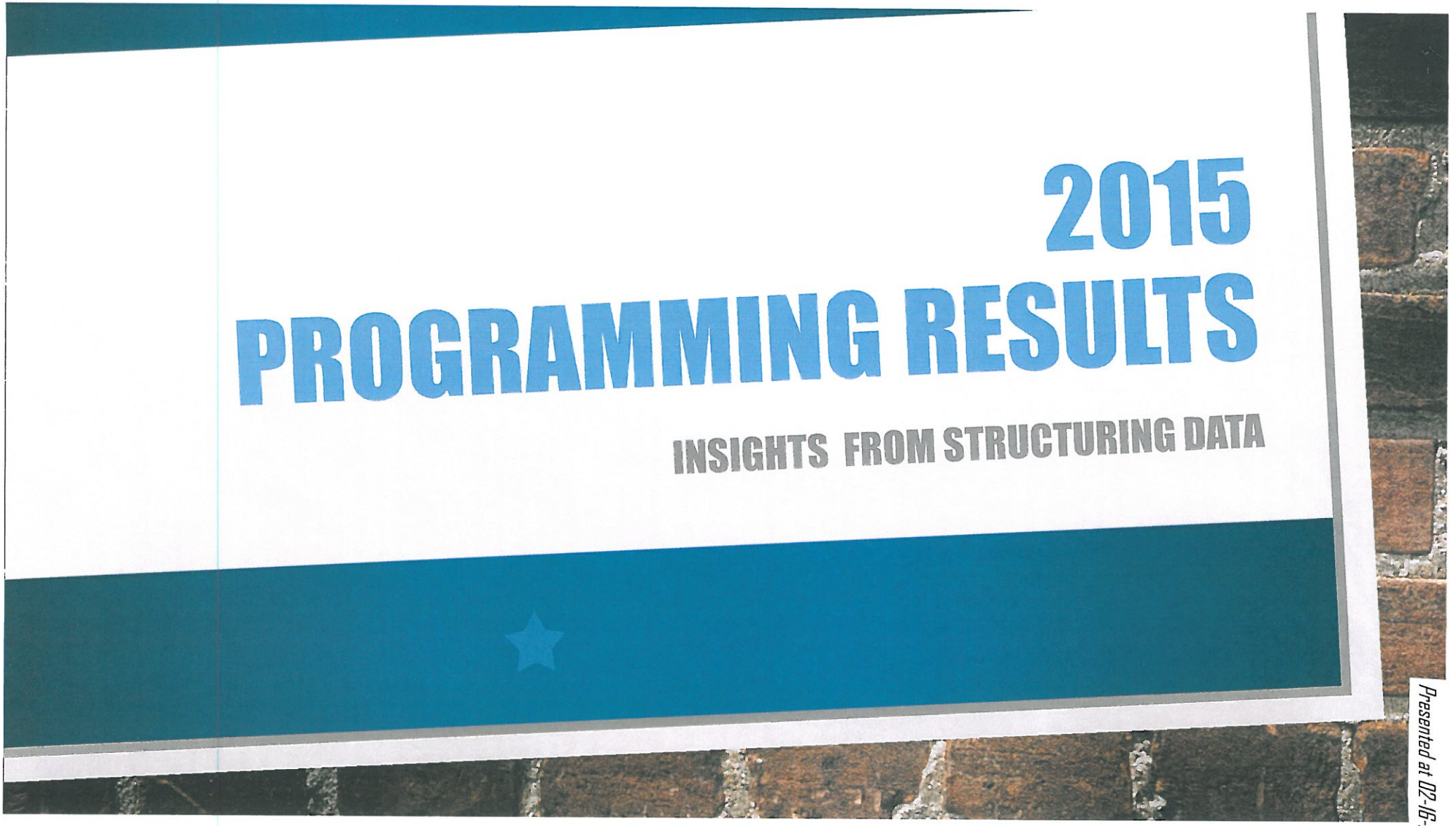
2015 PROGRAMMING RESULTS

INSIGHTS FROM STRUCTURING DATA



Presented at 02-16-2016 Work Session

Evanced a Demco Company

PRODUCTS SUPPORT BLOG CONTACT

Room Booking Solutions

Reading Innovation

Event Calendar Management

LOTS OF DATA, NOT A LOT OF INFORMATION

- 5,563 EVENTS ENTERED FROM 2013 THROUGH 2014
- 198,433 PROGRAM ATTENDEES

GREAT NUMBERS, BUT . . .

- EVENTS CATEGORIZED BY DEPARTMENT (INFOZONE, YOUTH SERVICES, HISPANIC RESOURCES, ETC.)
- EXTENSIVE USE OF "OTHER," AND "NONE" CATEGORY
- WE COULD LEARN SO MUCH MORE BY APPLYING SOME STRUCTURE

STANDARDIZATION PROJECT

- STARTED EARLY 2015
- COMMUNITY RELATIONS DEVELOPED TAXONOMY FOR EVANCED CATEGORIES
- INVITED FEEDBACK FROM USERS AND REFINED CATEGORIES
- IMPLEMENTED NEW CATEGORIES IN OCTOBER 2015
- JAN 1, 2016 13,600 RECORDS MODIFIED TO USE NEW CATEGORIES

SURPRISING RESULTS

- ORIGINALLY THOUGHT RESULTS WOULD HELP CR PLAN MORE EFFECTIVE PROGRAMS
- LEARNED MUCH MORE THAN EXPECTED
- DATA PROVIDES INSIGHTS INTO HOW PCCLD'S PROGRAMMING SUPPORTS MISSION
  - ENCOURAGE THE JOY OF READING,
  - SUPPORT LIFELONG LEARNING, AND
  - PROVIDE ACCESS TO INFORMATION FROM AROUND THE WORLD.

EVANCED TELLS A PARTIAL STORY

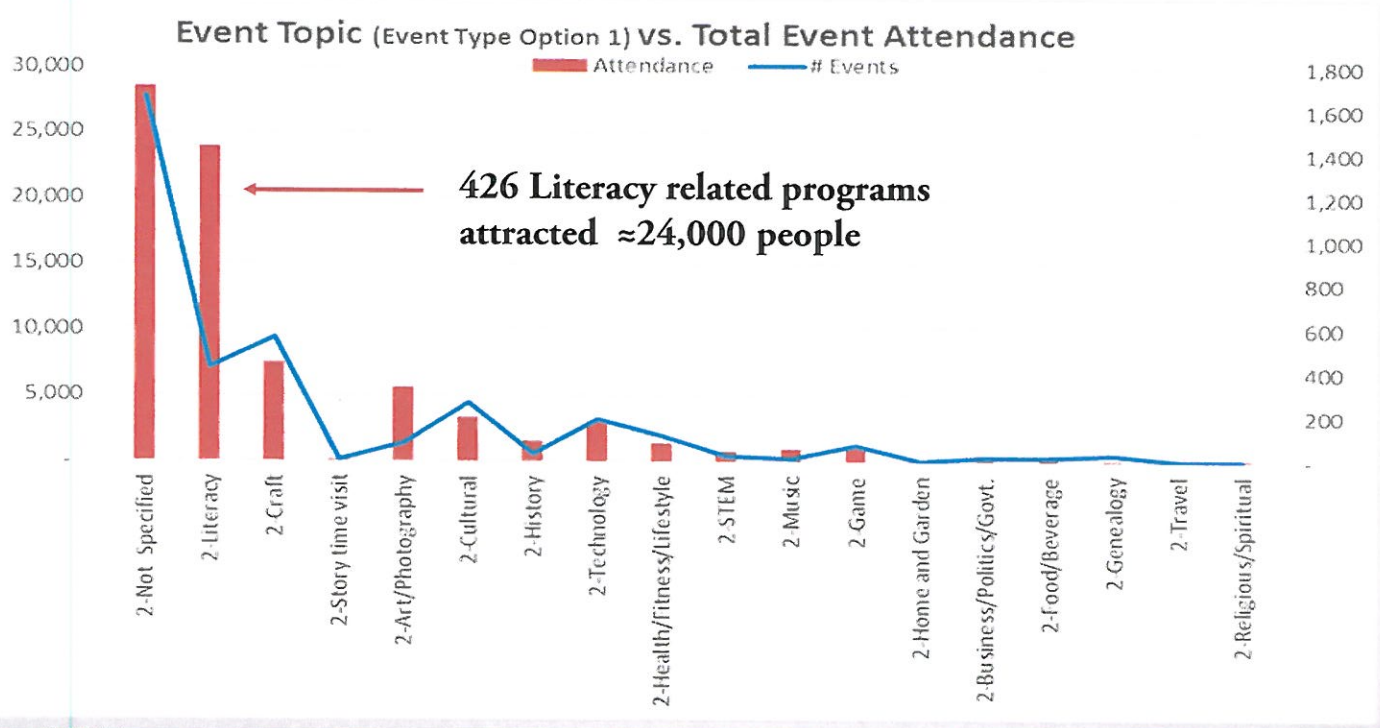
- ≈ 50% PROGRAM ATTENDANCE IS IN EVANCED
- ≈ 45% PROGRAM ATTENDANCE IS CALCULATED AS 5% OF LIBRARY VISITS FOR EXHIBITS
- ≈ 4% PROGRAM ATTENDANCE COMES FROM VIDEO VIEWS
- ≈ 1% PROGRAM ATTENDANCE IS REPORTED OUTSIDE OF EVANCED

