TELLING A STORY WITH DATA

Latin American Youth Center (LAYC)
Ethnicity of Individual Served
Summary Statistics

Demographic data on LAYC individual served 10/1/10 - 9/30/11
The LAYC served a total of 715 individuals between 10/1/10 and 9/30/11

Latin American Youth Center
Learning and Evaluation Department

3/30/12
Take Your Skills to the Next Level

Number of individuals served

Race/ethnicity

African American
African Descent
Arab Descent
Asian
Caucasian
Latino
Unknown
Multiracial
Native American
Other

250
40
4
7
3
380
4
25
11
22

Take Your Skills to the Next Level

Number of individuals served

Race/ethnicity

African American
African Descent
Arab Descent
Asian
Caucasian
Latino
Unknown
Multiracial
Native American
Other

250
40
4
7
3
380
4
25
11
22

SLAC17 Keynote
Take Your Skills to the Next Level

- African American: 250
- African Descent: 40
- Arab Descent: 4
- Asian: 7
- Caucasian: 3
- Latino: 380
- Unknown: 4
- Multiracial: 25
- Native American: 11
- Other: 22

Take Your Skills to the Next Level

- African American: 250
- African Descent: 40
- Arab Descent: 4
- Asian: 7
- Caucasian: 3
- Latino: 380
- Unknown: 4
- Multiracial: 25
- Native American: 11
- Other: 22
Take Your Skills to the Next Level

Caucasian
Arab Descent
Unknown
Asian
Native American
Multiracial
Other
African Descent
African American
Latino

Take Your Skills to the Next Level

Caucasian
Arab Descent
Unknown
Asian
Native American
Multiracial
Other
African Descent
African American
Latino

Ann K. Emery
www.annkemery.com
November 13, 2017
Take Your Skills to the Next Level

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
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</tr>
<tr>
<td>African American</td>
<td>250</td>
</tr>
<tr>
<td>African Descent</td>
<td>40</td>
</tr>
<tr>
<td>Multiracial</td>
<td>25</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
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<td>11</td>
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<tr>
<td>Arab Descent</td>
<td>4</td>
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<tr>
<td>Caucasian</td>
<td>3</td>
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</table>

Our cultural diversity

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
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<td>African American</td>
<td>250</td>
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<tr>
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<td>11</td>
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<td>Arab Descent</td>
<td>4</td>
</tr>
<tr>
<td>Caucasian</td>
<td>3</td>
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</table>
Our cultural diversity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
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<td>250</td>
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<td>4</td>
</tr>
<tr>
<td>Caucasian</td>
<td>3</td>
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</tbody>
</table>

Our cultural diversity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
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<td>380 youth</td>
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<tr>
<td>African American</td>
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<td>Other</td>
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<td>Asian</td>
<td>7</td>
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<tr>
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<td>4</td>
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<td>Arab Descent</td>
<td>4</td>
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84% are Latino or African American
Our cultural diversity

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<tr>
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<tr>
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<td>11</td>
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<td>Asian</td>
<td>7</td>
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<tr>
<td>Unknown</td>
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<tr>
<td>Arab Descent</td>
<td>4</td>
</tr>
<tr>
<td>Caucasian</td>
<td>3</td>
</tr>
</tbody>
</table>

84% are Latino or African American
ANALYZE YOUR AUDIENCE

What’s Worth Visualizing?
What’s Worth Visualizing?

① What’s going well? What’s not going well?
② Did we reach our goals? Why or why not?
③ What increased over time? Decreased? Stayed the same?
④ What’s surprising? What unfolded as expected?
⑤ Which information needs to be shared with others? Who else needs to see this?

How Many Points in Time?

<table>
<thead>
<tr>
<th>Year</th>
<th>16%</th>
<th>48%</th>
<th>63%</th>
<th>70%</th>
<th>85%</th>
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<tr>
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<tr>
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<td>'17</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Results Achieved to Date

We are in the process of collecting data on clients' wages, benefits, debt, and other outcomes. Here is the data collected to date on hourly wages and annual incomes.

