



STATISTICS FOR PUBLIC LIBRARIES

MISSISSIPPI LIBRARY COMMISSION

SEPTEMBER 1, 2016

WHAT IS THIS SURVEY AND WHO MAKES IT?

- IMLS is the primary source for federal support for libraries and museums. This survey helps to compile the research they do to help us deliver valuable services.
- States report their data to IMLS via the Public Library Survey Web Portal, which is run by the American Institute for Research (AIR), who does the final data aggregation.
- Use the data to help you look at your library's functions from year to year.
- Look at the inputs (dollars, staff time, etc.) and outputs (number of circulations, visitors, etc.) as a starting point to see if you're meeting your goals.

TODAY'S WORKSHOP

- General Changes to the reporting process
- This year's report
 - Pre-filled or locked items
 - Items that I will populate for you
 - Changes to the current definitions
 - New items
- Best practices for answering questions.
- Using your statistics in presentations to funding authorities

LET'S GET STARTED.

- <http://collect.btol.com>
- Login/Password
- Use Internet Explorer
- Make sure you've got some coffee handy.

Baker & Taylor's Bibliostat Collect

Login

User Name:

Password:

Login

[Forgot your User Name or Password?](#)

Browser Requirements

Bibliostat Collect is best viewed using **Internet Explorer 6.0** or higher or **Firefox 1.5** or higher or any other Web browser compatible with these browsers. **Google Chrome** is a browser that cannot be used to access Collect at this time.

Collect and Connect currently do not work properly in **Internet Explorer 10 and higher**. You can resolve this by turning on **Compatibility View**

EXPENDITURES & COLLECTIONS

EXPENDITURES

- Make notes about any major changes
- If your print/electronic materials/other materials budget has fluctuated, make sure to make a note of this, and consider whether the collection numbers reflect that change.

COLLECTIONS

- This should be your total holdings; not just what you've added this year.
- On question _____, you may want to list the databases you purchased
 - This helps me know how to tell you to count everything under the new database question.

CHANGES TO EXISTING DATA ELEMENTS IN LIBRARY COLLECTION:

- Library collection:

It does not cover all materials (i.e., microforms, **loose sheet music scores**, maps, and pictures) for which expenditures are reported under Print Materials Expenditures, Electronic Materials Expenditures, and Other Material Expenditures (data elements #353, #354, and #355). Under this category report only items the library has acquired as part of the collection and catalogued, whether purchased, lease, licensed, or donated as gifts that have been purchased, leased or licensed by the library, a consortium, the state library, a donor or other person or entity. Included items must only be accessible with a valid library card or at a physical library location; inclusion in the catalog is not required. . .

- Print Materials:

- Including music **scores or other bound forms of printed music...**
- **Do not include unbound sheet music.**

LIBRARY SERVICES

NEW DATA ELEMENTS IN THIS SECTION:

- Physical Item Circulation
- Successful Retrieval of Electronic Information (database use)
- Use of Electronic Material (replaces eBook circulation)
- Electronic Content Use

ITEMS THAT ADD UP AUTOMATICALLY:

- Public Service Hours per Year
 - This comes from all of the hours that you report for your outlet
- Electronic Content Use
 - Added up from Successful Retrieval of Electronic Info and from Use of Electronic Material
- Total Circulation of Materials

PHYSICAL ITEM CIRCULATION

New Element! This was formally “Total Circulation.”

- Rationale: *Currently, we have a data element 550 Total Circulation of Material. While the definition calls for “annual circulation of all types,” SDCs have indicated inconsistency on whether electronic circulation is counted. This proposed element would be a step toward clarifying that. By separating out physical circulation, electronic circulation (those materials that can only be loaned for a given time frame) and use of electronic information, we will then be able to look at use patterns across different types of materials, track change, and better project future use patterns.*

PHYSICAL ITEM CIRCULATION (PT. 2)

Examples:

- Books in print
- Cake pans
- DVDs
- CDs
- Audio Books
- Playaways

- Definition:

The total annual circulation of all physical library materials of all types, including renewals.

