Actionable Data

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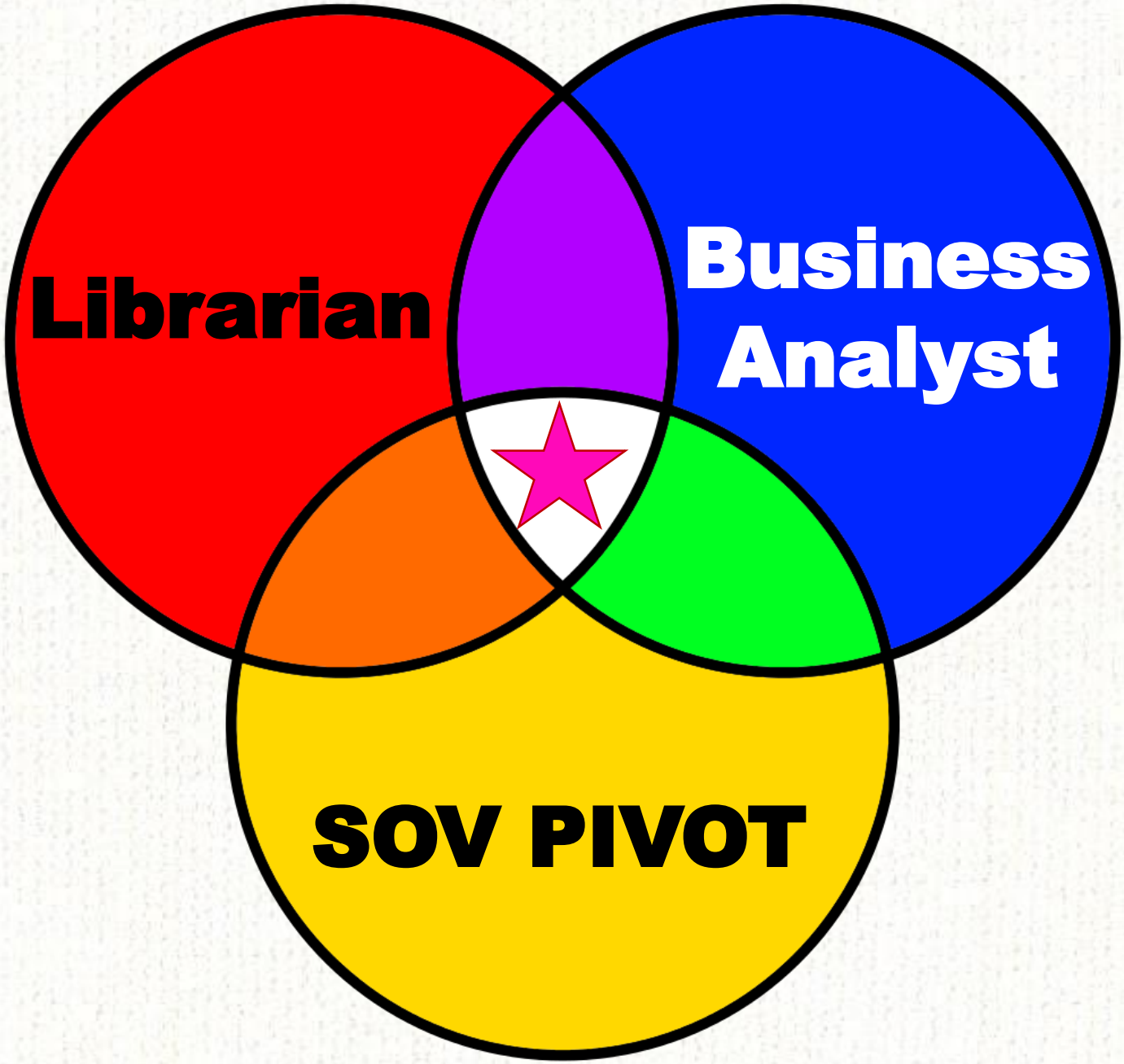


Adapted from image by JesperZedlitz - Own work, Public Domain, https://commons.wikimedia.org/w/index.php?curid=3741799

Objectives

- Collaborative information gathering
- Getting to root causes
- Acquiring specific baseline data
- Acting on greatest impact