### Hourly Wages

Clients' hourly wages ranged from $5.60 to $20 per hour at baseline. In March 2015, hourly wages range from $7.30 to $12 per hour. As displayed in the graph, median wages have increased from $10 to $13.60.

### Clients' Annual Incomes

The clients' annual incomes ranged from $22,831 to $48,056 per year upon enrollment. By March 2016, annual incomes ranged from $27,060 to $46,000. The median income increased from $18,831 per year to $28,704 per year.
Are Viewers Expecting a Story?

Project results before and after implementation of grant

Before grant funding

After grant funding

Project A 74%
Project B 55%
Project C 33%

43%
32%
11%

43%
32%
11%

Are Viewers Expecting a Story?
Are Viewers Expecting a Story?

Project results before and after implementation of grant

Before grant funding

Project A: 74%
Project B: 55%
Project C: 33%

After grant funding

Project A: 43%
Project B: 55%
Project C: 33%

Project A had the greatest gains after the four-year grant funding.
Which Format is Best for Each Viewer?

Reports

Executive Summaries

Appendices

Press Releases

One-Pagers

Live Presentations

Dashboards

Infographics

Which Format is Best for Each Viewer?

Ann K. Emery

www.annkemery.com
The 30-3-1 Approach

30 page report

3 page summary

1 page summary

This is a nice 200 page comprehensive report. Now can you cut it down to 2 pages? Maybe just take away the methods, evidence and findings.
Images for Social Media

67% of internet users say their online communication with family and friends has strengthened those relationships, while 18% say it has weakened them.

GIFs

Percent of voters who did not state a political party


70 countries have had a female leader
When each country’s first female leader took office

PEW RESEARCH CENTER
Analyze Your Data

**Ann K. Emery**

**ARCHIVE** for Analyzing Data

**SAVE TIME AND ENERGY WITH PIVOT TABLES**

Pivot tables are the latest, greatest way to make sense of your data, and they’re easier than you think. In this post, I’ll show you how to insert a pivot table and then drag and drop variables to find patterns in your spreadsheet. Stay tuned.

Continue reading →

**SORTING AND FILTERING YOUR SPREADSHEETS**

Have a list of events that need some prioritizing? Have a list of members that you want to arrange from least greatest to greatest or least? Rather than painstakingly rearranging your list by hand, let Excel’s sorting and filtering features do the heavy lifting.

Continue reading →
CHOOSE THE RIGHT CHART

Choose the Right Chart

YOUR GUIDE TO GREAT GRAPHS

ANN K. EMERY www.annkemery.com

Sketching
Heat Tables
Data Bars
Spark Lines
Spark Bars

Pie/Donut
Stacked
Diverging
Waffle
Icon Array

Bar/Column
Line/Scatter
Clustered
Dot
Multipies

Area
Nested Area
Area-Tree

CHOOSE THE CORRECT CHART FOR YOUR DATA

CHOOSE PLOT TYPE

CHOOSE THE PLOT LAYOUT

CHOOSE THE PLOT LAYOUT

Ann K. Emery
www.annkemery.com

SLAC17 Keynote
In ABC County last year...

...1% of Group A

...6% of Group B

...10% of Group C

In ABC County last year...

...1 person from Group A

...6 people from Group B

...10 people From Group C
The deadliest animals.
Average annual animal-related fatalities in the U.S., 2001 to 2013

- Sharks: 1 person per year
- Alligators: 1 person per year
- Bears: 1 person per year
- Venomous snakes and lizards: 6 people per year
- Spiders: 7 people per year
- Non-venomous arthropods: 9 people per year
- Cows: 20 people per year
- Dogs: 28 people per year
- Bees, wasps, and hornets: 58 people per year
- Other mammals: 52 people per year

