proposed Collection Method	Staff walk around the library and count how many people are in each space		
Specifics (where, what, how, what is included and excluded etc)	<ul style="list-style-type: none"> - Staff will count both users sitting and standing - All parts of the library (excluding the entrance way) - Do not count library staff 		
How will the data be stored	<ul style="list-style-type: none"> - Data will be counted and broken down by area: <ul style="list-style-type: none"> - Enquiry desk - Ground floor silent zone - First floor silent zone - First floor collaboration space - Meeting rooms (broken down by individual room) - Storage on spreadsheet saved in shared drive, data folder 		
How will the data be inputted	<ul style="list-style-type: none"> - Staff will use Microsoft form for inputting on iPad or mobile device 		
Potential issues/risks	<ul style="list-style-type: none"> - Staff forget to collect data - Incorrect data is inputted 		
Resources required	<ul style="list-style-type: none"> - iPad - Staff hours (approve 2 hours per day) 		
Processes which overlap/have potential to combine	<ul style="list-style-type: none"> - Trolley logging - Roving enquiry service 		



STEP 3: MAP



NORMALISE,
TRANSLATE
AND TIDY

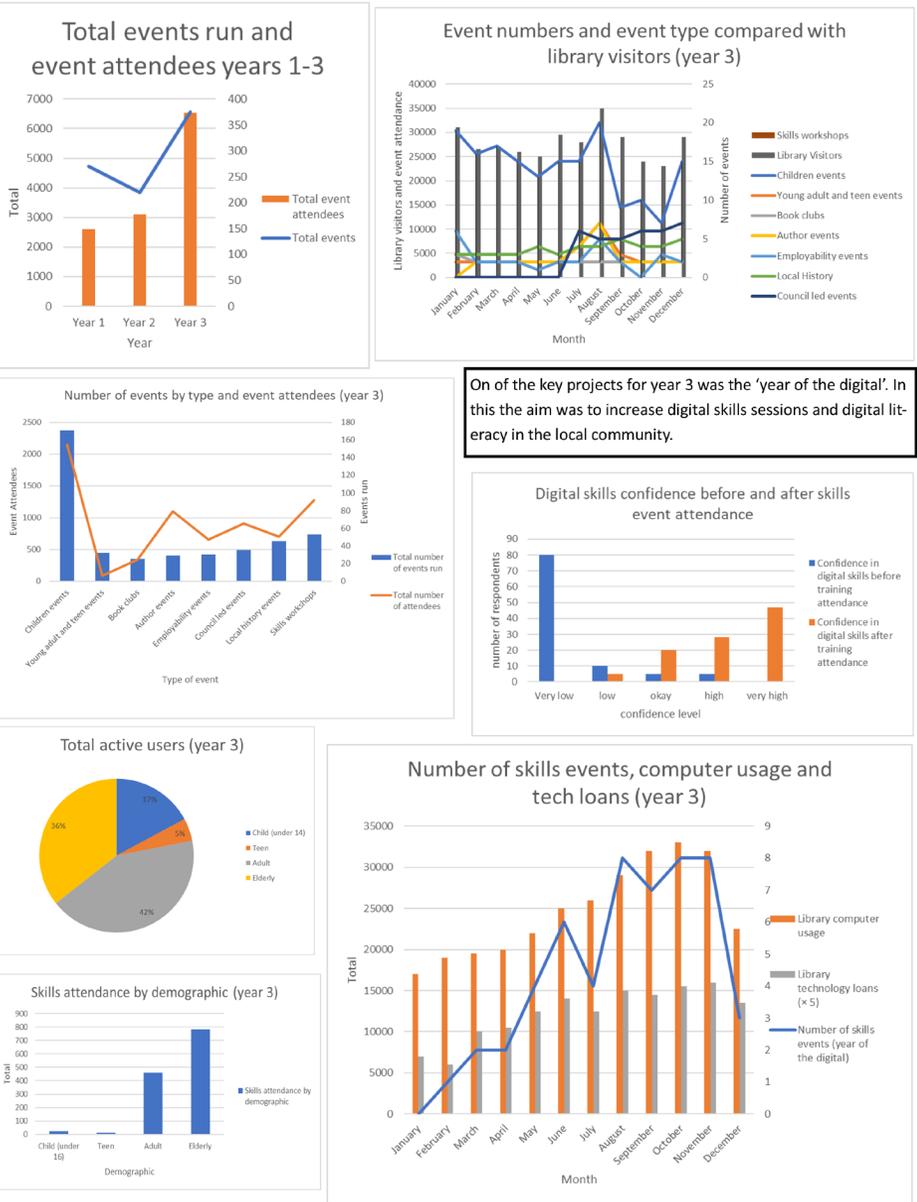


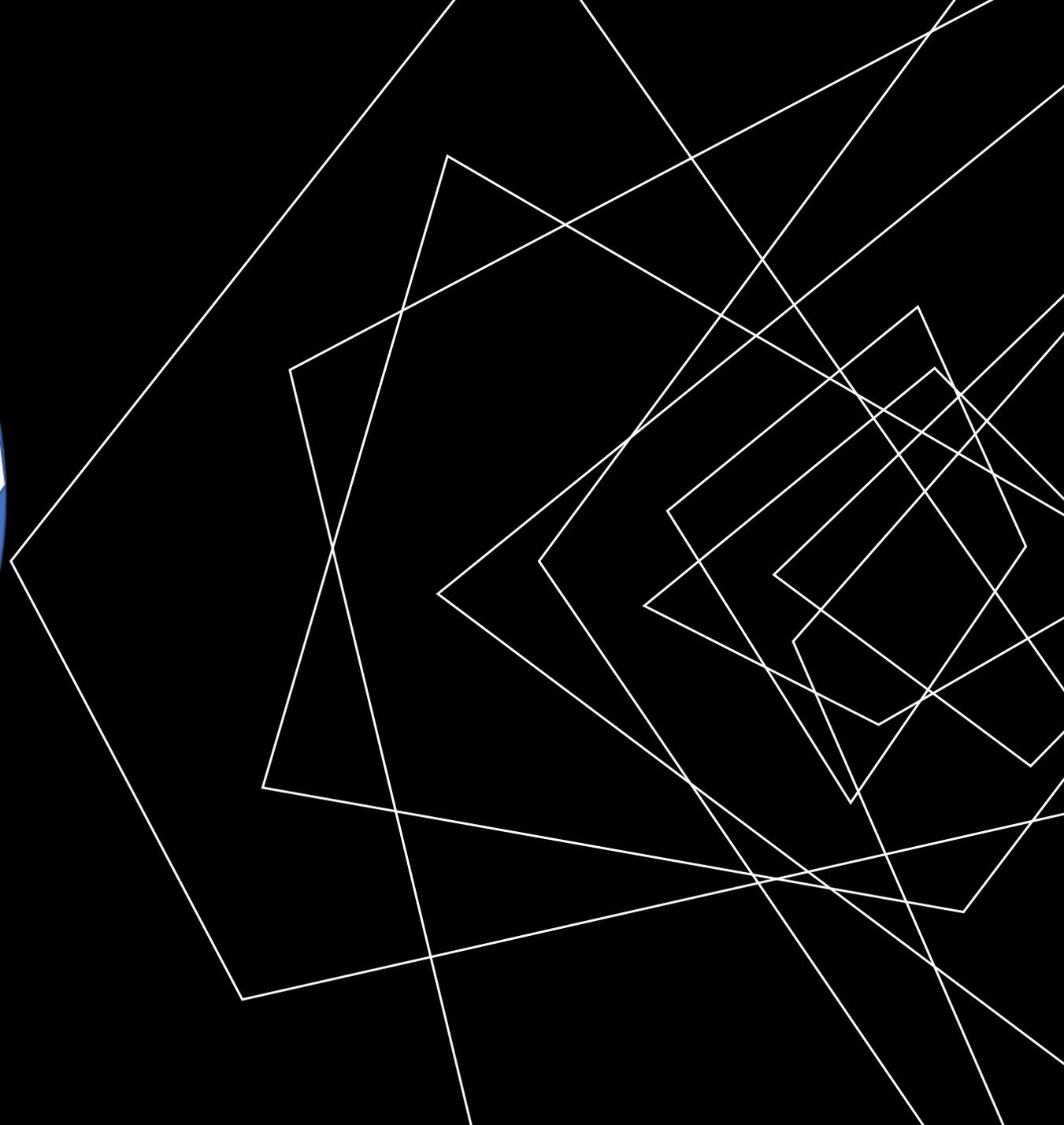
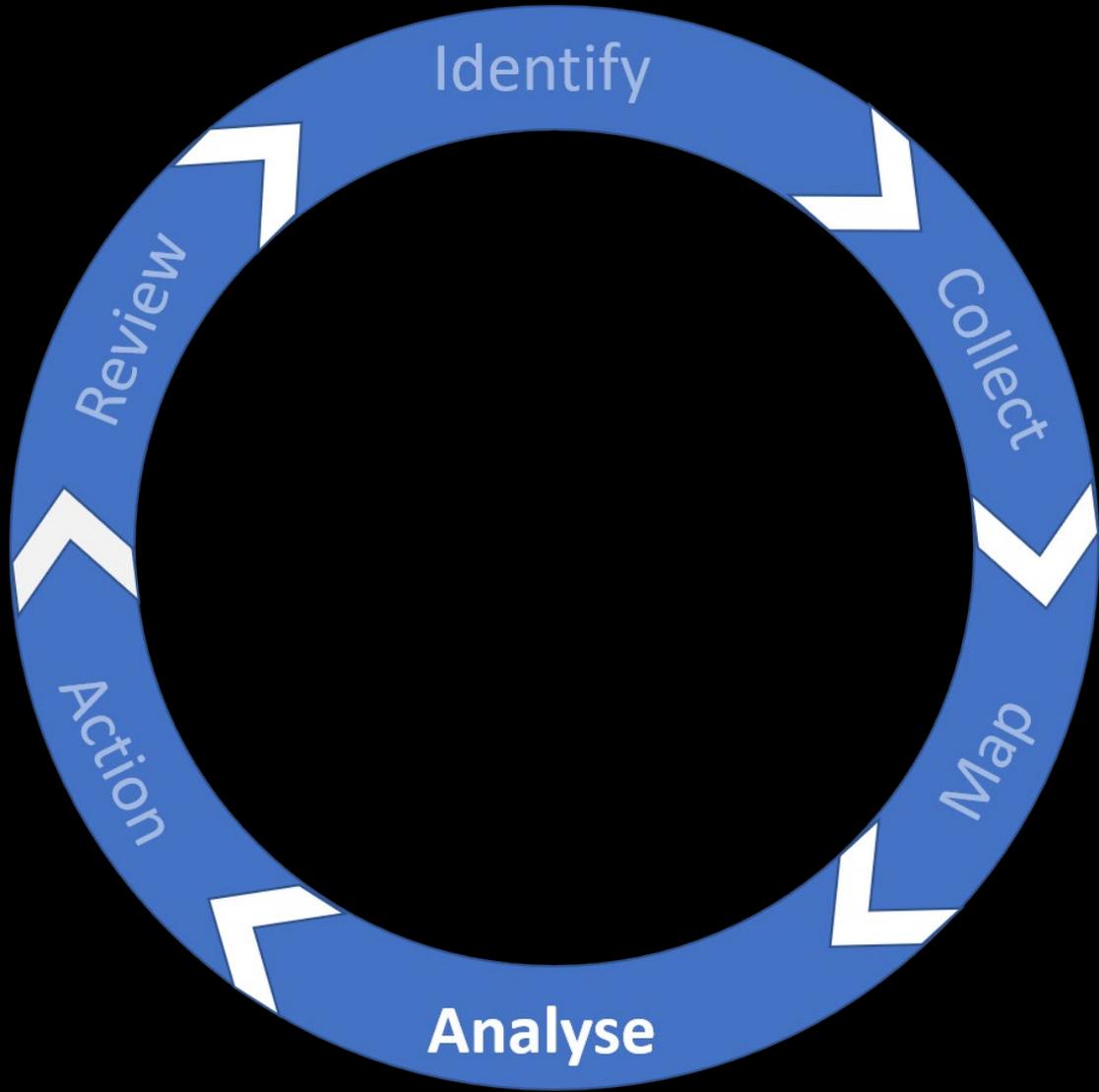
Impact of new events post and skills year

Context:

After a decline in the number of events run over a period of 5 years, and a sharp decline between year 1 and 2, a new events post was created with the aim of increasing events, attendance and in turn engagement with the wider library service. Year 3 was the first full year with the post in place which this data depicts.