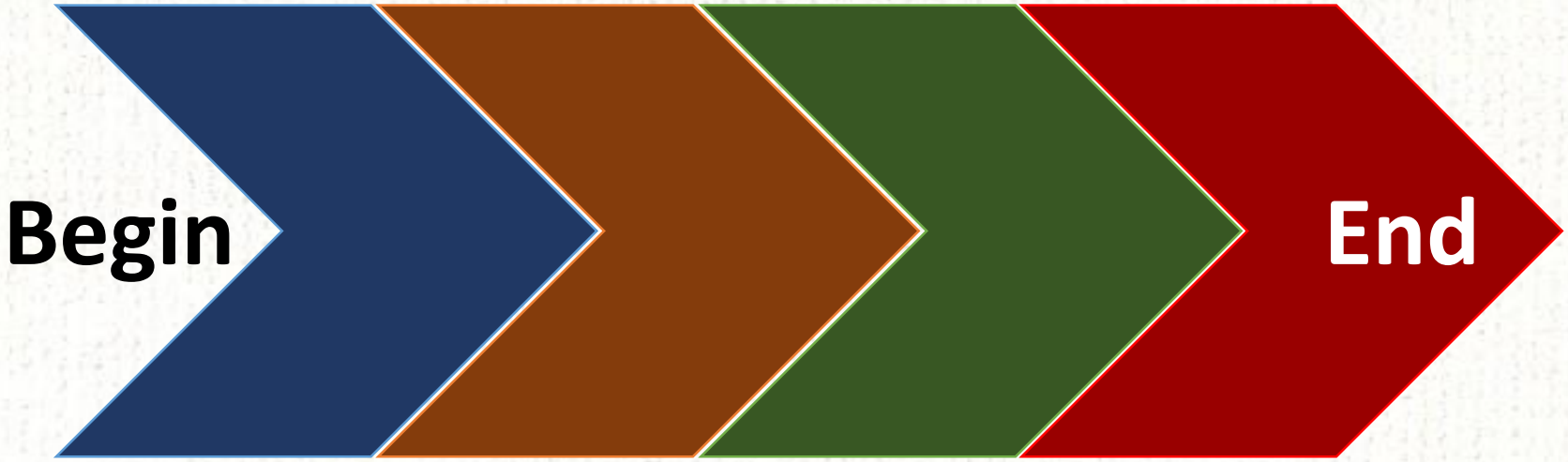
Unscientific Method

Reaction

Assumption

Solution

Implementation



Real Life Example

Reaction to: survey downtrend

Assumption that: need programming