Sources: CDC reports, CDC/NCHS databases, www.mammals.info, U.S. National Museum of Natural History

http://www.washingtonpost.com/blogs/wonkblog/wp/2015/06/16/chart-the-animals-that-are-most-likely-to-kill-you-this-summer/

---

Progress Towards a Goal

When every indicator has the same target:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Target</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>64%</td>
<td></td>
</tr>
<tr>
<td>D</td>
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When every indicator has a different target:

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<td>64%</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>79%</td>
<td></td>
</tr>
</tbody>
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Heat Maps

Mapping the spreading drought across the U.S. nyti.ms/1rRxQV5
Website

AnnKEmery.com

- Overlapping Bars
- Target Lines on Bar Charts
- Deviation Graphs
- Tile Grid Trendline Maps
- Tile Grid Maps
- Heat Tables
- Tree Map
- Waffle Charts
- Social Network Map

DECLUTTER
Remove or Lighten Unnecessary Ink

CLARIFY WITH COLOR
Ensure Legibility for Colorblindness

Normal  Protanope  Deuteranope


Ensure Legibility for Colorblindness

Ensure Legibility for Colorblindness

No
- Green
- Red

Yes
- Blue
- Orange

Ensure Legibility for Colorblindness
Ensure Legibility for Colorblindness

Coblis — Color Blindness Simulator

If you are not suffering from a color vision deficiency, it is very hard to imagine how it feels like to be colorblind. The Coblis tool allows you to see how it feels to be colorblind. Run the tool, and you will get a feeling of how it is to have a color vision handicap.

As the calculations are made on your own computer, no images are uploaded to the server. Therefore, you can use images as long as you like. There are no restrictions. Be aware, however, there are some issues with the "Save As" feature of Chrome and Internet Explorer. All others should support everything just fine.

So go ahead, choose an image through the upload function, do your job and drop your image in the center of our Color Blindness Simulator. It is as simple as that, and move your image around using your mouse. By the end, I hope you like it.

FREE Color Blind Check
New tool for color blindness test!
Try Color Blind Check and test type and severity of your color vision deficiency. Fast and free!

CVD Categories
- Academic
- Medical
- News
- People
- Products
- Publications
- Skins
- Texts
- Thoughts
- Tools

Ensure Legibility for Colorblindness
Test Your Colors

**Purple 120, 29, 125**
**Green 0, 133, 62**
**Blue 126, 175, 204**
**Orange 235, 136, 28**
**Yellow 255, 222, 107**

Test Your Colors

**Purple 120, 29, 125**
**Green 0, 133, 62**
**Blue 126, 175, 204**
**Orange 235, 136, 28**
**Yellow 255, 222, 107**
Test Your Colors

- Purple 120, 29, 125
- Green 0, 133, 62
- Blue 126, 175, 204
- Orange 235, 136, 28
- Yellow 255, 222, 107

Saturate to Draw Attention

---

[Image of comparison of different device screens]
# Saturate to Draw Attention

<table>
<thead>
<tr>
<th>Views in:</th>
<th>Most Hardworking</th>
<th>Most Trustworthy</th>
<th>Least Hardworking</th>
<th>Least Trustworthy</th>
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</thead>
<tbody>
<tr>
<td>Britain</td>
<td>Germany</td>
<td>Germany</td>
<td>Greece</td>
<td>France</td>
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<td>Germany</td>
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<td>Germany</td>
<td>Greece</td>
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<td>Greece</td>
<td>Greece</td>
</tr>
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</table>

Pew Research Center: https://twitter.com/pewglobal/status/615519689905477888

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**CLARIFY WITH TEXT**
Brand Visuals with Custom Fonts