CAVEATS

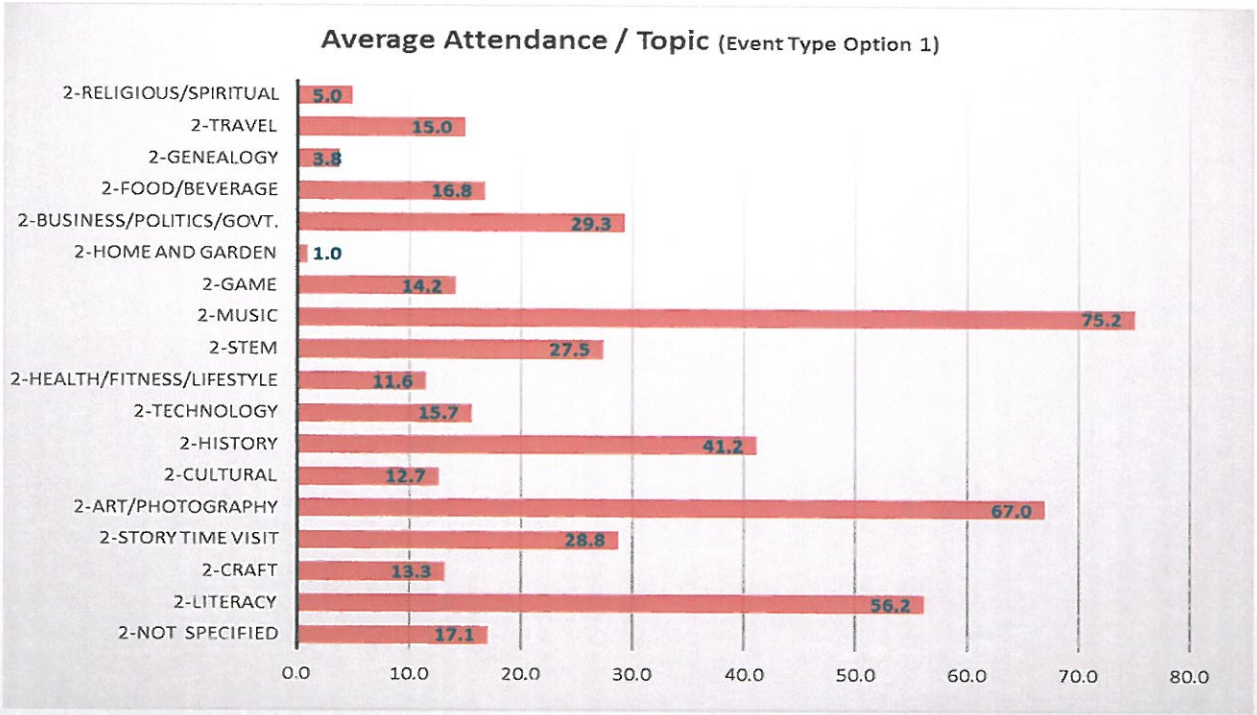
- 2015 DATA WAS RE-CATEGORIZED AFTER THE FACT
- 1,666 INCOMPLETE ENTRIES ACCOUNTING FOR 28,500 ATTENDEES
- PROBLEM HAS BEEN ADDRESSED FOR 2016 AND BEYOND

WHAT DO THE DATA REVEAL?