Data Map





STEP 4: ANALYSE

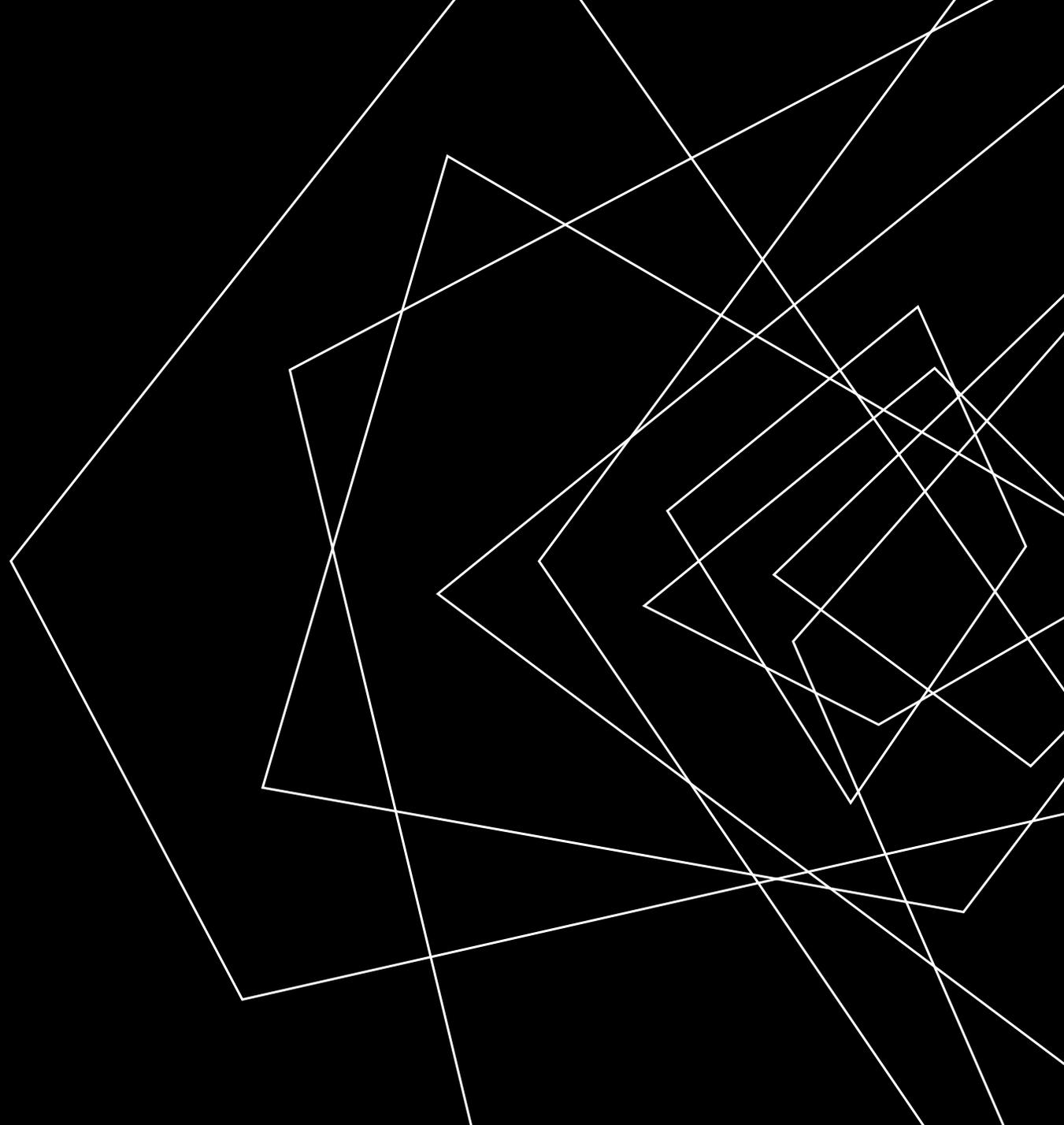
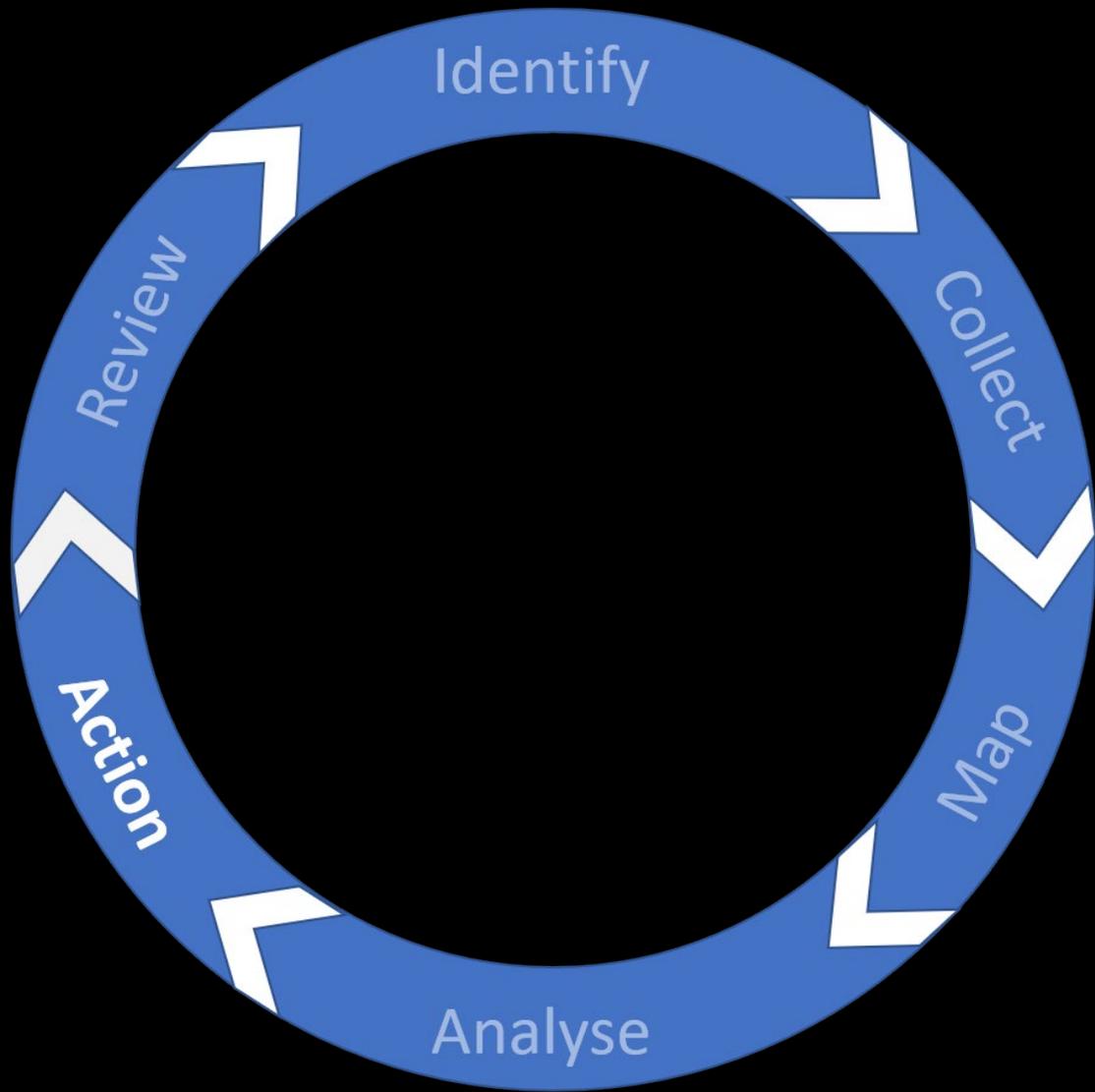