Solution is: remote reference service

Implement as: pilot project

Image by Samantha Kolber for Goddard College

Evaluation Results

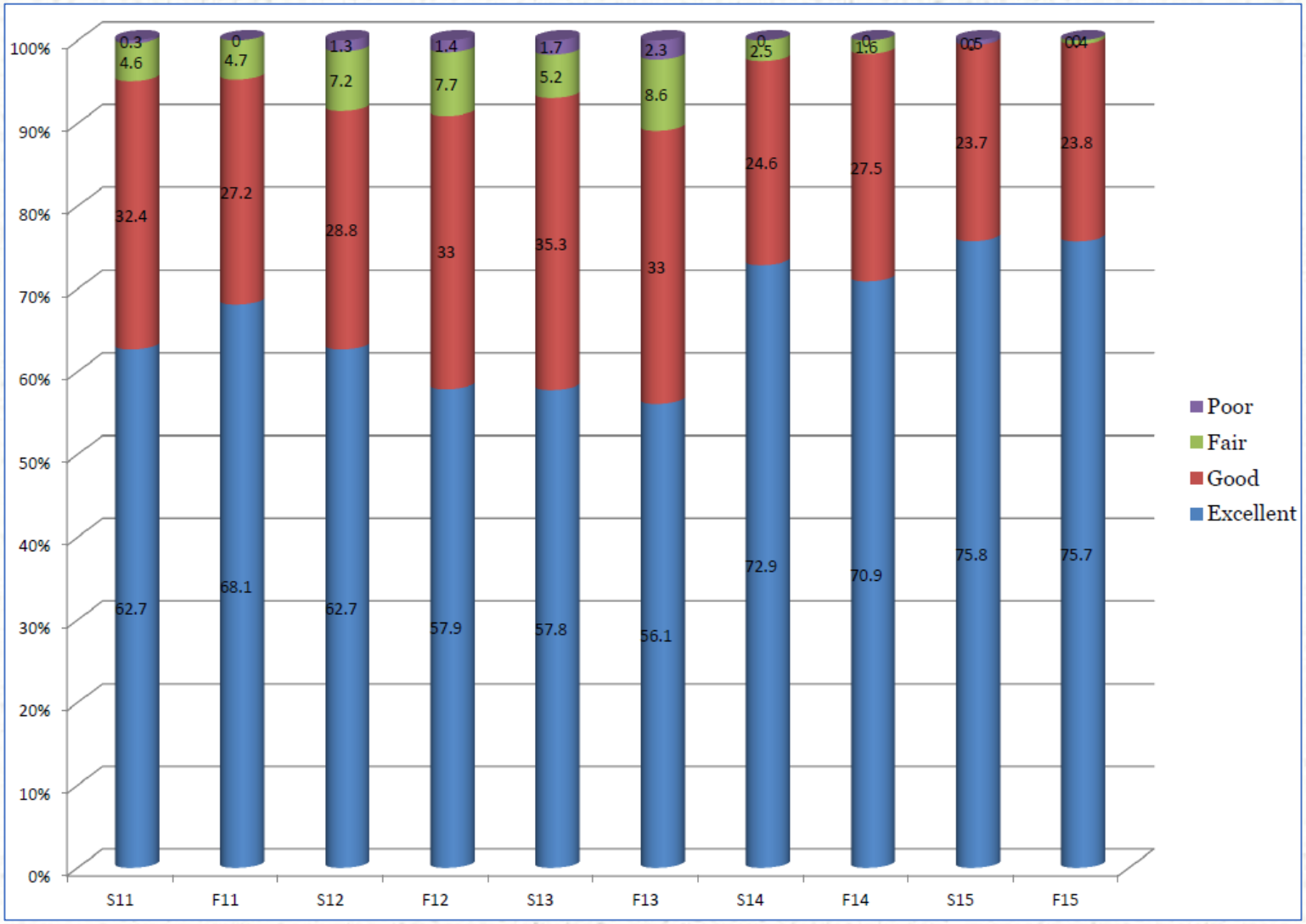
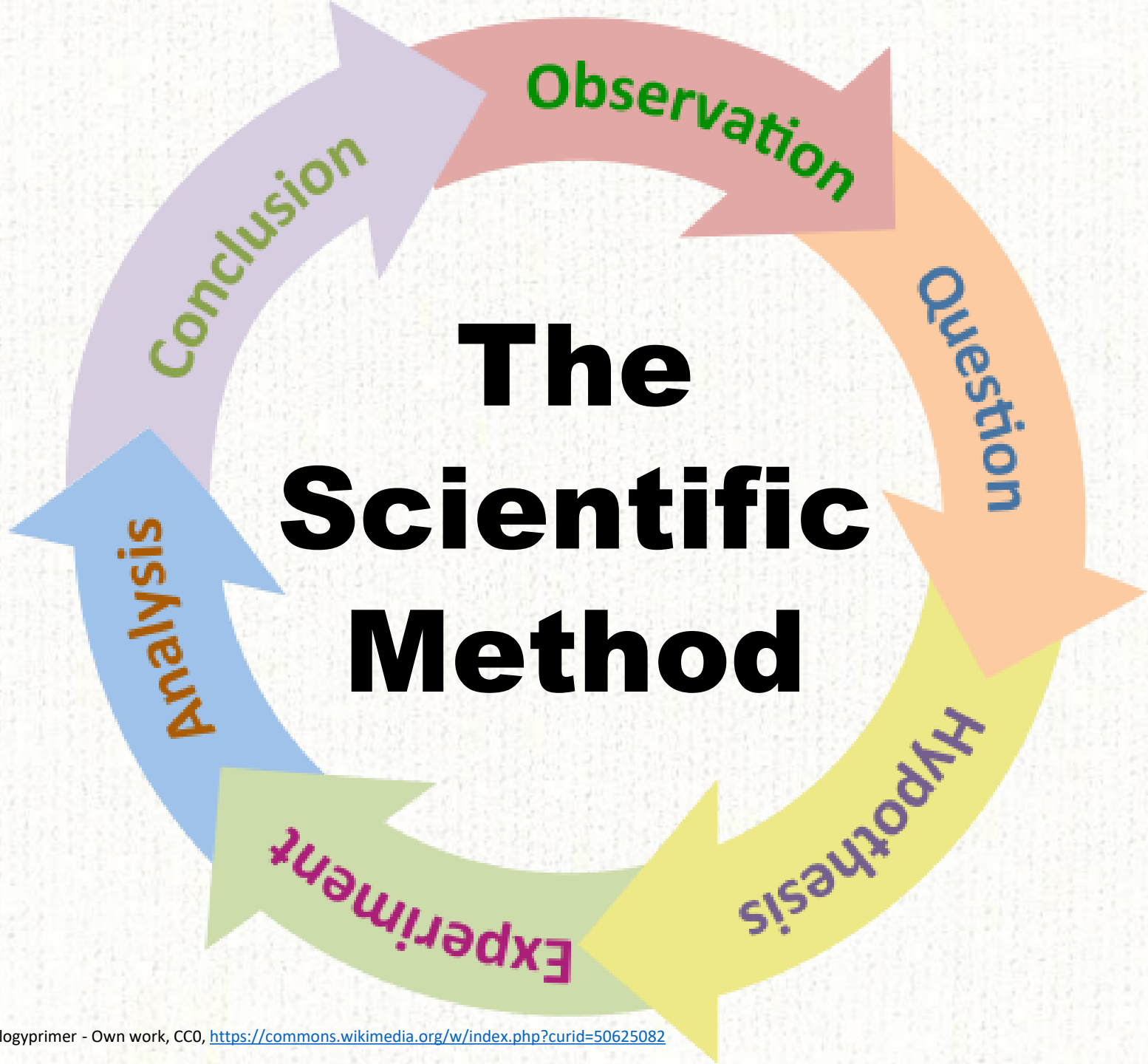