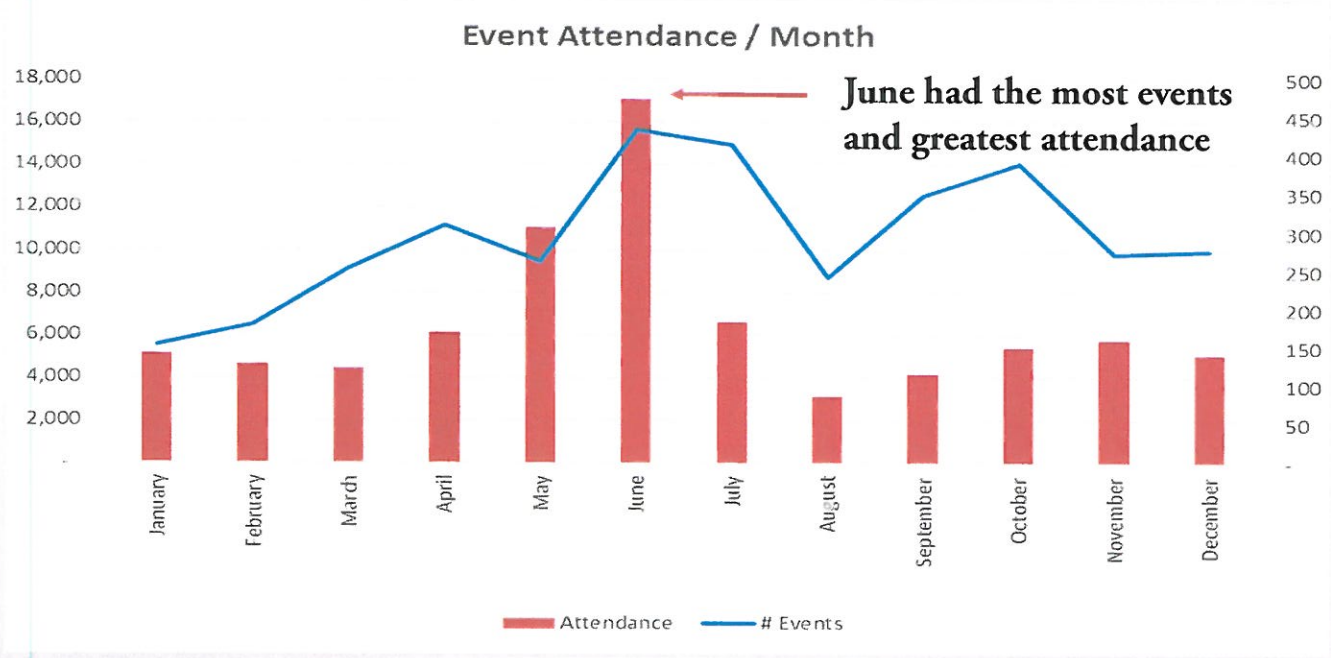
TOTAL ATTENDANCE BY TOPIC



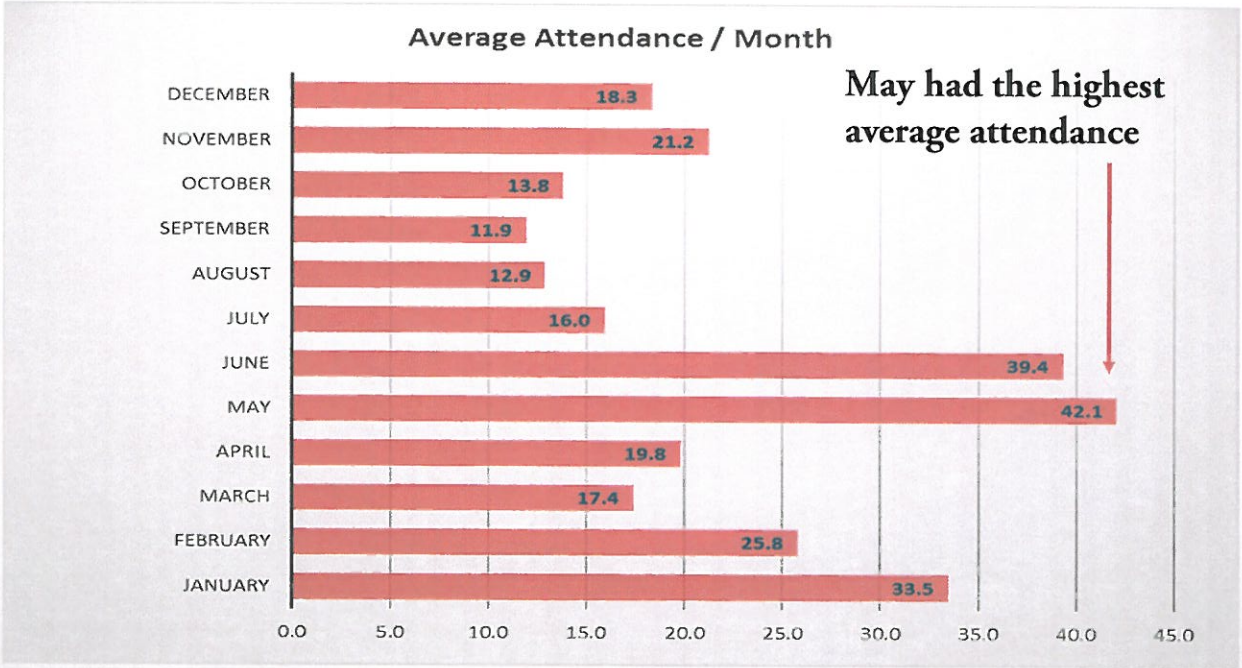
AVERAGE ATTENDANCE BY TOPIC



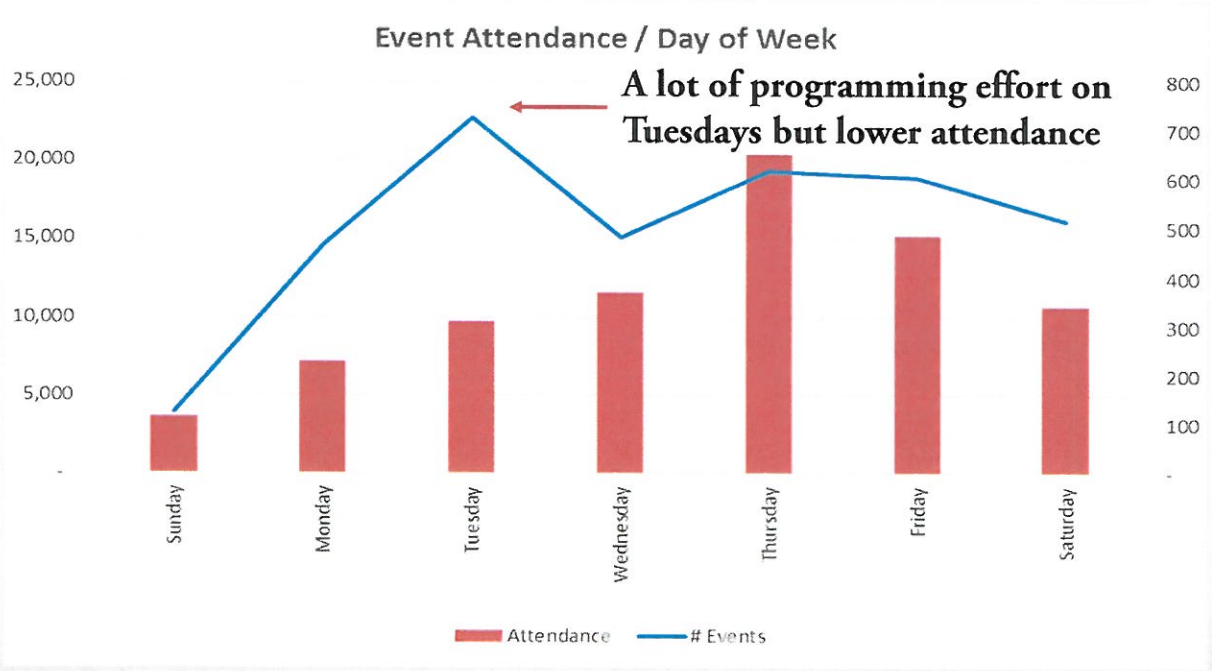
ATTENDANCE BY MONTH



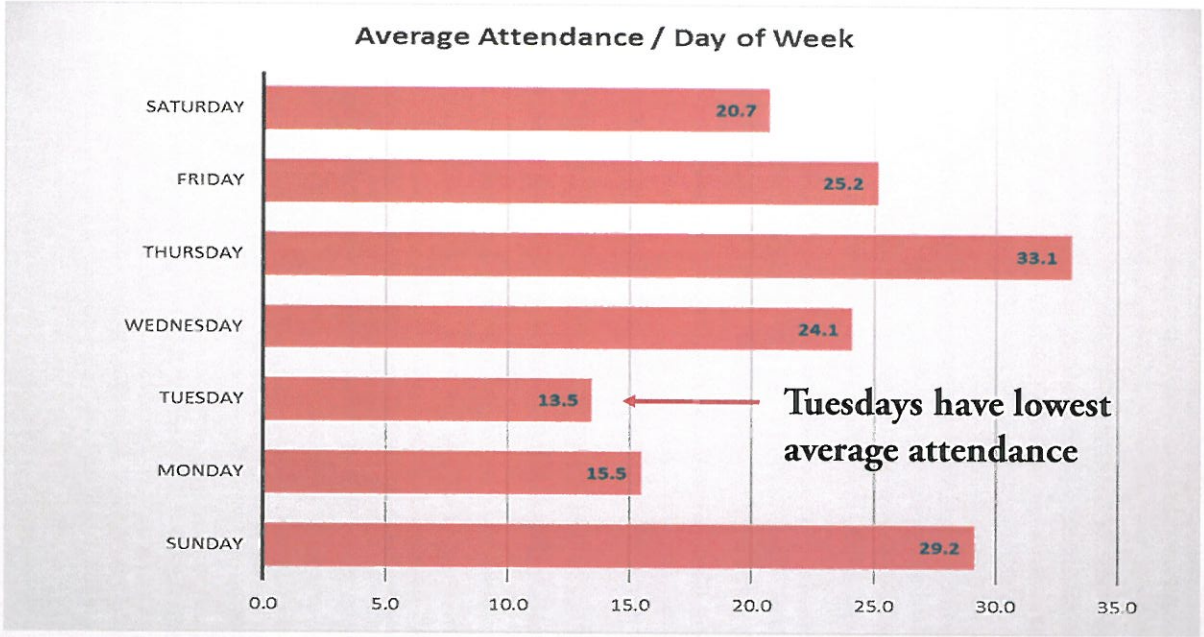
AVERAGE ATTENDANCE BY MONTH



ATTENDANCE BY DAY OF WEEK

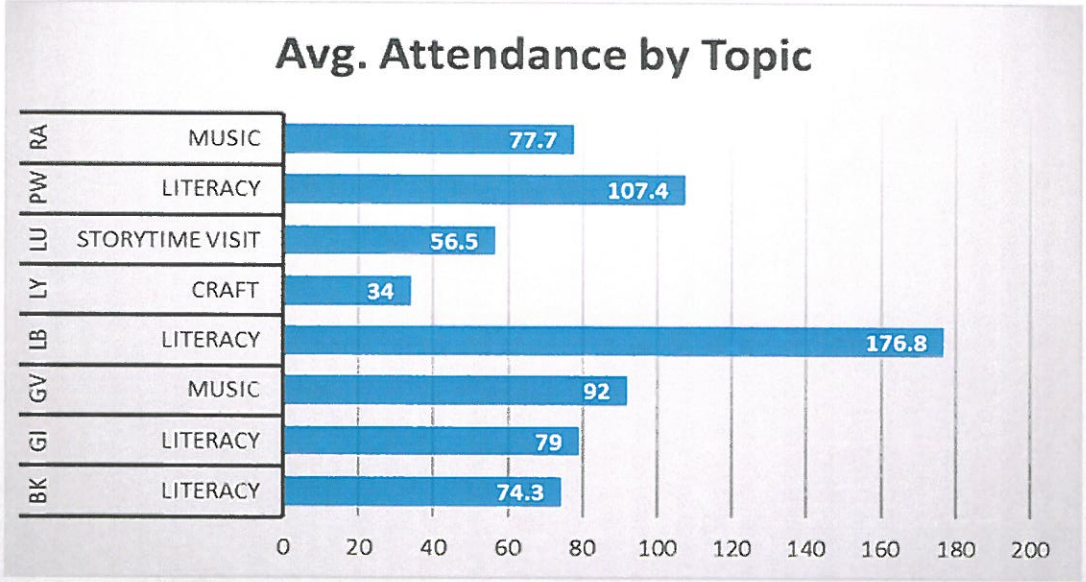


AVERAGE ATTENDANCE BY DAY OF WEEK

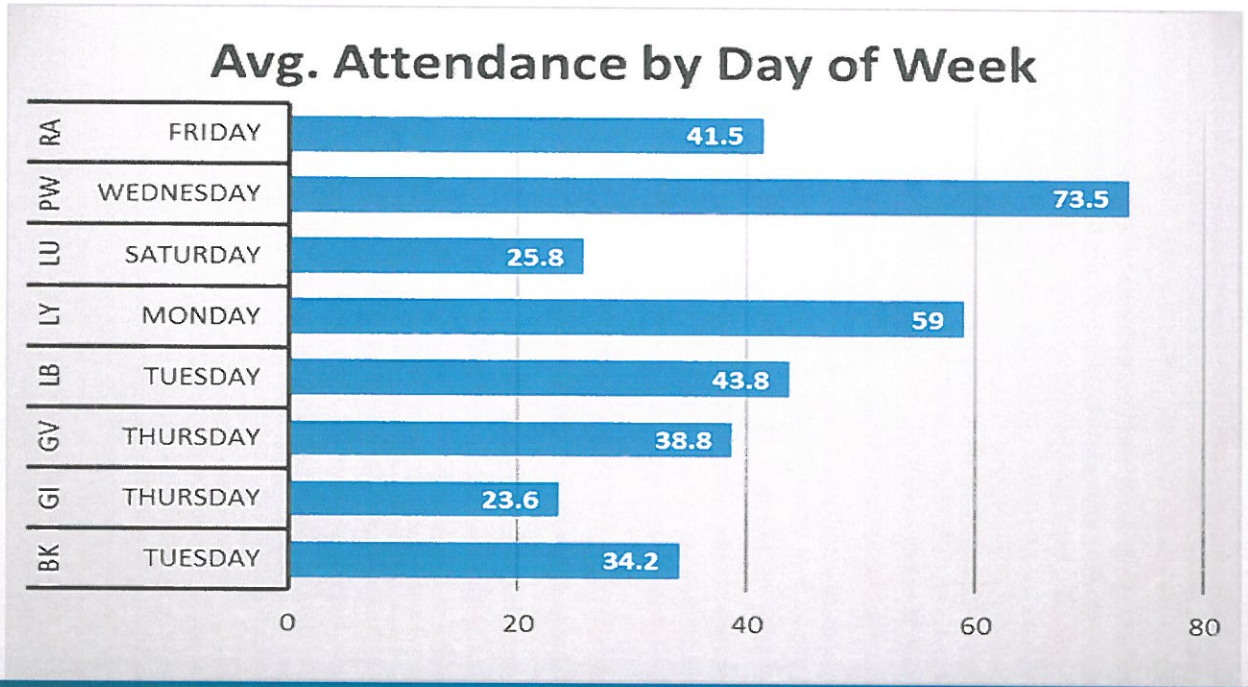


BRANCH DATA TELL A SLIGHTLY DIFFERENT STORY

HIGHEST AVG. BRANCH ATTENDANCE BY TOPIC



HIGHEST AVG. BRANCH ATTENDANCE BY DAY OF WEEK



CONCLUSIONS

- STRUCTURING DATA HAS GIVEN SOME INTERESTING INSIGHTS INTO THE EFFECTIVENESS OF PCCLD'S PROGRAMMING IN SUPPORT OF OUR MISSION
- 59% OF PROGRAM ATTENDANCE IS RELATED TO LITERACY, CRAFT, ART, CULTURE, TECHNOLOGY, HISTORY, AND HEALTH
- 36 % OF PROGRAM ATTENDANCE IS NOT SPECIFIED

QUESTIONS?