MASSAGING AND AVERAGING



PATTERNS, OUTLIERS AND TRENDS



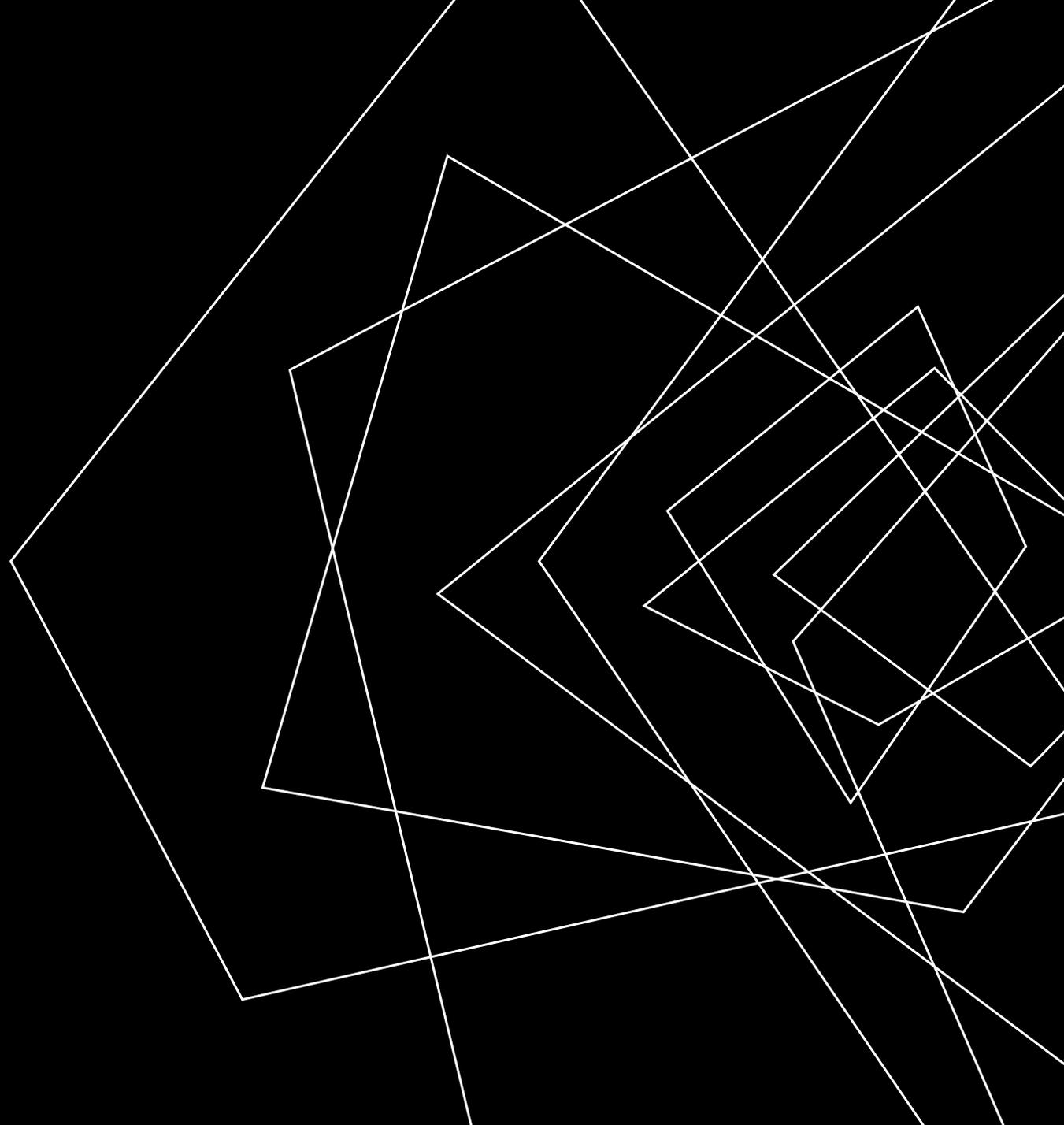
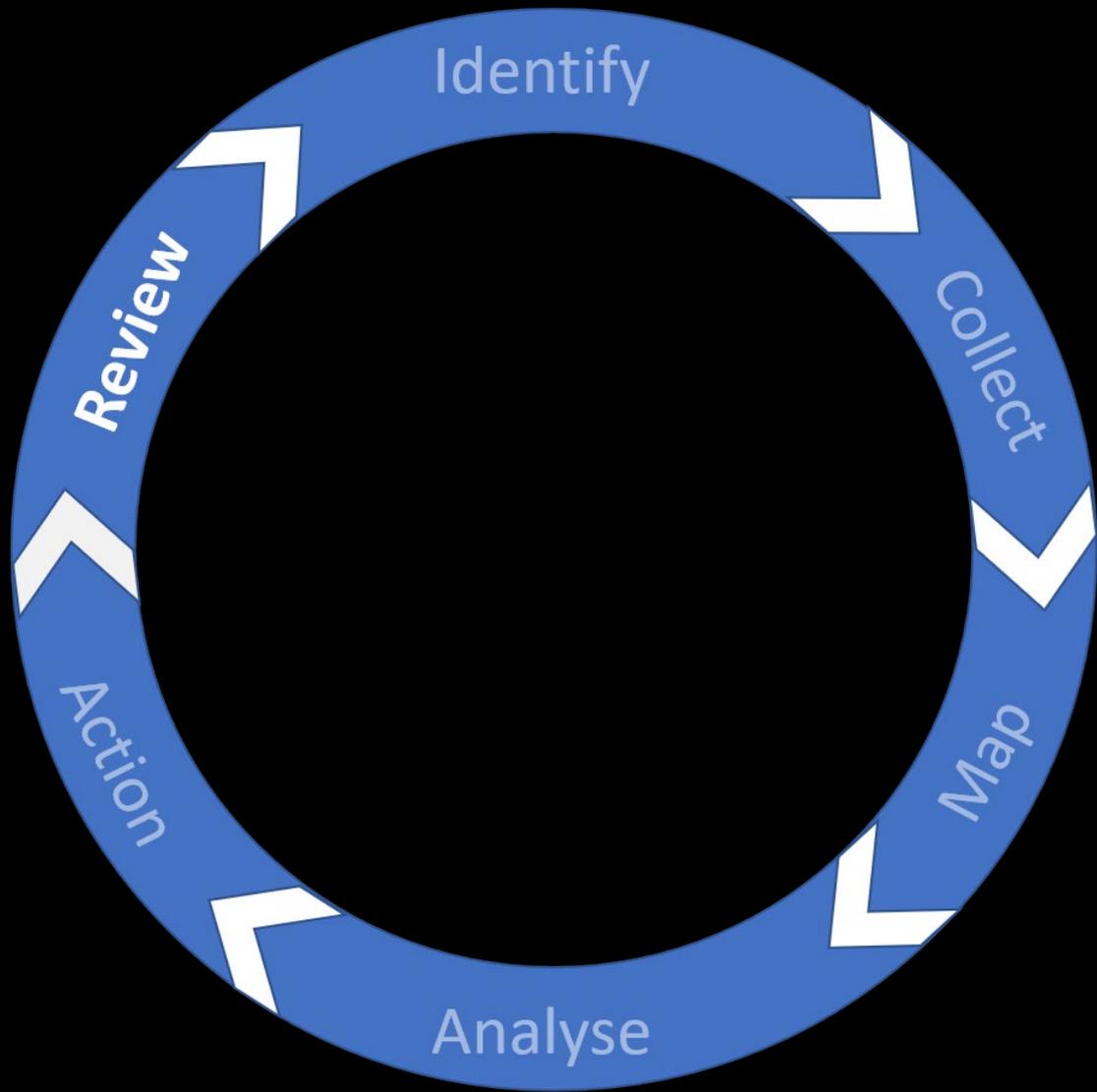


