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10-2017

Using Stories and Statistics to Advocate for Support

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Recommended Citation
La Beaud, Elizabeth, "Using Stories and Statistics to Advocate for Support" (2017). *University Libraries Workshops and Presentations*. 10.
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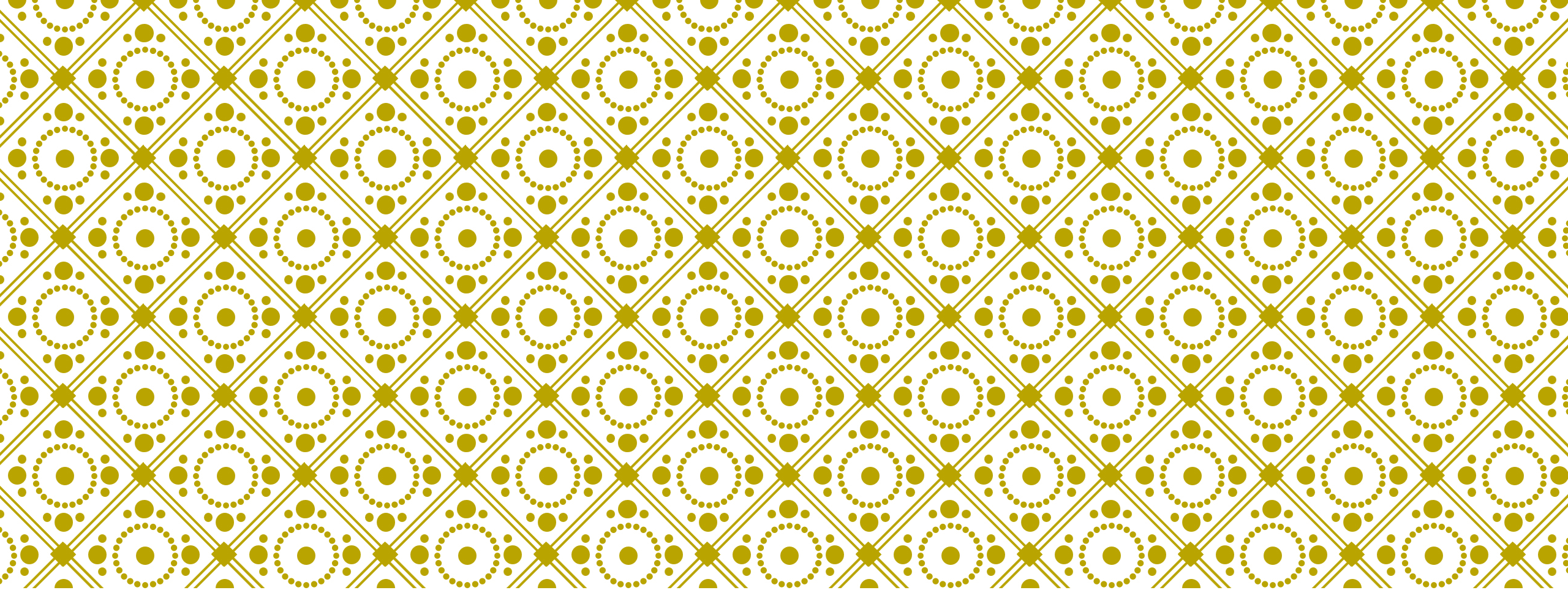
USING STORIES AND STATISTICS TO ADVOCATE FOR SUPPORT

