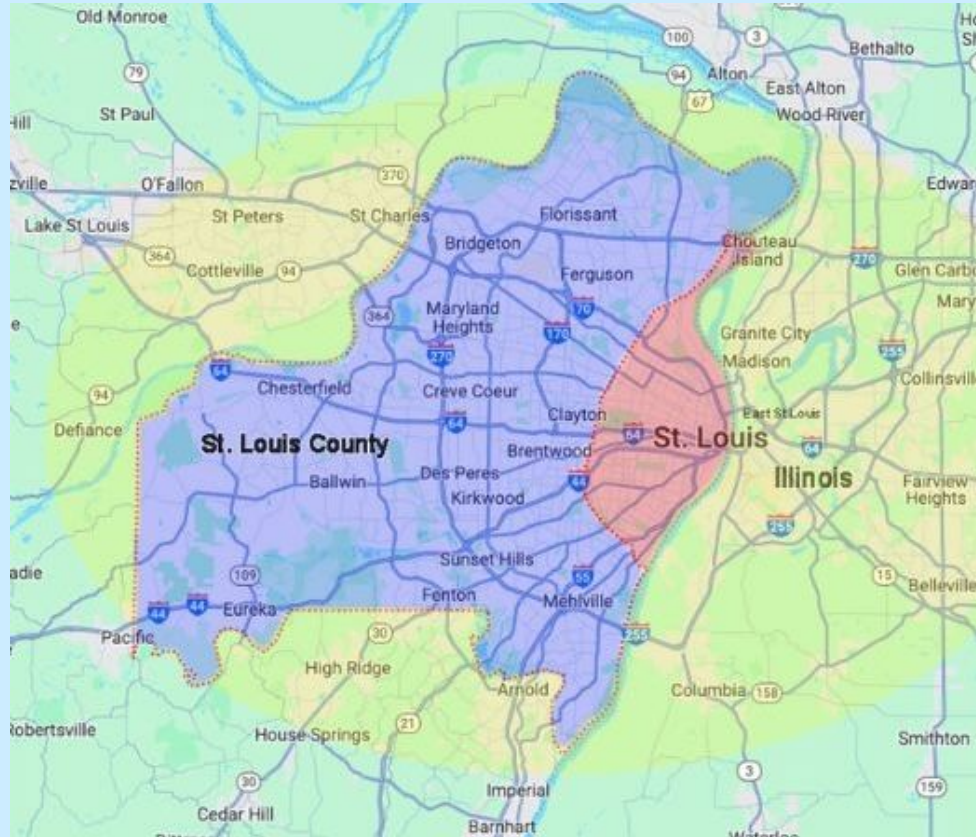


Using Data for Workforce Distribution & In-House Fundraising

Jennifer Gibson
Assistant Director, Strategic Initiatives



St. Louis County Library



St. Louis, Missouri

Suburban area including
88 municipalities & 25
school districts

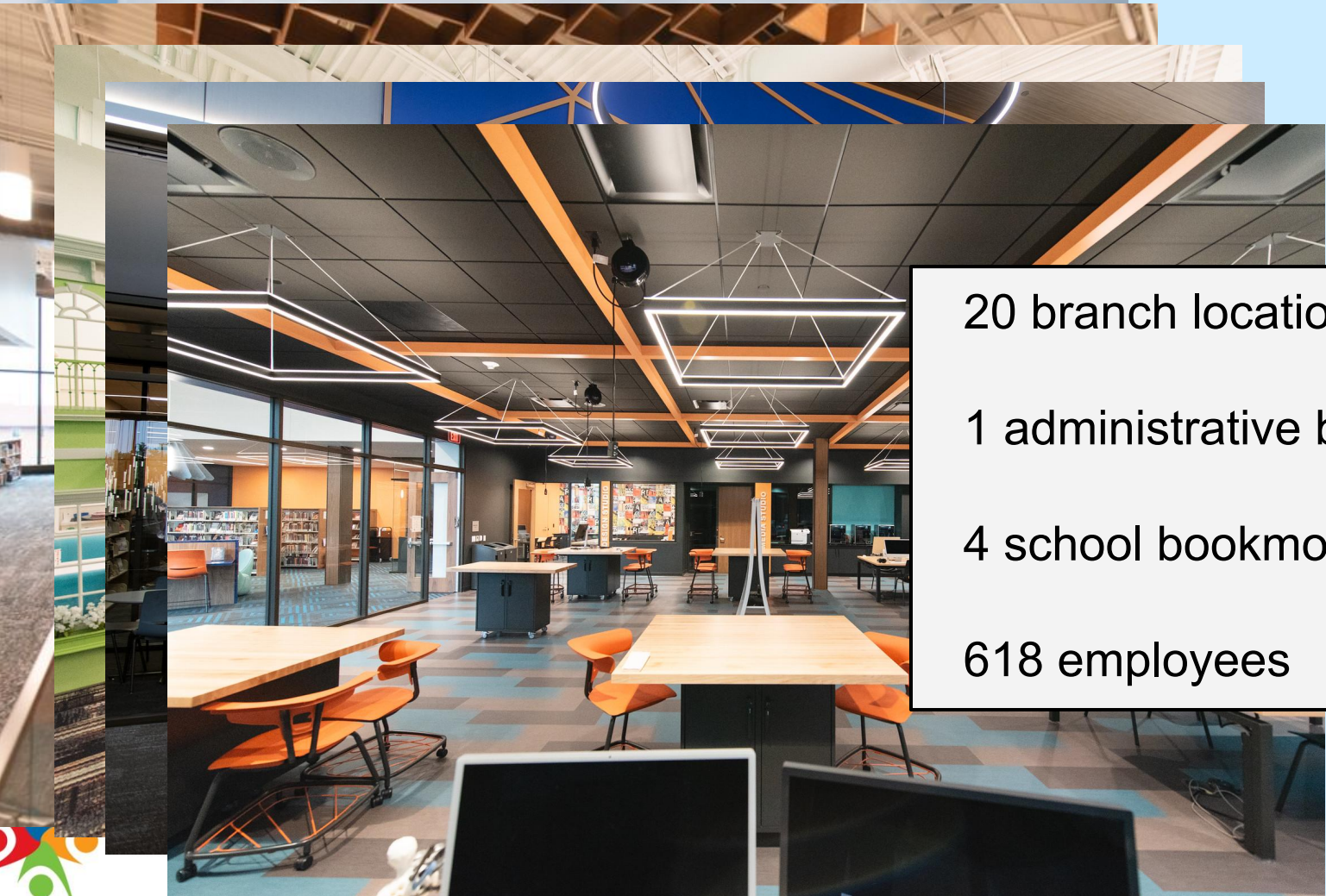
~900,000 service area
population

Merged catalogs with St.
Louis Public Library in
2022



St. Louis County **Library**

St. Louis County Library



20 branch locations

1 administrative building

4 school bookmobiles

618 employees



St. Louis County Library



St. Louis County Library

2024 Statistics

11,084,505 circulation (13% digital)

3,209,765 visitors

514,412 public PC sessions

28,726 programs with 391,775 attendees
(30,000 at author events)



St. Louis Cou



St. Louis County Library



St. Louis County Library

2024 Statistics

440,950 diapers distributed

50,202 meals provided

1,728 MetroMarket visitors

22,321 notary services

2,694 social services recipients

3,654 symphony vouchers

634 warrants recalled through the Tap In Center (1,675 total)

16 adult high school graduates (142 total)



