

Project Outcome: Learning Good Data Visualization

August 15, 2019



project

OUTCOME
MEASURING THE TRUE
IMPACT OF LIBRARIES



PublicLibrary
ASSOCIATION

Introductions



Amanda Johnson

Data Analysis &
Communications Consultant
State Library of North Carolina



Emily Plagman

Manager, Impact & Advocacy
Public Library Association



Nellie Barrett

Program Coordinator
Public Library Association

Is your library already participating in PLA's Project Outcome?



Agenda

- Project Outcome Toolkit & Data Dashboard
- Building Effective Visualizations
- Tips to Improve Any Visualization
- Design Principles
- Wrap-Up & Questions



Project Outcome Toolkit & Data Dashboard

What is Project Outcome?



[About Us](#) [Annual Report](#)

It's FREE!

NEW! Project Outcome for **Academic Libraries**: [Visit the Site](#)

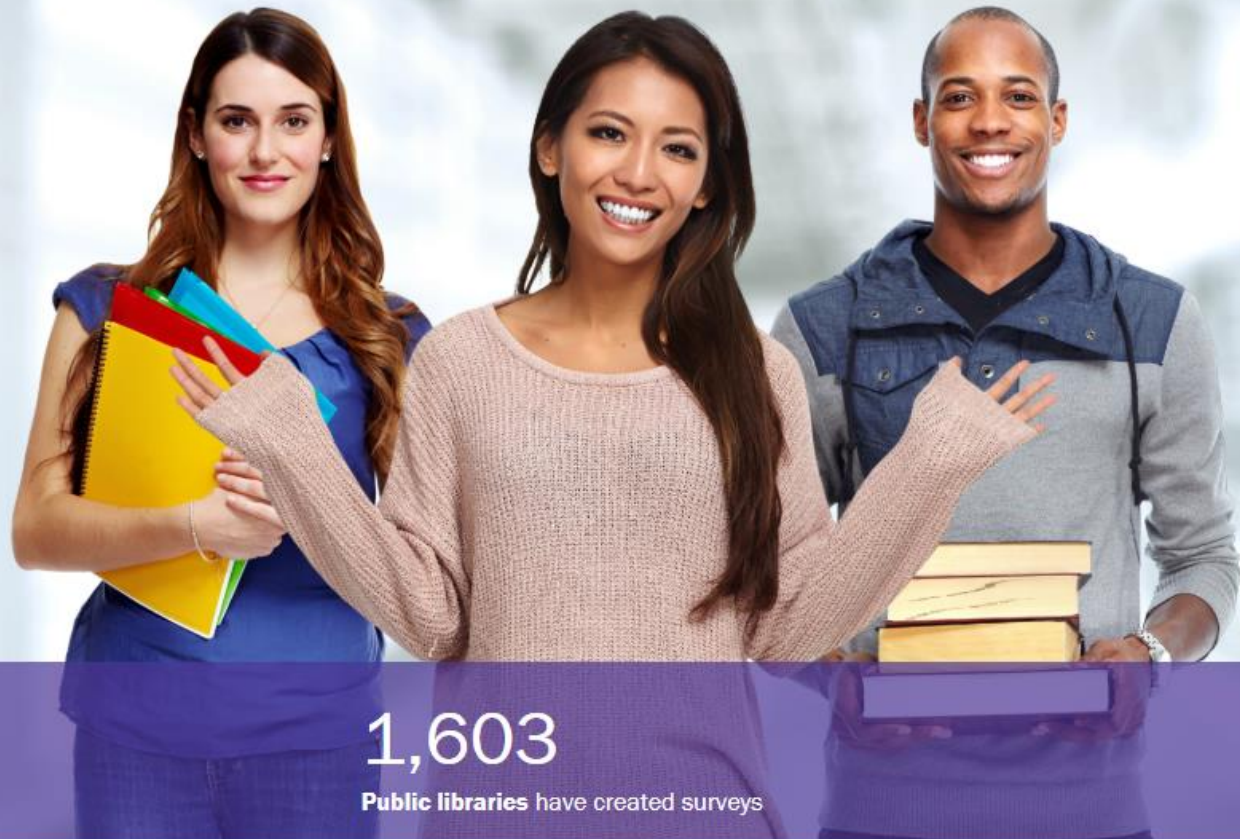
Outcome Measurement Made Easy

for Public Libraries

Resources and Tools
to Create Surveys and
Analyze Outcome Data

Public Libraries
Sign Up

Academic Libraries
Sign Up



267,296

Responses collected through **public library surveys**

1,603

Public libraries have created surveys

[Public Library Updates](#)

[Project Outcome Live News](#)

www.ProjectOutcome.org

Project Outcome Toolkit

Access to:

- Quick & simple surveys
- Easy-to-use survey tool
- Custom data reports
- Interactive data dashboards
- Resources & training

The screenshot displays the Project Outcome Toolkit dashboard. At the top, it features the Project Outcome logo (Measuring the True Impact of Libraries), the Public Library Association logo (Celebrating 100 Years), and navigation links for Survey Management, Data Dashboard, Resources, Peer Discussion, and an Account/switch user option. A language selection dropdown is also present.

The dashboard is divided into three main sections:

- Survey Management:** Includes a "Create New Survey" button and lists two surveys:
 - Device Advice - 03/27/2019:** Created by Amilcar Perez, 1 Response. Links: View Survey | Enter Responses.
 - Small Business Consultations (SBC) - 05/09/2019:** Created by Amilcar Perez, 1 Response. Links: View Survey | Enter Responses.A "View All Surveys" link is at the bottom.
- Data Dashboard:** Includes a "Build a Report" button and a visualization of survey data represented by horizontal bars with colored segments (green, yellow, purple). A "View Data Dashboard" link is at the bottom.
- Resources:** Lists "Tutorial Videos" (published 09/28/2017), "Writing Open-Ended Survey Questions" (published 04/28/2017), and "Case Studies" (published 06/08/2016). A "View All Resources" link is provided.
- Peer Discussion:** Lists three discussion topics:
 - What programs do new users want to measure?** (Updated 04/26/2019)
 - Project Outcome at ALA** (Updated 04/24/2019)
 - Can't archive completed programs** (Updated 04/04/2019)A "View All Discussions" link is provided.
- Events:** Lists "Measuring the Success of Health Programs and Services" (May 29, 2019 | Online) with a "Register" button. A "View All Events" link is provided.

Public Library Survey Topic Areas



EARLY CHILDHOOD LITERACY



DIGITAL LEARNING



EDUCATION/LIFELONG LEARNING



SUMMER READING



JOB SKILLS



HEALTH

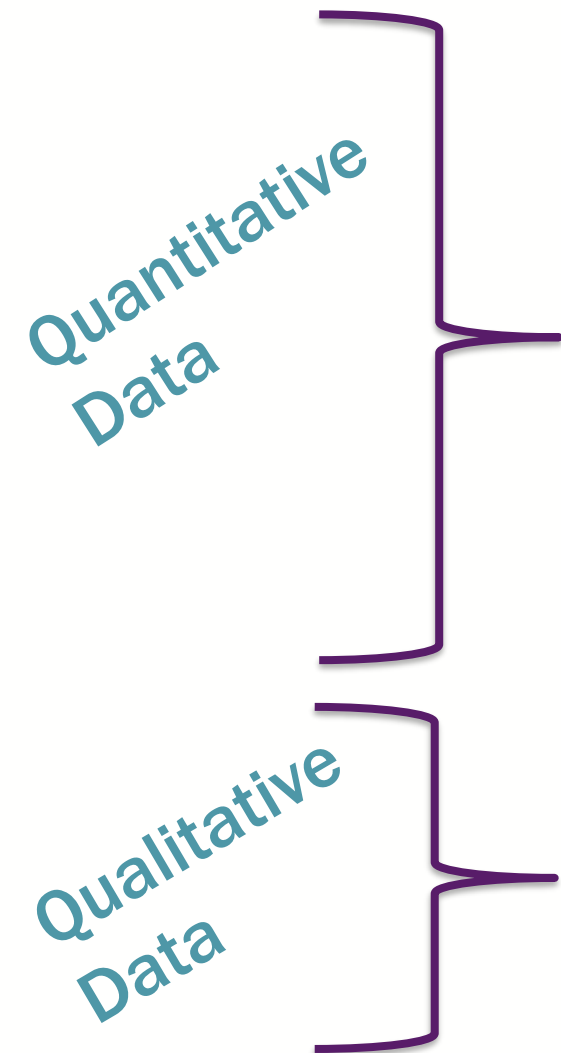


CIVIC/COMMUNITY ENGAGEMENT



ECONOMIC DEVELOPMENT

Survey Outcomes



Knowledge



Confidence



Behavior Change



Awareness

What did patrons like most?

What can the library do to improve?

Website: www.projectoutcome.org

[Survey Management](#) [Data Dashboard](#) [Resources](#) [Peer Discussion](#)

Survey Management

[+ Create New Survey](#)



Tech Time - 09/28/2017

Created by PLA Test

0

Responses

[View Survey](#) | [Enter Responses](#)



Template: Digital Learning in Kentucky

Created by Tyler Tester

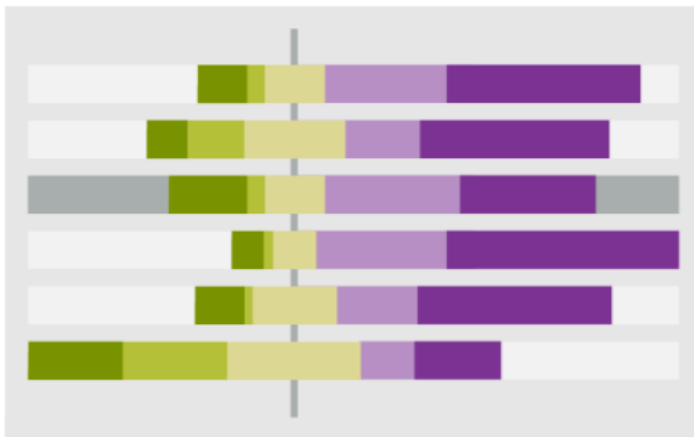
1

Surveys Created

[View All Surveys](#)

Data Dashboard

[Build a Report](#)



[View Data Dashboard](#)

Resources

Project Outcome 101

Published 07/28/2015

Writing Open-Ended Survey Questions

Published 04/28/2017

Case Studies

Published 06/08/2016

[View All Resources](#)

Peer Discussion



Evaluating a toolkit

Updated 10/02/2017



Indicating Impact by Tying Children's Programs to Research

Updated 10/02/2017



Same survey, multiple branches and different start/end dates

Updated 09/19/2017

[View All Discussions](#)

Events

Using Project Outcome Data to Improve & Support Library Programming

Oct 19, 2017 | Online

[Register](#)

[View All Events](#)

Training Resources

- Featured Resources
- Getting Started
- Surveys
- Data Collection
- Data Analysis
- Taking Action
- From the Field

RESOURCES

Project Outcome provides resources to help libraries throughout the outcome measurement process.