- Note: Count all physical materials in all formats that are charged out for use outside the library. Interlibrary loan transactions included are only items borrowed for users. Do not include items checked out to another library.

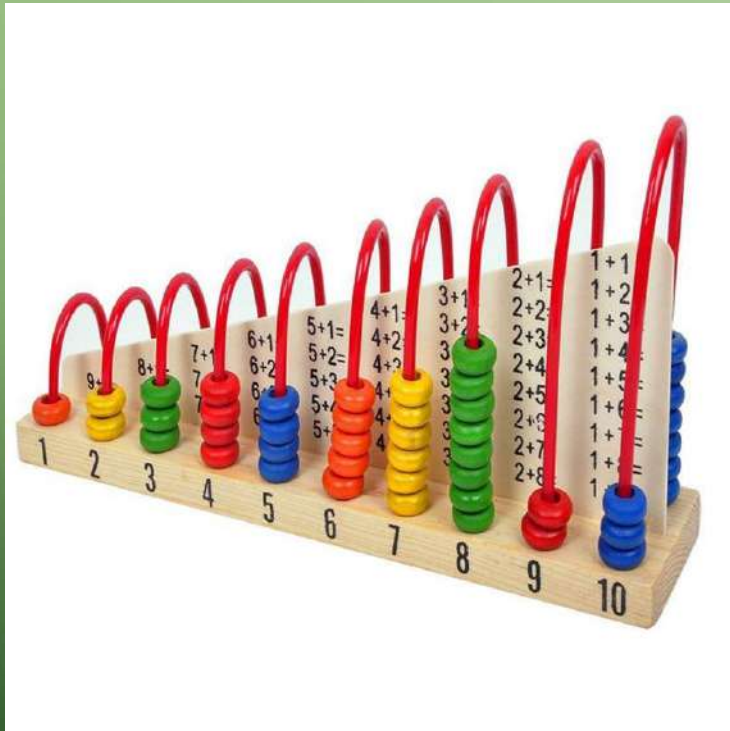
SUCCESSFUL RETRIEVAL OF ELECTRONIC INFORMATION

This element will capture the use of databases at your library.

- I will fill in your MAGNOLIA information.
- You will fill in your local database information.

- Rationale: *This proposed new element is designed to capture the use of online content provided by libraries, but does not require a traditional circulation. Primarily, this element will capture the use of paid, commercial databases. The definition borrowed heavily from NISO standards.*

SUCCESSFUL RETRIEVAL OF ELECTRONIC INFORMATION (PT. 2)



- Definition:

The number of full-content units or descriptive records examined, downloaded, or otherwise supplied to user, from online library resources that require user authentication but do not have a circulation period. Examining documents is defined as having the full text of a digital document or electronic resource downloaded or fully displayed. Some electronic services do not require downloading as simply viewing documents is normally sufficient for user needs.

- Include use both inside and outside the library. Do not include use of the OPAC or website. [based on NISO Standard Z39.7 (2013) #7.7, p. 43]

MOST COMMON LOCALLY-PURCHASED DATABASES

We will look at some best practices for counting these databases.

- Ancestry.com
- Heritage Quest
- Rocket Languages (and Mango Languages)
- Cypress Resume
- Gale Databases
- WorldBook Online
- Zinio
- ProQuest Databases

Usage Reports

[Create a Usage Report](#) [Scheduled Reports](#)

Create a Usage Report

Report Type

Document Usage By Delivery Method ▾

Delivery Method

Display to screen as Web page ▾

Usage Period

From: Aug 2016 ▾ To: Aug 2016 ▾

[Create Report](#)

About this Report Type

Document Usage By Delivery Method

This report shows the total number of documents provided broken out by delivery method (On-Line Display) and delivery format (Citation Image, Text).

