

# Librarians and Data for Community Discovery: Where's the Disconnect?

## PROBLEM

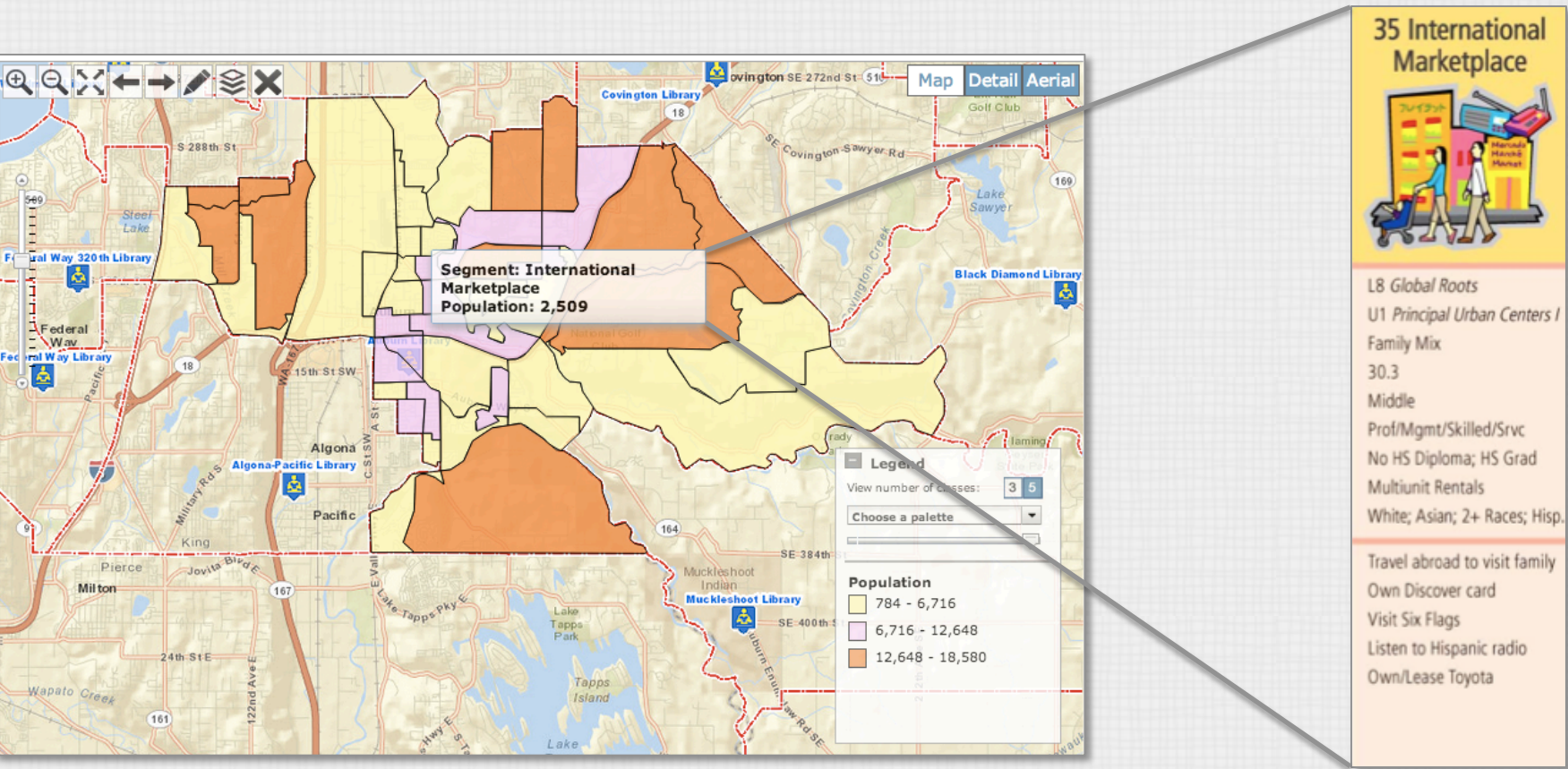
The King County Library System (KCLS) has licensed a web application called CommunityConnect to help librarians identify who lives near their branches and how they can serve them. But librarians are struggling to apply the technology to their jobs. We worked with KCLS to find out why and close the gap between training and implementation.



“I can see who walks through our library doors, but who else is out there in our community? I need to reach them too.”

## APPLICATION

CommunityConnect combines census data, market segment data, and library usage data to paint a clearer picture of the community.



## APPROACH

We conducted a needs assessment to reveal more details about implementation problems and potential through:



## FINDINGS

KCLS should address:

**Application:** how do market segments apply to KCLS's specific needs and populations?



**Analysis:** Many librarians haven't had much training in statistics or GIS

**Communication:** One-time training isn't enough; short video and print tutorials solve problems on demand

## IMPACT

**Replicating successes:** Our analysis of CommunityConnect's uses at one branch will serve as a model for other libraries.

**Additional training:** KCLS can develop new training materials to address the specific gaps in understanding that our work identified.

**Community outreach:** Data will further inform librarians' perceptions of who lives in their diverse region, allowing them to provide new programs and materials to underserved populations.