Search Project Outcome Resources

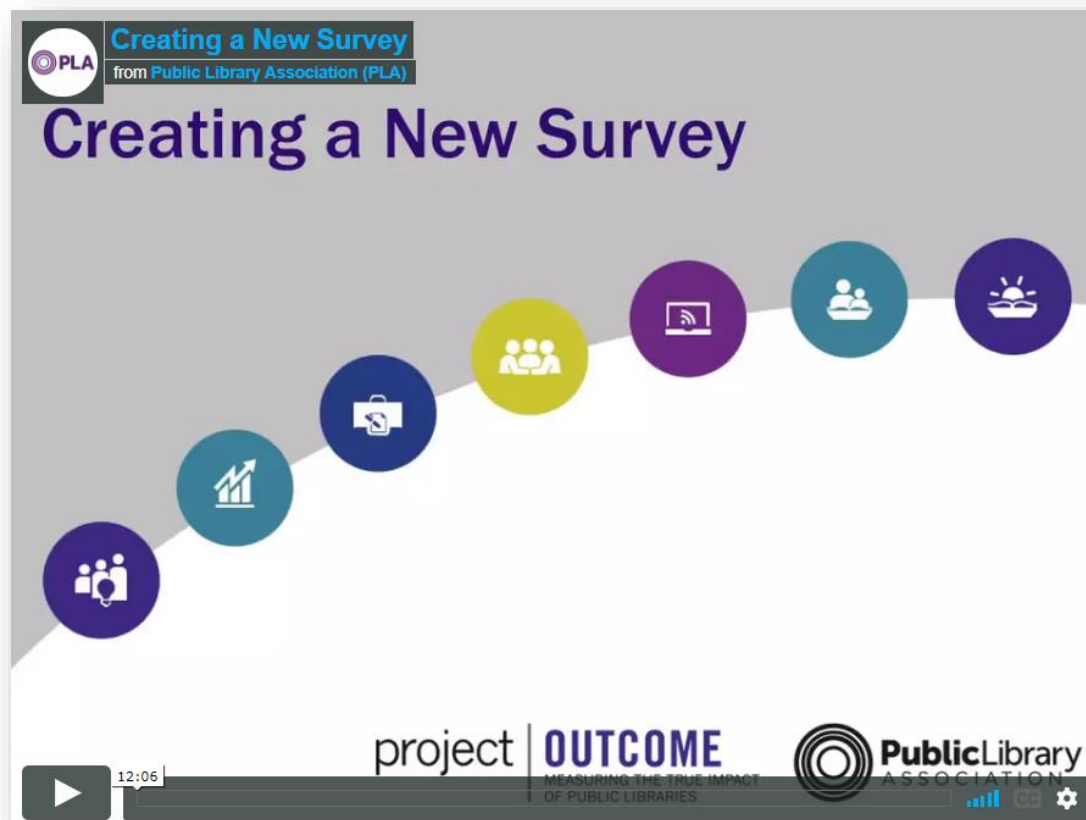
Featured Resources

- Project Outcome 101**
What to know about Project Outcome
- Writing Open-Ended Survey Questions**
Tips for writing your own open-ended survey questions
- Case Studies**
Project Outcome data results in action

Getting Started	Surveys	Data Collection
<ul style="list-style-type: none">• Project Outcome 101• Tutorial Videos• Readiness Assessment• Outcome Measurement Continuum• State User Guide• What is Outcome Measurement?• Outcome Measurement Process	<ul style="list-style-type: none">• Preview Surveys• Additional Survey Questions• Choosing the Right Survey• Survey Background• Writing Open-Ended Survey Questions	<ul style="list-style-type: none">• Data Collection Roadmap• Data Collection Team• Building Internal Support• Survey Best Practices• How to Talk to Patrons• Following Up with Patrons• Informed Consent• Sample Size• Terminology List
Data Analysis	Taking Action	From the Field
<ul style="list-style-type: none">• Maximize Your Results• Analyzing Qualitative Data• Framing Survey Results	<ul style="list-style-type: none">• Good Practices for Communicating Data• Creating a Message Framework• Advocacy Tips• Advocacy Resources	<ul style="list-style-type: none">• On-Demand Webinars• Case Studies• Outcome Measurement Guidelines• Speaker Wall of Fame• Participating Libraries• How We Compare• Meet the Task Force• Regional Training Opportunities

Training Resources

Resources > Getting Started > Tutorial Videos



Surveys & Data All in One Place

[+ Create New Survey](#)

Date range

Template
 Survey

Topic

- Civic/Community Engagement
- Digital Learning
- Early Childhood Literacy
- Economic Development
- Education/Lifelong Learning
- Health
- Job Skills
- Summer Reading

Type


- Immediate
- Follow-up
- Teen/Child
- Adult
- Caregiver

Search Keywords


[Survey Responses Viewer](#) [Build a Report](#)


← Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) ... [36](#) [37](#) Next →

Sewing at the Library - 10/01/2019
Created by Test PLA
for Hogwarts Library

 Sewing at the Library
10/01/2019

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

 Education/Lifelong Learning
Immediate


Status  **1** Responses
Active [Download](#)


16 Attendance
Save Changes


[Enter Paper Responses](#)

Healthy Cooking - 05/31/2019 (1)
Created by Test PLA
for Hogwarts Library

[Discard Draft](#) | [Copy Survey](#)

 Healthy Cooking
05/31/2019

 Civic/Community Engagement
Immediate

Status  **0** Responses
Draft [Download](#)


0 Attendance
Update

[Complete Survey](#)

Easy Reporting

Build custom reports and aggregate data by:

- Survey topic
- Library location
- Program name
- Survey name
- Date range



Central Library (Downtown Buffalo)

Survey Results and Community Implications

REPORT INFORMATION


Topic: Health
Program: Active & Healthy 2019
Date Range: after 04/24/2019

CENTRAL LIBRARY (DOWNTOWN BUFFALO) SURVEY WORK


Central Library (Downtown Buffalo) staff distributed surveys to program participants to collect data and insights about how their health services and programs are supporting community needs. Central Library (Downtown Buffalo) surveyed patrons using the Project Outcome Health Survey, which measures the impact of services designed to improve the health of patrons and their families. A total of 53 survey responses were collected.

Results


A total of 53 survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:




98% felt more knowledgeable about the health topic presented



92% intend to apply what they learned to adopt or maintain a healthier lifestyle







94% felt more confident about taking care of their or their family's health







98% were more aware of health-related resources and services provided by the library

The full results of the survey(s) are shown below. *(Note that due to rounding, percentages may not add up to 100%)*

 Knowledge	9%	9%	81%	8%	8%
 Confidence	13%	13%	81%	7%	7%
 Application / New Skills	15%	15%	77%	5%	5%
 Awareness of Resources	21%	21%	77%	3%	3%






SCORING: ■ Strongly Disagree ■ Disagree ■ Neither ■ Agree ■ Strongly Agree

	Selected Criteria Average		Health Topic Averages		
	Library	Library	State/Province	National	Library
 Knowledge	4.9	4.8	4.8	4.7	4.7
 Confidence	4.8	4.7	4.7	4.6	4.6
 Application / New Skills	4.7	4.6	4.6	4.5	4.5
 Awareness of Resources	4.8	4.7	4.7	4.5	4.5





www.ProjectOutcome.org

Data Dashboard

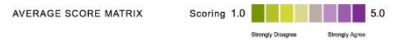
TOPIC

-  **Digital Learning**
3.5
Total Survey Responses for System: 15
State Average: 3.5
National Average: 4.5
-  **Early Childhood Literacy**
4.1
Total Survey Responses for System: 2
State Average: 4.1
National Average: 4.6
-  **Economic Development**
3.5
Total Survey Responses for System: 2
State Average: 3.5
National Average: 4.6
-  **Education**
4.1
Total Survey Responses for System: 2
State Average: 4.1
National Average: 4.6
-  **Summer Reading**
2.3
Total Survey Responses for System: 2
State Average: 2.3
National Average: 4.6

OUTCOME

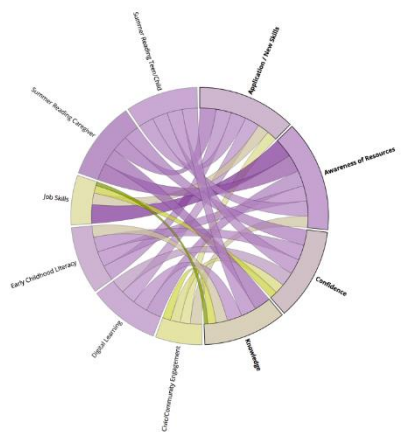
-  **Knowledge**
3.5
Total Responses for System: 28
State Average: 3.5
National Average: 4.5
-  **Confidence**
3.6
Total Responses for System: 27
State Average: 3.6
National Average: 4.4
-  **Application / New Skills**
3.6
Total Responses for System: 28
State Average: 3.6
National Average: 4.5
-  **Awareness of Resources**
3.4
Total Responses for System: 28
State Average: 3.4
National Average: 4.5

IMMEDIATE SURVEY FOLLOW UP SURVEY SORT BY: TOPIC SCORE FILTER BY: PROG. NAME DATE



Topic	Increased Knowledge	Increased Confidence	Application New Skills	Awareness of Resources	Average
Civic/Community Engagement					2.6
Digital Learning					3.9
Early Childhood Literacy					3.8
Job Skills					2.8
Summer Reading Campaign					4.3
Summer Reading for Kids					4.0
Averages	3.1	3.4	3.6	4.1	

Service or Survey Topic by Area of Greatest Impact



WITHIN 5 MILE RADIUS

POPULATION
78,388

FOREIGN POP.
11%

LIMITED ENGLISH
5%

AGE & SEX
48% Male, 52% Female

COUNTRIES OF IMMIGRATION
Other E. Africa 8%, Egypt 7%, Vietnam 7%, Iraq 5%, India 5%

AT HOME LANGUAGES
Only English 88%, French 2%, African 2%, Spanish 2%, Vietnamese 1%

YEAR OF IMMIGRATION
Bar chart showing immigration years from <1990 to 2010+.