PCCLD's 2015 Programing Results

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Introduction

Currently PCCLD's program attendance entered into Evanced amounts to roughly 50% of our reported program attendance. The program attendance data not reported in Evanced breaks down as follows:

- ≈ 45% total program attendance results from Exhibit views roughly calculated as 5% of library visits.
- ≈ 4% Total program attendance results from video views.
- ≈ 1% Total Program Attendance results from information provided to Jane but not entered in Evanced.

It is the information in Evanced that can provide a wealth of information for marketing purposes and for measuring PCCLD's contribution to the community.

Early in 2015 a project was started to develop a robust taxonomy for Evanced events. The Standardized Evanced Categories were introduced in October of 2015 to allow PCCLD staff to adjust to them prior to an official rollout on Jan 1, 2016 at which time all non-standardized categories were deactivated.

After Jan 1, 2016 all Evanced entries for 2015 were re-categorized using the new taxonomy. The new categories reveal valuable data that support Community Relations' marketing efforts and provide insights into community impacts and library outcomes.

Three key concepts of PCCLD's mission are to:

1) encourage the joy of reading,
2) support lifelong learning, and
3) provide access to information from around the world.

Using structured data in Evanced helps us measure the effectiveness of our programming efforts in achieving our mission.

Evanced provides three fields for "event types." PCCLD's structure for the three event type categories is as follows:

- Primary Event Type – used to identify the format of the event. Examples of formats are Class/Workshop, Lecture/Presentation, Interactive group, and so on.

- Event Type Option 1 – used to roughly describe the topic or intent of the event. Examples of event topics are Literacy, Music, Cultural, Craft, and so on.

- Event Type Option 2 – used exclusively to capture whether meals, refreshments, and/or alcohol were provided.

Caveats

The information shown below is based on re-categorization of previously entered data and could lead to false conclusions. This is the first attempt to systematically categorize the program data in Evanced and there are refinements we may want to consider in 2016 and going forward to improve the usefulness of the data collection and reporting. For example Literacy is a topic that draws a lot of attendees but the

literacy data is bolstered by large numbers reported from Most Improved Reader Awards visits and Summer Reading Program visits to school assemblies. Many of the contests are literacy oriented and also drive our literacy participation numbers up and probably should.

As we dig deeper into the available data and current categories we are likely to uncover similar situations where a refinement in categorization could improve how we interpret our results.

Another shortcoming of the 2015 data is that the Event Type Option 1 data that is used to capture Subject or Intent of the program was not always used in 2015. Hence, the "2-Not Specified" category has both the greatest number of events and the greatest attendance.

Event Format Data

Excluding Storytime programming, Promotional Visits, and Exhibits, PCCLD sponsored/held 3,533 program events in 2015. These programs attracted 78,543 attendees.

The chart below gives an idea of effort expended vs. total event attendance. The category 1-Contests had very few events as shown by the blue line (Fig. 1) but recorded high attendance shown with the red column. By comparison PCCLD held a large number of classes and workshops but had much lower participation.

Primary Event Type	# Events	Attendance	Avg. / Event
1-Contests	64	20,175	315.2
1-Interactive Groups	1041	18,039	17.3
1-Passive Program	362	10,216	28.2
1-Class/Workshop	1122	9,139	8.1
1-Movie	476	4,152	8.7
1-Lecture/Presentation	159	3,937	24.8
1-Theatrical Performance	53	3,663	69.1
1-Tour	46	2,008	43.7
1-Reception	27	1,416	52.4
1-Festival	18	1,352	75.1
1-Concert	17	1,292	76.0
1-Author Event	21	1,264	60.2
1-Special Event	38	1,161	30.6
1-Book/Panel Discussion	60	387	6.5
1-Demonstration	10	178	17.8
1-HOLIDAY	18	100	5.6
1-Webinar	1	64	64.0

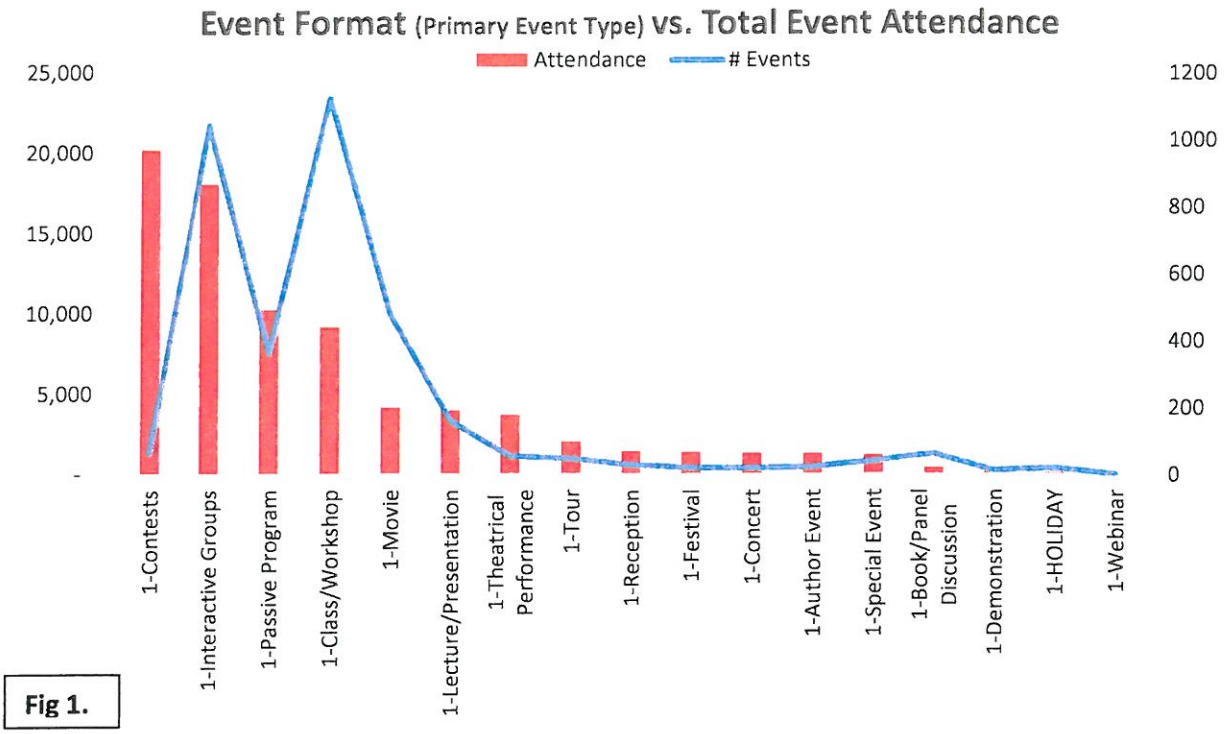


Fig 1.

Figure 2 shows over 60% of our Evanced program attendance came from Contests, Interactive Groups, Passive Programs, Classes and Workshops.

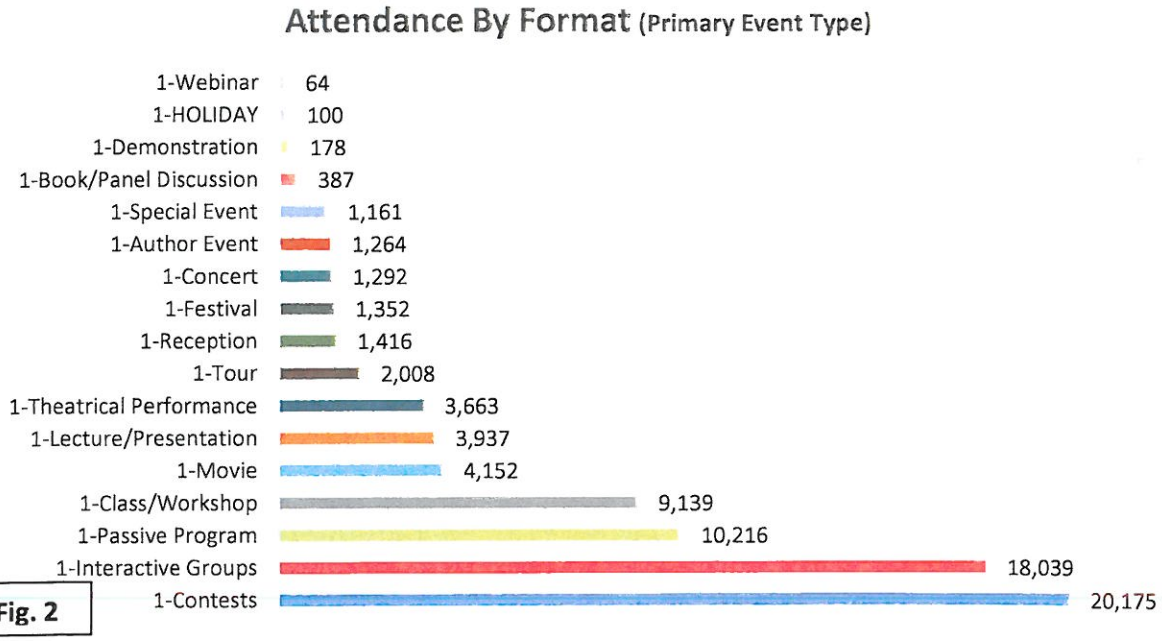


Fig. 2

Figure 3 shows the average number of participants per program format.

