Setting Your Library’s Course with Community Demographics
A WLA Virtual Conference Event Presentation
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Meet the WiLS’ Staff!

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Session
Road Map
What is Demographic Data?
Why Use Demographic Data?
Where Can Demographic Data Be Found?
How to Access Demographic Data?

National-Level Census Data
- US Census Data
- DataUSA

Wisconsin Census Data
- GetFacts Wisconsin
**City/Town:** Hillsborough, NC

<table>
<thead>
<tr>
<th>Demographic Data Point</th>
<th>My guess is…</th>
<th>The US Census number is…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Size (number)</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>Median Age (number)</td>
<td>35</td>
<td></td>
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<tr>
<td>Median Income (number)</td>
<td>$55,000</td>
<td></td>
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<tr>
<td>Poverty Rate (%)</td>
<td>10%</td>
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Demographics in Action
A Community
Getting Older

- Outreach and assessment to understand the needs and interests of the older adult population, from active retirees to those with limited mobility.

- Implement Library Memory Project programs with partner libraries.

- Seek and strengthen partnerships with other agencies, organizations and businesses that support the older adult population.

- Advocate for services for this population in the library and in the community, using the demographic numbers to make the case.

- Develop opportunities for home delivery patrons to participate in library reading programs.
Prioritize hiring Spanish speaking staff.

Connect with leaders from the Latinx community to build relationships and understanding.

Develop a clear understanding of community needs and develop programming around those needs.

Find ways to bring the library to where the community is.

Develop marketing specifically for this community group.
Being Prepared

- Building partnerships in the community to provide resources for members of this community
- Have critical information about health, testing, and workers rights available in Spanish
- Develop policies and procedures for quick implementation (closing policies, room usage, staff travel, etc.) should health changes start to appear in the city.
The Community Reflected and Represented

- Ask to speak about the library board and trustee roles at community meetings that are attended by a variety of community members.
- Reach out strategically to community leaders that represent different segments of the population.
- Write about the library and the library board for other community publications that reach segments of the community that library communications might miss.
- Implement/Utilize the DPI Inclusiveness Toolkit in conjunction with the library director.
- When a board seat opens, prioritize or advocate to fill it with a community member from an underrepresented group.
## A Few More Examples...

<table>
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<tr>
<th>Demographic Data Point</th>
<th>Ideas for Use</th>
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</table>
| **Unemployment**       | ● Partnership development  
                        | ● Programming and resources  
                        | ● Computer access and staffing                                      |
| **Population**         | ● Building size  
                        | ● Collection development  
                        | ● Budgeting (tax base awareness)                                    |
| **Mode of Transportation** | ● Marketing decisions  
                        | ● Location of services (branches, drop off and pick up sites)  
                        | ● Hours of operation  
                        | ● Efforts to have stops near library  
                        | ● Audiobook collection development                                      |
| **Overall**            | ● Developing profiles of who uses the library and who does not  
                        | ● Developing profiles of who is represented in and by the library and who is not |
Thank you!

Questions?

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