

**Wisconsin Public Library Consortium  
Technology Collaboration  
Data Dashboard Workgroup – Meeting Notes**

December 5, 2023 12:00 pm -1:30 pm  
via zoom\*

ATTENDEES: Melissa Aro (DPI), Erica Brewster (WVLS), Tim Drexler (SCLS), Anneliese Fink (MLS), Dominic Frandrup (Door County), Steve Hesel (MCFLS), Kim Kiesewetter (WiLS), Joshua Klingbeil (WVLS), Rob Nunez (KPL), Lori Roholt (IFLS), Bruce Smith (DPI)

ABSENT: Jennifer Bernetzke (SWLS)

Project Manager: Jennifer Chamberlain (WiLS) and Melody Clark (WiLS)

The meeting started at 12:02 pm

Chamberlain welcomed folks to the meeting and provided a quick overview/reminder of the workgroup's charge and purpose – to share findings and make a recommendation on the concept of a universal statewide data dashboard pilot.

1. Discussion on Data Dashboard demonstrations, [scoring results](#), and pre-pilot beta testing

Project managers shared the aggregated results of the workgroup's dashboard scoring and comments. A discussion was held. It was noted that not all workgroup members submitted a rubric. A. Finke noted that pilot feasibility is difficult to rank as it depends on what scope is taken. Tableau and Looker Studio rated the highest.

It was shared that it was hard to score and give a numeric value to these. There may need to be more research done in order to make this feasible. A. Finke felt that there are some areas that could be weighted more than others.

S. Hesel noted that we have a really good understanding of most of the products' backends, but bigger concern is end-user ease of use. UX could be weighted higher. Other agreed the UX is important.

K. Kiesewetter reminded the workgroup that the Data Landscape Study commissioned by DPI found that types of data people are most interested include: internal library data (incident reports, feedback forms, etc), Annual Report data, US Census data and Overdrive data.

J. Klingbeil noted that using the DPI data as a common data set is a good starting point for the project.

It was agreed that data visualization and representation is important.

L. Roholt noted that it makes sense for this group to focus on the annual report data set as was referred to. However, she was hoping this project would focus on the current data (the data that will eventually be annual report data).

J. Klingbeil shared that need vs. desire in product development is a catch-22. It is very difficult in product development to do well without having something to give folks in order to be able to understand needs. The annual report data could help the state normalize data and push other aspects of the dashboard like data linking from ILSs and pushing data to DPI, etc.

K. Kieswetter shared that finding a common platform (whatever is decided) with SOME common data set underneath it will be a huge first step to start adding in options that improve meeting more nuanced needs... after meeting the broadest need(s).

M. Aro shared that she believes that if they can get one ILS to connect, they can get all the public library systems to connect to the selected database. With her experience with WISEdash, she saw 25 different vendors with the school side connect to the database.

K. Kieswetter asked who the beta testers would be. M. Aro shared that an important piece is that because the beta testing will happen in early 2024, there are no dollars associated with the beta testing. There may be funds for the pilot which would take place in FY 25. She thinks of this as a group of people that are trying to identify what we want the pilot to be.

It was clarified that the beta testing is another part of the research process.

Regardless of how different the underlying data set, all of the dashboard platforms currently in use have an existing data set and a captive audience already utilizing the dashboard, so it may not be that difficult to get users to provide feedback.

Based on how beta testers are going to be using this, an important question is because we are building this on existing data (annual report data) what is it that people are using annualized data for? What are we making easier by putting this in a dashboard?

K. Kieswetter asked this question in the data landscape survey. Essentially, the bulk of the ways library staff use this data is to meet reporting requirements, decision making at library level like collection development, identify trends, and for use in strategic planning.

B. Smith shared that related to strategic planning, a lot of the data in the annual report is used for metric comparison.

It was asked if a big key would be getting as many years in as possible so that you could have that type of visualization. Yes, it was shared that the lack of visualized trends is a big barrier to harnessing and using Annual Report data.

E. Brewster noted that if we are going to keep this simple by using census and annual report data that is applicable to all libraries, maybe we should look at how we can use this dashboard to do more of the comparisons that are needed in strategic planning.

If the timing of the pilot is the second half of 2024, that aligns with a lot of group's budget developments, providing some pathways or scripts with a focus on budget advocacy will help with real-world needs during the pilot.

E. Brewster noted that when a “metric ceases to be useful when it becomes a target” can be an issue. A data story and continuous new information are integral.

Data confidence and trust in data is also important. There may be asynchronous tools to provide during the pilot.

It was asked who would be doing the work to prepare the dashboard for the beta testing. M. Aro noted that the only thing we are certain about right now is that DPI cannot build or host the dashboard.

L. Roholt asked about using funds to remove the paywall for the WILS dashboards.

It was asked if we beta test multiple dashboards or is there one we want to try?

B. Smith noted the purpose of beta testing is to understand the best way for users to interact with the dashboard.

K. Kieswetter noted that in gross generalizations, we can make the content in Looker, Tableau, and Power BI function/look similar so suggests that we don't need to have end users pick the platform.

E. Brewster is curious to see what else these dashboards could do and that the group may need to test multiple dashboards and see how the group can push the limits of the dashboards.

## 2. Pre-pilot beta testing

At this time, the group did not determine a beta testing process.

## 3. Revisit project timeline and solidify next steps (15 min)

Project managers will work on drafting next steps of the beta testing.

Meeting adjourned at 1:34 pm.

Upcoming Meeting Date: January 12, 11:00 am – 12:30 pm