Elizabeth La Beaud
Digital Lab Manager
University of Southern Mississippi



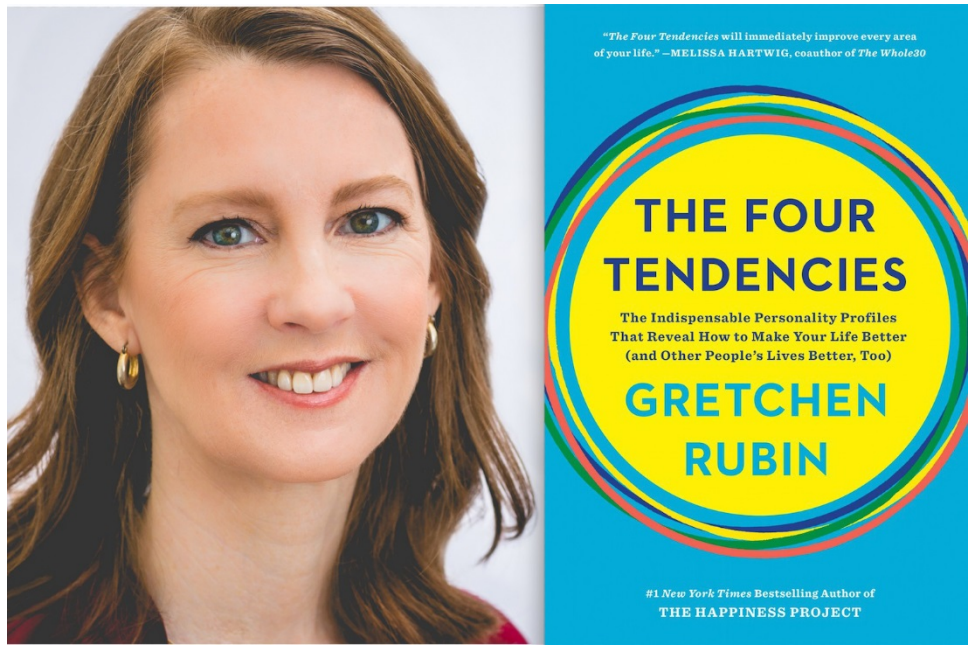
KNOW YOUR AUDIENCE

KNOW YOUR AUDIENCE

Qualitative