Document Usage By Delivery Method

Time Frame - Sep 2015 to Jul 2016		
Client 12325 - MISSISSIPPI LIBRARY COMMISSION		
Delivery Method	Documents	Delivery Format
On-Line Display	1219	Citation Image
On-Line Display	5910	Text
Summary Total	7129	All Formats

This report shows the total number of documents provided broken out by delivery method (On-Line Display) and delivery format (Citation Image, Text).

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Ancestry Library Edition:
Use the total of Citation Image &
Text from the summary record.

Usage Reports

Create a Usage Report

[Scheduled Reports](#)

Create a Usage Report

Report Type

Database Activity - Summary

Delivery Method

Display to screen as Web page

Usage Period

From: May 2016 To: Aug 2016

Create Report

About this Report Type

Database Activity - Summary
This report provides an overview of database activity (e.g., searches, views, and downloads) for a specific client. The report includes information on the number of searches, the database used, and the number of citations and abstracts. (Note: This report does not include information on the number of full text views.)

PLEASE NOTE: There is a new 'Any Full Text Format' view available for the 'Books' database, while 'Citations' and 'Abstracts' are available for all databases.

Database Activity - Summary

Time Frame - May 2016 to Aug 2016

Client 12325 - MISSISSIPPI LIBRARY COMMISSION

Searches	Database	Cit/Abstract	Any FT Format	Total
28	books	165	0	165
5144	census	5439	0	5439
307	citydirs	298	0	298
6	freedman	6	0	6
1346	grave	1036	0	1036
20	immigr	29	0	29
48	mapho	56	0	56
0	military	55	0	55
9	persi	2	0	2
43	public	28	0	28
20	revwar	17	0	17
206	vitals	151	0	151
7177	Grand Total	7282	0	7282
7177	Total Unique Searches (Search Button Pressed)			

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Heritage Quest:
Use the total Citation Abstracts from
the summary record.

POPULAR DATABASES

ROCKET LANGUAGES

Tests/Tutorials/eBooks/Courses
added

CYPRESS RESUME

Sessions

GALE VIRTUAL LIBRARIES (& OTHER GALE DATABASES)

Record views

POPULAR DATABASES

WORLD BOOK ONLINE

Content Views*

ZINIO

Number of checkouts. (This is what Zinio calls this—these are not traditional circulation, as users can keep the downloaded periodical indefinitely.)

PROQUEST DATABASES

Record Views

Vendor	Resource	What to count for the report
Infobase	(8 dBs at Mid Miss), Facts on File	Total Views
Proquest	Proquest	Record Views
	ABCmouse	
	ABDO Digital	
	Ancestry	Citation Image/Text Totals
	AtoZ Databases	Record Downloads
	Auto Repair Reference Center	
Gale	Biography in context	Record Views
	Cypress Resume	Sessions
	Flipster	Online Views
	Full-text Poetry	
	Gale Virtual Reference Library	Record Views
	HeritageQuest	Citation/Abstract Views
	Historic News	
	LexisNexis	
		Number of pages viewed/documents retrieved
	Lynda.com	Total views and exercise files downloaded
	Mango Languages	Tests/tutorials,ebooks/courses added
	NewsBank (Sun Herald)	Documents Viewed (all products-Views)
	Novelist Plus	Total PDF/HTML Full Text, Abstracts
	Permit Practice Tests	
	ProQuest News	Record Views
	Readers' Guide	
	Rocket Languages	Tests/tutorials,ebooks/courses added
	The Oxford English Dictionary	

Vendor	Resource	What to count for the report
	Wilson Biography	
	World Book Online	Content Views
	Zinio	Number of checkouts
Homegrown Databases		Contact Joy Garretson; individualized.

Remember that your goal is to count:

“The number of full-content units or descriptive records examined, downloaded, or otherwise supplied to the user, from online library resources that require user authentication but to not have a circulation period.”

USE OF ELECTRONIC MATERIAL

This was formerly E-Circulation

Change Rationale:

This change clarifies language in this element, which was approved last year.

Electronic Materials are materials that are distributed digitally online and can be accessed via a computer, the Internet, or a portable device such as an e-book reader. Types of electronic materials include e-books and downloadable electronic video and audio files. Electronic materials packaged together as a unit and checked out as a unit are counted as one use. Include circulation only for items that require a user authentication and have a limited period of use.

