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The NeverEnding Story: Turning Statistics into Stories

Emily Z. Mann
University of South Florida St Petersburg, ezmann@mail.usf.edu

The NeverEnding Story:
Turning Statistics into Stories

Jasmine Spitler, FSU
Kirsten Kinsley, FSU
Emily Mann, USFSP

The Collective 2019

Your Narrators

Jasmine Spitler
Space and Assessment Associate
Florida State University
jspitler@fsu.edu

Kirsten Kinsley
Assessment Librarian
Florida State University
kkinsley@fsu.edu

Emily Mann
Student Success Librarian
University of South Florida St. Petersburg
ezmann@mail.usf.edu

Once upon a time.....

There were separate meetings, committees, and groups that met without standardized communication

- Public Service Statistics group
- Assessment Department
- Marketing and Outreach

Change was coming…

- Communication Strategy
  - Documentation/Workflow
  - Training
  - Opening Dialogue
- Working Groups
- Data Inventory

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Working Groups

Assessment Working Group

LibInsights Working Group

Communication & Marketing Working Group

Accomplishments

- Open forums on datasets
- Dataset rehaul
- Data inventory
- Founds gaps in data
- Cross departmental communication
- Blog calendar
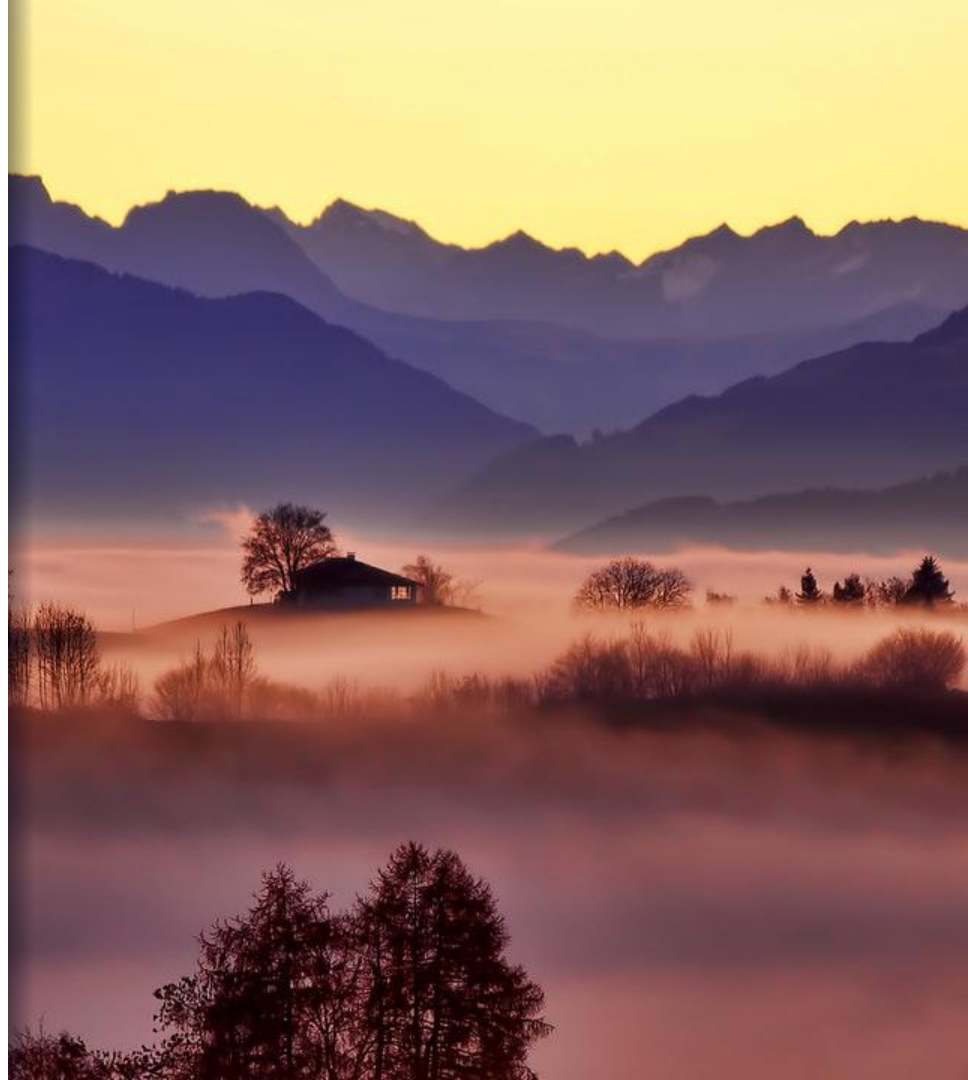- Creating a culture of assessment