St. Louis County

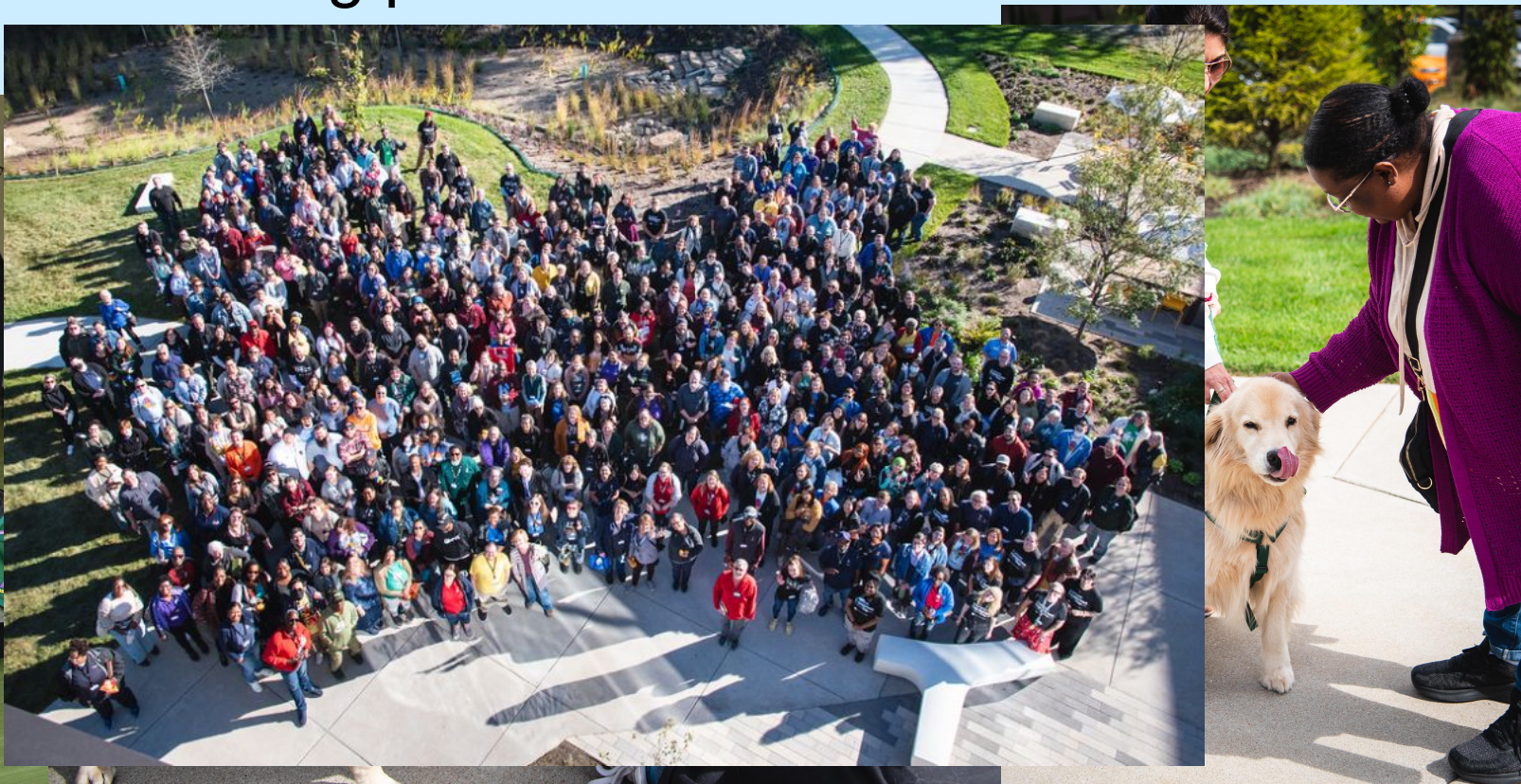
Workforce Distribution: Measuring Busyness



Measuring Busyness

Challenge:

- How can we effectively distribute a finite amount of FTE among public service locations?



Measuring Busyness

Idea:

- Harness existing data to create a scale to visualize which branches are “under” or “over” staffed.



