

# Trends & Communities

## Community Data Mining

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# Data

1. Discuss how much data we really need
2. Highlight trends, sources and processes for gathering community data
3. Explore role of library board in community data mining



# Sources for Community Data



# Brampton Case Study

What was the goal?

How funded?

Who are the users?

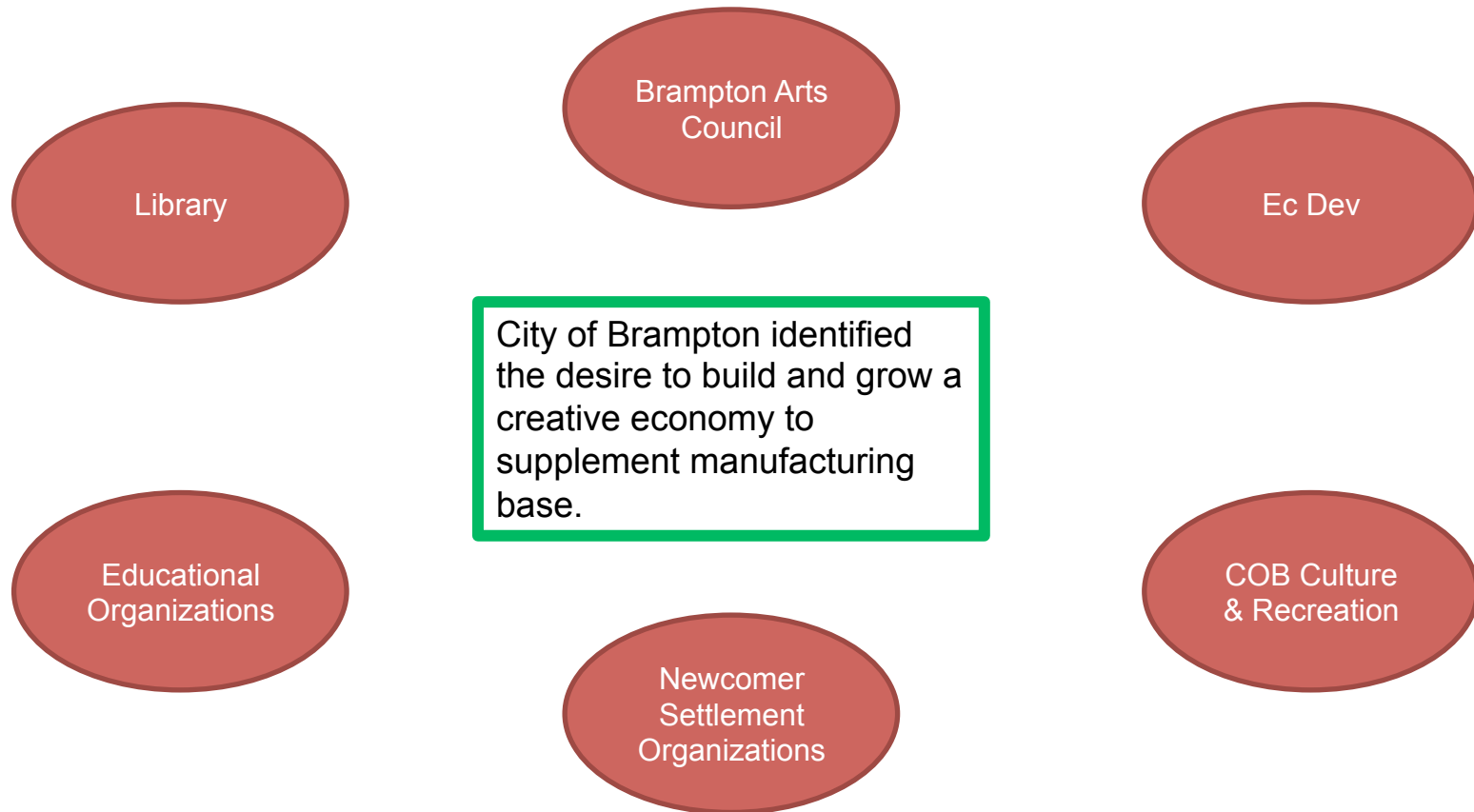
MakerSpaces are a popular trend in public library service. Did Brampton Library need or want a MakerSpace?

