TELLING A STORY WITH DATA

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

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

3/28/11
Take Your Skills to the Next Level

Race/ethnicity

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

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
Take Your Skills to the Next Level

Number of individuals served

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

Take Your Skills to the Next Level

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- Latino: 380

Ann K. Emery | www.annkemery.com
### Take Your Skills to the Next Level

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Latino</td>
<td>380%</td>
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<td>African American</td>
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<td>Caucasian</td>
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### Our cultural diversity

<table>
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</table>
Our cultural diversity

<p>| | |</p>
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<tbody>
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Our cultural diversity

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84% are Latino or African American
Our cultural diversity

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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?

![Graph showing percentage points over time]
How Many Points in Time?

- Board of Directors
  - Executive Director
    - Chief Operating Officer
      - Senior Managers
        - Mid-Level Managers
          - Frontline Staff

Strategic

Operational
How Many Points in Time?

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 $5.80 to $20 per hour at baseline. In March 2015, hourly wages ranged from $13.60 to $22 per hour. As displayed in the graph, median wages have increased from $10 to $12.60.

**Clients’ Annual Incomes**

The clients’ annual incomes ranged from $12,831 to $48,086 per year upon enrollment. By March 2016, annual incomes ranged from $28,704 to $44,000. 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%

Are Viewers Expecting a Story?

Project results before and after implementation of grant

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After grant funding

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

43%  32%  11%
Are Viewers Expecting a Story?

Project results before and after implementation of grant

Before grant funding
- Project A 43%
- Project B 32%
- Project C 11%

After grant funding
- Project A 74%
- Project B 55%
- Project C 33%

Project A had the greatest gains after the four-year grant funding

Before grant funding
- Project A 43%
- Project B 32%
- Project C 11%

After grant funding
- Project A 74%
- Project B 55%
- Project C 33%
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?
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

ANALYZE YOUR DATA

ANALYZE YOUR DATA

ARCHIVE for Analyzing Data

SAVE TIME AND ENERGY WITH PIVOT TABLES
Pivot tables are the fastest, easiest 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. Step 1:
Continue reading →

SORTING AND FILTERING YOUR SPREADSHEETS
Have a list of events that need some organizing? Have lots of numbers that you want to arrange from least to greatest or greatest to least? Rather than painstakingly rearranging your rows 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

CHOOSE

- Choropleth
- Heat Maps
- Spark Lines
- Spark Bars
- Pie/Donut
- Stacked
- Diverging
- Waffle
- Icon Arrays

DRAW CHARTS

- Bar/Column
- Line/Scatter
- Clustered
- Dot
- Multiple

PROGRESS

- Overlapping
- Area
- Nested Area
- Target Line

Ann K. Emery

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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 attack fatalities in the U.S., 2001 to 2013

- **Sharks** kill 1 person per year.
- **Alligators** kill 1 person per year.
- **Bears** kill 1 person per year.
- **Venomous snakes and lizards** kill 6 people per year.
- **Spiders** kill 7 people per year.
- **Non-venomous arthropods** kill 9 people per year.
- **Cows** kill 20 people per year.
- **Dogs** kill 28 people per year.

Other mammals kill 5.2 people per year.

Bees, wasps and hornets kill 58 people per year.

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>
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<tbody>
<tr>
<td>A</td>
<td>95%</td>
<td>79%</td>
</tr>
<tr>
<td>B</td>
<td>79%</td>
<td>79%</td>
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<tr>
<td>C</td>
<td>64%</td>
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</tr>
<tr>
<td>D</td>
<td>79%</td>
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When every indicator has a different target:

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Heat Maps

Mapping the spreading drought across the U.S. [nyti.ms/1rRxQV5](https://nyti.ms/1rRxQV5)
Tile Grid Maps

Tile Grid Trendline Maps
DECLUTTER
Remove or Lighten Unnecessary Ink

CLARIFY WITH COLOR
Ensure Legibility for Colorblindness

Normal

Protanope

Deuteranope


Ensuring legibility for colorblindness is crucial in many contexts. Colorblind individuals, such as protanopes and deuteranopes, may have difficulty distinguishing certain colors. This can pose challenges in various fields, including traffic signal design. By employing strategies that ensure legibility, we can make sure that everyone, regardless of their color vision abilities, can navigate safely and effectively.
Ensure Legibility for Colorblindness

No

- Green
- Red

Yes

- Green
- Blue
- Orange

Ensure Legibility for Colorblindness

Colblindor

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 Color Blindness Simulator can change this for you, and play around with it and get a feeling of how it is to have a color vision handicap.

All the calculations are made on your local machine, no images are uploaded to the server. Therefore you can customize it as long as you live, there is no restriction.

As all the calculations are made on your local machine, no images are uploaded to the server. Therefore you can customize it as long as you live, there is no restriction.