**AMERICAN EVALUATION ASSOCIATION**

48 different topical interest groups

28 different countries are represented

Members work in a variety of settings

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonprofit</td>
<td>33%</td>
</tr>
<tr>
<td>Private Business</td>
<td>18%</td>
</tr>
<tr>
<td>College/University</td>
<td>18%</td>
</tr>
<tr>
<td>Federal Agency</td>
<td>15%</td>
</tr>
<tr>
<td>State Agency</td>
<td>9%</td>
</tr>
<tr>
<td>School System</td>
<td>8%</td>
</tr>
<tr>
<td>Local Agency</td>
<td>8%</td>
</tr>
</tbody>
</table>

80% are from the United States

4% are from Canada

Australia, New Zealand, South Africa (1% each)

Nonprofit and Foundations
1,200 members in 2014

Data Visualization and Reporting
62% of members

Leadership, Law, Nonprofit, and Transgender Issues
132 members

The American Evaluation Association

in 2020

Information for Members on the Strategic Planning Process

December 2016
State the Story in the Title

The Marathon World Record Keeps Falling
How long will it take until someone runs below two hours?

Source: IAAF. Statistics Handbook


Annotate

Ages of children awaiting adoption
Ages of children awaiting adoption

Annotate
Annotate

Ages of children awaiting adoption

2/3 of the kids awaiting adoption are teenagers

BEFORE/AFTER MAKEOVERS
More of Our Students Need Free or Reduced Meals
Compared to Students in Our District

- More students in Our School need free or reduced meals.
- Other District Schools have a lower percentage of students needing meals.

- Reduced-price meals: 5% for Our School, 5% for Other District Schools.
- Free meals: 45% for Our School, 27% for Other District Schools.
In our school **district**, 32% of students qualify for **free (27%)** or **reduced-price lunch (5%)**.

In the **ABC School**, 50% of students qualify for **free (45%)** or **reduced-price lunch (5%)**.

3 in 10 students in our **district** qualify for free or reduced lunch.

5 in 10 students in our **school** qualify for free or reduced lunch.
State of the Department:

The Public Services Department worked hard to maintain the level of service expected from us this year. The library expanded its hours in the Fall after hiring a new librarian. The library was open 88 hours a week (M-Th 8am-11pm; F 8am-6pm; S 9am-6pm; Sn 12p-9pm). The library maintained between 77 and 88 hours a week this past year.

The headcounts for the year show that the library is being utilized by the students on a regular basis. Our peak hours are between 10am-7pm and our peak days are Tuesday and Thursday. At closing we are kicking out on average 5 people a day and Sunday totals have increased by 75%.
Average Hourly Headcounts
Peak Hours:
10am through 7pm

Average Daily Headcounts

Saturday: 187
Sunday: 262
Monday: 1729
Tuesday: 1969
Wednesday: 1704
Thursday: 1940
Friday: 737
**Peak Days:**
**Monday through Thursday**

<table>
<thead>
<tr>
<th>Day</th>
<th>Headcounts</th>
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<tr>
<td>Sunday</td>
<td>262</td>
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<tr>
<td>Monday</td>
<td>1,729</td>
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<tr>
<td>Tuesday</td>
<td>1,969</td>
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<tr>
<td>Wednesday</td>
<td>1,704</td>
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<tr>
<td>Thursday</td>
<td>1,940</td>
</tr>
<tr>
<td>Friday</td>
<td>737</td>
</tr>
<tr>
<td>Saturday</td>
<td>187</td>
</tr>
</tbody>
</table>

**State of the Department:**
The Public Services Department worked hard to maintain the level of service expected from us this year. The library expanded its hours in the fall after hiring a new librarian. The library was open 80 hours a week (7am-9pm M-Th, 7am-11pm Fri). The library maintained between 17 and 37 hours a week the past year.

The headcounts for the year show that the library is being utilized by the students on a regular basis. Our peak hours are between 10am-2pm and our peak days are Tuesday and Thursday. All libraries are looking out on average 5 per day and Sunday totals have increased by 75%.