RACE
White 90%, Black 6%, Native Amer 0%, Asian 3%, Pacific Isl 0%, Other 1%

SELECT OUTCOME
All Survey Responses

Portland Public Library
5 Monument Square
Portland, ME 04101

Topics Total Survey Responses: 202
4.5, 4.8, 4.2, 4.2

Outcomes
4.6, 4.5, 4.1, 4.5

5 Mile Radius
Select Library Community for Census Data

RESPONSES BY SERVICE OR PROGRAM TYPE AND DOMAIN

FILTER BY: OUTCOME SURVEY TOPIC PROG. NAME DATE SCORING: Strongly Disagree Disagree Neither Agree Nor Disagree Agree Strongly Agree

Service/Program	Outcome	Score	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree	Topic/Outcome Averages
Digital Learning	You feel more knowledgeable about using digital resources	3.3	13%	27%	40%	13%		3.3 3.3 4.5
	You feel more confident when using digital resources	3.4	21%	14%	36%	21%		3.4 3.4 4.4
	You intend to apply what you just learned	3.5	13%	33%	13%	33%		3.5 3.5 4.5
	You are more aware of applicable resources and programs	3.5	20%	13%	33%	27%		3.5 3.5 4.5
Early Childhood Literacy	You learned something that you can share with your child	4.0				100%		4.0 4.0 4.6
	You feel more confident to help your children learn	4.0				100%		4.0 4.0 4.5
	You will spend more time interacting with your child	4.5			50%	50%		4.5 4.5 4.6
	You are more aware of applicable resources and programs	4.0				100%		4.0 4.0 4.6

Benefits of Project Outcome

- Capturing snapshot data
 - Short, simple surveys save time
 - Higher response rate from patrons
 - Open-ended comments are goldmine

- We've done the heavy lifting for you!
 - Real-time results
 - Data visualizations
 - Ready-to-use reports





Project Outcome Data Visualization

Survey Management

[+ Create New Survey](#)

Date range

mm/dd/yyyy

mm/dd/yyyy

- Template
- Survey

Topic

- Civic/Community Engagement
- Digital Learning
- Early Childhood Literacy
- Economic Development
- Education/Lifelong Learning
- Health
- Job Skills
- Summer Reading

Type

- Immediate
- Follow-up
- Teen/Child
- Adult
- Caregiver

Status

- Draft
- Active
- Archived
- Deleted

Search Keywords



[Survey Responses Viewer](#)

[Build a Report](#)

← Previous 1 2 3 4 5 Next →

Digital Learn - 05/09/2019

Created by Test PLA
for Hogwarts Library



Digital Learn
05/09/2019

[Get Patron Survey](#) | [Copy Survey](#)

[Get Report](#)

Status [?]
Active

10

Responses
[Download](#)

0 Attendance
Update

[Enter Paper Responses](#)

xx - 10/18/2018 (1)

Created by Test PLA
for Hogwarts Library



xx
10/18/2018

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

Status [?]
Active

1

Responses
[Download](#)

0 Attendance
Update

[Enter Paper Responses](#)

API test survey - 08/22/2018

Created by Unknown
for Hogwarts Library

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

Data Dashboard: Overview

Dashboard Home Build Report Overview Matrix Detail Map Library Info

Hogwarts Library All Libraries


DATA DASHBOARD: Hogwarts Library

Create custom reports on surveys, programs and more

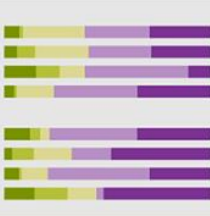
Build Report




Overview



Matrix



Detail



Map



Library Info

Data Dashboard: Overview

Hogwarts Library

▼ All Libraries

IMMEDIATE
SURVEY

FOLLOW UP
SURVEY

Scoring 1.0



Strongly Disagree

Strongly Agree

5.0

Average Score is calculated by assigning a 1- 5 value to each Likert Scale answer (Strongly Disagree to Strongly Agree). Aggregated responses are then averaged by weighting to these categories to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries.

TOPIC



Civic/Community Engagement

3.2

Total Survey Responses for System: 52
State/Prov. Average: 3.2 (Total Survey Responses: 93)
National Average: 4.1 (Total Survey Responses: 8,046)
Total Average: 4.1 (Total Survey Responses: 8,690)



Digital Learning

3.5

Total Survey Responses for System: 63
State/Prov. Average: 3.6 (Total Survey Responses: 93)
National Average: 4.5 (Total Survey Responses: 22,394)
Total Average: 4.5 (Total Survey Responses: 25,051)



Early Childhood Literacy

3.4

Total Survey Responses for System: 13
State/Prov. Average: 3.8 (Total Survey Responses: 31)
National Average: 4.5 (Total Survey Responses: 41,139)
Total Average: 4.5 (Total Survey Responses: 45,950)



Education/Lifelong Learning

3.5

Total Survey Responses for System: 18
State/Prov. Average: 3.6 (Total Survey Responses: 50)
National Average: 4.5 (Total Survey Responses: 82,353)
Total Average: 4.5 (Total Survey Responses: 87,964)

OUTCOME



Knowledge

3.7

Total Responses for System: 426
State/Prov. Average: 3.5
National Average: 4.4
Total Average: 4.4



Confidence

3.6

Total Responses for System: 427
State/Prov. Average: 3.5
National Average: 4.3
Total Average: 4.3



Application / New Skills

3.6

Total Responses for System: 426
State/Prov. Average: 3.6
National Average: 4.4
Total Average: 4.4



Awareness of Resources

3.7

Total Responses for System: 424
State/Prov. Average: 3.6
National Average: 4.4
Total Average: 4.4

Data Dashboard: Overview @ Outlet Level

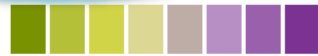
Hogwarts Library

▼ Gryffindor Library

IMMEDIATE
SURVEY

FOLLOW UP
SURVEY

Scoring 1.0



Strongly Disagree

Strongly Agree

5.0

Average Score is calculated by assigning a 1- 5 value to each Likert Scale answer (Strongly Disagree to Strongly Agree). Aggregated responses are then averaged by weighting to these categories to come up with an aggregate score for each question, which can also be aggregated further to larger groups of libraries.

TOPIC



Digital Learning

4.1

Total Survey Responses for Outlet: 13
State/Prov. Average: 3.6 (Total Survey Responses: 103)
National Average: 4.5 (Total Survey Responses: 22,406)
Total Average: 4.5 (Total Survey Responses: 25,063)



Education/Lifelong Learning

4.0

Total Survey Responses for Outlet: 1
State/Prov. Average: 3.7 (Total Survey Responses: 52)
National Average: 4.5 (Total Survey Responses: 82,360)
Total Average: 4.5 (Total Survey Responses: 87,971)



Summer Reading Caregiver

4.2

Total Survey Responses for Outlet: 2
State/Prov. Average: 4.2 (Total Survey Responses: 277)
National Average: 4.2 (Total Survey Responses: 29,542)
Total Average: 4.2 (Total Survey Responses: 33,687)

OUTCOME



Knowledge

4.0

Total Responses for Outlet: 15
State/Prov. Average: 3.9
National Average: 4.5
Total Average: 4.5



Confidence

4.0

Total Responses for Outlet: 15
State/Prov. Average: 3.8
National Average: 4.3
Total Average: 4.3



Application / New Skills

3.9

Total Responses for Outlet: 15
State/Prov. Average: 3.9
National Average: 4.4
Total Average: 4.4



Awareness of Resources


4.7

Total Responses for Outlet: 13
State/Prov. Average: 3.7
National Average: 4.5
Total Average: 4.5

Data Dashboard: Matrix

Hogwarts Library ▼ All Libraries

SORT BY: TOPIC ▼
SCORE ▼
FILTER BY:
PROG. NAME ▼
DATE ▼

AVERAGE SCORE MATRIX Scoring 1.0  5.0

Strongly Disagree
Strongly Agree

Topic	Outcome				
	Increased Knowledge	Increased Confidence	Application New Skills	Awareness of Resources	
Summer Reading Adult					4.5
Summer Reading Caregiver					4.3
Health					3.7
Summer Reading Teen/Child					3.7
Digital Learning					3.6
Education/Lifelong Learning					3.5
Early Childhood Literacy					3.4
Civic/Community Engagement					3.2
Job Skills					3.1
	3.7	3.6	3.7	3.7	Averages

Data Dashboard: Matrix

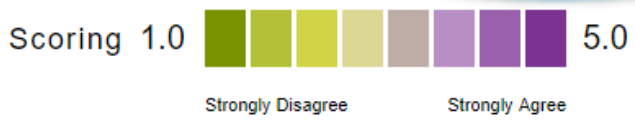
Hogwarts Library ▼ All Libraries





IMMEDIATE SURVEY FOLLOW UP SURVEY

SORT BY: TOPIC ▲▼ SCORE ▼

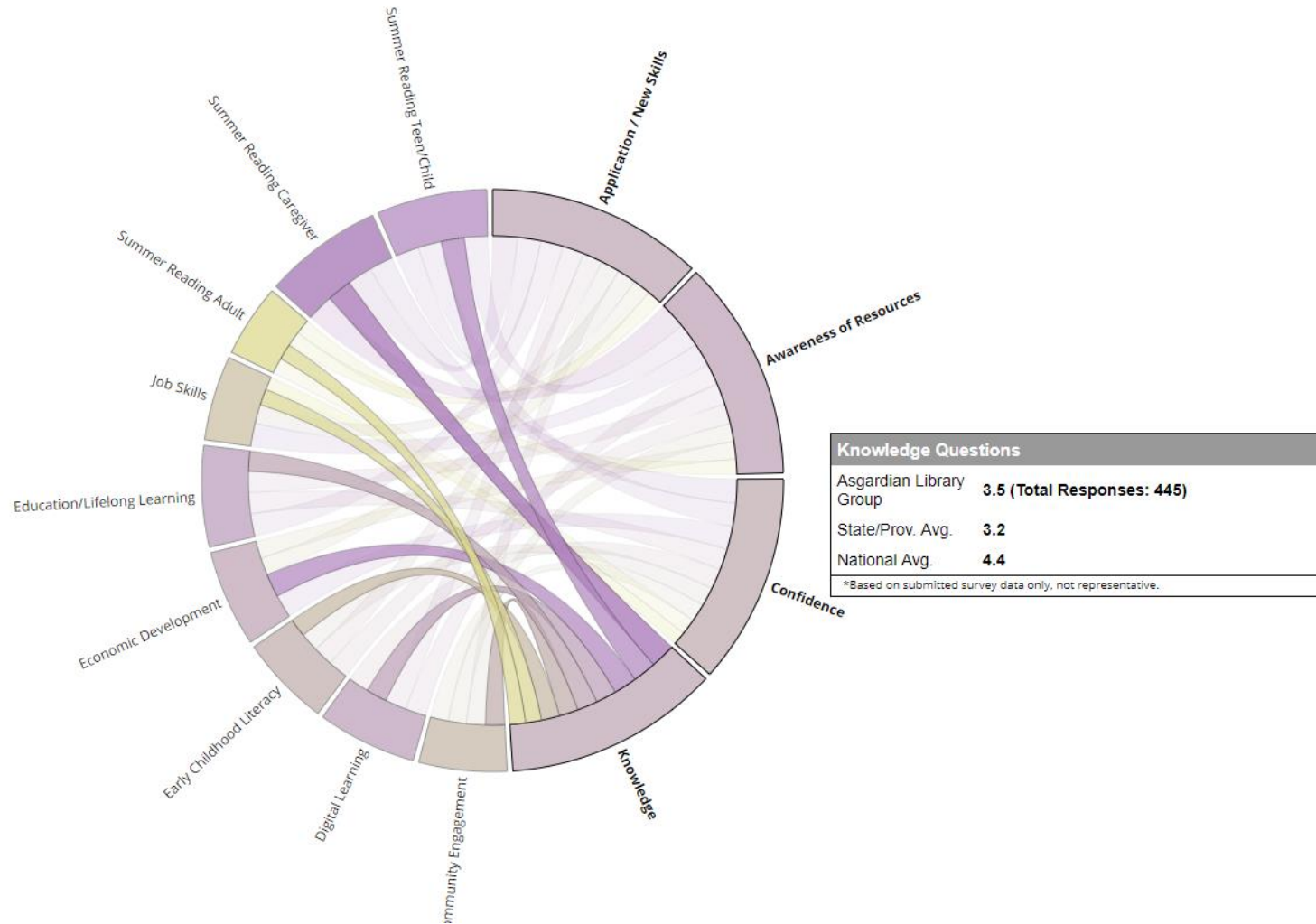
FILTER BY: **HEALTH RESEARCH AT THE LIBRARY** ▼ DATE ▼

AVERAGE SCORE MATRIX



		Outcome				
Topic		Increased Knowledge	Increased Confidence	Application New Skills	Awareness of Resources	
Health						3.7
		4.0	4.3	3.0	3.5	Averages

Data Dashboard: Matrix



Data Dashboard: Detail

Hogwarts Library

▼ All Libraries

The number of responses for each specific survey question are displayed below. Use the controls to filter or group responses by available options.