The Busyness Scale

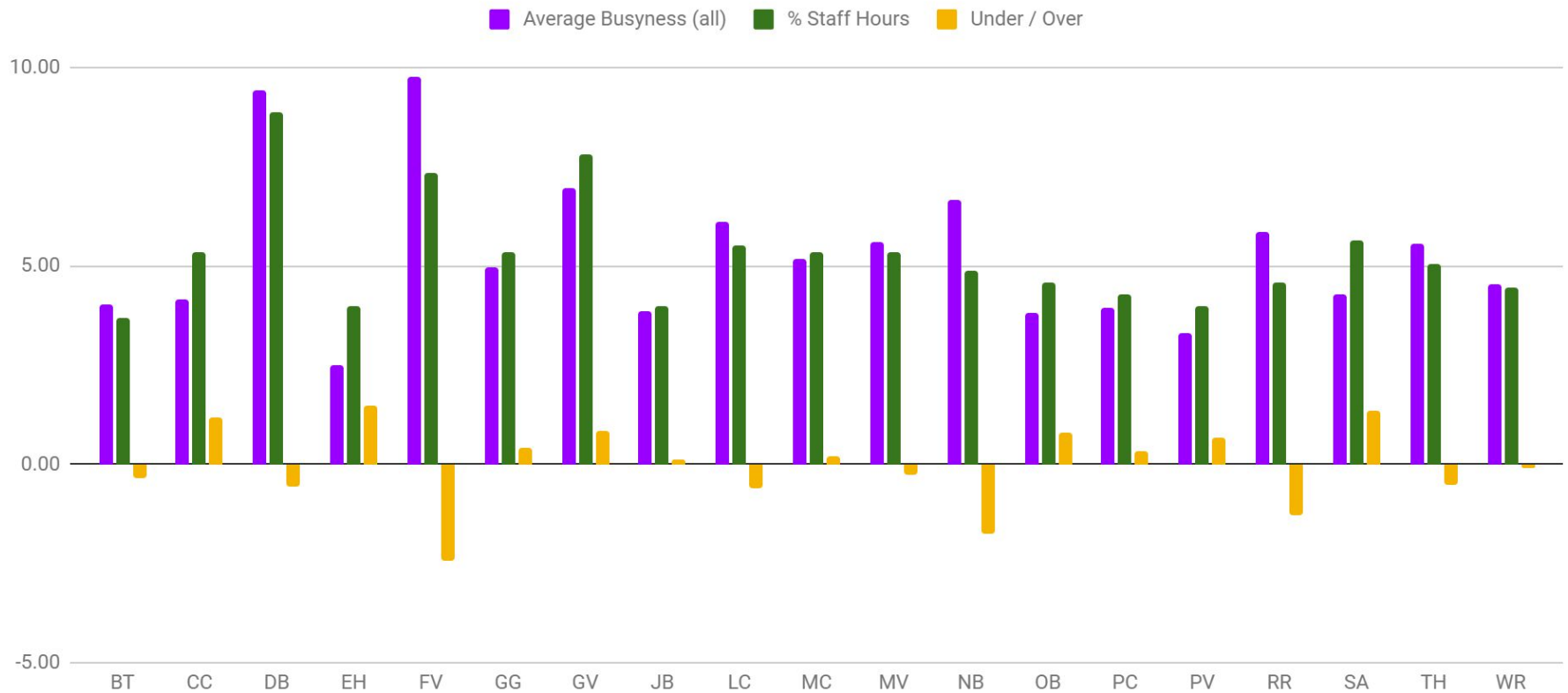
Busyness data:

- circulation
- visits
- programs held
- program attendance
- computer usage
- holds filled
- meeting room usage
- library cards created
- incident reports
- branch dimensions



The Busyness Scale

Overall Busyness vs Staff Hours



Measuring Busyness

Result:

- Busyness scale provides objective comparison of relative busyness at branch and compares to the overall available FTE.



Turning Data into Dollars: In-House Mail Marketing Campaign



St. Louis County Library Foundation



Fundraising with Data

Challenge:

- Find a more efficient way to fundraise through mail campaigns.

Idea:

- Use in-house resources to build our own mailing list & create materials.



Fundraising with Data

In-House Resources

- Library Communications team
- New donor database with clean data
- Data-minded Foundation employees

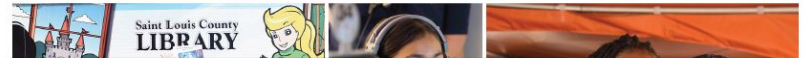


Fundraising with Data



Celebrating 25 years of St. Louis County Library Foundation.

The Library Foundation was founded in 1999, and for the last 25 years together we have been changing lives in our community every day. Through your gifts, we are able to continue enriching lives, stimulating minds, and invigorating discovery.



Spring Appeals

2020: \$9,885
2021: \$19,691
2022: \$16,510
2023: did not hold
2024: \$35,821

Net Revenue

2020: \$46,616
2021: \$96,675
2022: (\$13,490)
2023: \$26,838
2024: \$118,861

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Thank you for being a part of our journey and for your continued support. We look forward to welcoming you to the reimagined St. Louis County Library.

With many thanks,

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Excel Adult

LCL knows

programs like
related field.

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Lessons Learned

Leverage data you already have

Clean data is useful data

You can achieve more in-house than you
may realize

Data can have real-world impacts



Contact Me!

I love to chat about data :) Please feel free to reach out to me anytime!



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St. Louis County **Library**