ELECTRONIC CONTENT USE

This will populate automatically!

- *This new element is a calculated field: the total of 552 Circulation of Electronic Material AND 554 Successful Retrieval of Electronic Information.*

TOTAL CIRCULATION OF MATERIALS

This will populate automatically!

- *This new element is a calculated field: the total of 5AA Physical Item Circulation, AND 552 Circulation of Electronic Material.*

TOTAL COLLECTION USE

And again...this will populate automatically!

- *This new element is a calculated field: the total of 553 Physical Item Circulation, 552 Circulation of Electronic Material AND 554 Successful Retrieval of Electronic Information.*

LIBRARY SERVICES

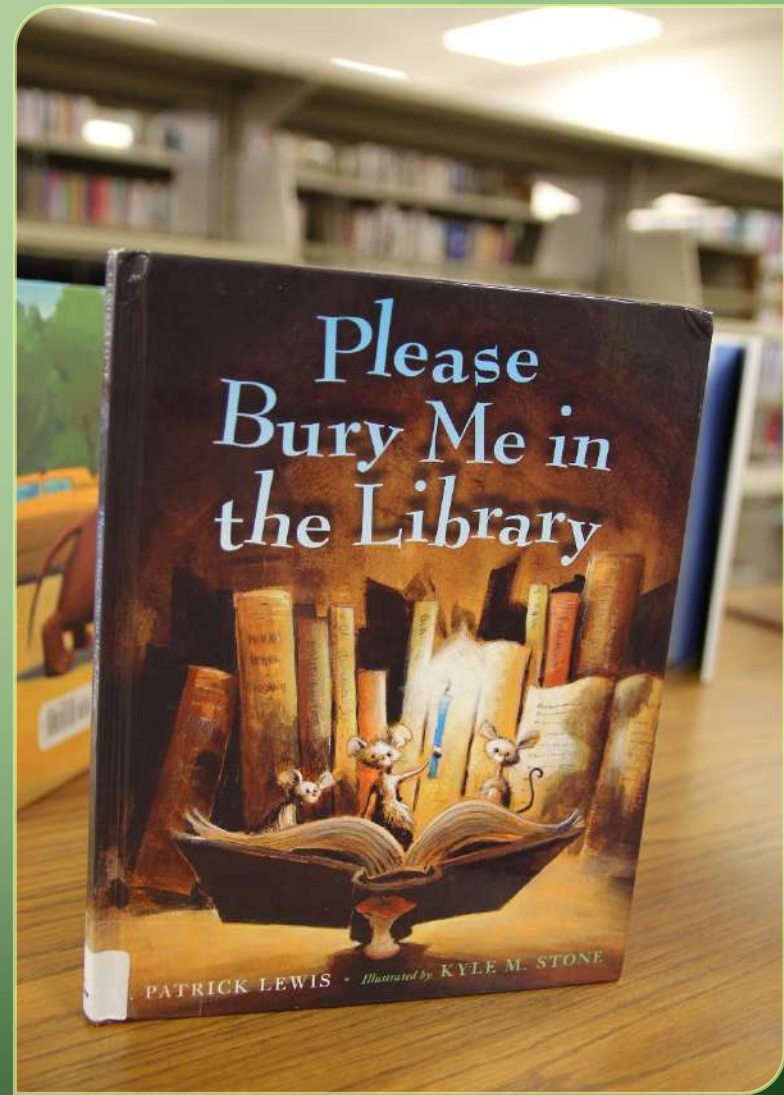
The rest of these questions are (pretty much) business as usual.



CONNECTIVITY AND OTHER ELECTRONIC INFORMATION

- Computers and Wi-Fi:
 - Count the computers as usual
 - Count your Wi-Fi! This is a valuable piece of information, even if the number is subjective because of different session lengths.
 - You can count this without spending a lot of money.
- Use of Public Access Computers in the Library System:
 - Don't forget to do your surveys! At least once a year is necessary, but you'll get better numbers if you do this more often.
 - Don't do percentages. Just do a straight count and multiply by the number of weeks you need to.