Image by Helen Linda from Goddard College library report data



Do Over

Observation: collaborative matrix of interpretations

Question: root cause to develop specific question

Hypothesis: develop and acquire baseline data that answers that question

Toolkit

Finding all the information

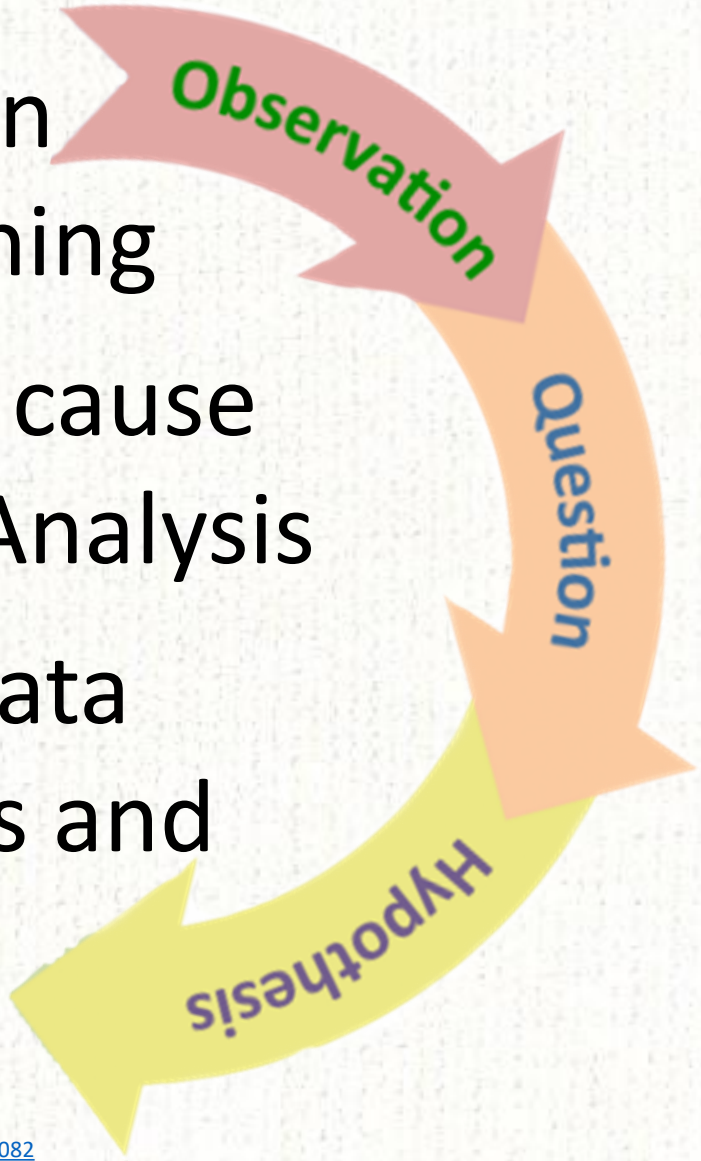
- Interviewing and Listening

Drilling down to the root cause

- 5 Whys and Fishbone Analysis

Developing meaningful data

- Performance Measures and Pareto Analysis



Observation

- **Keywords**: 5 W's (+H), Consultative Interview, Reference Interview
- **Use:** Open Questions
- **Avoid**: Leading Questions