STEP 5: ACTION

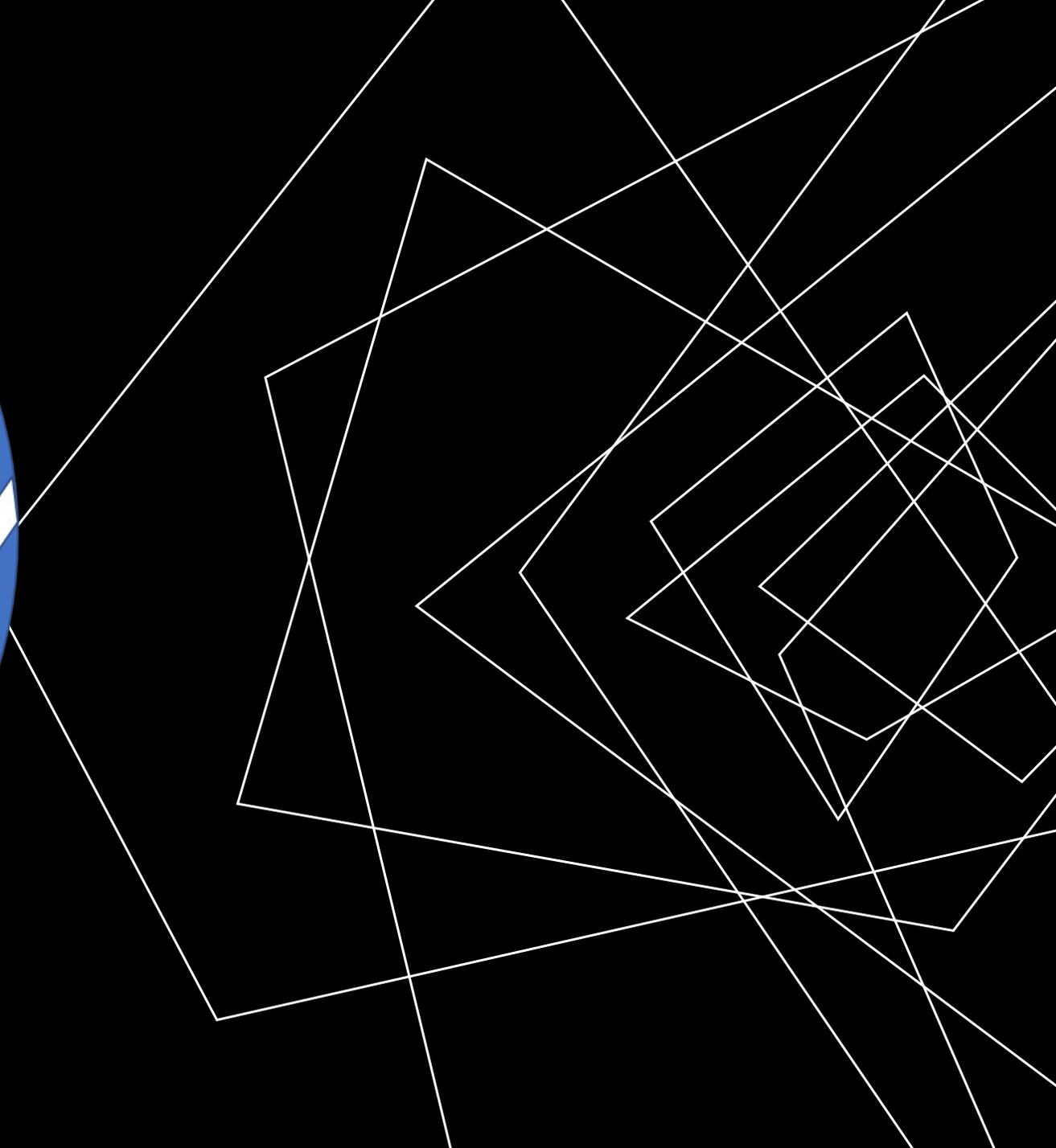
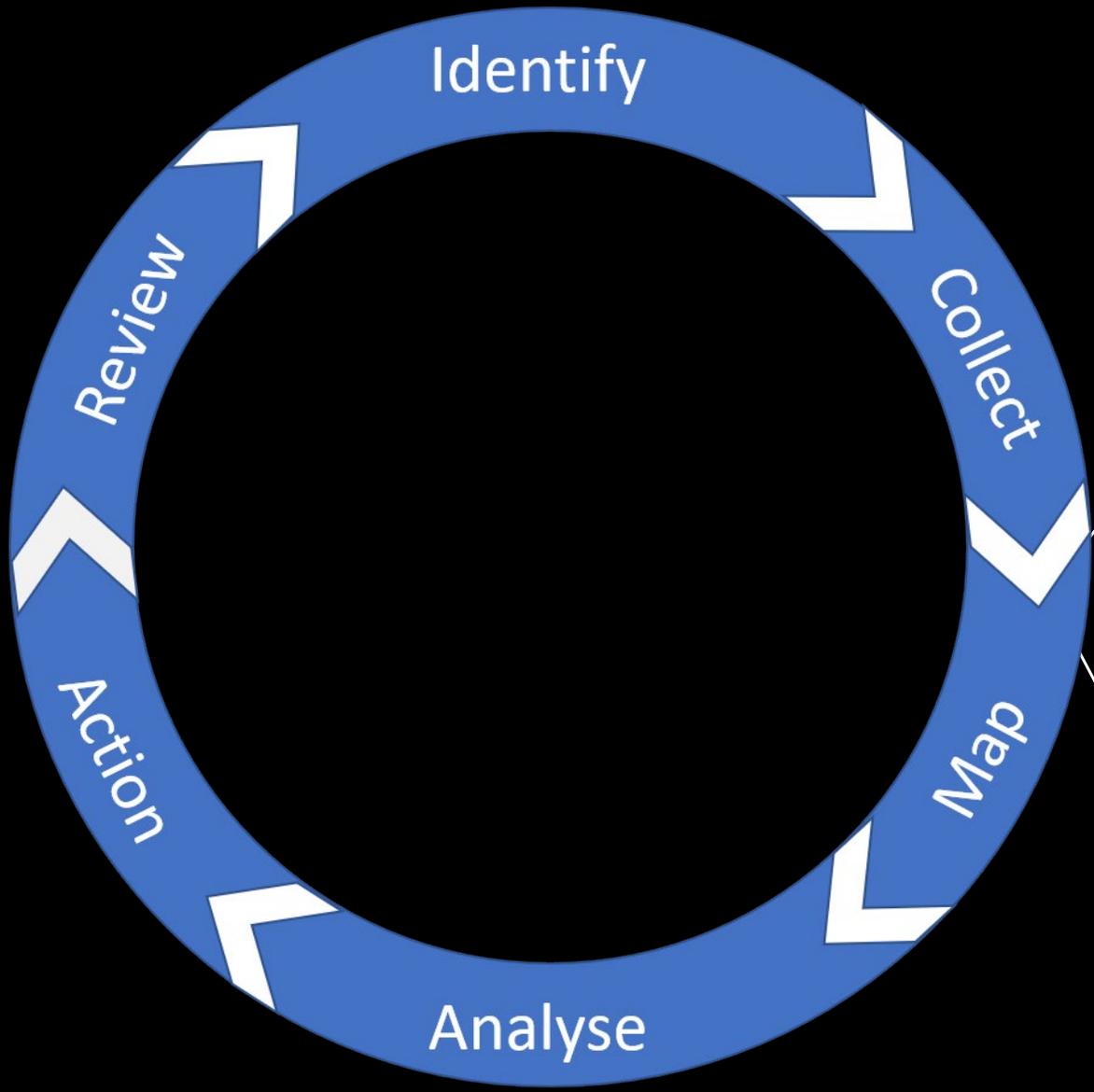