**ABC University Library**
Access & Information Services Department

**Department Reports:**
**Circulation:**
The library’s circulation totals continues to decrease. This can be explained by our electronic offerings continuing to increase and the age of our collections. The checkout by patron type changed in a decrease in interlibrary loan and an increase in student checkout.
State of the Department

The ABC University Library is utilized by students on a regular basis. The library is open seven days a week, with Mondays through Thursdays being peak days. The library is open from 8am to 11pm, with reduced hours on weekends. The library has an average headcount of 1,704 to 1,969 visitors each day.

Daily Headcounts

The library is open seven days a week, with Mondays through Thursdays being peak days. The library has an average headcount of 1,704 to 1,969 visitors each day.

Peak Days:

- Monday through Thursday:
  - Peak Day: Monday through Thursday
  - Highest headcount on Monday
  - Lowest headcount on Saturday

Hourly Headcounts

The library is open from 8am to 11pm, with reduced hours on weekends. The library has an average headcount of 1,704 to 1,969 visitors each day.

Graphs showing daily and hourly headcounts for the ABC University Library.
**Hourly Headcounts**

The library is open from 8am until 11pm during the week with reduced hours on weekends. Our peak hours are 10am to 7pm, when we have an average headcount of 26 to 48 visitors.

---

**State of the Department**

The Public Services Department worked hard to maintain the level of service expected from us this year. This library experienced its hours in the Fall after hiring a new librarian. It is open Monday through Friday from 9am to 5pm. The library has had between 77 and 85 hours a week this past year.

---

**Daily Headcounts**

The library is open 8 hours a day, Monday through Thursday, with an average headcount of 1,154 visits each day.

---

**Weekly Headcounts**

The library is open 8 hours a day, Monday through Thursday, with an average headcount of 1,154 visits each day.
# The ABC University Library Dashboard

November 2017

This dashboard displays key stats about our visitors, our transactions, and the new materials we’ve acquired. For questions, please contact Ann K. Emery at ann@annkemeryanalytics.com.

## Visitors

<table>
<thead>
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<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Monthly Trends</th>
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<tbody>
<tr>
<td>8,031</td>
<td>17,069</td>
<td>11,528</td>
<td>15,940</td>
<td>7,919</td>
<td>16,061</td>
<td>34,137</td>
<td>20,026</td>
<td>28,692</td>
<td>31,880</td>
<td></td>
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## Transactions

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### Full-text downloads

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### eJournals/CVOS

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## New Materials Acquired

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Take Your Skills to the Next Level

Race/ethnicity

Number of individuals served

African American 250
African Descent 40
Arab Descent 4
Asian 7
Caucasian 3
Latino 380
Unknown 4
Multiracial 25
Native American 11
Other 22

Race/ethnicity

Number of individuals served

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Take Your Skills to the Next Level

- African American: 250
- African Descent: 40
- Arab Descent: 4
- Arab Descent: 7
- Asian: 3
- Caucasian: 380
- Latino: 4
- Unknown: 4
- Multiracial: 25
- Native American: 11
- Other: 22

Ann K. Emery  |   www.annkemery.com
November 13, 2017

SLAC17 Keynote
### Take Your Skills to the Next Level

<table>
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<th>Ethnicity</th>
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Our cultural diversity

- Latino: 380
- African American: 250
- African Descent: 40
- Multiracial: 25
- Other: 22
- Native American: 11
- Asian: 7
- Unknown: 4
- Arab Descent: 4
- Caucasian: 3
Our cultural diversity

<table>
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84% are Latino or African American

---

Latin American Youth Center (LAYC)
Ethnicity of Individual Served
Summary Statistics

Demographic data on LAYC individual served 10/1/10 - 9/30/11
The LAYC served a total of 715 individuals between 10/1/10 and 9/30/11

Latin American Youth Center
Learning and Evaluation Department
3/20/12
Our cultural diversity

<table>
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84% are Latino or African American

Learn More

AnnKEmery.com/book

Code: SELAC
TELLING A STORY WITH DATA

ANN K. EMERY
WWW.ANNKEMERY.COM
TWITTER: @ANNKEMERY