How would we define success?

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Community competition

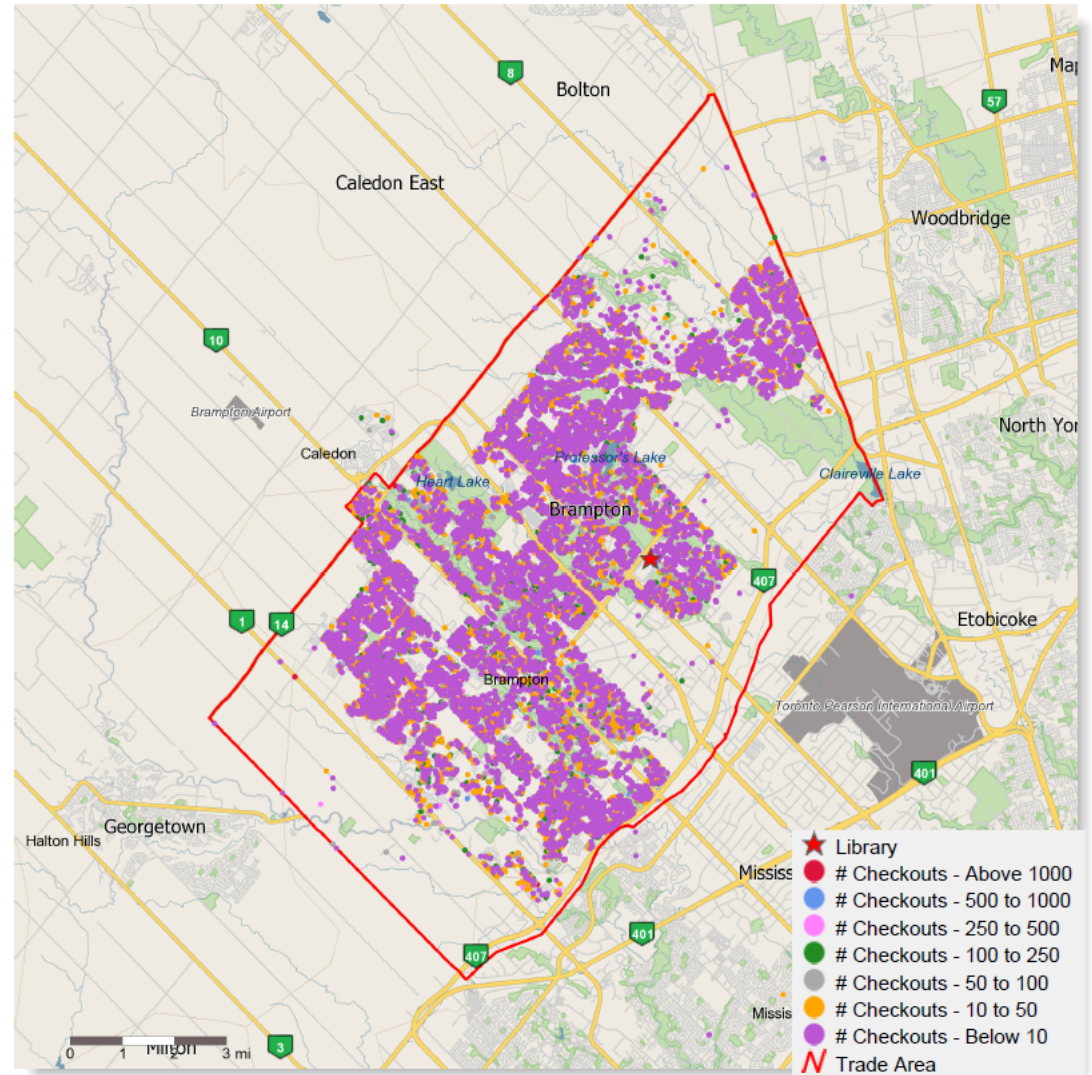
# Heritage, Arts, Culture & Entertainment Initiative



# Value Added Data Mining Tools



Library Patron Households by Checkout Volume



The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by checkout volume.