OUTLET INFORMATION AND ADMINISTRATIVE BOARDS



DEADLINES/ SCHEDULE

- October 3: Annual Statistical Report opens
 - Webinar will be October 3 at 10:00 a.m.
- December 1: Deadline for submitting report
 - Certification letter
 - You must go in and “SUBMIT” the report.
- February 13: “Drop dead” date.
- May 12: Rough draft of report tables will be sent out to all libraries

Survey Navigation

PART I - GENERAL INFORMATION

PART II - STAFF

PART III - OPERATING REVENUE

Part 1

Part 2

PART IV - EXPENDITURES

PART V - CAPITAL

PART VI - LIBRARY COLLECTION

PART VII - LIBRARY SERVICES

Part 1

Part 2

OUTLET INFORMATION

ADMINISTRATIVE LIBRARY BOARD OF TRUSTEES

2016 MISSISSIPPI PUBLIC LIBRARY ANNUAL STATISTICAL REPORT

PART I - GENERAL INFORMATION

SHOW
LAST YEAR'S
ANSWERS

Save

Next

Click [here](#) to print a copy of the certification letter.

The following information pertains to the daily operations of the library system. Please give the most current information for the following items:

1.0 Population Size of the Library System



1.1 Library ID

MS8002



1.2 Official legal name of the Library System

WAYNESBORO-WAYNE I



1.3 Physical Address of the Library System

1103 A MISSISSIPPI DRI



1.4 City

WAYNESBORO



1.5 Zip

39367



DON'T FORGET TO PRINT AND SEND YOUR CERTIFICATION LETTER.

Home Survey Status Printing **Submit Survey** Frequent Questions Instructions

Status

For more information on the features on this page please see [Frequent Questions](#).

Edit Checks Unanswered Questions Flagged Questions **Submit Survey**

BENTON COUNTY LIBRARY
Submit Survey

Please review items below and then click "Submit Survey" button to the right to complete the survey process. **Submit Survey**

- Step 1. Verify all questions have been answered.
- Step 2. Review any questions that might have been flagged.
- Step 3. All of the questions must pass their edit checks before a survey can be submitted.
- Step 4. Print & Save a copy of the survey and annotations.
- Step 5. Click the '**Submit Survey**' button above to submit the survey.