SHARING THE DATA





STEP 6: REVIEW





FRONT
LINE
TEAMS
(REVISTED)





OPPORTUNITIES





PUTTING THE
LIBRARY AT THE
CENTRE OF
UNIVERSITY
STRATEGY



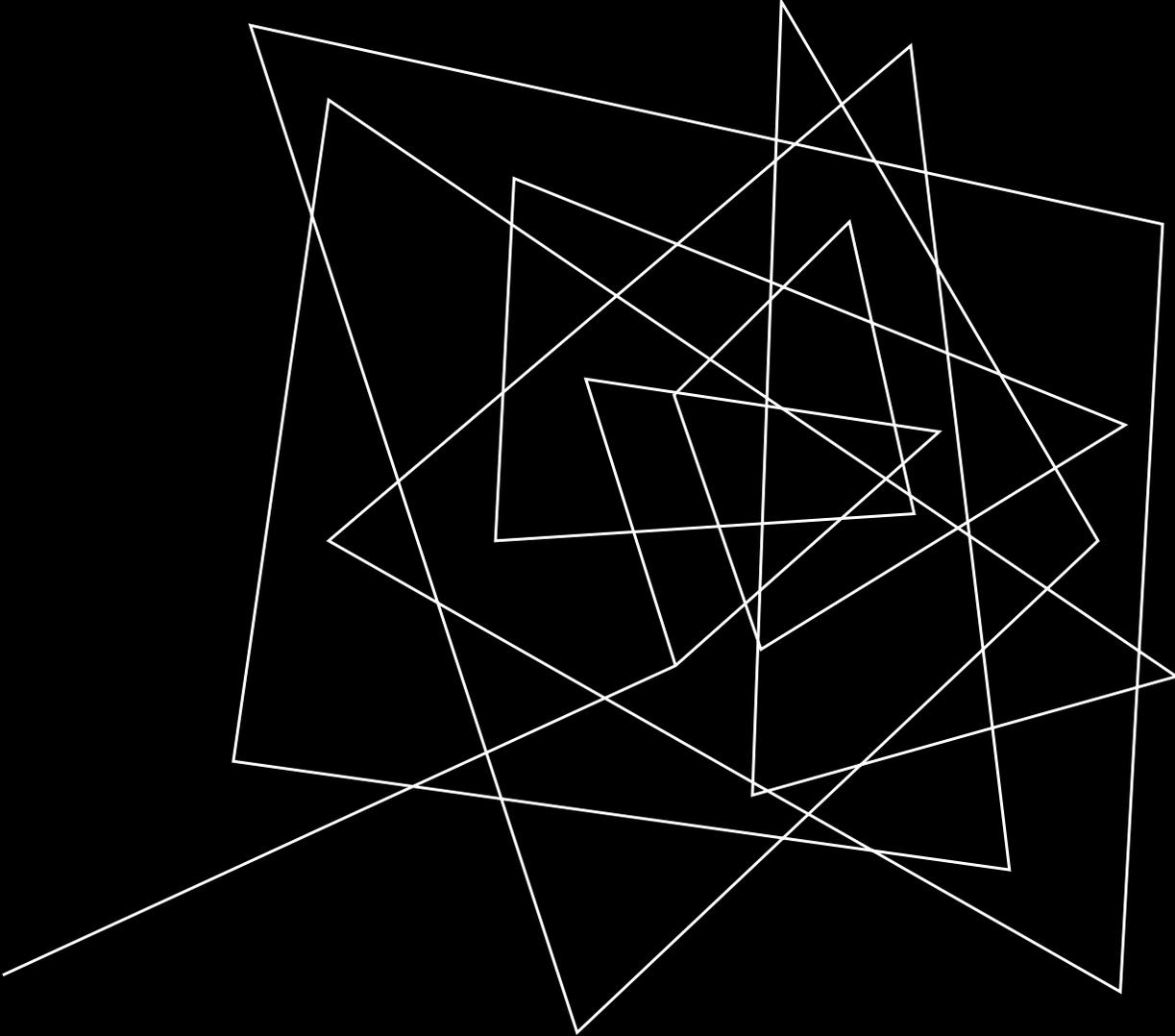
KEY METRICS AND STRUCTURES



ENGAGING WITH OTHER SERVICES