SURVEY RESPONSES BY PERCENT JUMP TO [Responses by Count](#)

**N/A responses are not included in charts or percentage calculations. Note that due to rounding, percentages may not add up to 100%.*

IMMEDIATE SURVEY

FOLLOW UP SURVEY

FILTER BY ▶

OUTCOME ▼

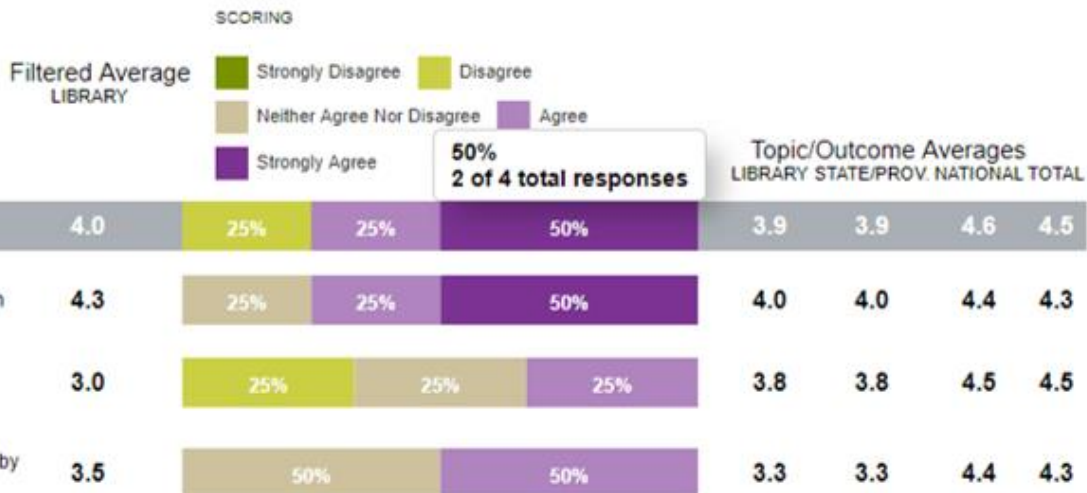
HEALTH ▼

HEALTH RESEARCH AT THE LIBRARY ▼

DATE ▼

Filter & Export Open-Ended Responses

Health OUTCOME



Data Dashboard: Map

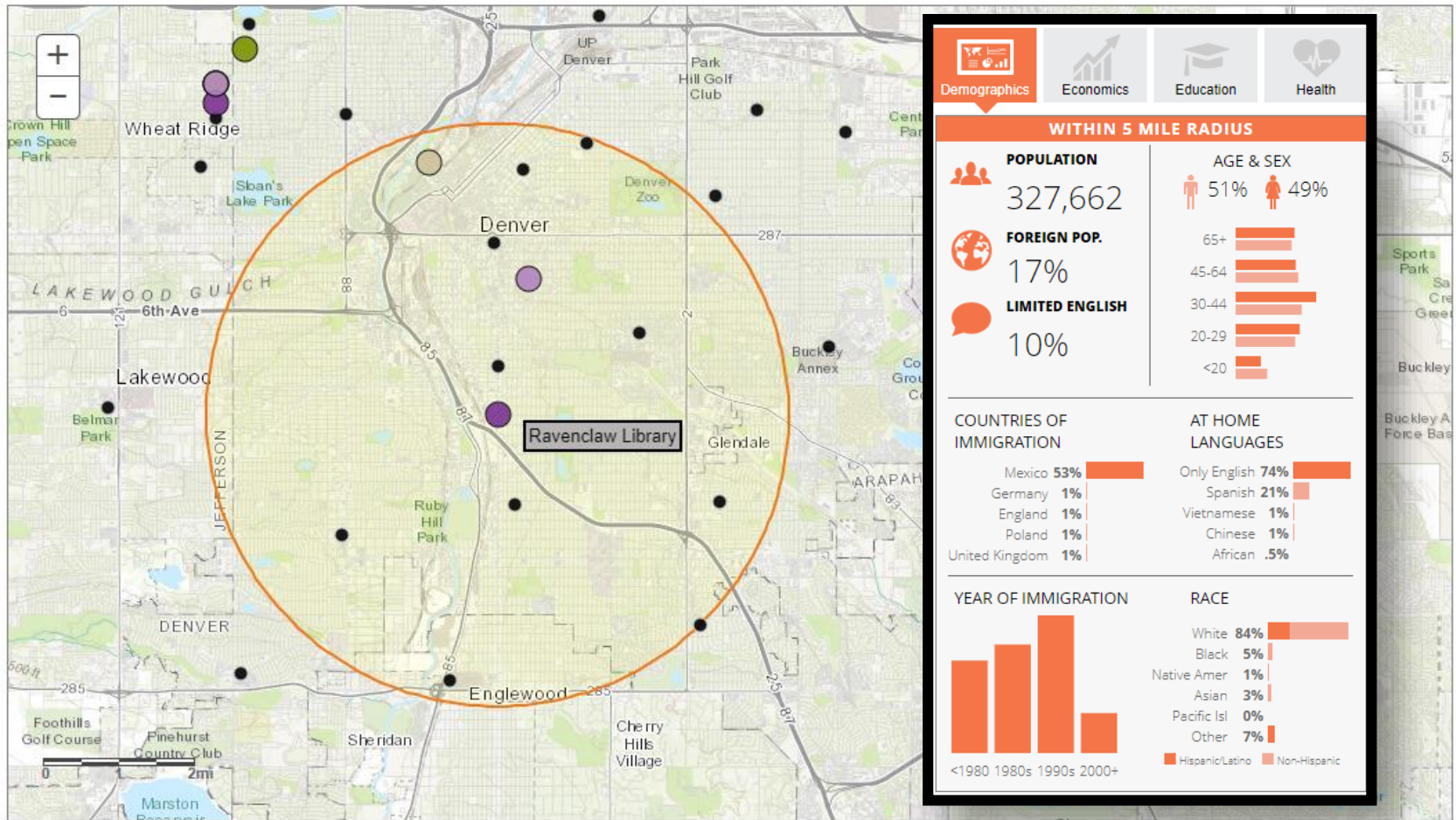
PROJECT OUTCOME LIBRARY OUTLETS

SELECT CUSTOM AREA



SELECT OUTCOME

All Survey Responses



Data Dashboard: Custom Report



United States of America

Survey Results and Community Implications

REPORT INFORMATION

Topic: Digital Learning

Date Range: None

UNITED STATES OF AMERICA SURVEY WORK

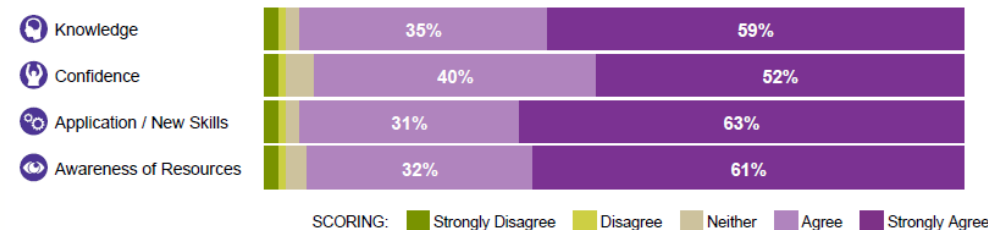
United States of America staff distributed surveys to program participants to collect data and insights about how their digital learning services and programs are supporting community needs. United States of America surveyed patrons using the Project Outcome Digital Learning Survey, which measures the impact of services designed to access technology, build technology-related skills and confidence, and make beneficial use of digital resources to meet community needs. A total of **22410** survey responses were collected.

Results

A total of **22410** survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:

- 94%** felt more knowledgeable about using digital resources
- 94%** intend to apply what they learned
- 92%** felt more confident when using digital resources
- 93%** were more aware of resources and services provided by the library

The full results of the survey(s) are shown below. *(Note that due to rounding, percentages may not add up to 100%)*



Selected Criteria Average

	Country
Knowledge	4.5
Confidence	4.4
Application / New Skills	4.5
Awareness of Resources	4.5

Digital Learning Topic Averages

Country	Total
4.5	4.5
4.4	4.4
4.5	4.5
4.5	4.5

Survey Responses Viewer

[+ Create New Survey](#)

Date range

mm/dd/yyyy

mm/dd/yyyy

Template

Survey

Topic

Civic/Community Engagement

Digital Learning

Early Childhood Literacy

Economic Development

Education/Lifelong Learning

Health

Job Skills

Summer Reading

Type

Immediate

Follow-up

Teen/Child

Adult

Caregiver

Status

Draft

Active

Archived

Deleted

Search Keywords

[Survey Responses Viewer](#)

[Build a Report](#)

← Previous [1](#) [2](#) [3](#) [4](#) [5](#) Next →

Digital Learn - 05/09/2019

Created by Test PLA
for Hogwarts Library



Digital Learning
05/09/2019

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

Digital Learning
Immediate

Status [?]

Active

10

Responses
[Download](#)

0

Attendance
Update

[Enter Paper Responses](#)

xx - 10/18/2018 (1)

Created by Test PLA
for Hogwarts Library



xx
10/18/2018

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

Digital Learning
Immediate

Status [?]