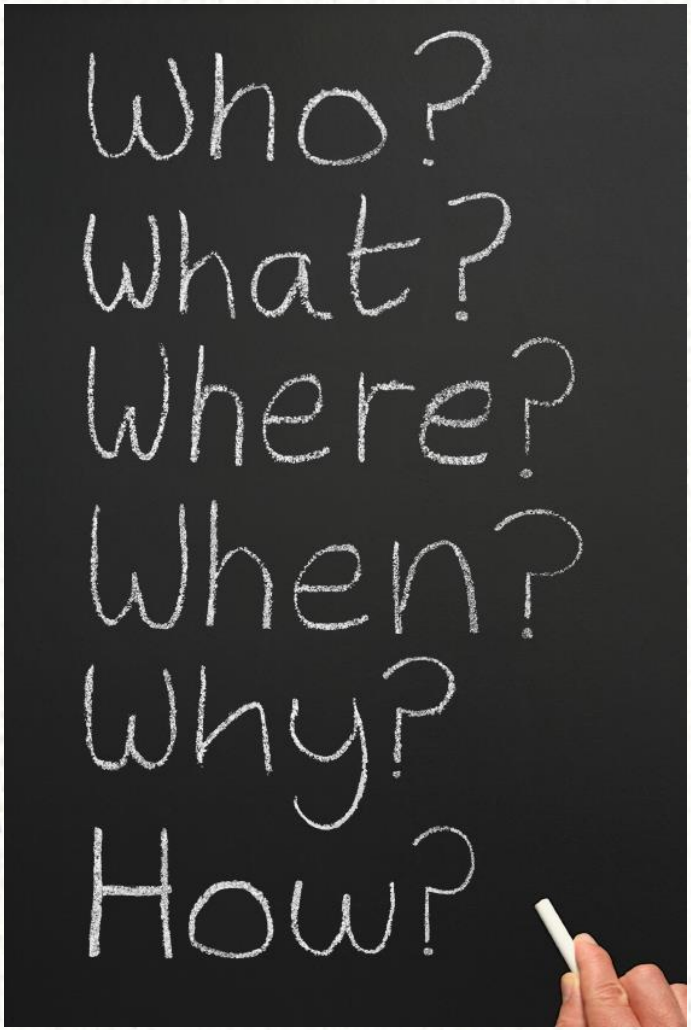
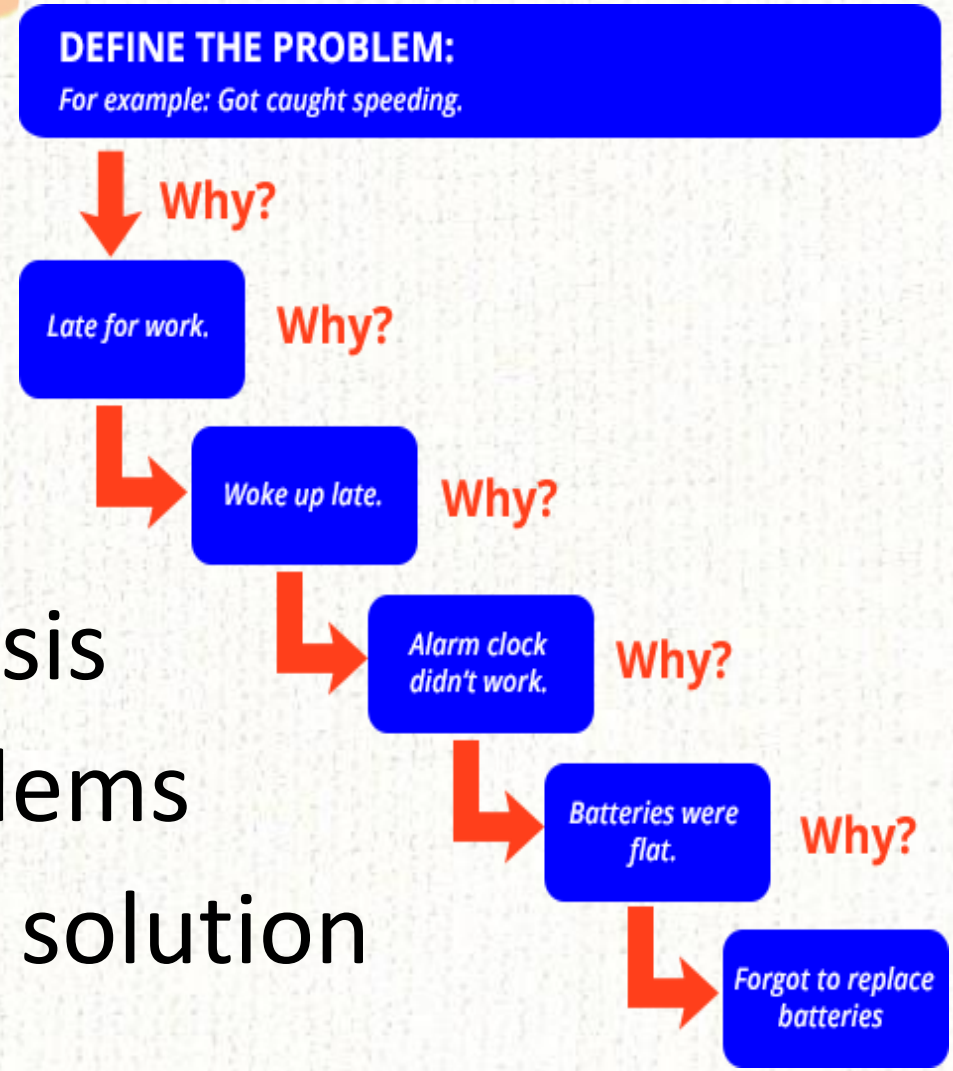


Image from ArtRocks blog - http://art-rocks.blogspot.com/2011/03/five-ws-and-one-h-of-notebook-movie.html

Observation

- **Keywords**: Active Listening, Informational Listening
- **Use**: Repeating back
- **Avoid**: Judgement

Question



- **Keywords**:
  5 Whys,
  Root Cause Analysis
- **Use**: Simple Problems
- **Avoid**: No known solution

Image from CareerToolbox website - https://careertoolbox.com/careertips/5-whys

5 Whys

Define the Problem: Must be answerable

Type of Whys: Logical/sensible questions

How many: Can be more/less than 5

Branching: Maybe fishbone instead

Test Logic: Why down, because back

Span of Control: What's in yours?

Conclusion: Treating diseases not symptoms

- **Keywords**: Fishbone Analysis/ Ishikawa, Concept Mapping
- **Use**: Multi-stream problems
- **Avoid**: Too deep

