Setting Your Library's Course with Community Demographics

A WLA Virtual Conference Event Presentation
November 11, 2020

Meet the WiLS' Staff!
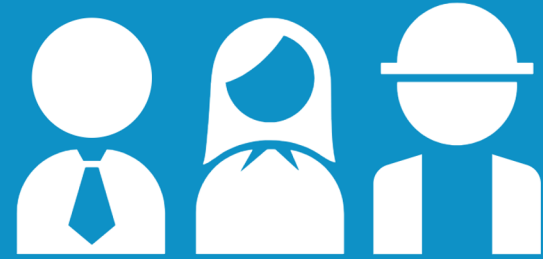
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Session Road Map

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
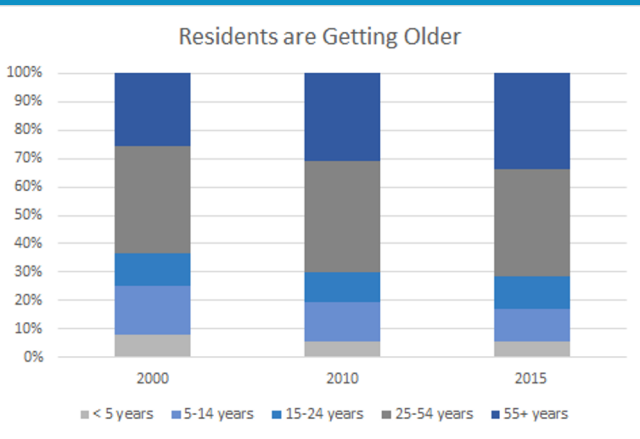
- [GetFacts Wisconsin](#)

City/Town: Hillsborough, NC

Demographic Data Point	My guess is…	The US Census number is…
Population Size (number)	10,000	
Median Age (number)	35	
Median Income (number)	$55,000	
Poverty Rate (%)	10%	

Demographics in Action

A Community Getting Older
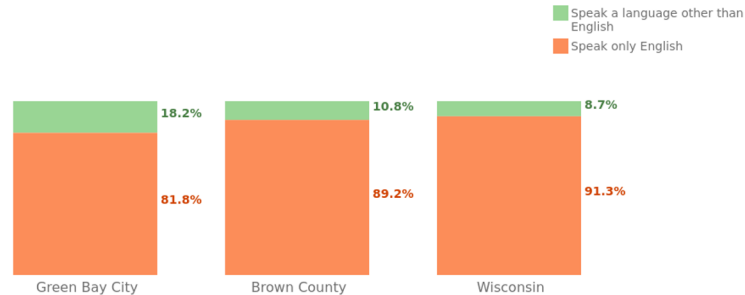

Residents are Getting Older

- 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.

Race, Ethnicity, and Language

Language Spoken at Home (for Population 5 Years and Over)
2014-2018 5-Year Estimate

- Speak a language other than English
- Speak only English

	Green Bay City	Brown County	Wisconsin
Speak a language other than English	18.2%	10.8%	8.7%
Speak only English	81.8%	89.2%	91.3%

Data source: 2014-2018 American Community Survey 5-Year Estimates - S1601
Image produced by GetFacts.wisc.edu, a product of the Applied Population Lab

- 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...

Demographic Data Point	Ideas for Use
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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