Active

1

Responses
[Download](#)

0

Attendance
Update

[Enter Paper Responses](#)

API test survey - 08/22/2018

Created by Unknown
for Hogwarts Library

[Get Patron Survey](#) | [Copy Survey](#) | [Get Report](#)

Survey Responses Viewer

Survey Responses Viewer



[Export all to Excel](#) [Export selected to Excel](#)

Search:

Previous Next

Library ID	Library Name	Program Location	Program Name	Program Date(s)	Survey Topic	Survey Type	Survey Name
	<input type="text" value="Hogwarts Library"/>	<input type="text" value="Gryffindor Library"/>	<input type="text" value="Digital Learn"/>	<input type="text" value="Select values"/>	<input type="text" value="Digital Learning"/>	<input type="text" value="Immediate"/>	<input type="text" value="Select values"/>
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019

Showing 1 to 10 of 10 entries (filtered from 73 total entries)

Previous Next

Survey Responses Viewer: Excel Export

ExportOpenResponses - Excel

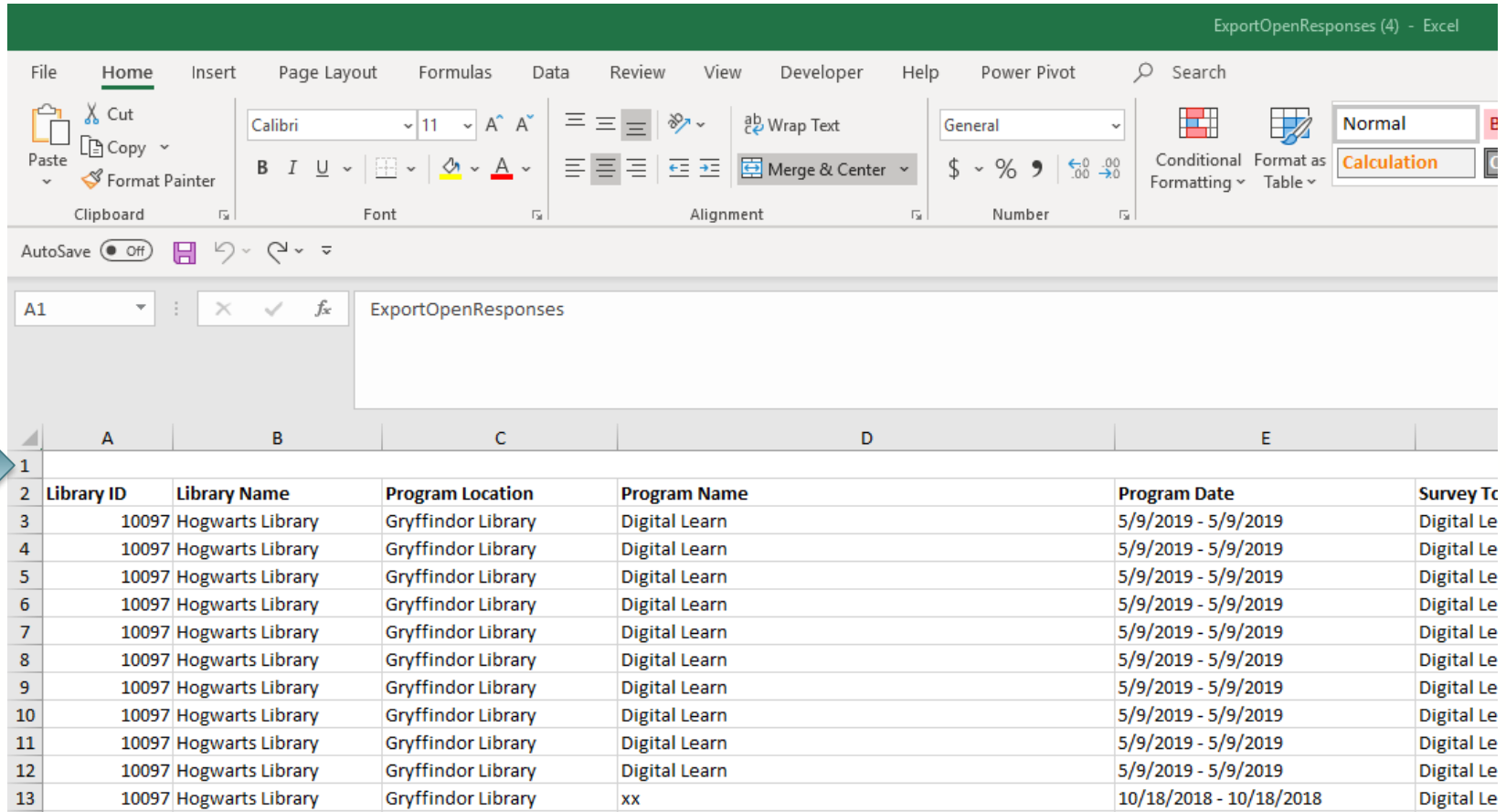
File Home Insert Page Layout Formulas Data Review View Help Search

Clipboard Font Alignment Number Styles Cells Editing Ideas

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
1	ExportOpenResponses														
2	Library ID	Library Name	Program Location	Program Name	Program Date	Survey Topic	Survey Type	Survey Name	Attendance	Response ID	Response Date	Response Type	Question	Response	Question
3	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278996	5/9/2019	Paper	You feel more knowledgeable about using digital resources	Strongly Agree	You feel more confident w
4	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278994	5/9/2019	Paper	You feel more knowledgeable about using digital resources	Strongly Agree	You feel more confident w
5	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278993	5/9/2019	Paper	You feel more knowledgeable about using digital resources		You feel more confident w
6	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278992	5/9/2019	Paper	You feel more knowledgeable about using digital resources		You feel more confident w
7	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278991	5/9/2019	Paper	You feel more knowledgeable about using digital resources		You feel more confident w
8	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278990	5/9/2019	Paper	You feel more knowledgeable about using digital resources		You feel more confident w
9	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278989	5/9/2019	Paper	You feel more knowledgeable about using digital resources	Agree	You feel more confident w
10	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278988	5/9/2019	Paper	You feel more knowledgeable about using digital resources	Strongly Agree	You feel more confident w
11	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278987	5/9/2019	Paper	You feel more knowledgeable about using digital resources	Strongly Agree	You feel more confident w
12	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019	0	278986	5/9/2019	Paper	You feel more knowledgeable about using digital resources	Strongly Agree	You feel more confident w

Creating a Simple Chart in Excel Using Pivot

Step 1: Delete first blank row so excel recognized column names

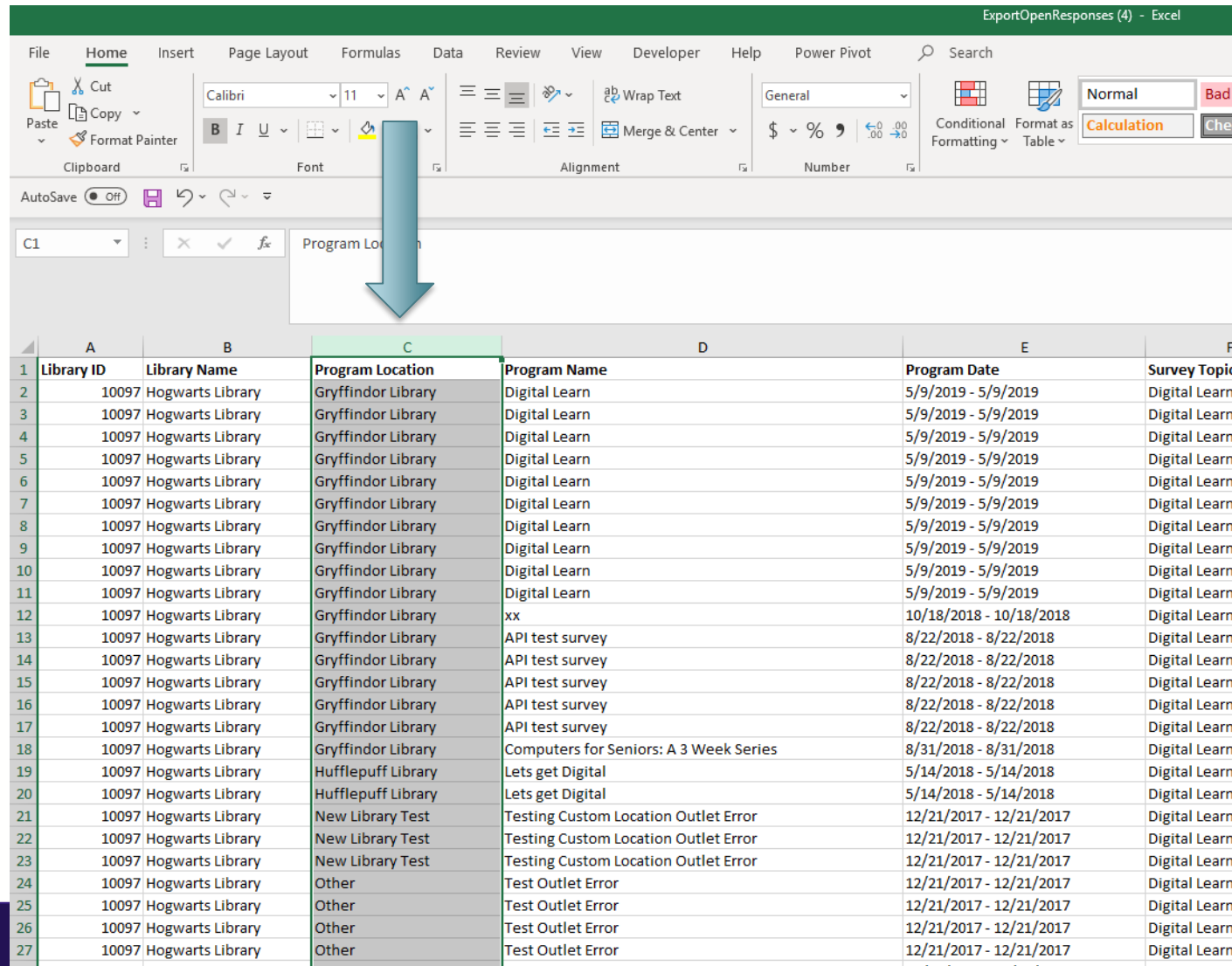


The screenshot shows the Microsoft Excel interface with the following data table:

	A	B	C	D	E	
1						
2	Library ID	Library Name	Program Location	Program Name	Program Date	Survey To
3	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
4	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
5	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
6	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
7	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
8	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
9	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
10	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
11	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
12	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le
13	10097	Hogwarts Library	Gryffindor Library	xx	10/18/2018 - 10/18/2018	Digital Le

Creating a Simple Chart in Excel Using Pivot

Step 2: Select the column you want to use in your chart

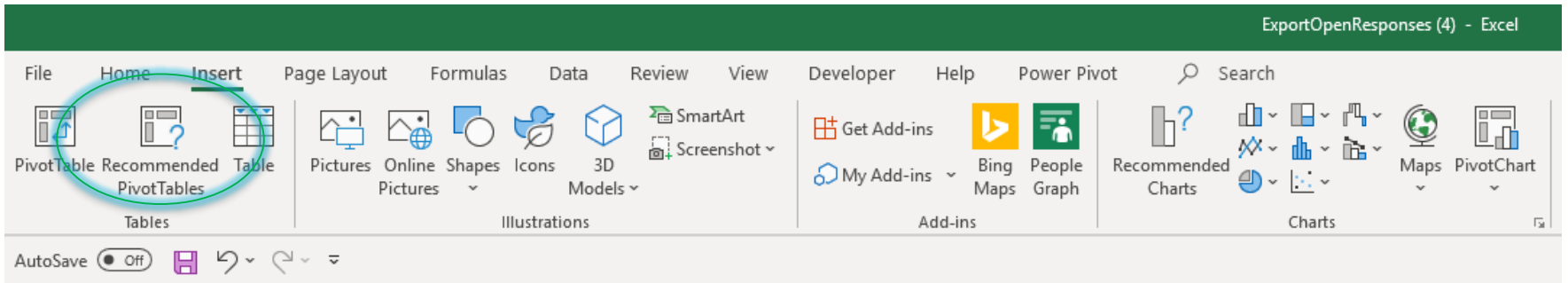


The screenshot shows the Microsoft Excel interface with the following data table:

	A	B	C	D	E	F
1	Library ID	Library Name	Program Location	Program Name	Program Date	Survey Topic
2	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
3	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
4	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
5	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
6	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
7	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
8	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
9	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
10	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
11	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learn
12	10097	Hogwarts Library	Gryffindor Library	xx	10/18/2018 - 10/18/2018	Digital Learn
13	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Learn
14	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Learn
15	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Learn
16	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Learn
17	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Learn
18	10097	Hogwarts Library	Gryffindor Library	Computers for Seniors: A 3 Week Series	8/31/2018 - 8/31/2018	Digital Learn
19	10097	Hogwarts Library	Hufflepuff Library	Lets get Digital	5/14/2018 - 5/14/2018	Digital Learn
20	10097	Hogwarts Library	Hufflepuff Library	Lets get Digital	5/14/2018 - 5/14/2018	Digital Learn
21	10097	Hogwarts Library	New Library Test	Testing Custom Location Outlet Error	12/21/2017 - 12/21/2017	Digital Learn
22	10097	Hogwarts Library	New Library Test	Testing Custom Location Outlet Error	12/21/2017 - 12/21/2017	Digital Learn
23	10097	Hogwarts Library	New Library Test	Testing Custom Location Outlet Error	12/21/2017 - 12/21/2017	Digital Learn
24	10097	Hogwarts Library	Other	Test Outlet Error	12/21/2017 - 12/21/2017	Digital Learn
25	10097	Hogwarts Library	Other	Test Outlet Error	12/21/2017 - 12/21/2017	Digital Learn
26	10097	Hogwarts Library	Other	Test Outlet Error	12/21/2017 - 12/21/2017	Digital Learn
27	10097	Hogwarts Library	Other	Test Outlet Error	12/21/2017 - 12/21/2017	Digital Learn

Creating a Simple Chart in Excel Using Pivot

Step 3: Navigate to the “Insert” menu option and click on the “Recommended PivotTable” icon



The screenshot shows the Microsoft Excel interface with the 'Insert' ribbon selected. The 'Recommended PivotTables' icon is circled in red. Below the ribbon, the 'Program Location' cell is active, and a data table is visible.

	A	B	C	D	E	
1	Library ID	Library Name	Program Location	Program Name	Program Date	Survey To
2	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
3	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
4	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
5	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
6	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
7	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
8	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
9	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
10	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
11	10097	Hogwarts Library	Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Le:
12	10097	Hogwarts Library	Gryffindor Library	xx	10/18/2018 - 10/18/2018	Digital Le:
13	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Le:
14	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Le:
15	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Le:
16	10097	Hogwarts Library	Gryffindor Library	API test survey	8/22/2018 - 8/22/2018	Digital Le:

Creating a Simple Chart in Excel Using Pivot

Step 4: Select the table that calculates the type of count you want and click “ok”

Program Location	Program Name	Program Date	Survey Topic	Survey Type	Survey Name
Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
Gryffindor Library	Digital Learn	5/9/2019 - 5/9/2019	Digital Learning	Immediate	Digital Learn - 05/09/2019
Gryffindor Library	Digital Learn			mediate	Digital Learn - 05/09/2019
Gryffindor Library	Digital Learn			mediate	Digital Learn - 05/09/2019
Gryffindor Library	Digital Learn			mediate	Digital Learn - 05/09/2019
Gryffindor Library	Digital Learn			mediate	Digital Learn - 05/09/2019
Gryffindor Library	Digital Learn			mediate	Digital Learn - 05/09/2019
Gryffindor Library	Digital Learn			mediate	Digital Learn - 05/09/2019
Gryffindor Library	xx			mediate	xx - 10/18/2018 (1)
Gryffindor Library	API test survey			mediate	API test survey - 08/22/2018
Gryffindor Library	API test survey			mediate	API test survey - 08/22/2018
Gryffindor Library	API test survey			mediate	API test survey - 08/22/2018
Gryffindor Library	API test survey			mediate	API test survey - 08/22/2018
Gryffindor Library	API test survey			mediate	API test survey - 08/22/2018
Gryffindor Library	Computers for Seniors: A 3 Week Ser			mediate	Computers for Seniors: A 3 Week Series - 08/31/2018
Hufflepuff Library	Lets get Digital			mediate	Lets get Digital - 05/14/2018
Hufflepuff Library	Lets get Digital			mediate	Lets get Digital - 05/14/2018
New Library Test	Testing Custom Location Outlet Error			mediate	Testing Custom Location Outlet Error - 12/21/2017
New Library Test	Testing Custom Location Outlet Error			mediate	Testing Custom Location Outlet Error - 12/21/2017
New Library Test	Testing Custom Location Outlet Error			mediate	Testing Custom Location Outlet Error - 12/21/2017
ther	Test Outlet Error			mediate	Test Outlet Error - 12/21/2017
ther	Test Outlet Error			mediate	Test Outlet Error - 12/21/2017
ther	Test Outlet Error			mediate	Test Outlet Error - 12/21/2017
ther	Test Outlet Error			mediate	Test Outlet Error - 12/21/2017
ther	Test Outlet Error			mediate	Test Outlet Error - 12/21/2017
Hogwarts Library	Joe's DL	11/7/2017 - 11/7/2017	Digital Learning	Immediate	Joe's DL - 11/07/2017
Hogwarts Library	Joe's DL	11/7/2017 - 11/7/2017	Digital Learning	Immediate	Joe's DL - 11/07/2017

Recommended PivotTables

Count of Program Location

Row Labels	Count of Program Location
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73

Count of Response ID by...

Row Labels	Count of Response ID
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73

Sum of Attendance by Pr...

Row Labels	Sum of Attendance
EXAMPLE LOCATION	0
Gryffindor Library	122
Hogwarts Library	0
Hufflepuff Library	0
New Library Test	0
Other	0
Grand Total	122

Sum of Library ID by Pr...

Row Labels	Sum of Library ID
EXAMPLE LOCATION	0
Gryffindor Library	122
Hogwarts Library	0
Hufflepuff Library	0
New Library Test	0
Other	0
Grand Total	122

Blank PivotTable [Change Source Data...](#) OK Cancel

Creating a Simple Chart in Excel Using Pivot

Step 5a: A new tab will open with the summary data

The screenshot displays the Microsoft Excel interface. The ribbon is set to the 'PivotTable Analyze' tab. A PivotTable is visible in the worksheet, with 'Row Labels' in column A and 'Count of Program Location' in column B. The data in the PivotTable is as follows:

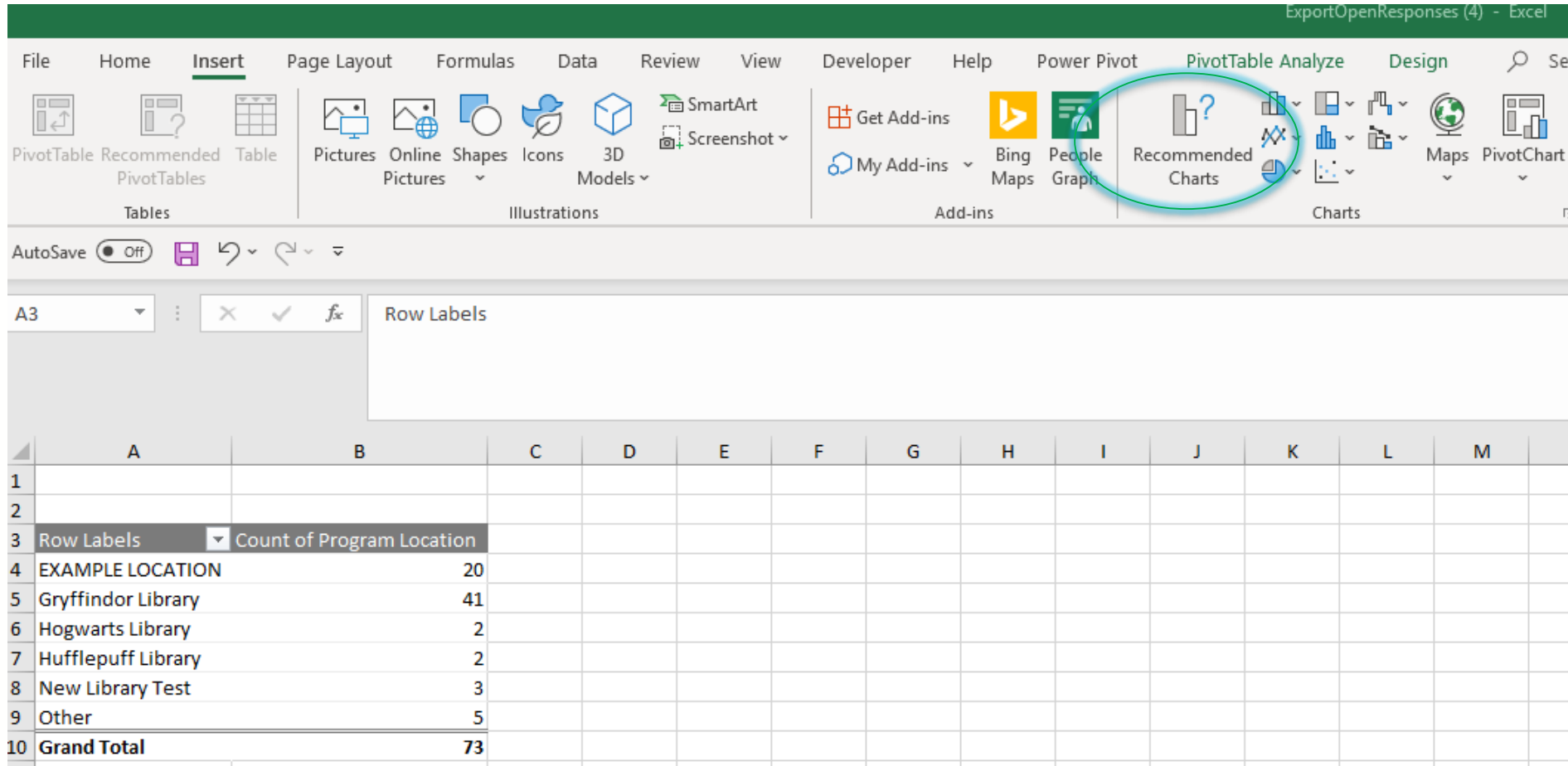
Row Labels	Count of Program Location
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73