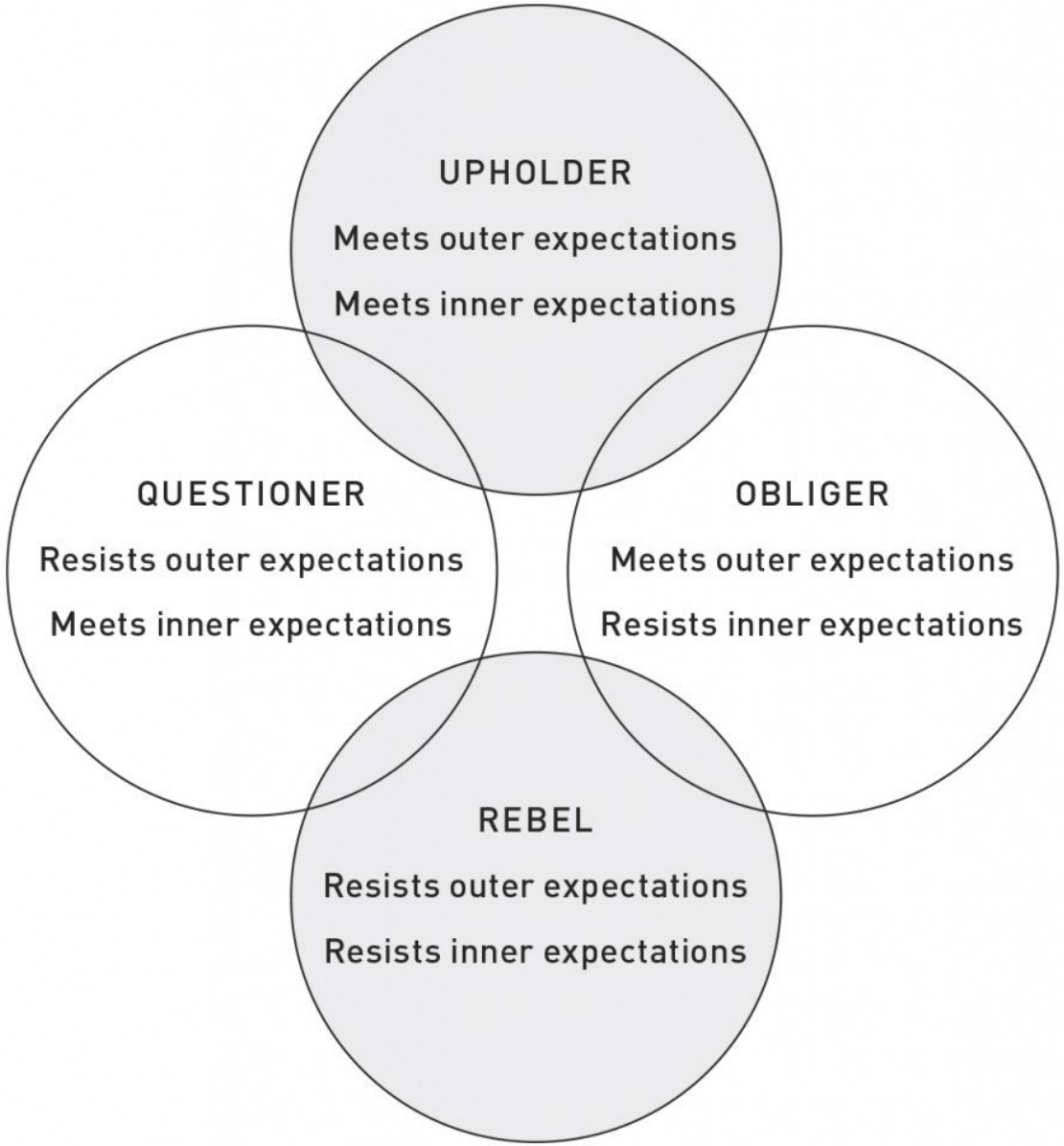
Quantitative

GRETCHEN RUBIN



- Upholder
- Questioner
- Obligor
- Rebel

gretchenrubin.com



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