CREATING DATA-DRIVEN PROFESSIONAL DEVELOPMENT PATHWAYS FOR PUBLIC LIBRARY STAFF

Crystal Chen (crystalchen@nypl.org), Tracy Drake (tdrake@chipublib.org), Aurelia Mandani (aurelia.mandani@noaa.gov), A.J. Muhammad (ajmuhammad@nypl.org), & Claire Nickerson (cenickerson@fhsu.edu)

Abstract
In a data-rich world, it has become increasingly important for library professionals to be able to gather, analyze, and communicate data in order to make decisions and support our communities. Therefore, the EL team created a website designed to assist public library staff, managers, and administrators in gaining data literacy skills. The website provides a directory of data competency learning objects, divided into five areas and three levels of expertise for ease of use.

Timeline

**ALAS Annual 2017**
- PLA & RIPL meet
- Group represents public libraries, state libraries, library associations, & research organizations
- Group decides that public libraries need resources and pathways to gain data competencies

**EL Team I 2018**
- Team further defines five data competencies
- Team identifies training resources related to each competency
- Team creates pathways for public library staff, administrators, and managers

**ALAS Annual 2018**
- EL Team I has created a data training website
- Website contains a pre-assessment rubric and training resources
- Resources are organized by competency and level of expertise

**Data Collection Planning & Resource Management**
- Define the problem that needs to be solved
- Identify data sources, set goals, & create a data collection plan
- Develop a plan for curating & managing collected data

**Data Research & Evaluation Methods**
- Research design (case study, observation study, historical, longitudinal study, etc.)
- Instrument and protocol design (observations, surveys, interviews, & focus groups)
- Plan for data documentation & management

**Data Analysis**
- Apply statistical skills to data sets
- Use data analysis software
- Read & create charts and graphs

**Communicating Data for Decision-Making & Assessment**
- Analyze survey data
- Use collected data to revise and/or create library programming
- Frame an array of data points to set a baseline or present context

**Communicating Data for Advocacy & Storytelling**
- Define your goal & audience
- Choose the right data & find hidden insights
- Select effective visualizations to communicate a compelling story

**Levels of Expertise**

1. **101**
   - Determine what data to use to make a decision
   - Interpret basic charts
   - Administer a survey
   - Differentiate between evidence & anecdote

2. **Geek**
   - Plan data collection
   - Conduct a focus group or interview
   - Understand validity & reliability
   - Perform data analysis

3. **Guru**
   - Understand statistical analyses
   - Use statistical software
   - Communicate statistical analyses
   - Combine data to identify issues & trends

**Next Steps for PLA/RIPL**

- Advertise website & resources
- Re-evaluate resources regularly
- Continue to update competencies
- Expand self-evaluation rubrics