Go ahead, choose an image through the upload function, or just drag and drop your image in the center of our Color Blindness Simulator. It is also possible to zoom and move your images around using your mouse. If you have a color blindness problem, try it out, I hope you like it.

FREE Color Blind Check

How kind of color blindness tool? Try Color Blind Check and test the type and severity of your color vision deficiency, easy and fast.

CVD Categories

- Academic
- Basic
- Low
- High
- Extreme
- Very Extreme

Thoughts Today

- Message
- Quote

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

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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 simulator can close this gap for you, just play around with it and get a feeling of how it is to have a color vision handicap.

As the calculations are made on your scale, the images are updated on the server. Therefore you can use the simulator as long as you like, there are no restrictions. Be aware, there are some issues with the "Luna Beta" and Internet Explorer. All others should support everything just fine.

So go ahead, choose an image through the usual functionally, or just drag and drop your image into the center of our Color Blindness Simulator. It is also possible to zoom and move your images around using your mouse. By all means, I hope you like it.

FREE Color Blind Check

CVD Categories:

Academic | How to Fix | News | People | Pick Problem | Publications | Snakes | Text | Thoughts | Tools

Ensure Legibility for Colorblindness

Yes

No
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

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
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<tr>
<td>Purple</td>
<td>120, 29, 125</td>
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<tr>
<td>Green</td>
<td>0, 133, 62</td>
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Saturate to Draw Attention

Washington Post @washingtonpost · Sep 14
Just how much iPhone do you really need? wapo.st/X0kGj pic.twitter.com/FeaMtbjg26

Reply Retweet Favorited
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>
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<td>France</td>
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<td>Germany</td>
<td>Germany</td>
<td>Italy</td>
<td>Greece</td>
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<td>Germany</td>
<td>Greece</td>
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Pew Research Center: https://twitter.com/pewglobal/status/615519689901477888

CLARIFY WITH TEXT
Brand Visuals with Custom Fonts

48 different topical interest groups

28 different countries are represented

Members work in a variety of settings:

- Nonprofit: 33%
- Private Business: 14%
- College/University: 14%
- Federal Agency: 12%
- State Agency: 11%
- School System: 4%
- Local Agency: 3%

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

- Ages range from 2 to 18 years old.
- The percentage distribution is as follows:
  - Ages 2-3: 1%
  - Ages 4-5: 2%
  - Ages 6-7: 3%
  - Ages 8-9: 4%
  - Ages 10-11: 3%
  - Ages 12-13: 6%
  - Ages 14-15: 12%
  - Ages 16-17: 13%
  - Ages 18: 14%

Overall, the majority of children awaiting adoption are between 12 and 18 years old.
2/3 of the kids awaiting adoption are teenagers

Ages of children awaiting adoption

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

Outer Ring is the ABC School
Inner Ring is the District

- Not Eligible
- Free Lunch Eligible
- Reduced-Price Lunch Eligible

Other District Schools
- Free meals: 27%
- Reduced-price meals: 5%

Our School
- Free meals: 45%
- Reduced-price meals: 5%
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%.
Peak Hours: 10am through 7pm
Peak Days: Monday through Thursday

State of the Department:
The Public Services Department worked hard to maintain the level of service expected from us last year. The library expanded its hours in the fall after hiring a new librarian. The library was open 80 hours a week (8 a.m.-9 p.m. Monday-Friday; 9 a.m.-5 p.m. Saturday).

The headcounts for the year show that the library is being utilized by the students on a regular basis. Our peak hours are between 10 a.m.-3 p.m. and our peak days are Tuesday and Thursday. All lending we are seeing cut on average 5 people a day and Sunday totals have increased by 75%.

Average Hourly Headcounts

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

Average Daily Headcounts

Circulation Totals

Page 39 of 111
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 peak days on Monday through Thursday. The library is open from 8am to 10pm during the week and has 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 peak days on Monday through Thursday. The library has an average headcount of 1,704 to 1,969 visitors each day.

State of the Department:
The library is utilized by students on a regular basis.

Daily Headcounts:
The library is open seven days a week, with peak days on Monday through Thursday. The library has an average headcount of 1,704 to 1,969 visitors each day.
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 library is utilized by students on a regular basis.

The Access & Information 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 (6:30am-11pm) in the fall. If 8am-5pm, 5:30pm-11pm, 5:30pm-7pm, and 7pm-11pm are added, the library would have been open 101 hours a week this past year.

Average Hourly Headcounts

ABC University Library

SLAC17 Keynote
ABC University Library Dashboard

**February**

- **Visitors this month**: 24,051
- **Reference transactions this month**: 421
- **Checkouts this month**: 747

- **Interlibrary Loans this month**: 213
- **Online visitors this month**: 12,299
- **Research guide use this month**: 1,810

*Gate counters not functioning properly*
# 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@annkemery.com.