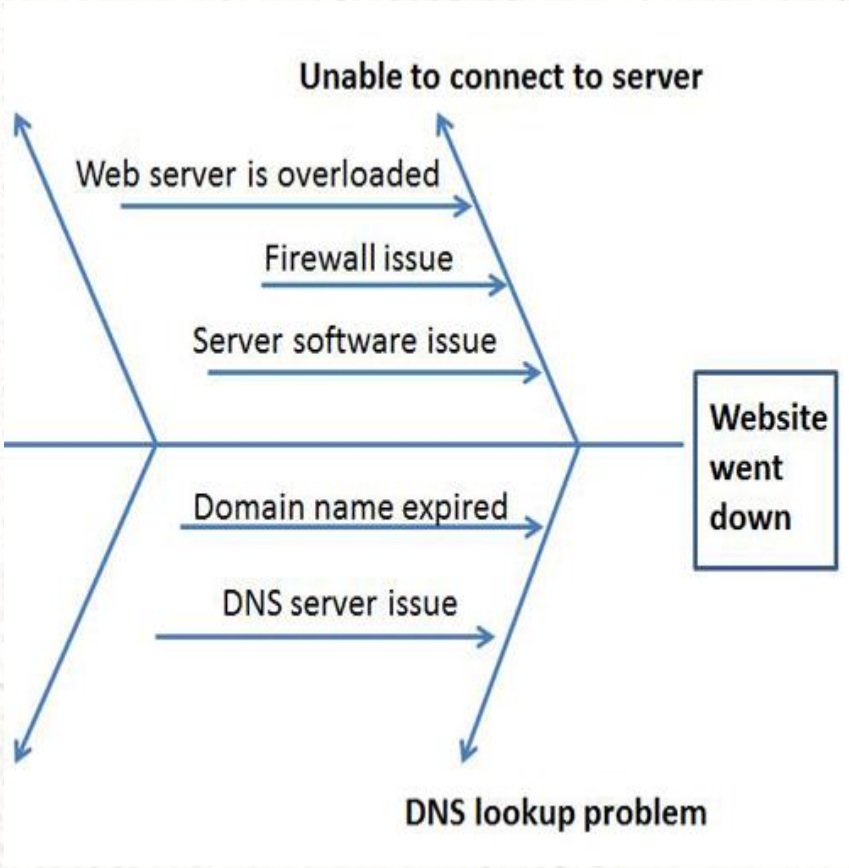
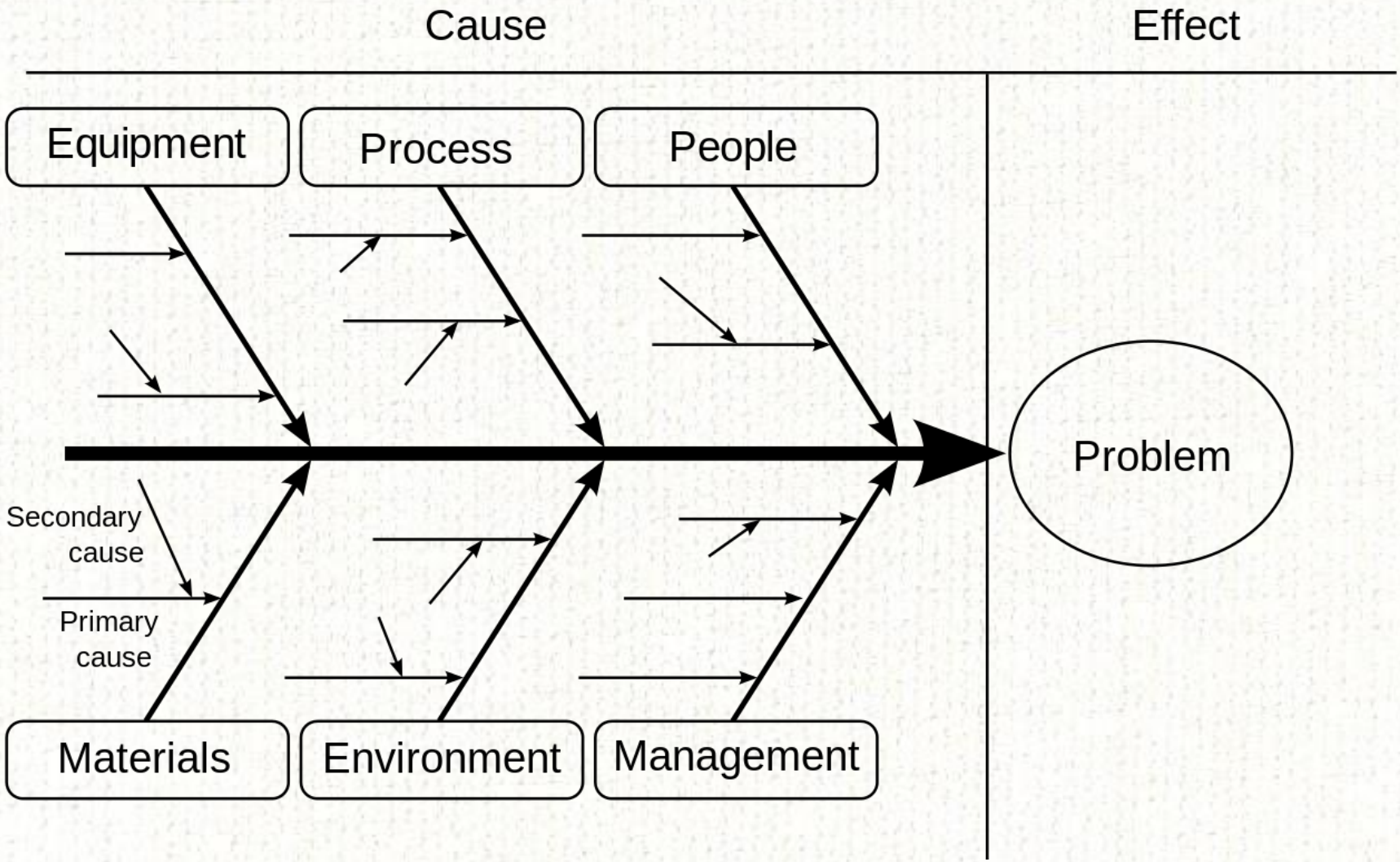