SUBMITTING YOUR REPORT



USING YOUR STATISTICS

PART II

STORIES FROM THE FIELD



ADDITIONAL SOURCES OF INFORMATION

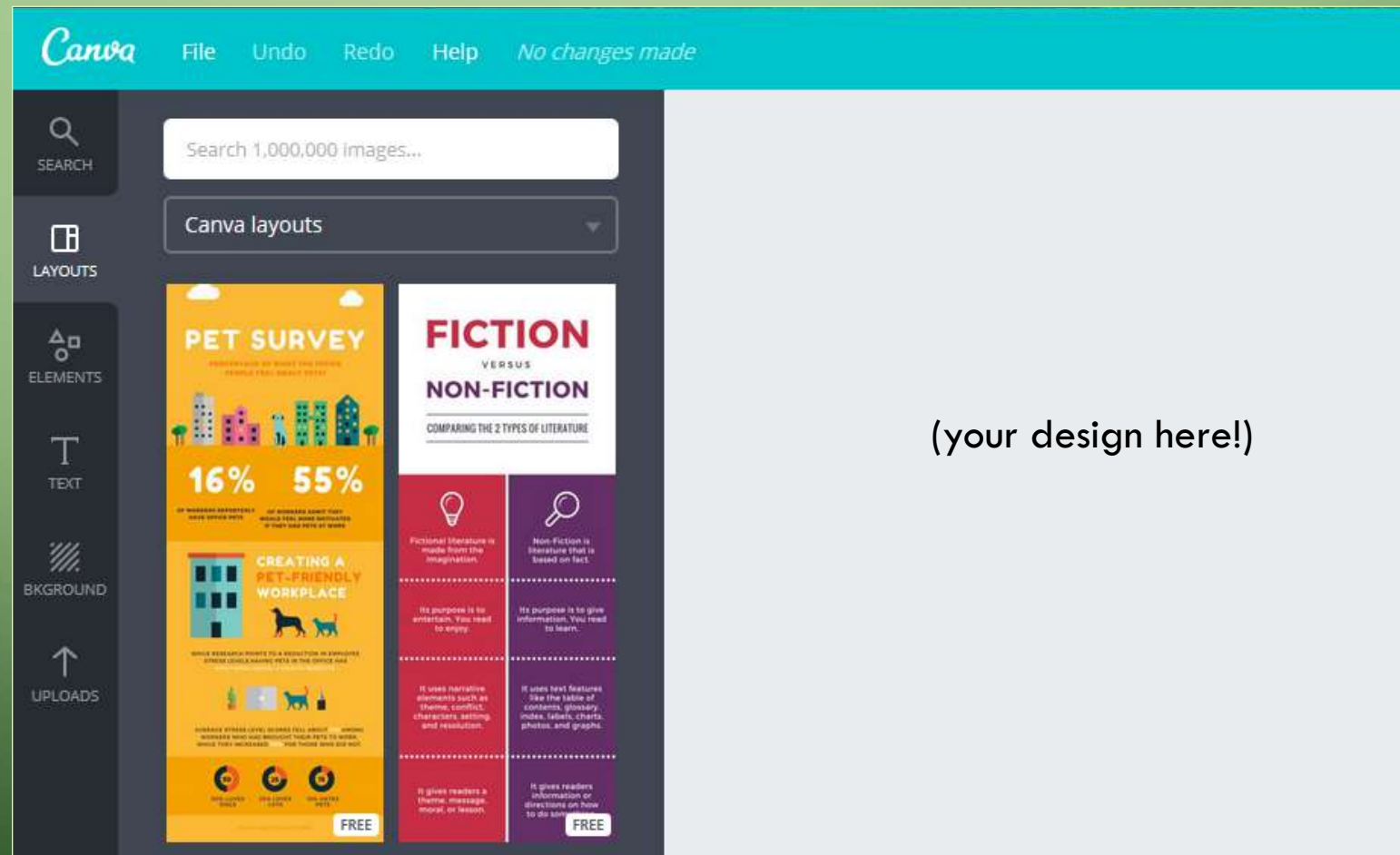
IN MISSISSIPPI

- Mississippi Department of Employment Security: Monthly Unemployment Rates
 - <http://mdes.ms.gov/information-center/labor-market-information/labor-market-publications/>

NATIONAL

- Census.gov, American Fact Finder:
 - <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
- Annie E. Casey Foundation, Kids Count Data:
 - <http://www.aecf.org/work/kids-count/>

MAKING YOUR OWN INFOGRAPHICS



The screenshot displays the Canva website interface. At the top, the Canva logo is on the left, and navigation links for File, Undo, Redo, Help, and No changes made are on the right. A search bar contains the text "Search 1,000,000 images...". Below the search bar is a dropdown menu labeled "Canva layouts". The main content area shows a grid of infographic templates. On the left, a sidebar contains icons for SEARCH, LAYOUTS, ELEMENTS, TEXT, BKGROUND, and UPLOADS. The templates include:

- PET SURVEY**: A vertical infographic with a yellow background, featuring a bar chart and statistics: "16% OF WORKERS REPORTED TO HAVE WORKING PETS" and "55% OF WORKERS SAID THEY WOULD LOVE TO HAVE A PET AT WORK".
- CREATING A PET-FRIENDLY WORKPLACE**: A vertical infographic with a blue and yellow background, featuring a building icon and a dog icon.
- FICTION VERSUS NON-FICTION**: A vertical infographic with a white background, comparing the two types of literature. It includes a table with the following content:

FICTION	NON-FICTION
Fictional literature is made from the imagination.	Non-Fiction is literature that is based on fact.
Its purpose is to entertain. You need to enjoy.	Its purpose is to give information. You need to learn.
It uses narrative elements such as theme, conflict, characters, setting, and resolution.	It uses text features like the table of contents, glossary, index, labels, charts, photos, and graphs.
It gives readers a theme, message, moral, or lesson.	It gives readers information or directions on how to do something.