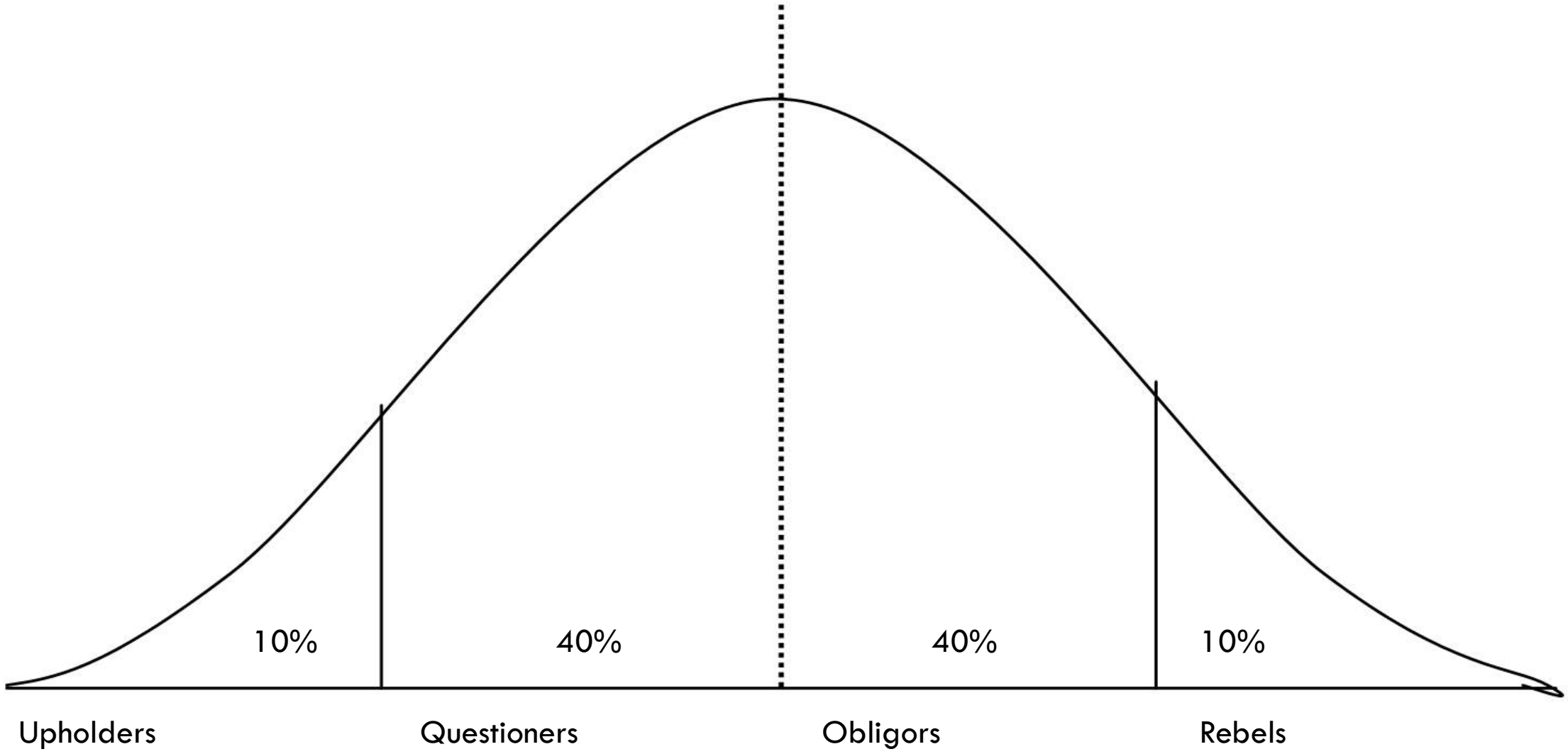
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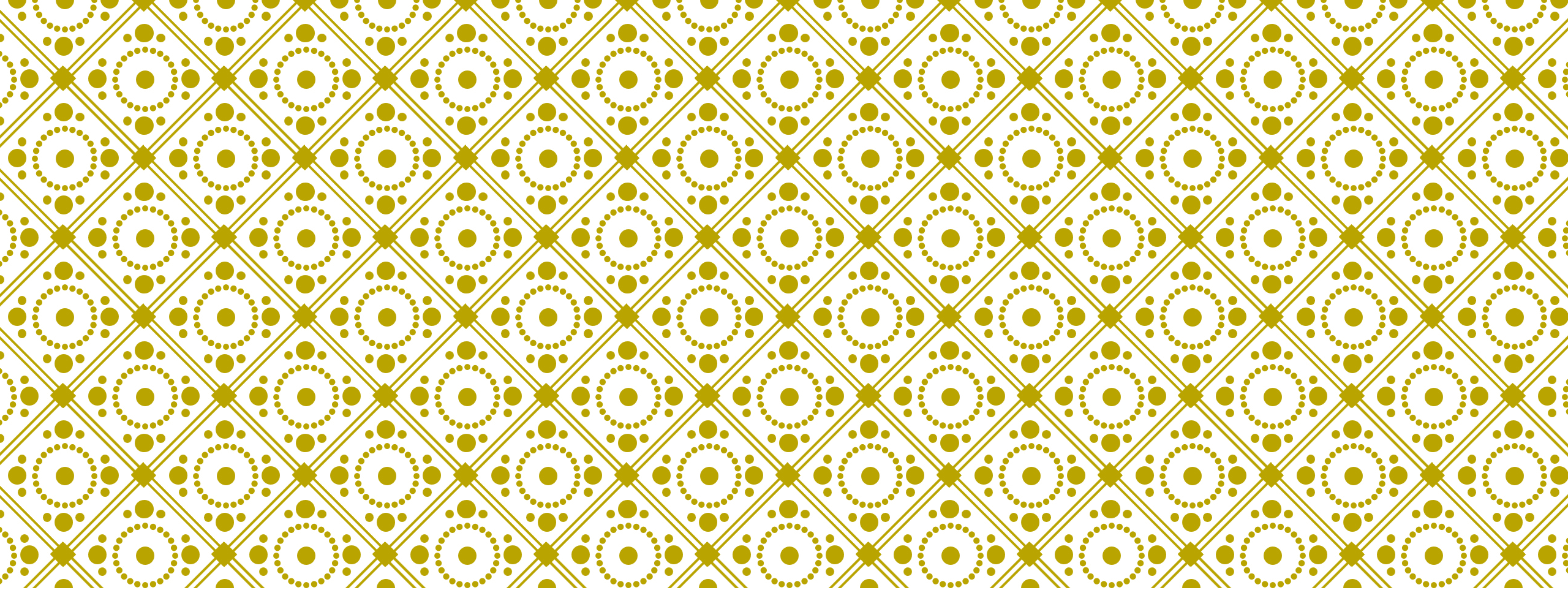
Upholders
Questioners
Obligors
Rebels