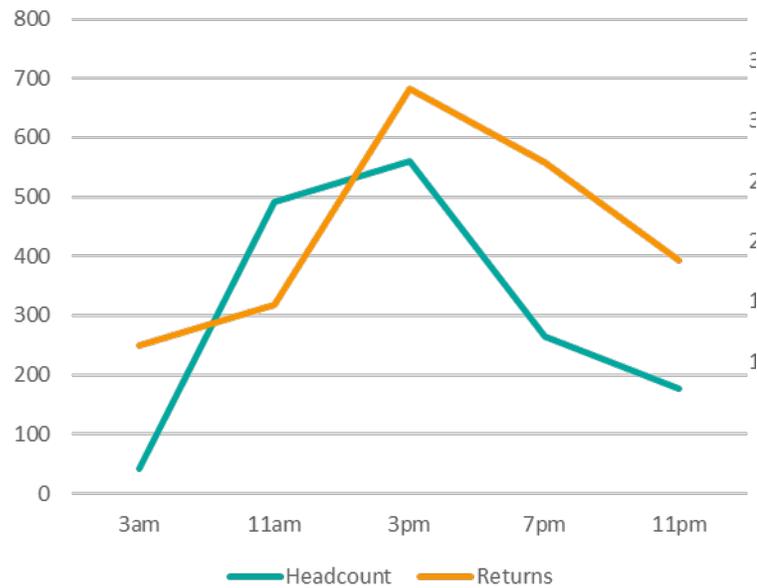
CREATING A COMMUNITY OF DATA USERS



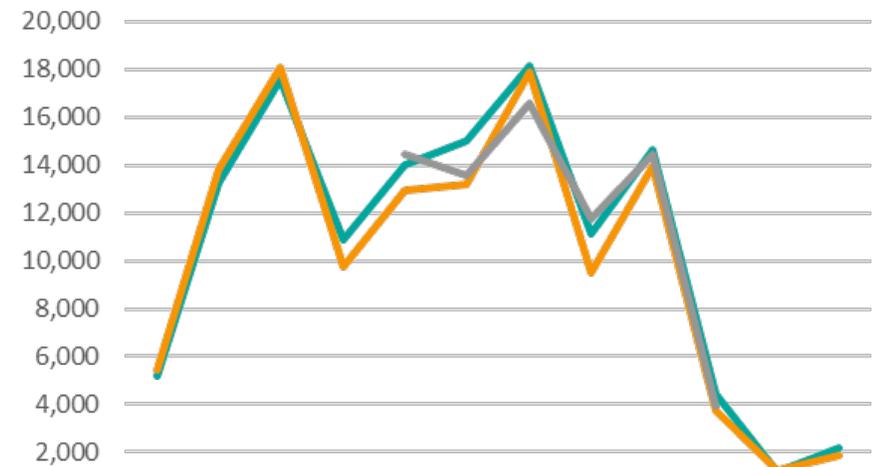
**INSIGHT
EXAMPLES**

INSIGHT EXAMPLES

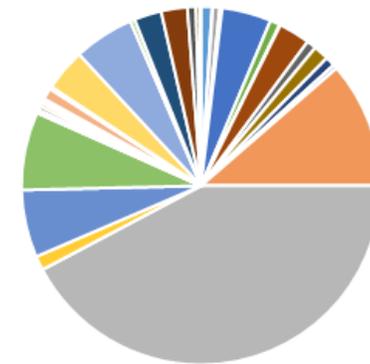
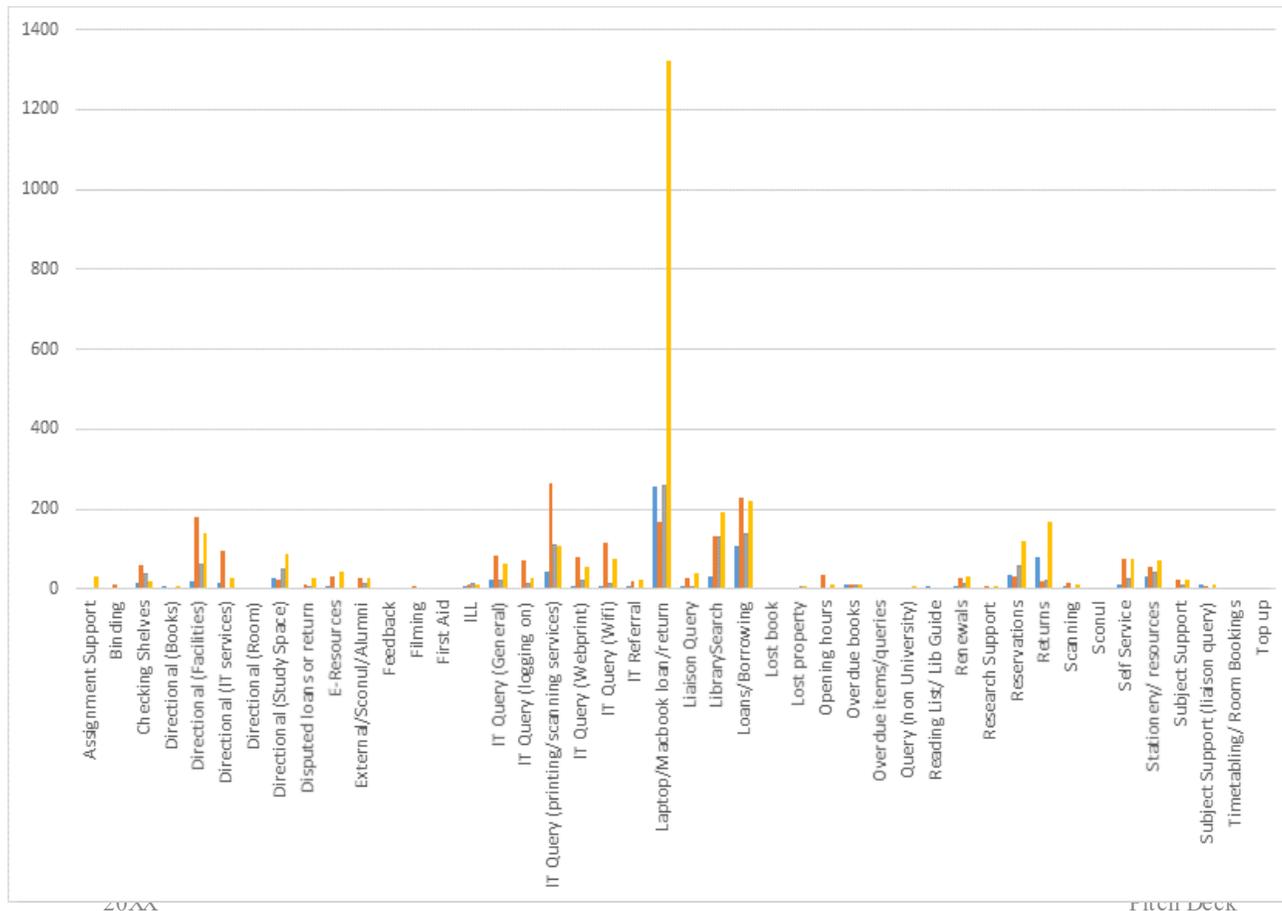
RETURNS AND HEADCOUNT BY HOUR



