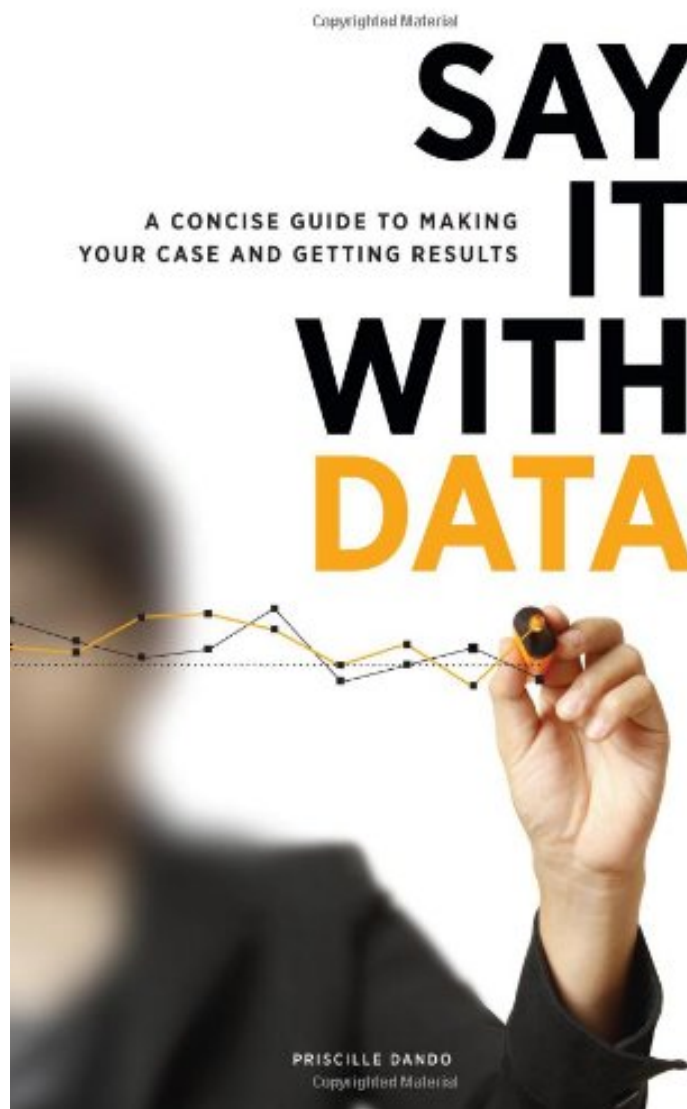


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Say It with Data: A Concise Guide to Making Your Case and Getting Results

Priscille Dando

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Priscille Dando : Say It with Data: A Concise Guide to Making Your Case and Getting Results before purchasing it in order to gage whether or not it would be worth my time, and all praised Say It with Data: A Concise Guide to Making Your Case and Getting Results:

1 of 1 people found the following review helpful. Recommended!By Rebecca MugridgeThis is an excellent introduction to gathering and using statistics and other information to support your library's efforts, whether they are to

garner more financial support or are in support of other initiatives. Although not obvious from the title, this book is aimed primarily at school and public librarians. All of the examples that Dando uses to illustrate her points are from school or public libraries. That being said, however, the principles that she describes for gathering, using, and presenting statistics would be applicable in any sort of library. Say it with Data has six chapters. Topics include: determining need, message, and audience; effective communication; working with statistics; survey techniques; focus group methodology; and how to best present the data that you gather. There are also a number of appendices with checklists for surveys or focus groups, and examples of surveys for specific audiences, such as public library patrons, students, or teachers. The book is well-written and includes both a bibliography and an index. Even though the book is geared towards public and school libraries, it would also be useful for department heads in larger libraries. I could envision its use in cataloging, acquisitions, systems or other operational departments as they perform assessment and look for ways to effectively present the results. I recommend this book to anyone who is interested in assessment and looking for ways to present the results in a meaningful way to their stakeholders, whether they are library administration or others. For more reviews, check out [...]

Administrators, policy makers, legislators, and the public demand concrete, measurable evidence of the need for libraries and their use. The collection and dissemination of data about library service in a straightforward, convincing manner are integral components of library advocacy in the current economic climate. Addressing frontline librarians lobbying for increased programming or staff, as well as administrators marshalling statistics to stem the tide of budget cuts and prevent library closure, this vital new book explores the whys and hows of using data to build a better picture of library needs and success. With a distinctive combination of research-based information and practical application, Dando *Demonstrates how data from surveys, focus groups, ALA, and state and local sources can be aggregated and used to craft a strong message *Takes readers step by step through the process of using data to tailor a message to specific audiences *Offers real-world examples from school and public libraries that can be used as models Addressing the requirements of a variety of stakeholders, this concise resource lays out an easy-to-follow, systematic way of inspiring action through clear, compelling data.