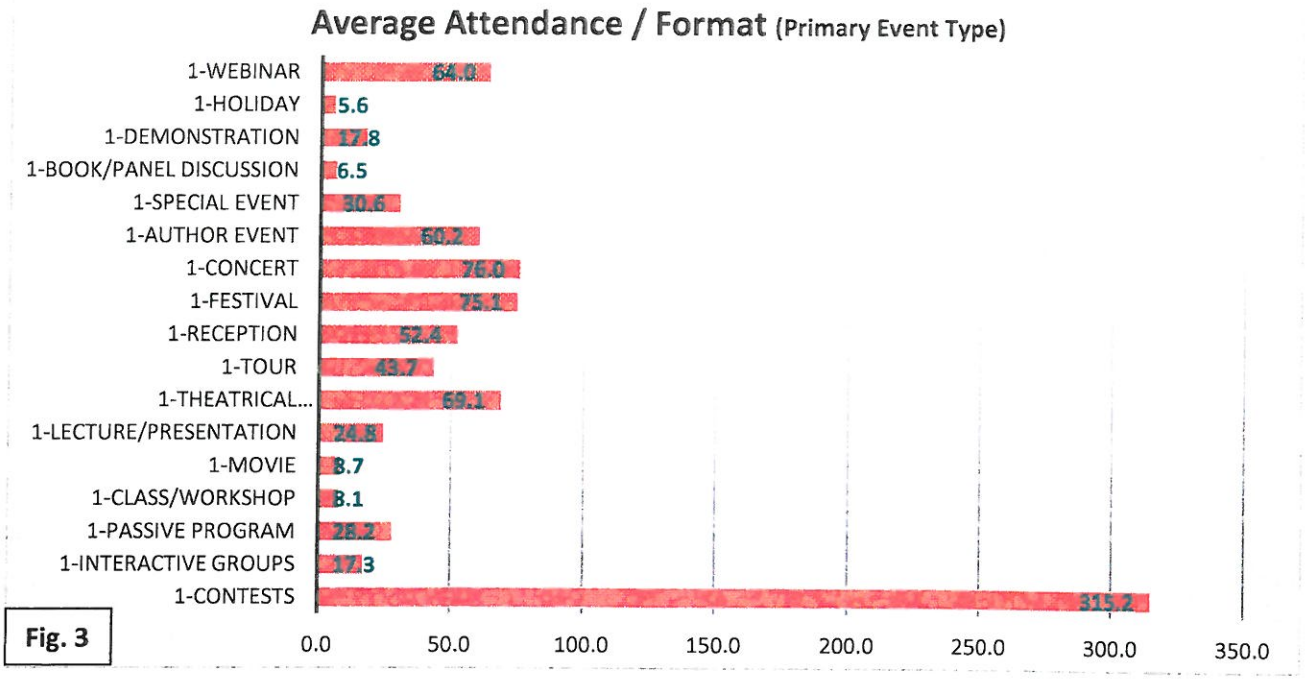


Fig. 3

Event Topic Data

Because of the late 2015 implementation of the standardized categories, many of the events did not have a specific topic. When the entries were converted to the new categories blank fields were left unchanged. As a result the "2-Not Specified" category has both the greatest number of events and the greatest attendance. Literacy as a topic or intent of programming however, came in a strong second with 426 Literacy related program events serving 23,945 people.

Event Type Option 1	# Events	Attendance	Avg. / Event
2-Not Specified	1,666	28,493	17.1
2-Literacy	426	23,945	56.2
2-Craft	562	7,478	13.3
2-Story time visit	5	144	28.8
2-Art/Photography	83	5,560	67.0
2-Cultural	264	3,358	12.7
2-History	37	1,526	41.2
2-Technology	190	2,974	15.7
2-Health/Fitness/Lifestyle	117	1,358	11.6
2-STEM	26	714	27.5
2-Music	13	977	75.2
2-Game	74	1,053	14.2
2-Home and Garden	2	2	1.0
2-Business/Politics/Govt.	18	528	29.3
2-Food/Beverage	18	302	16.8
2-Genealogy	28	106	3.8
2-Travel	1	15	15.0
2-Religious/Spiritual	2	10	5.0