RETURNS BY YEAR



INSIGHT EXAMPLES



- Assignment Support
- Binding
- Checking Shelves
- Directional (Books)
- Directional (Facilities)
- Directional (IT services)
- Directional (Room)
- Directional (Study Space)
- Disputed loans or return
- E-Resources
- External/Sconul/Alumni
- Feedback
- ILL
- ITQuery
- Laptop/Macbook loan/return
- Liaison Query
- LibrarySearch
- Loans/Borrowing
- Lost book
- Lost property
- Opening hours
- Over due books
- Over due items/queries
- Query (non University)
- Reading List/ Lib Guide
- Renewals
- Research Support
- Returns
- Stationery/ resources
- Subject Support (liaison query)
- Timetabling/ Room Bookings
- Subject Support
- Top up

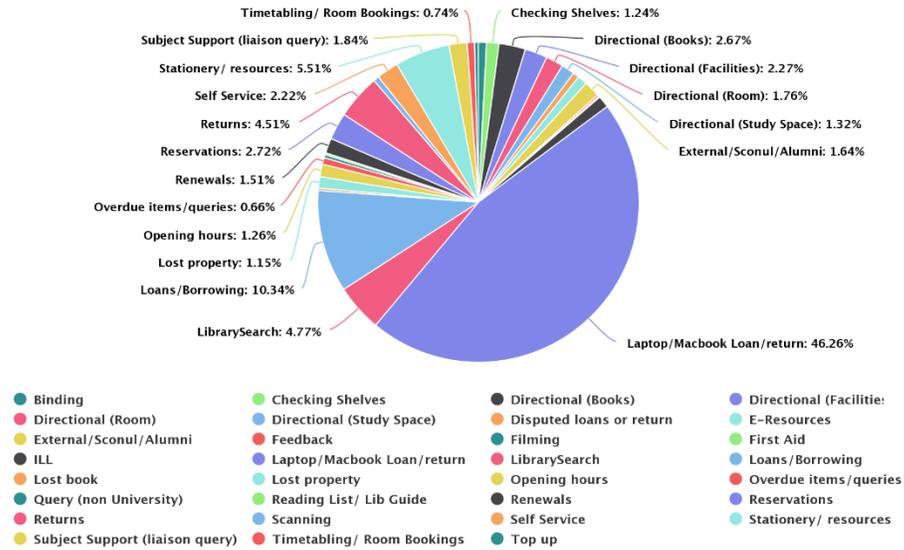


QUANTIFYING IMPACT

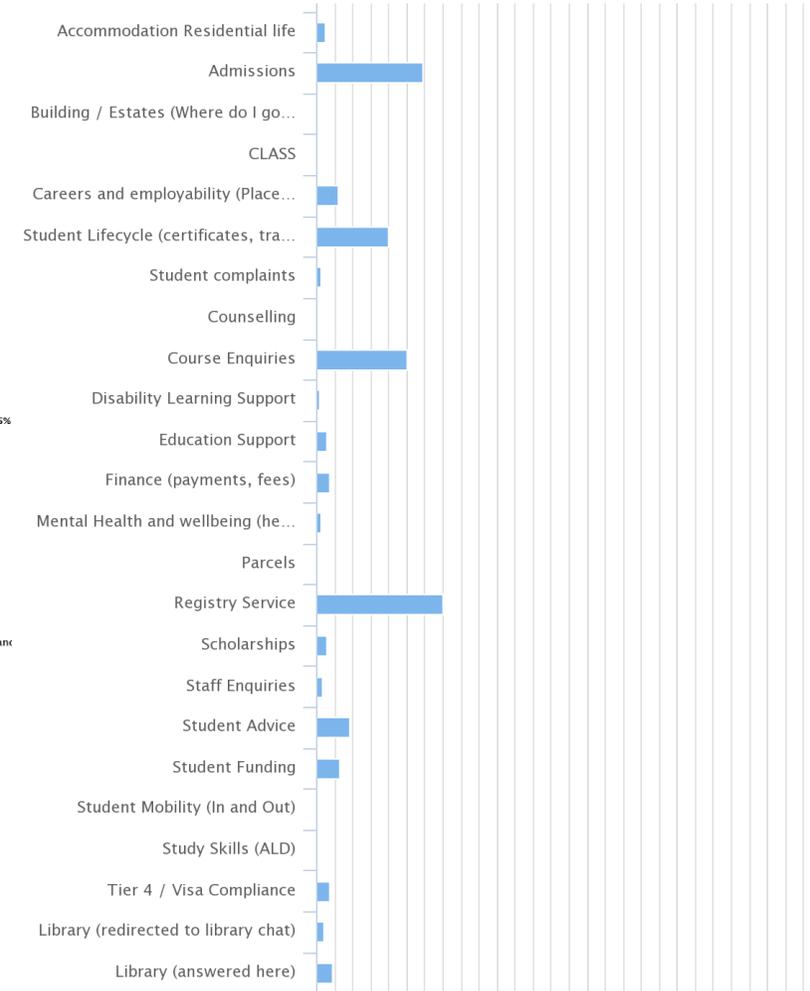
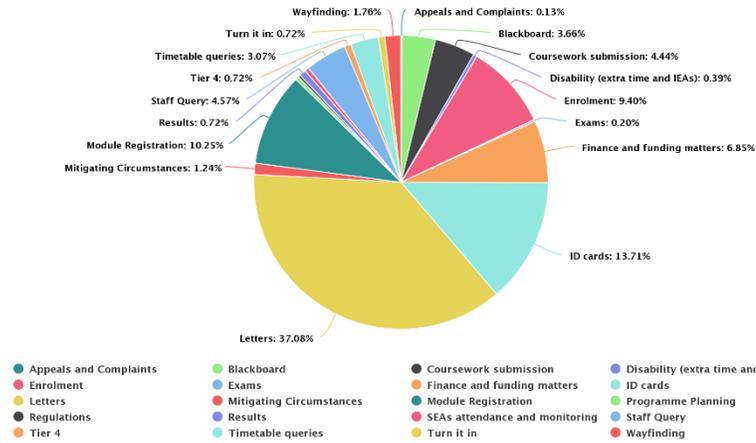


LEADING ON DATA

Library – Enquiry type



Registry Enquiries





WHAT CAN YOU
DO



AMY STUBBING

DATA DRIVEN DECISIONS

A Practical
Toolkit for Library
and Information
Professionals

QUESTIONS?

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