The PivotTable Fields task pane on the right side of the screen shows the following fields to add to the report:

- Library ID
- Library Name
- Program Location
- Program Name
- Program Date
- Survey Topic
- Survey Time

Creating a Simple Chart in Excel Using Pivot

Step 5b: Navigate to the “Insert” menu again and selected “Recommended Charts”

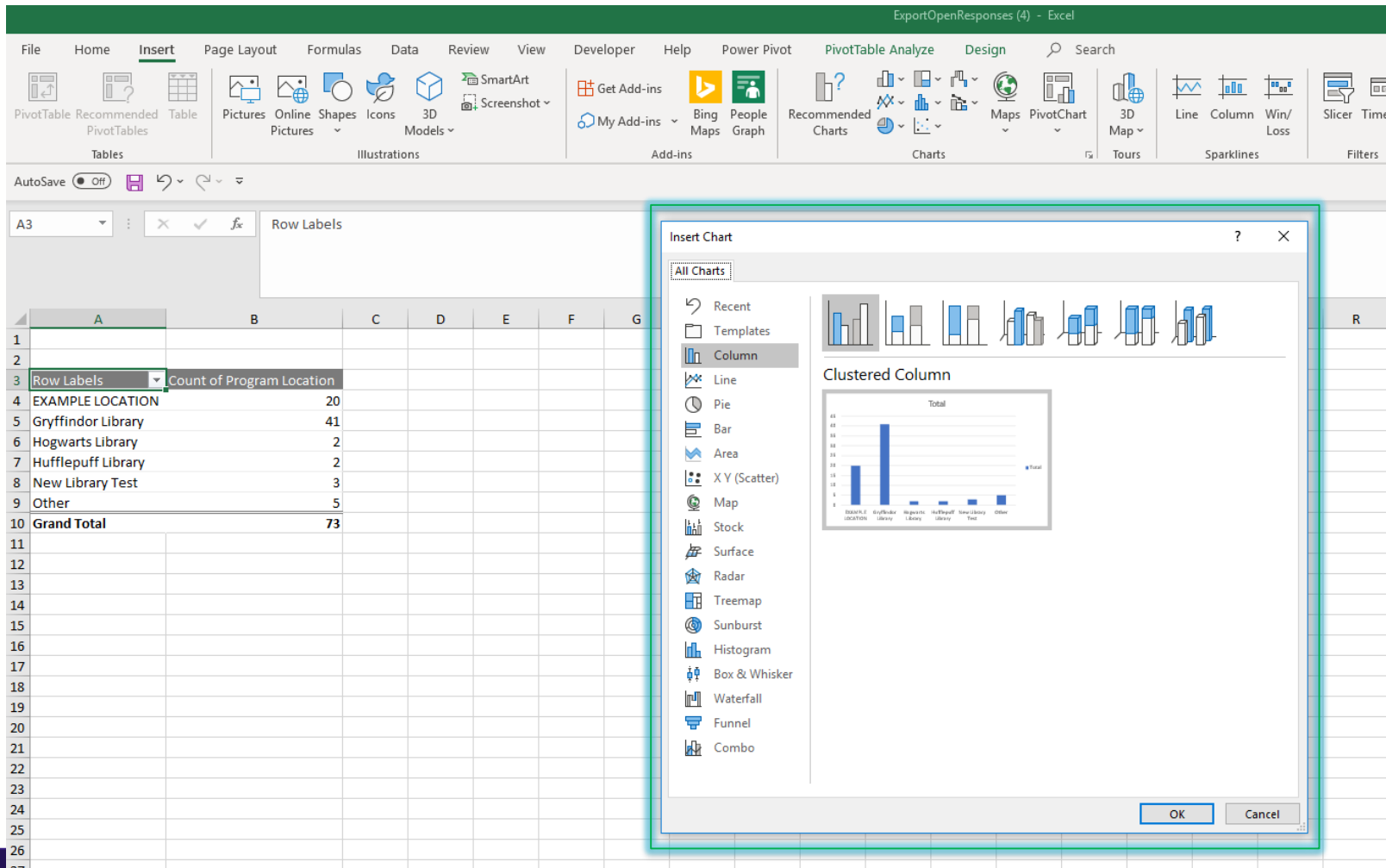


The screenshot shows the Microsoft Excel interface. The 'Insert' ribbon is active, and the 'Recommended Charts' button is highlighted with a red circle. Below the ribbon, the PivotTable is displayed with the following data:

Row Labels	Count of Program Location
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73

Creating a Simple Chart in Excel Using Pivot

Step 6a: Select the chart type you want and click “ok”

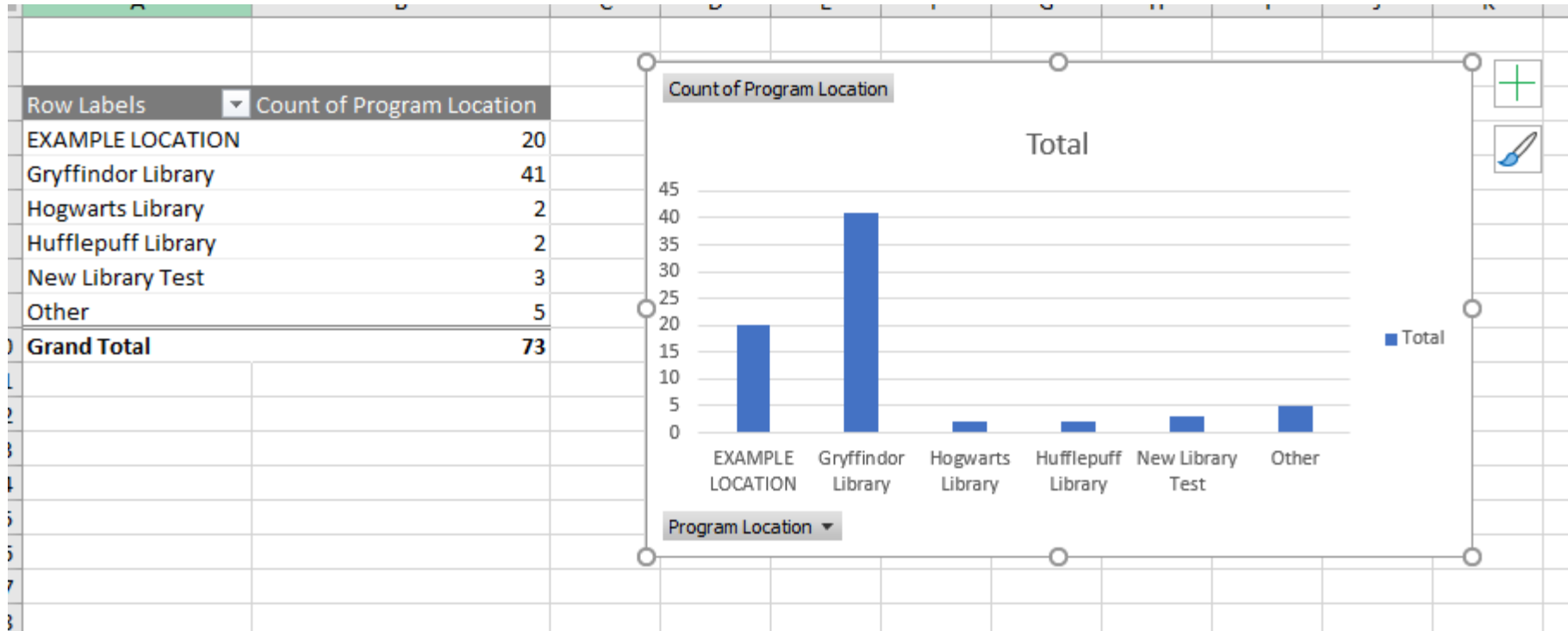


The screenshot displays the Microsoft Excel interface with the 'Insert' tab selected. The 'Charts' group in the ribbon is active, and the 'Clustered Column' chart type is highlighted. The 'Insert Chart' dialog box is open, showing a preview of the selected chart type. The background spreadsheet shows a PivotTable with the following data:

Row Labels	Count of Program Location
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73

Creating a Simple Chart in Excel Using Pivot

Step 6b: The chart will now display next to the table



Creating a Simple Chart in Excel Using Pivot

Step 7: Your chart has been created! To sort by count, select the drop down icon next to “Row Labels” and choose the “More sort options” menu item

The screenshot shows the Excel interface with a PivotTable and a bar chart. The PivotTable is titled 'Count of Program Location' and is sorted by 'Count of Program Location'. The bar chart is titled 'Count of Program Location' and displays the counts for each program location. A 'Sort (Program Location)' dialog box is open, showing 'Manual' sort options.

Row Labels	Count of Program Location
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73

Sort (Program Location) ? X

Sort options

- Manual (you can drag items to rearrange them)
- Ascending (A to Z) by:
Program Location
- Descending (Z to A) by:
Program Location

Summary

Drag items of the Program Location field to display them in any order

More Options... OK Cancel

Creating a Simple Chart in Excel Using Pivot

Step 7: Your chart has been created! To sort by count, select the drop down icon next to “Row Labels” and choose the “More sort options” menu item

The screenshot shows the Microsoft Excel interface with the following data and settings:

Row Labels	Count of Program Location
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73

The bar chart displays the following data:

Program Location	Count
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2

The 'Sort (Program Location)' dialog box is open, showing the following options:

- Sort options:
 - Manual (you can drag items to rearrange them)
 - Ascending (A to Z) by:
 - Program Location
 - Descending (Z to A) by:
 - Program Location
- Summary:
 - Drag items of the Program Location field to display them in any order

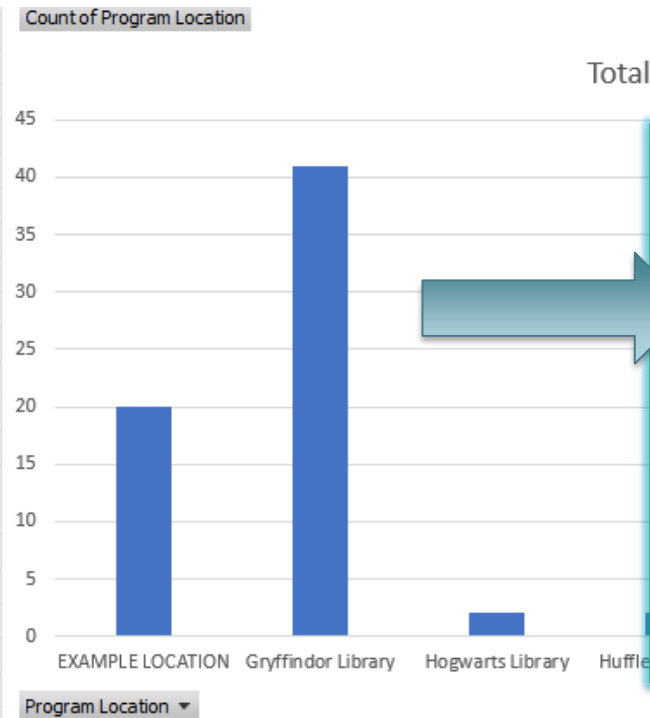
Buttons: More Options..., OK, Cancel

Creating a Simple Chart in Excel Using Pivot

Step 8: Choose the order and column name you would like to sort by



Row Labels	Count of Program Location
EXAMPLE LOCATION	20
Gryffindor Library	41
Hogwarts Library	2
Hufflepuff Library	2
New Library Test	3
Other	5
Grand Total	73