### Visitors

<table>
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<th></th>
<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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<tr>
<td>In-person</td>
<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>20,006</td>
<td>28,692</td>
<td>31,880</td>
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<tr>
<td>Online</td>
<td>8,777</td>
<td>9,335</td>
<td>9,529</td>
<td>9,313</td>
<td>7,567</td>
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<td>18,670</td>
<td>19,027</td>
<td>16,763</td>
<td>18,626</td>
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### Transactions

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<th>Type</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
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<td>272</td>
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<td>56</td>
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<td>191</td>
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### New Materials Acquired

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<tr>
<th>Type</th>
<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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</thead>
<tbody>
<tr>
<td>Books</td>
<td>257</td>
<td>165</td>
<td>374</td>
<td>96</td>
<td>456</td>
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<td>3,655</td>
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<td>1,544</td>
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<td>Video types/OVs</td>
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<td>399</td>
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<td>536</td>
<td>957</td>
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<td>619</td>
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### Visitors Insights

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<thead>
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<th>Jan</th>
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<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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</thead>
<tbody>
<tr>
<td>In-person</td>
<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>20,006</td>
<td>28,692</td>
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<td>Online</td>
<td>8,777</td>
<td>9,335</td>
<td>9,529</td>
<td>9,313</td>
<td>7,567</td>
<td>17,553</td>
<td>18,670</td>
<td>19,027</td>
<td>16,763</td>
<td>18,626</td>
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The ABC University Library Dashboard

November 2017

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Running Total</th>
<th>Year-End Goal</th>
<th>Achieved</th>
<th>% Achieved to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td>194,312</td>
<td>275,000</td>
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<td>71%</td>
</tr>
<tr>
<td>Online</td>
<td>135,189</td>
<td>300,000</td>
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<td>45%</td>
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</table>

<table>
<thead>
<tr>
<th>Transactions</th>
<th>Running Total</th>
<th>Year-End Goal</th>
<th>Achieved</th>
<th>% Achieved to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference transactions</td>
<td>8,084</td>
<td>9,000</td>
<td></td>
<td>63%</td>
</tr>
<tr>
<td>Checkouts</td>
<td>5,712</td>
<td>6,500</td>
<td></td>
<td>90%</td>
</tr>
<tr>
<td>Interlibrary loans</td>
<td>4,856</td>
<td>7,000</td>
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<td>Research guides</td>
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<tr>
<td>Full-text downloads</td>
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<td>Periodical subscriptions</td>
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<tr>
<td>Electronic resources</td>
<td>2,469</td>
<td>3,000</td>
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<td>82%</td>
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<table>
<thead>
<tr>
<th>New Materials Acquired</th>
<th>Running Total</th>
<th>Year-End Goal</th>
<th>Achieved</th>
<th>% Achieved to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>9,079</td>
<td>4,800</td>
<td></td>
<td>82%</td>
</tr>
<tr>
<td>Videos</td>
<td>35,888</td>
<td>80,000</td>
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<td>46%</td>
</tr>
<tr>
<td>Video items/On-Demand</td>
<td>3,429</td>
<td>5,500</td>
<td></td>
<td>62%</td>
</tr>
</tbody>
</table>
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

Number of individuals served

Race/ethnicity

African American
African Descent
Arab Descent
Asian
Caucasian
Latino
Unknown
Multiracial
Native American
Other
Take Your Skills to the Next Level

- 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

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

Organization Name
www.organizationwebsite.com
## Our cultural diversity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Number of Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
<td>380</td>
</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>
</tr>
<tr>
<td>Native American</td>
<td>11</td>
</tr>
<tr>
<td>Asian</td>
<td>7</td>
</tr>
<tr>
<td>Unknown</td>
<td>4</td>
</tr>
<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

---

### 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 (LAYC)
Ethnicity of Individual Served
Summary Statistics

Race / Ethnicity:
- African Descent
- African
- Arab Descent
- Asian
- Asian American
- Caucasian
- Latino
- Native Hawaiian
- Other

Number of individuals served:
- 400
- 300
- 200
- 100
- 50
- 0

Latin American Youth Center
Learning and Evaluation Department
### Our cultural diversity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
<td>380</td>
</tr>
<tr>
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<tr>
<td>Unknown</td>
<td>4</td>
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<tr>
<td>Arab Descent</td>
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</tr>
<tr>
<td>Caucasian</td>
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</tbody>
</table>

84% of our youth are Latino or African American.

---

### Learn More

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**Code: SELAC**

---

**Your Guide to Great Graphs**

- Line graphs
- Bar charts
- Pie charts
- Scatter plots
- Area graphs
- Histograms
- Box plots
- Heat maps
- Network diagrams

**Tile Grid Maps**

- Geographic
- Time series
- Categorical
- Temporal

**Measure Text Readability**

- Flesch-Kincaid
- Gunning Fog
- SMOG

---

**Ann K. Emery**

www.annkemery.com

---

**Organization Name**

www.organizationwebsite.com