



Data Management Case Study

Modernize and Standardize Data Processes

Summary

Around 2012, Omaha Public Library (OPL) identified the need to modernize and standardize their data processes and environment. This need was exacerbated by the departure of their resident data expert. The Counting Opinions' LibPAS product was identified by OPL's consultants as the right tool for OPL's data improvement journey. The move to LibPAS has resulted in vastly improved standardization and confidence in OPL's data which is used to effectively inform organizational decisions, external stakeholders, and donors. The use of LibPAS has resulted in an important and powerful mindset shift toward the necessity and value of ready access to high-quality data.

OPL continues to have a very positive experience with Counting Opinions and LibPAS. OPL attributes the ongoing success of data improvements and reporting to the LibPAS product and the superior support of the Counting Opinions team. OPL expects to continue its relationship with Counting Opinions and the use of the LibPAS solution for the foreseeable future.

Counting Opinions has partnered with Crucial Strategies Consulting to obtain client feedback regarding each client's experience using Counting Opinions solutions. This customer approved Case Study provides the highlights of conversation(s) between Crucial Strategies and Omaha Public Library.

Highlights

- 1) LibPAS helped modernize OPL's data collection and standardization processes. This has resulted in increased data confidence.
- 2) LibPAS was the catalyst for and reinforced OPL's need for online data entry.
- 3) LibPAS allowed OPL to refine their monthly statistics to any data point attached to funding.
- 4) LibPAS creates an effective monthly Executive Summary document that replaced endless pages of statistics for the Library Board of Trustees.
- 5) LibPAS helps OPL measure activities in a "soft" environment and allows them to create trendlines and numerous other helpful reports.
- 6) LibPAS allows OPL to hone their data to improve data-informed decision making.
- 7) LibPAS allows OPL to readily and quickly access data and reports to inform possible and current donors.
- 8) LibPAS allowed OPL to effectively demonstrate the need for significant increases to the annual collection budget. This would not have been possible without LibPAS.
- 9) LibPAS helped OPL shift to a more data-driven mindset where staff are now seeking data.
- 10) LibPAS is seen as the industry standard, which strengthens OPL's confidence in the product.
- 11) LibPAS allowed OPL to show the significant impact of browsing on circulation.
- 12) Counting Opinions' customer service has been superb.