ASK AND EXPLAIN WHY?

ted.com

14
15
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5

STORYTIME

ORAL HISTORY

- 3-7 minutes
- 137 countries
- 1,500-2,000 monthly pageviews

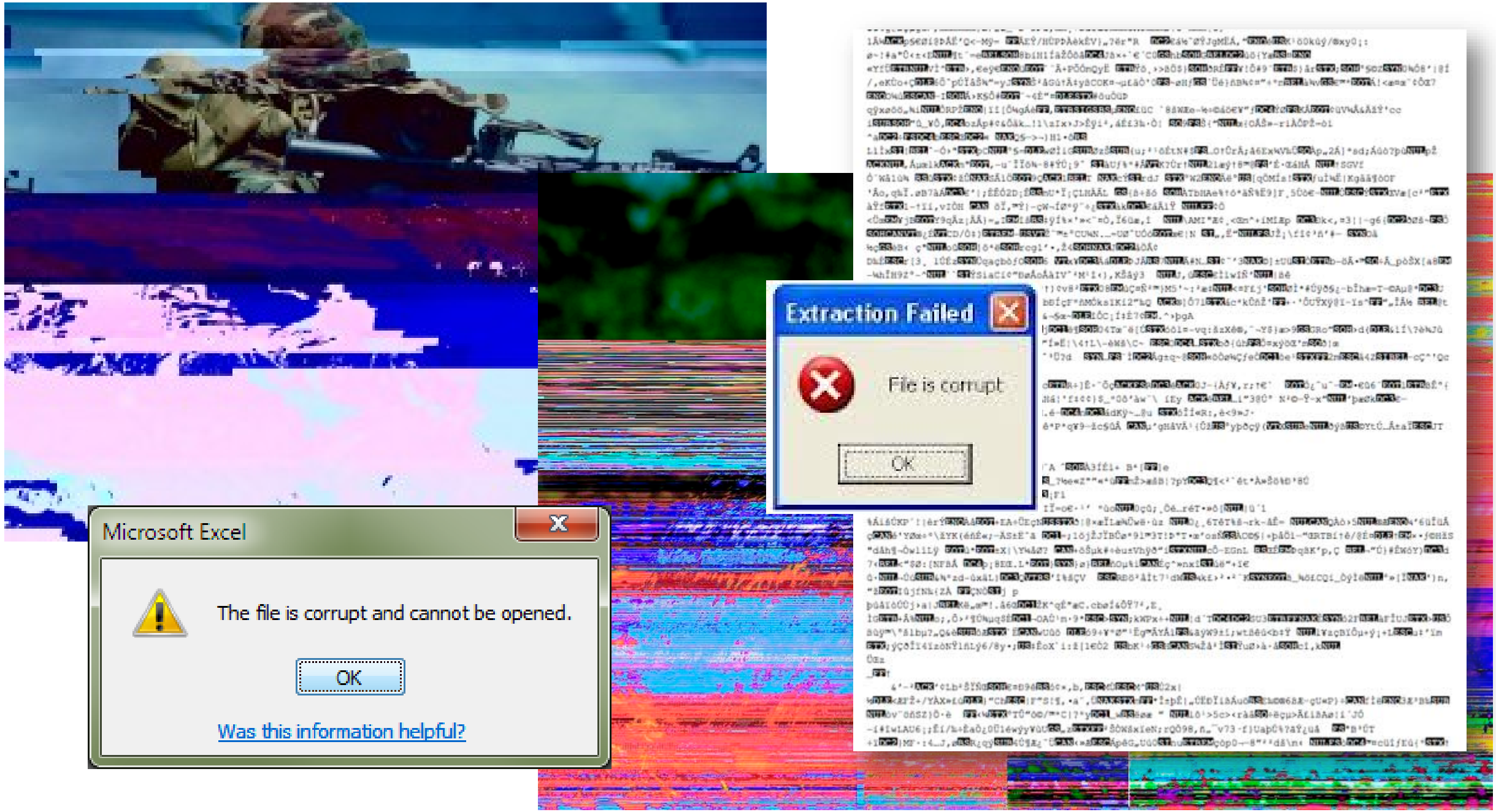
WEDDING PHOTOS

- Robert Waller Photographs
- Natural disaster

X

AUDIOLOGY

- Clinical data
- Security concerns


Extraction Failed
File is corrupt
OK
Microsoft Excel
The file is corrupt and cannot be opened.
OK
Was this information helpful?