Image from WhatIs.com website - https://whatis.techtarget.com/definition/fishbone-diagram

Fishbone/Concept Map



Hypothesis

- **Keywords**: Results-Based Accountability, Performance Measures
- **Use**: Creativity and community
- **Avoid**: Forcing existing data fit

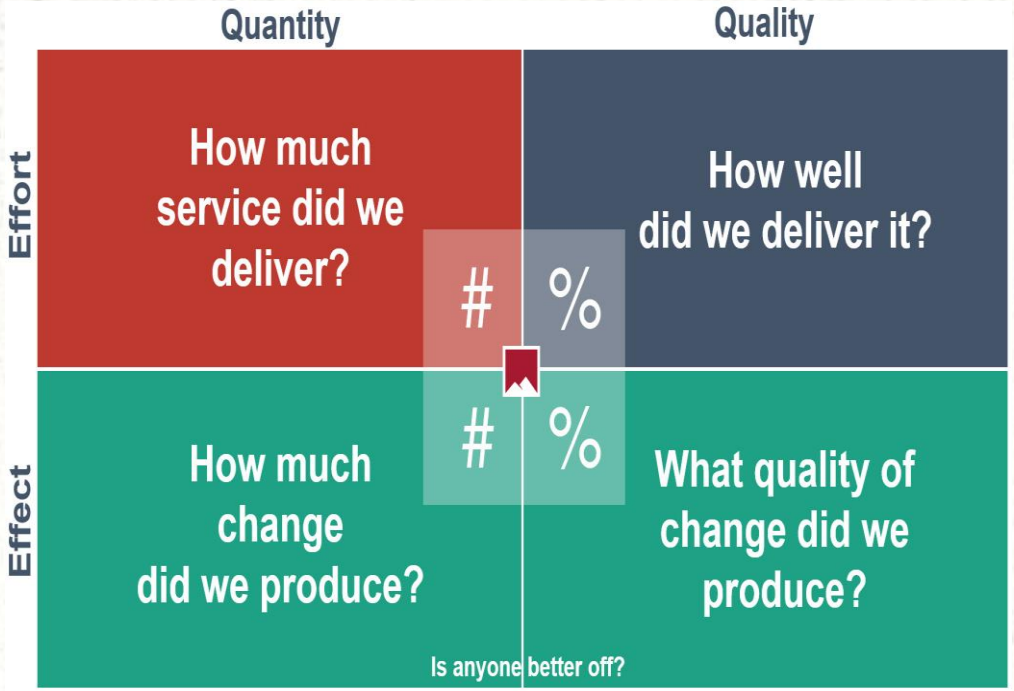


Image from Clear Impact website - https://clearimpact.com/common-good-vermont-releases-advice-rba-implementation/

Performance Measures

Candidate Indicators	Communication Power	Proxy Power	Data Power
Measure 1	High	Low	High
Measure 2	Low	Medium	Medium
Measure 3	Medium	High	Low
Measure 4	High	High	High
Measure 5	High	Low	Medium
Measure 6	Medium	Low	High
Measure 7	Low	Medium	High

Image from LSP Institute Slides - http://slideplayer.com/slide/4633686/

Hypothesis

- **Keywords**: Pareto Analysis/Chart
- **Use**: Greatest Impact
- **Avoid**: Trivial Many