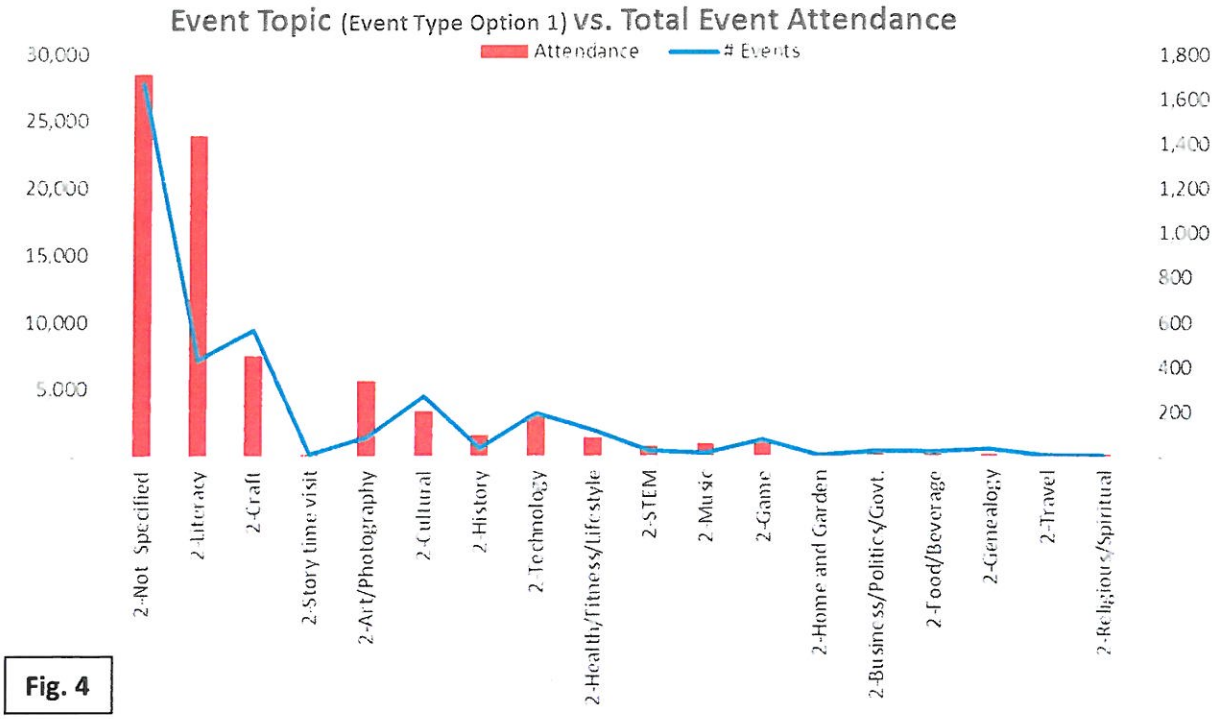


Fig. 4

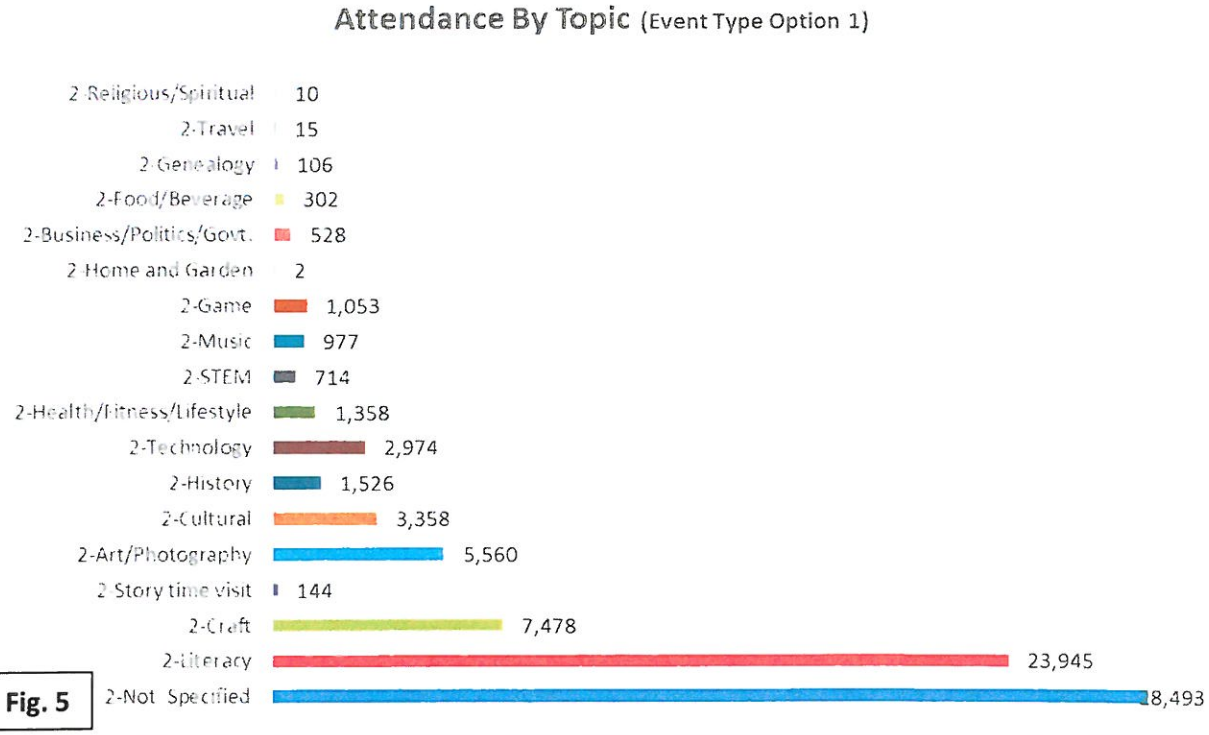


Fig. 5

Interestingly, while we held relatively few music events, they seem to draw the most average attendance. In close second and third are art/photography exhibits and literacy events respectively.

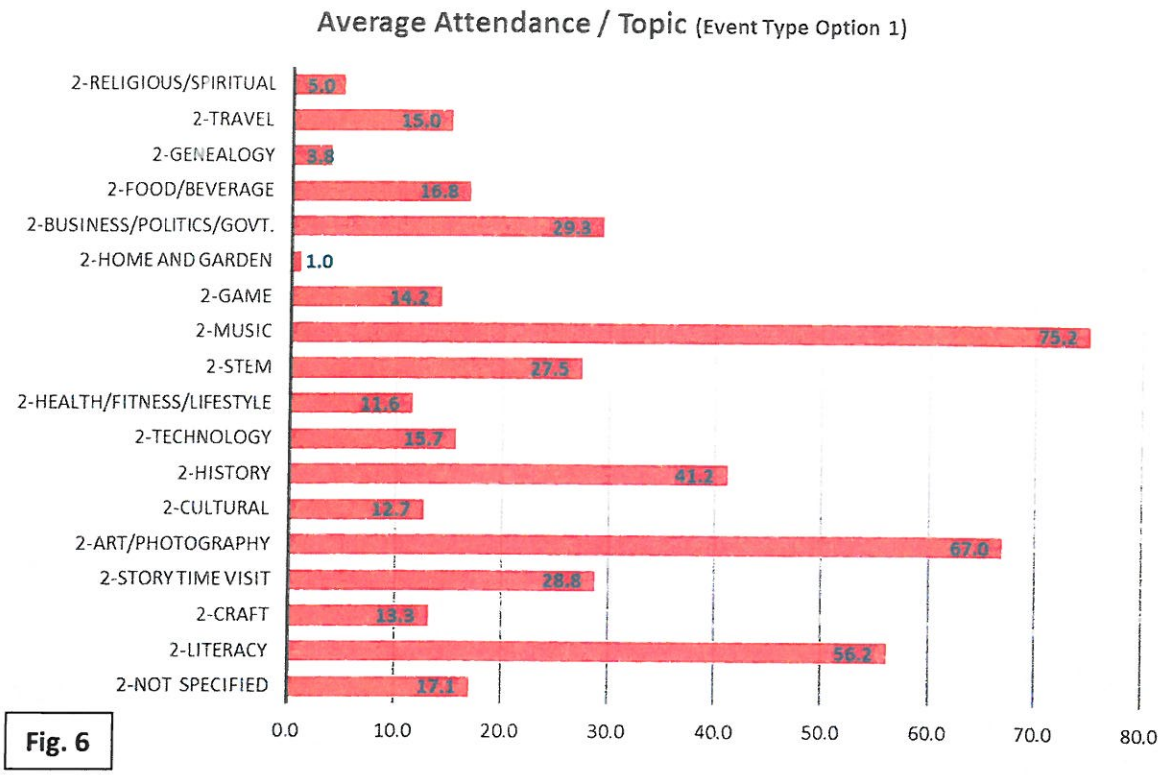


Fig. 6

Monthly Event Attendance

Reviewing program attendance shows the month with the greatest number of attendance and participation is June. What is of interest are the other months where we hold a large number of program events but have lower attendance for the effort expended. In spite of June's higher over all attendance, May averaged more attendees per event.

Month	# Events	Attendance	Avg. / Event
January	153	5,129	33.5
February	179	4,622	25.8
March	253	4,406	17.4
April	309	6,127	19.8
May	262	11,029	42.1
June	434	17,086	39.4
July	415	6,623	16.0
August	242	3,123	12.9
September	349	4,166	11.9
October	390	5,394	13.8
November	272	5,776	21.2
December	276	5,062	18.3