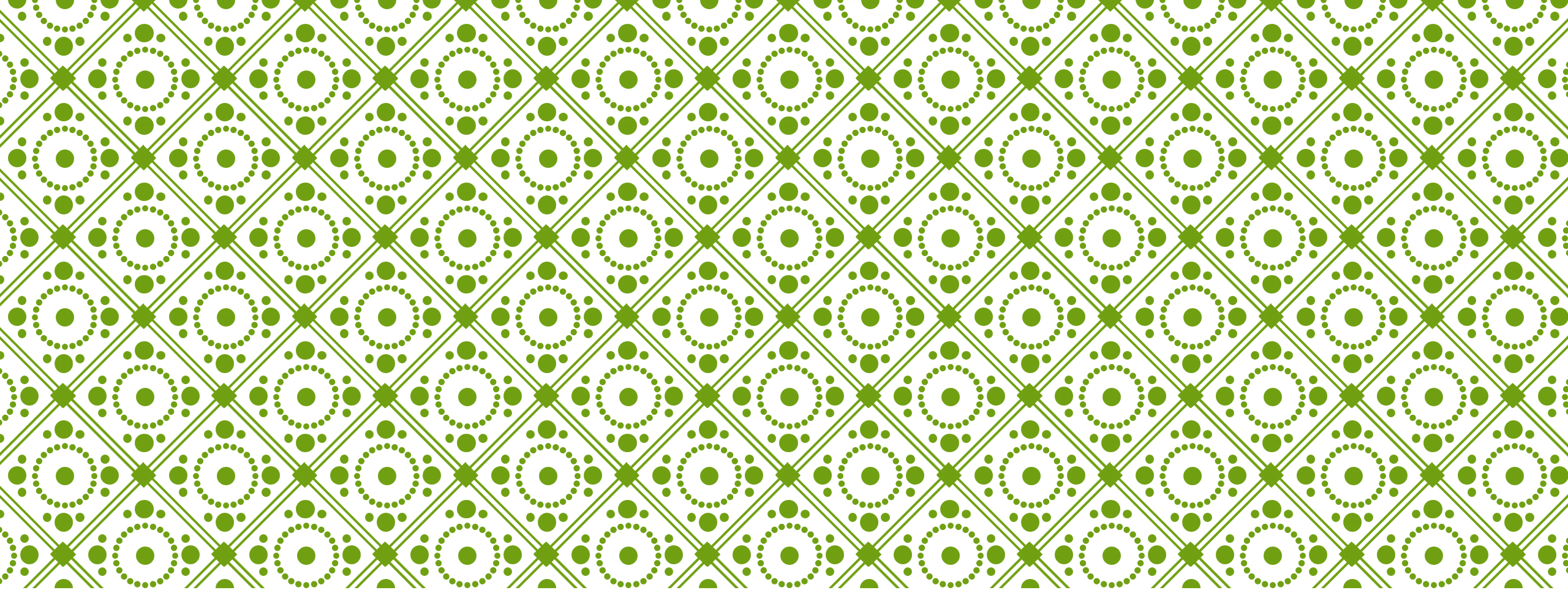
FIXITY

Collection	Approx. Size	Approx. Time Taken Before	Approx. Time Taken After
MD5_art_dept	10 GB	40 mins	5 min
MD5_cartoons	71 GB	4 hours	30 min
MD5_manuscripts	953 GB	2.5 days	5 hours

RESULTS

- Dedicated server to run fixity checks
- Created a measurable timeline for when this method wouldn't work anymore
- Created metrics to persuade administration

libraries.foundationcenter.org



THANK YOU!