The University of Southern Mississippi

The Aquila Digital Community

University Libraries Workshops and Presentations

University Libraries

10-2017

Using Stories and Statistics to Advocate for Support

Elizabeth La Beaud
University of Southern Mississippi, Elizabeth.LaBeaud@usm.edu

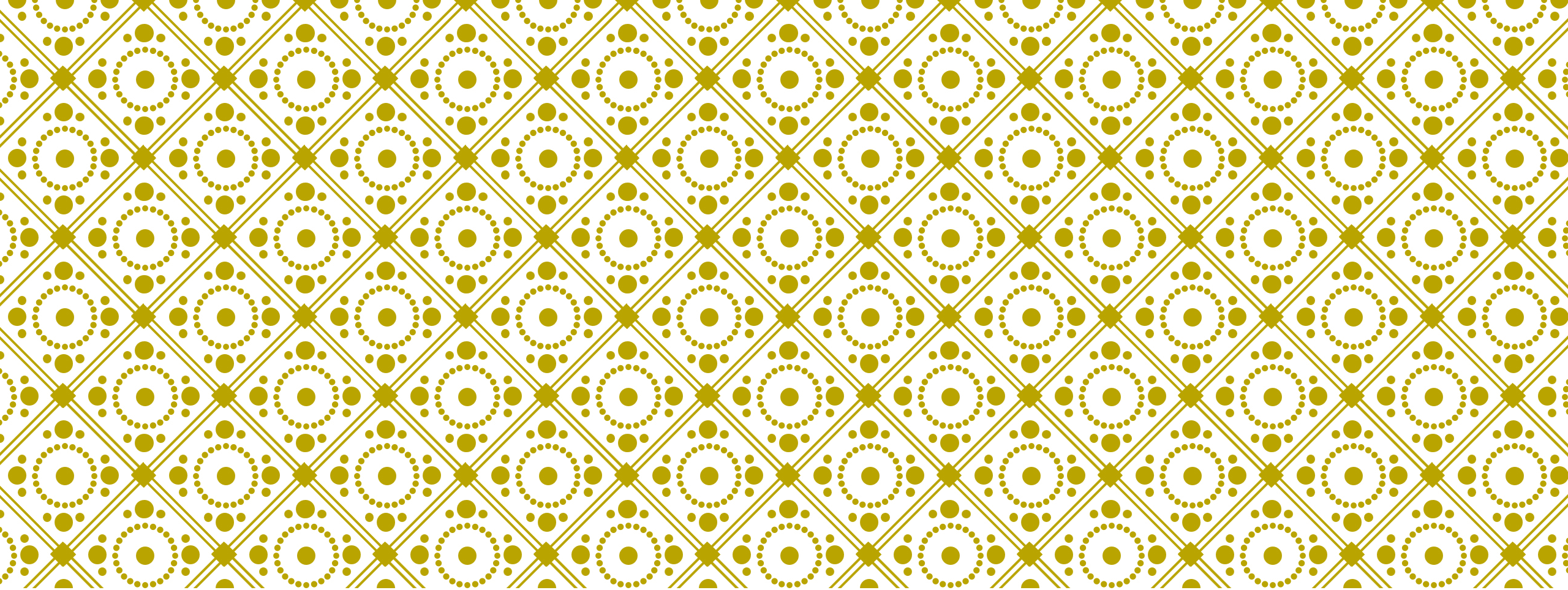
Follow this and additional works at: https://aquila.usm.edu/libraries_workshops

Recommended Citation
La Beaud, Elizabeth, "Using Stories and Statistics to Advocate for Support" (2017). *University Libraries Workshops and Presentations*. 10.
https://aquila.usm.edu/libraries_workshops/10

This Other is brought to you for free and open access by the University Libraries at The Aquila Digital Community. It has been accepted for inclusion in University Libraries Workshops and Presentations by an authorized administrator of The Aquila Digital Community. For more information, please contact aquilastaff@usm.edu.