Each template has a "FREE" label at the bottom right. To the right of the Canva interface, the text "(your design here!)" is displayed in a black font.

GENERATING YOUR OWN INFOGRAPHICS: PIKTOCHART

- Piktochart has many design options, icons, colors, and fonts.
- Piktochart has good free printing options and decent paid options.
- Piktochart infographics are shareable on social media.



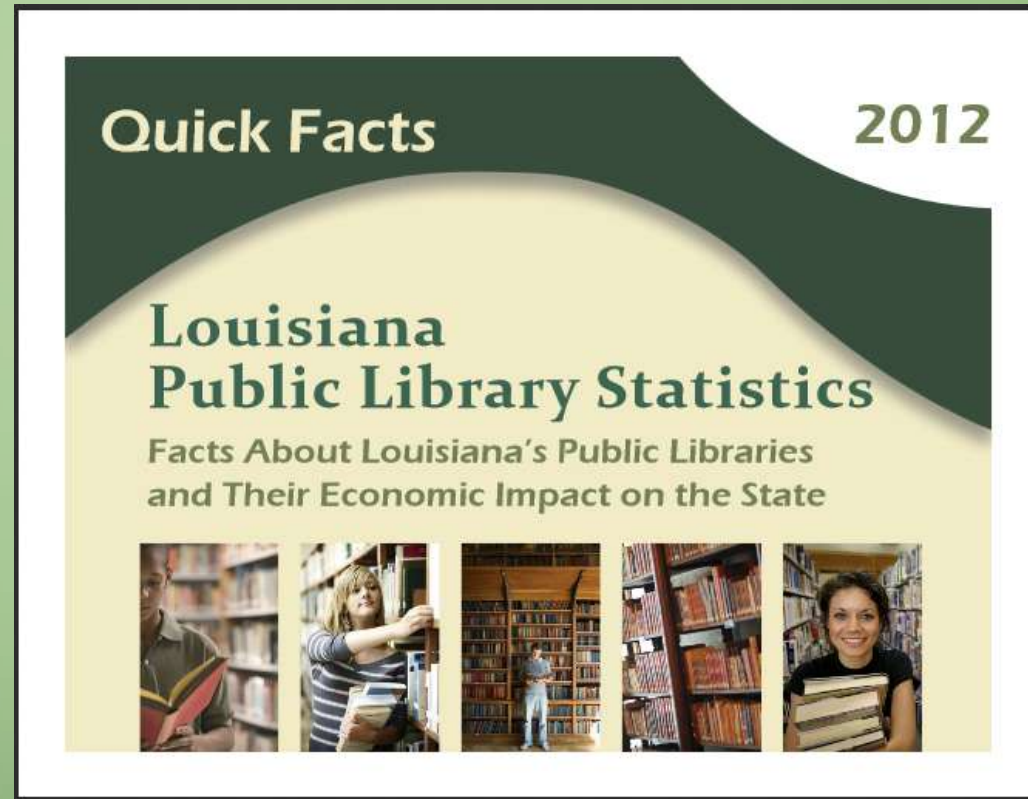
GENERATING YOUR OWN INFOGRAPHICS: CANVA

- Free software with paid options
- Beautiful, designerly layouts
- Templates for all kinds of presentations:
 - Posters
 - Infographics
 - Reports
 - Social media materials
 - Marketing materials



GENERATING YOUR OWN INFOGRAPHICS: POWERPOINT

- You can do longer-form infographics or board reports in PowerPoint format using the most recent version of Power Point
- It's simple, but it can be effective!



SOCIAL MEDIA

#MLClib101

Questions?

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