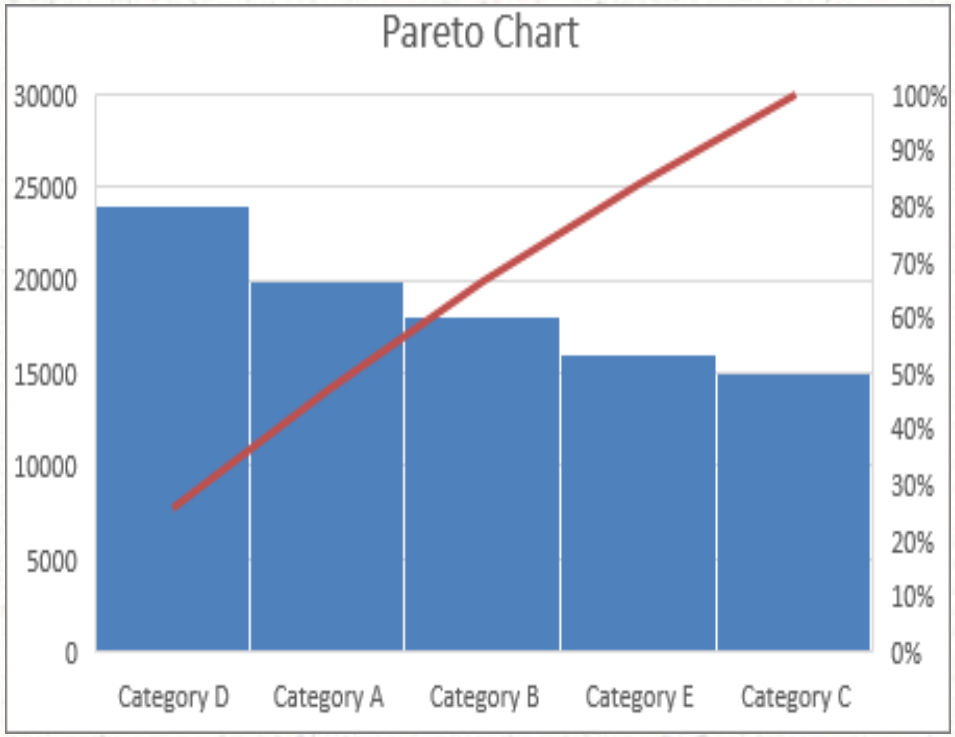


Image from Microsoft Office Support website - https://support.office.com/en-us/article/create-a-pareto-chart-a1512496-6dba-4743-9ab1-df5012972856

Pareto Analysis

	A	B	C	F
1	**Survey Options**	**Number of Occurences**	**Cumulative % of Occurences**	**Cumultative % of Time**
2	Too far away	24	55.5%	12.5%
3	Not open late	7	71.9%	59.4%
4	Not open early	6	85.9%	65.6%
5	Too old material	4	95.3%	84.4%
6	Staff unfriendly	2	100.0%	100.0%
7	Total	43		

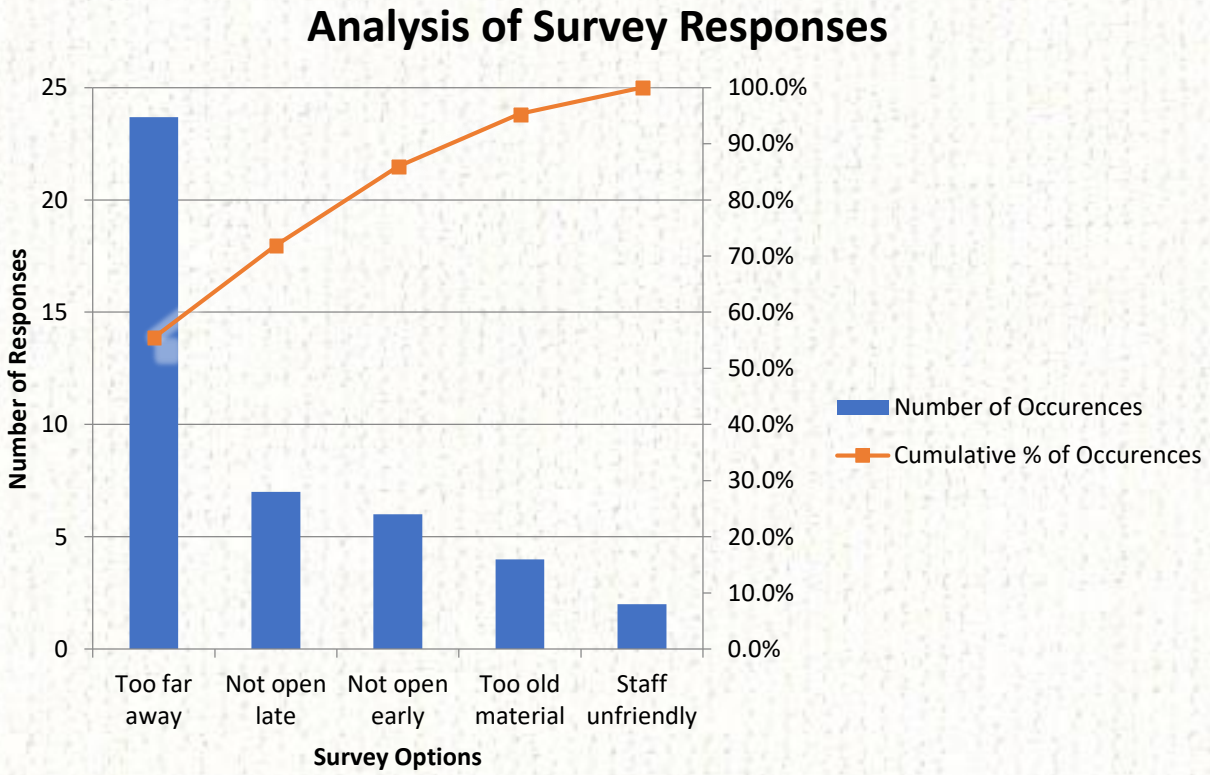


Image modified from State of Vermont Pareto Chart template

- Action, not reaction
- Collaboration, not cowboy
- Root causes, not superficial questions
- Craft data to answer questions
- Choose impact over the trivial many