USING STORIES AND STATISTICS TO ADVOCATE FOR SUPPORT

Elizabeth La Beaud
Digital Lab Manager
University of Southern Mississippi



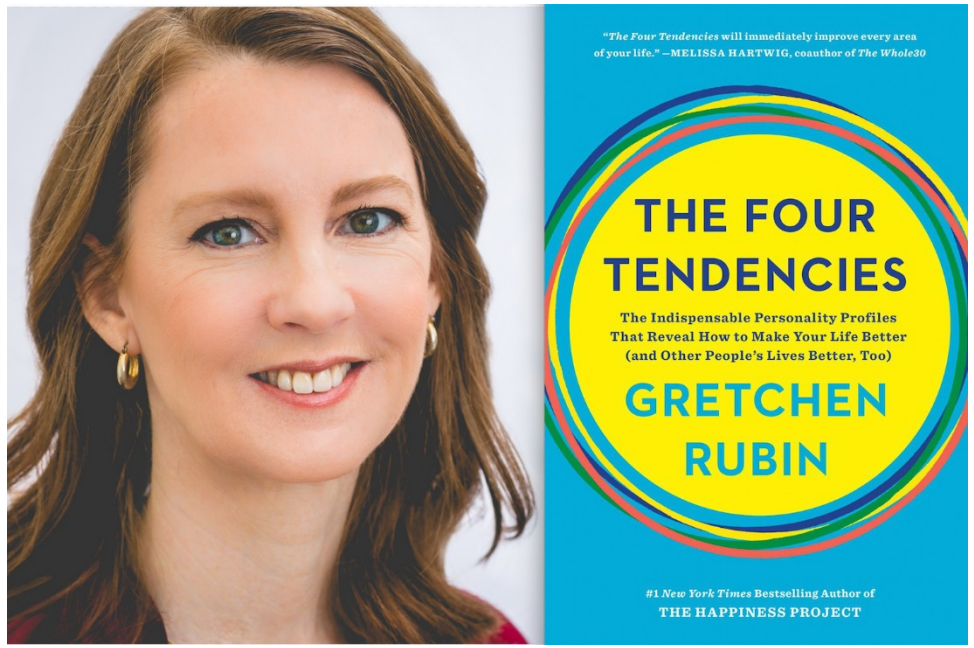