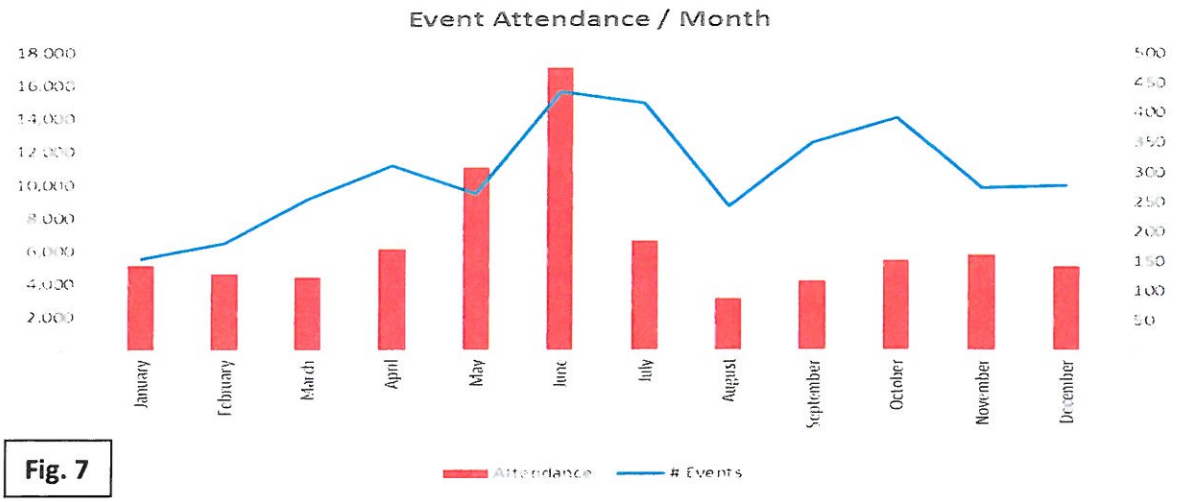


Fig. 7

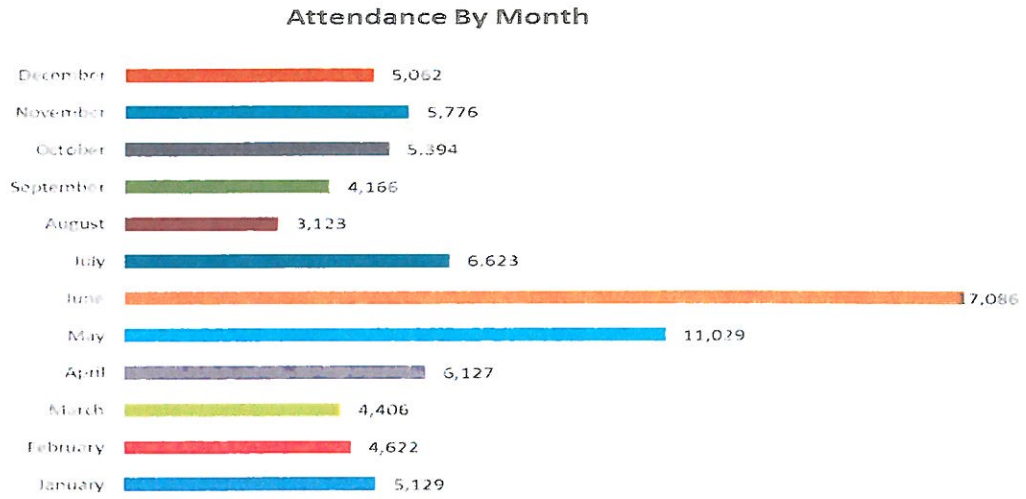


Fig. 8

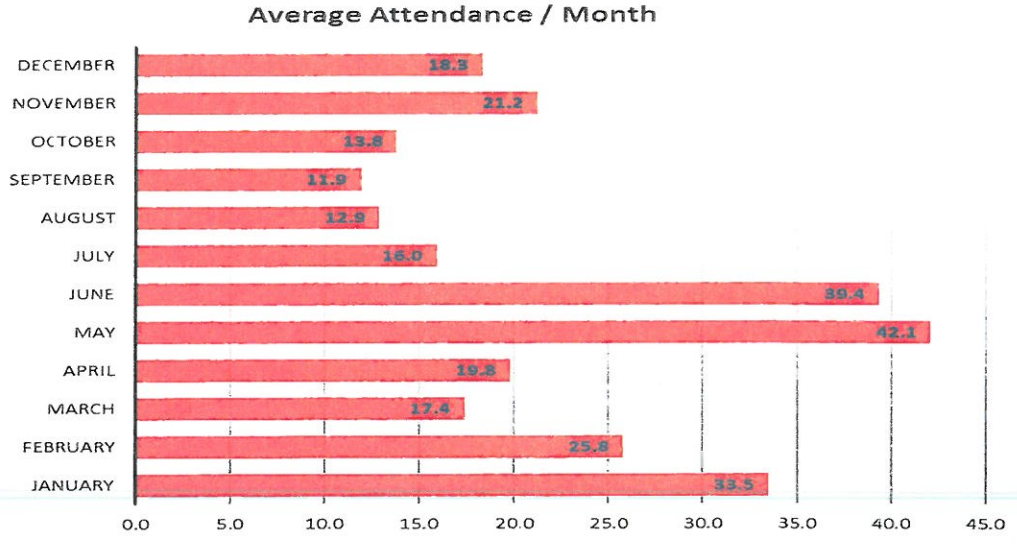


Fig. 9

Day of the Week Attendance

Thursday programs averaged the most attendance per program followed by Sunday. While we only held a few events on Sunday, they were well attended. We held the most programs on Tuesdays but Tuesday's had the least attendance of any day of the week.

Day of Week	# Events	Attendance	Avg. / Event
Sunday	126	3,674	29.2
Monday	466	7,210	15.5
Tuesday	725	9,762	13.5
Wednesday	482	11,633	24.1
Thursday	616	20,410	33.1
Friday	603	15,177	25.2
Saturday	515	10,677	20.7

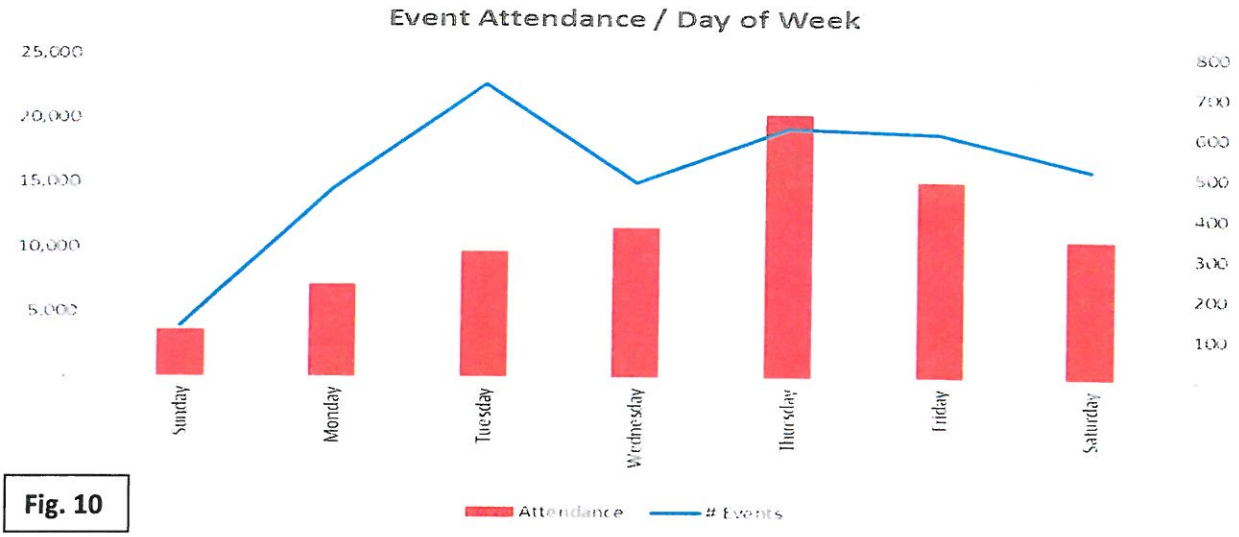


Fig. 10

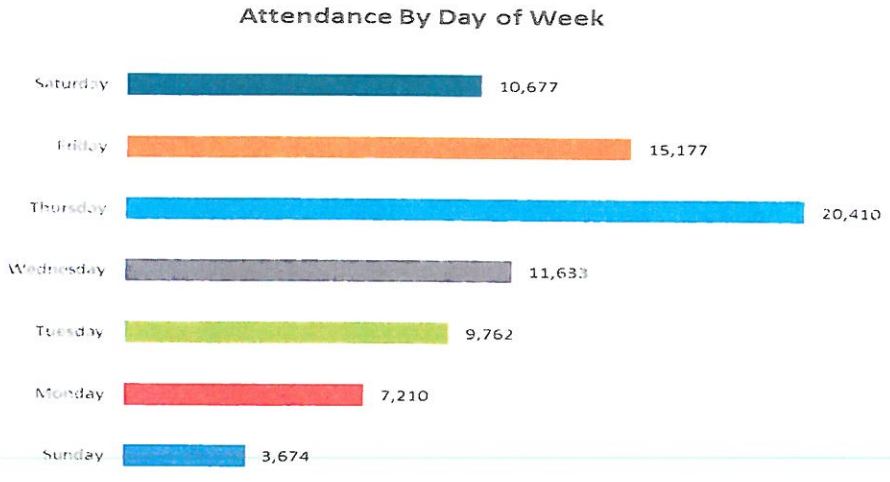


Fig. 11

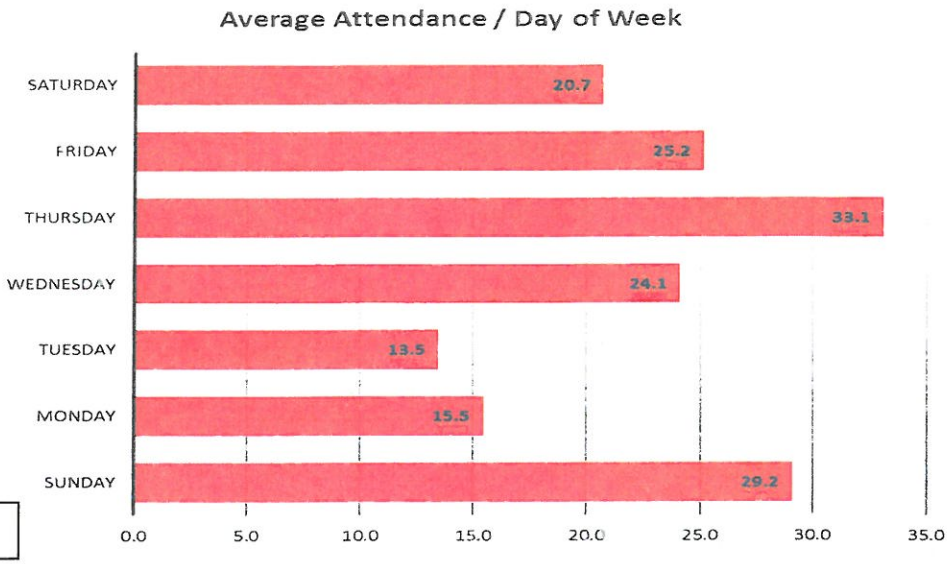
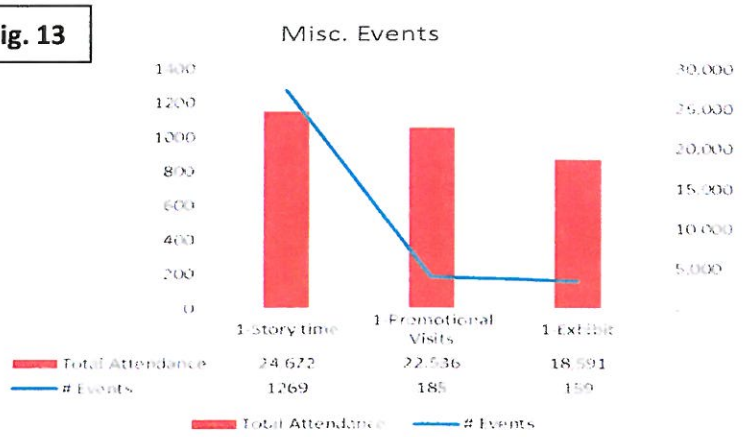


Fig. 12

Storytime Data

Storytime falls into its own category in that it is regular and ongoing. Promotional visits and Exhibits were also broken out because they tend to skew attendance data to the high side. Promotional visits are often related to Summer Reading visits to school assemblies and exhibits are often just a fixed percentage of library visits.

Fig. 13



In 2015 PCCLDS held/sponsored 1269 events under the heading of Storytime and reported an attendance of 24,642 for an average of 19.4 attendees per event. We had 185 Promotional Visits that reached 22,536 people and our Exhibits attracted 18,591 visitors.