The Journey continues….

- Communication Strategy
  - Documentation
  - Training
- New Leadership/Turnover
- Sustainability

Questions?

The story is NeverEnding…

How can you implement some of these methods at your institution?

Bingo

Small group Discussion and worksheet

Who are your internal stakeholders at your library?

Who are your external stakeholders?

Discuss

- What data are you collecting? Where is that data going and how is it being stored? Who is using it? What gaps do you have? Would a data inventory be useful to your institution?
- Who are the stakeholders interested in your library? Internal and External?
- How can you get buy in from stakeholders about storytelling and statistics?
- What kind of stories can you tell with you data?
  - What methods can you use to collect and disseminate your stories?
- How can you make your version of Storytelling and Statistics sustainable?

Worksheet

https://docs.google.com/document/d/1XROvXyjhql5Wx78QXavyJS6AWai9iDv5r_Qx8AvoAqw/edit?usp=sharing
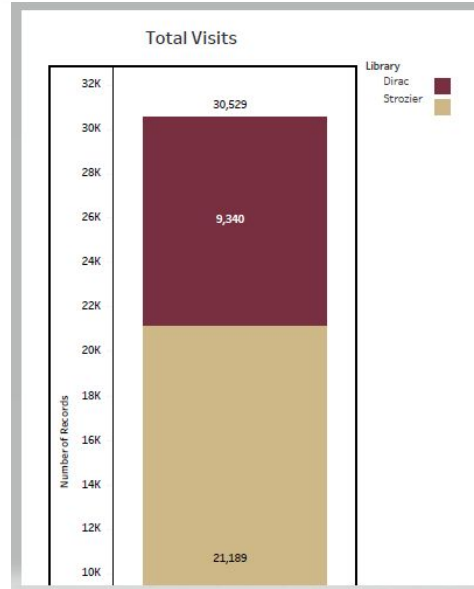
Anecdote Example:
Finals Week, No Seating

Collect space pictures that reflect that when it gets so busy students start sitting on the floor

"Not everything that can be counted counts, and not everything that counts can be counted" (William Bruce Cameron).
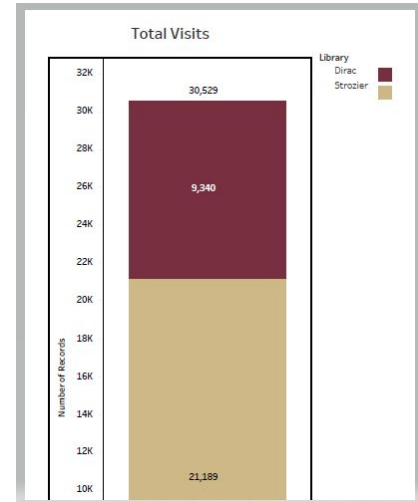
Data Example:
Finals Week Gate Count

"Write about what the data prove, because that is the story that your internal clients and managers really care about" Versta Research, 2012).

The Story

We have over 30K students come through two main campus libraries during exam week. Often the building is so crowded students resort to sitting on the floor to study

Thank you!

Credits

Special thanks to all the people who made and released these awesome resources for free:

- · Presentation template by SlidesCarnival
- · Photographs by Unsplash

Images from "The NeverEnding Story"