Sort (Program Location)

Sort options

Manual (you can drag items to rearrange them)

Ascending (A to Z) by:

Count of Program Location

Descending (Z to A) by:

Program Location

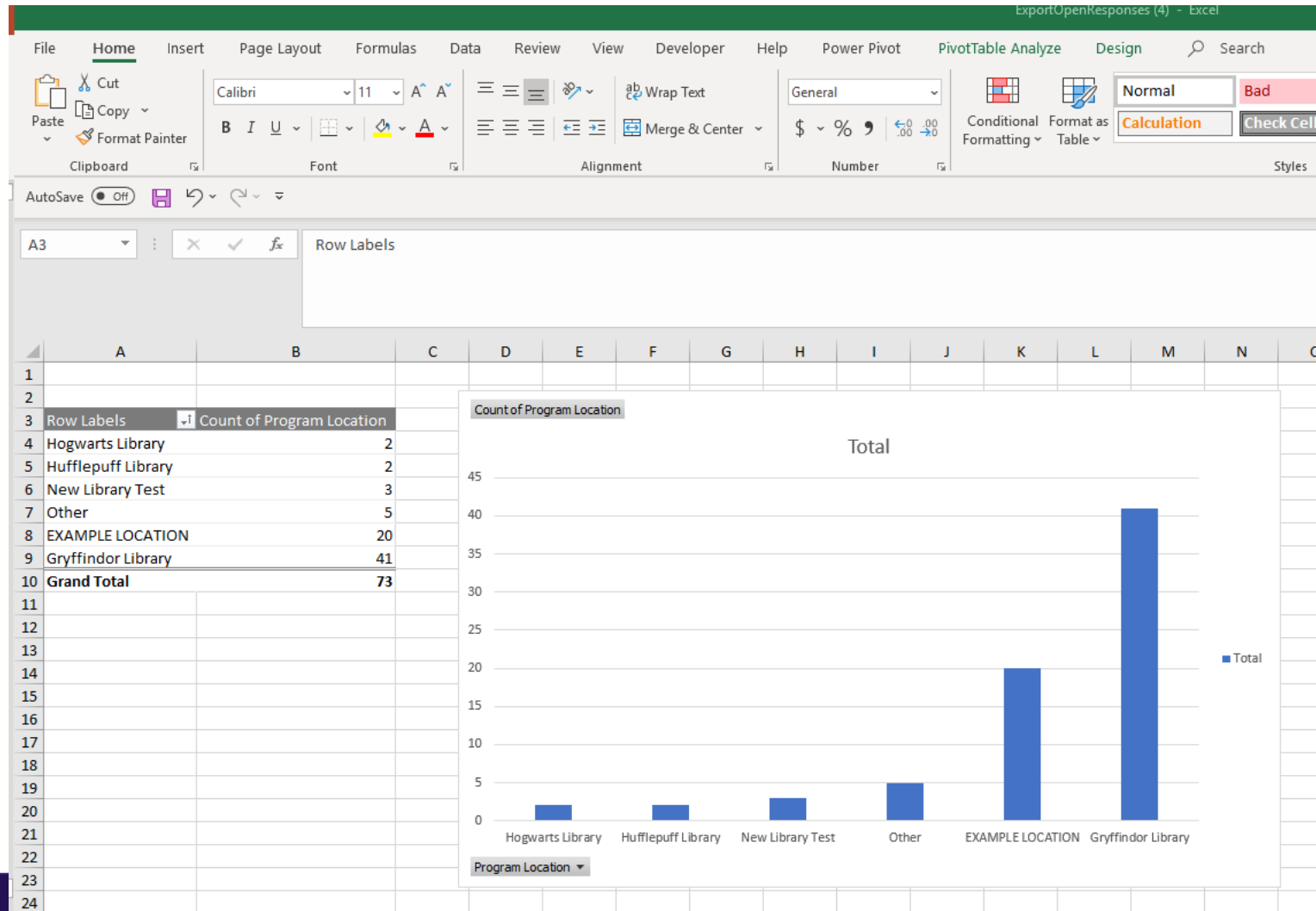
Summary

Sort Program Location by Count of Program Location in ascending order

More Options... OK Cancel

Creating a Simple Chart in Excel Using Pivot

Step 9: Edit your chart columns and share!




















Building Effective Visualizations & Design Principles



Wrap-Up & Questions

Peer Discussion Board

Topic	Replies	Views	Activity	
<p>  Welcome to Project Outcome Discourse</p> <p>The goal of Project Outcome is to help public libraries understand and share the true impact of essential library services and programs. With Project Outcome, patron attendance and anecdotal success stories are no longer... read more</p>	 	1	1.3k	Jun '16
<p>No Data for Reports?</p> <p>■ Site Feedback</p>	  	2	23	8m
<p>Where do you retrieve an archived survey</p>	 	1	65	Jul 3
<p>Surveying via phones</p>	 	1	78	Jun 14
<p>Summer Reading Surveys - Who and When surveys</p>	 	1	191	May 29
<p>Custom Intro Message</p> <p>aettinastarted</p>	 	1	95	May 17
















PLA Interest Groups on ALA Connect

PLA Interest Group: Data and Measurement

Available to PLA members



Peer Discussion Board

Topic	Replies	Views	Activity	
<p>  Welcome to Project Outcome Discourse</p> <p>The goal of Project Outcome is to help public libraries understand and share the true impact of essential library services and programs. With Project Outcome, patron attendance and anecdotal success stories are no longer... read more</p>	 	1	1.3k	Jun '16
<p>No Data for Reports?</p> <p>■ Site Feedback</p>	  	2	23	8m
<p>Where do you retrieve an archived survey</p>	 	1	65	Jul 3
<p>Surveying via phones</p>	 	1	78	Jun 14
<p>Summer Reading Surveys - Who and When surveys</p>	 	1	191	May 29
<p>Custom Intro Message</p> <p>aettinastarted</p>	 	1	95	May 17

Find Your Data Pathway



[DATA PATHWAYS](#)

[DATA COMPETENCIES](#)

[MEET THE TEAM: EL GROUP I](#)

[ABOUT](#)

[SUGGESTIONS](#)



DATA PATHWAYS

[CLICK HERE TO FIND YOUR PATHWAY](#)



ABOUT

The EL Team, under the advisement of project leaders, created this resource guide of pathways for public library staff, administrators, and managers to gain the skills necessary for working with library assessment data.

[Learn More](#)



THE PURPOSE

As library professionals it has become increasingly important to be able to gather, analyze, and communicate data in order to navigate a data-rich world and make data-driven decisions related to funding, policies and other resources needed to support the communities we serve.

[Learn More](#)



THE AUDIENCE

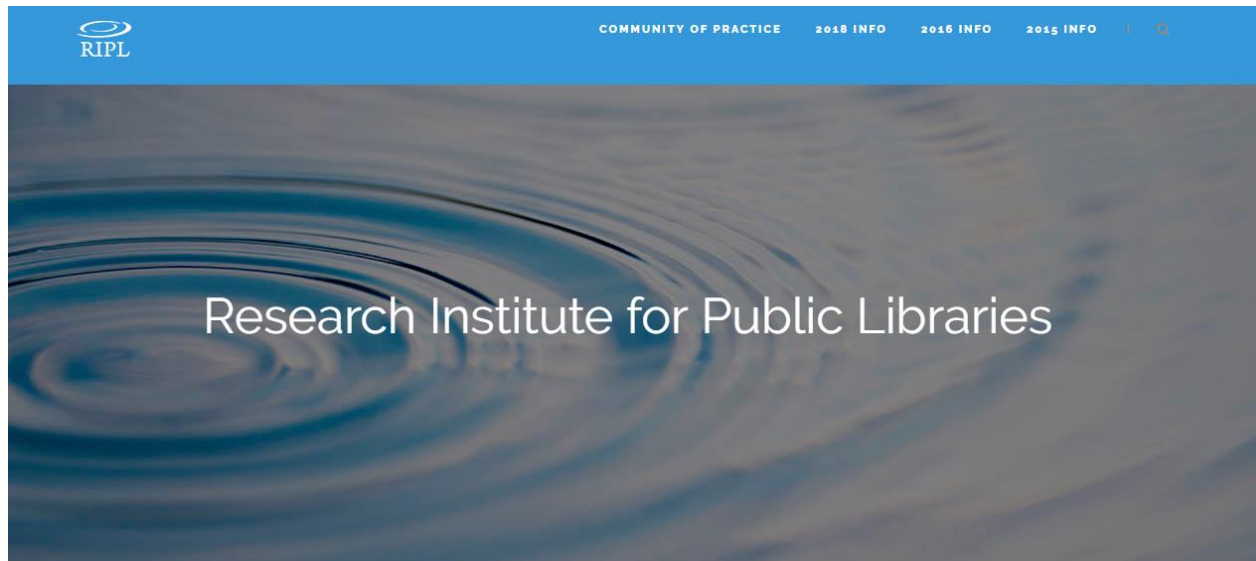
This project is intended to serve the needs of all library staff including but not limited to librarians, assistants, clerks, aides, pages, managers, and administrators.

[Learn More](#)

<https://ripl.lrs.org/data-pathways/>

Additional Resources

Research Institute for Public Libraries



WHAT'S NEW?

The Colorado State Library and the Colorado Library Consortium are excited to announce that the next Research Institute for Public Libraries (RIPL) national event will occur **July 12-15, 2020**, at the [Eaglewood Resort](#) in the Chicago suburb of Itasca, Illinois.

RIPL began in 2015 as an immersive, bootcamp-style event for public library staff to learn practical methods for gathering, analyzing, and using data for planning, management, and communicating impact. Now, after 3 national events and 25 regional events, it's time for the next wave.

At the 2020 national event, we will debut a new format, tailored to meeting the needs of those just getting started with data and evaluation as well as data geeks, and for people new to RIPL as well as RIPL alumni. What's not changing? Hands-on, experiential learning; an immersive, camp-like experience (with better accommodations!); and the opportunity to connect with instructors and library staff from around the US and beyond who are passionate about creating data-powered libraries.

<https://ripl.lrs.org/>

Share Your Feedback!

Please take our brief post-webinar survey so we can learn how to better serve your needs.



QUESTIONS?

Contact us:

Post any unanswered questions to community.projectoutcome.org

PLA: info@projectoutcome.org

Amanda Johnson: amanda.johnson@ncdcr.gov