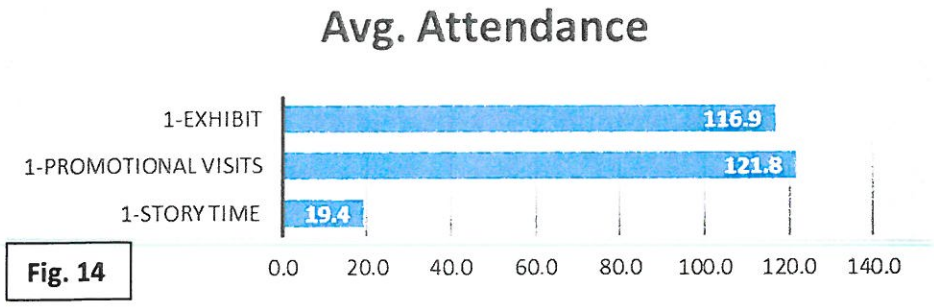


Fig. 14

Branch Libraries

All of the preceding information is also available for the individual library Branches. When broken down by branch a slightly different picture emerges. Looking at average attendance by program format for the various branches, it becomes clear the format drawing the most people varies by location. This could be due to the types of programs offered or it could reflect a difference in the preferences of the various markets served.

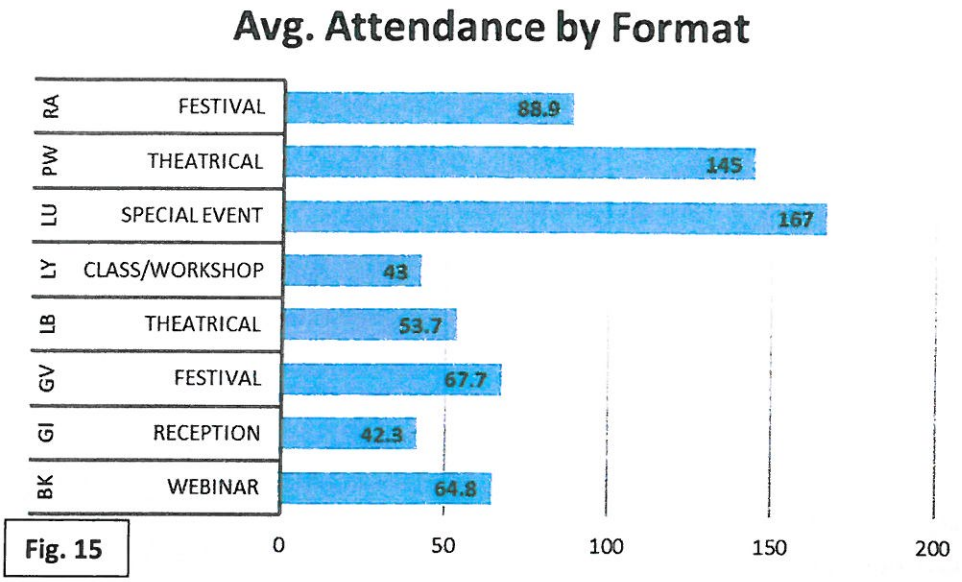


Fig. 15

The same holds true when comparing the program topics and related attendance offered by the different branches. For example, the events showing the greatest attendance for PW, LB, GI, and BK are literacy related while the top topics for RA and GV are music. Again the question is whether or not the difference is related to programs offered or market differences

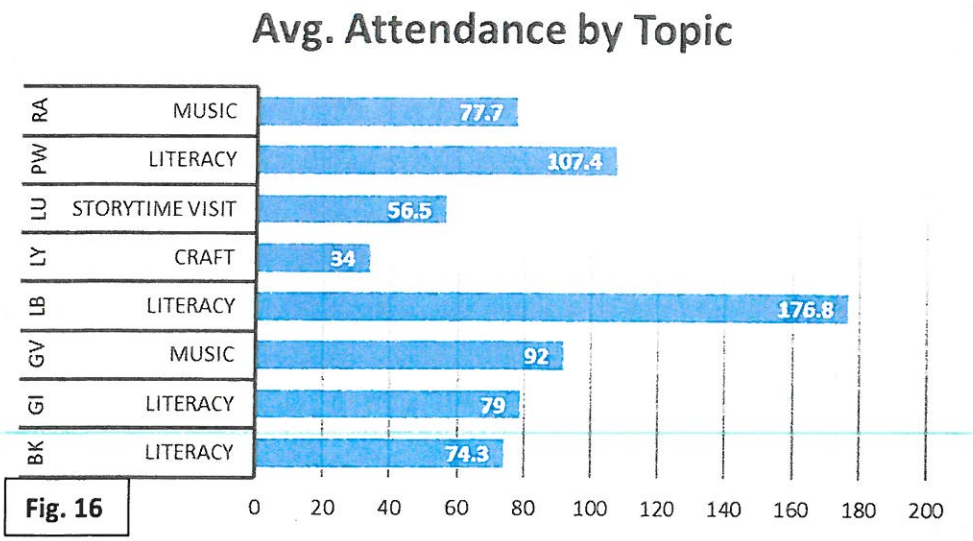


Fig. 16

Events held in May or June are the best attended for most of PCCLD's branches, however December was the big month for LU and March was big for LY.

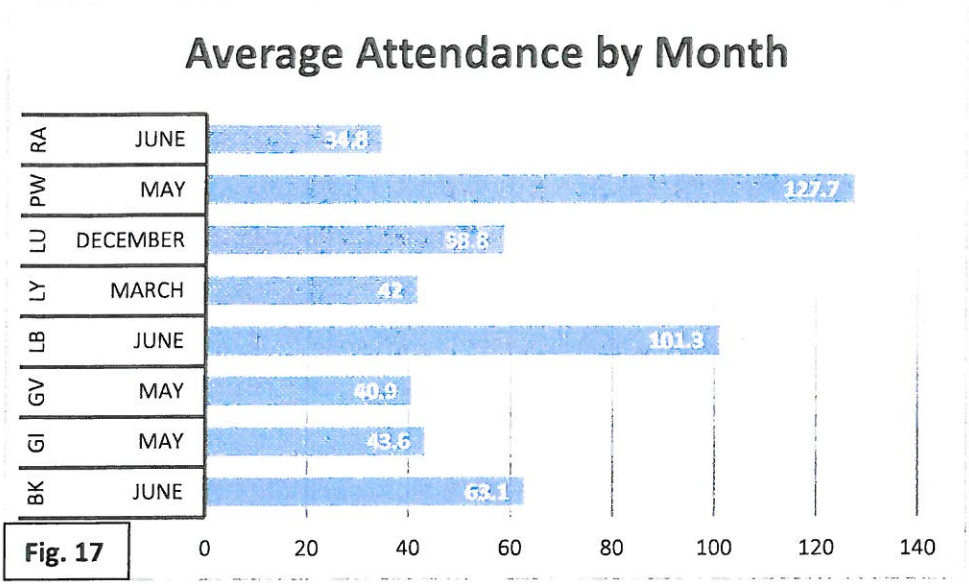


Fig. 17

Tuesday and Thursday events appear to draw more people for BK, GI, GV, and LB. Monday, Wednesday, Friday, and Saturday seem to draw more people for LY, PW, RA, and LU respectively. When compared to the average attendance by day of the week for the District, the individual branches tell a different story.

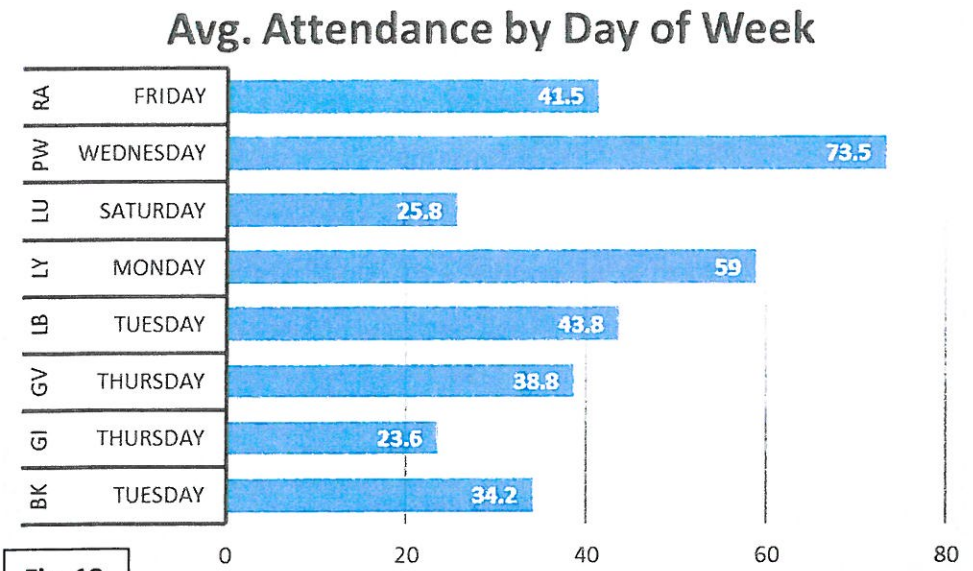


Fig. 18

Conclusion

While imperfect at best, retrospectively applying standardized categories to 2015 Evanced data gives us some insights into PCCLD's programming efforts. Moving forward from 2016 as we refine our thinking about Evanced categories and increase our discipline during the data entry phase, we greatly improve the usefulness of the data we collect.

Unexpectedly and fortunately because of the categorization standards we have a way to think about and measure PCCLD's impact on our community. Not only do we begin to have insights into the program topics and formats that draw people, we can, to some extent, gage the impact our program have on meeting PCCLD's strategic objectives. For example the high attendance to literacy related events is one measure of our effectiveness in "promoting the joy of reading." Attendance records for the categories 1-Class/Workshops, 1-Demonstrations, 1-STEM and so on, indicate the success of our efforts to "promote lifelong learning.