# Qualitative Outcomes

“If your presence doesn't make an impact,  
your absence won't make a difference.”

— [Trey Smith](#)



# PLA Project Outcome

## How We're Helping

Project Outcome is dedicated to helping public libraries understand and share the true impact of essential library services and programs with simple survey instruments and an easy-to-use process for measuring and analyzing outcomes. Developed by library leaders, researchers, and data analysts, Project Outcome surveys, resources, training, and supportive online community provide public libraries with everything they need to apply their results and confidently advocate for their library's future. Joining Project Outcome is free of charge and only takes a few simple steps to begin.



CIVIC / COMMUNITY  
ENGAGEMENT



DIGITAL  
INCLUSION



EARLY CHILDHOOD  
LITERACY



ECONOMIC  
DEVELOPMENT



EDUCATION / LIFELONG  
LEARNING



JOB  
SKILLS



SUMMER  
READING

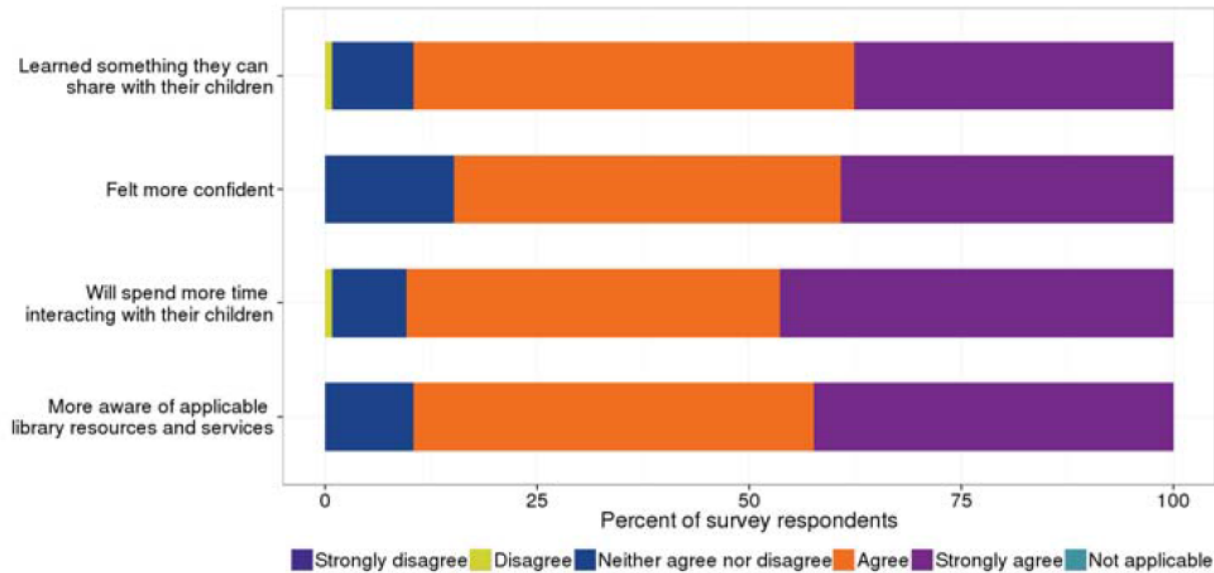




# Project Outcomes Report

## Results

The results of the Early Childhood Literacy surveys are shown in the chart below.



Of the percentage of parents or caregivers surveyed who either agreed or strongly agreed that they or their children benefited from the service or program:

- 90% learned something that they can share with their children
- 85% felt more confident helping their children learn
- 90% intended to spend more time interacting with their children
- 90% were more aware of applicable resources and services provided by the library

# Role of the Board

**As board members, how can we be bridges to the community at large?**



# Questions??

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