KNOW YOUR AUDIENCE

KNOW YOUR AUDIENCE

Qualitative

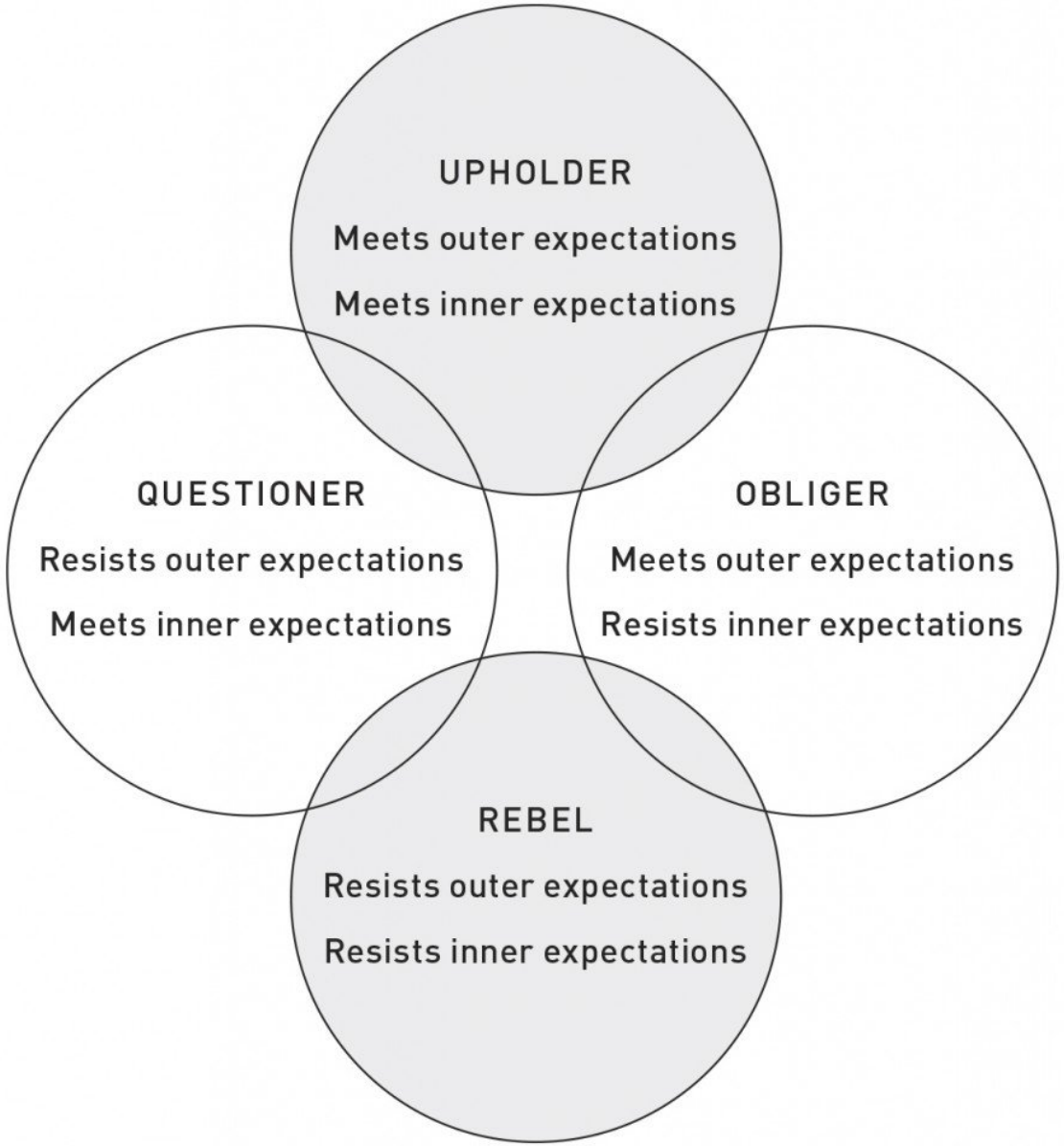
Quantitative

GRETCHEN RUBIN

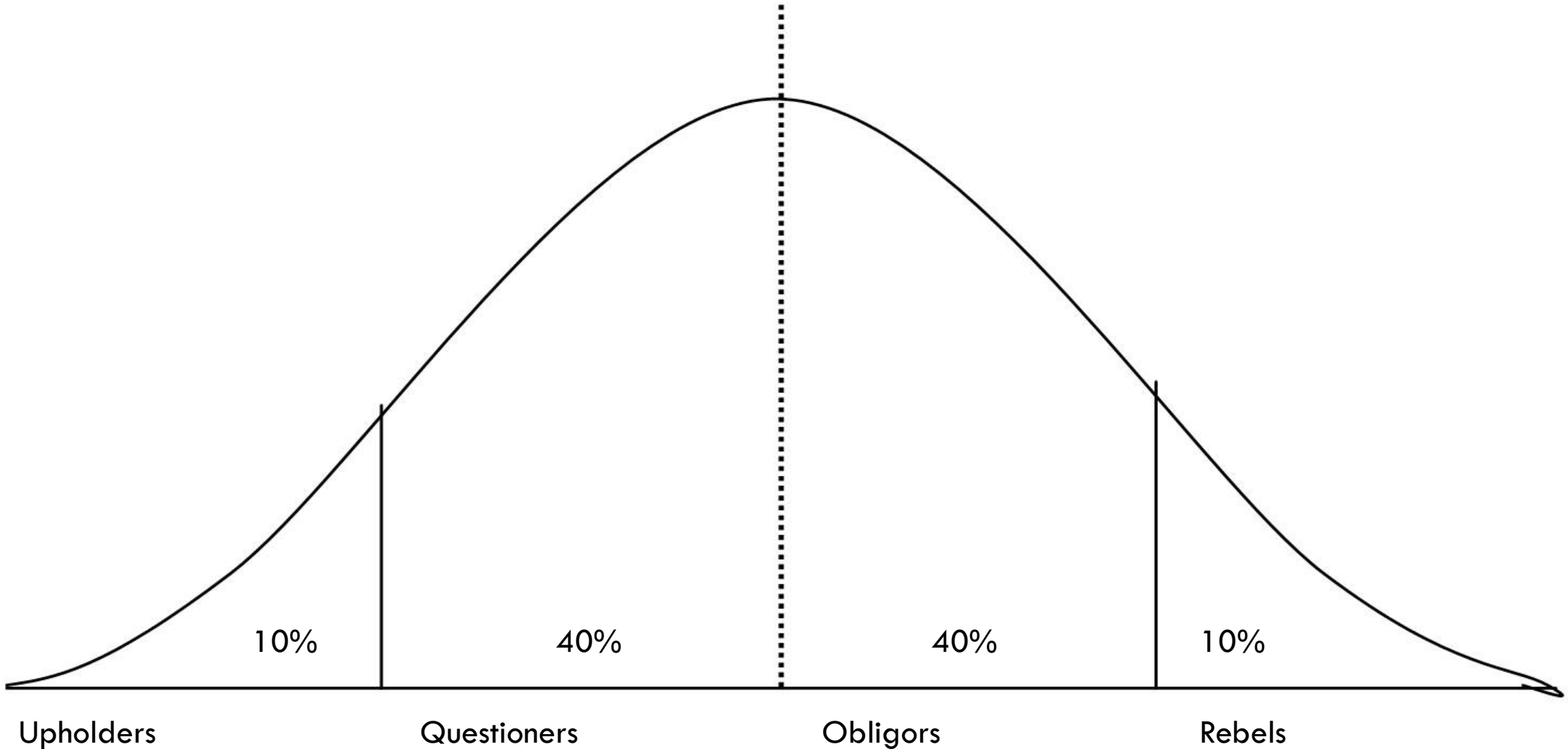


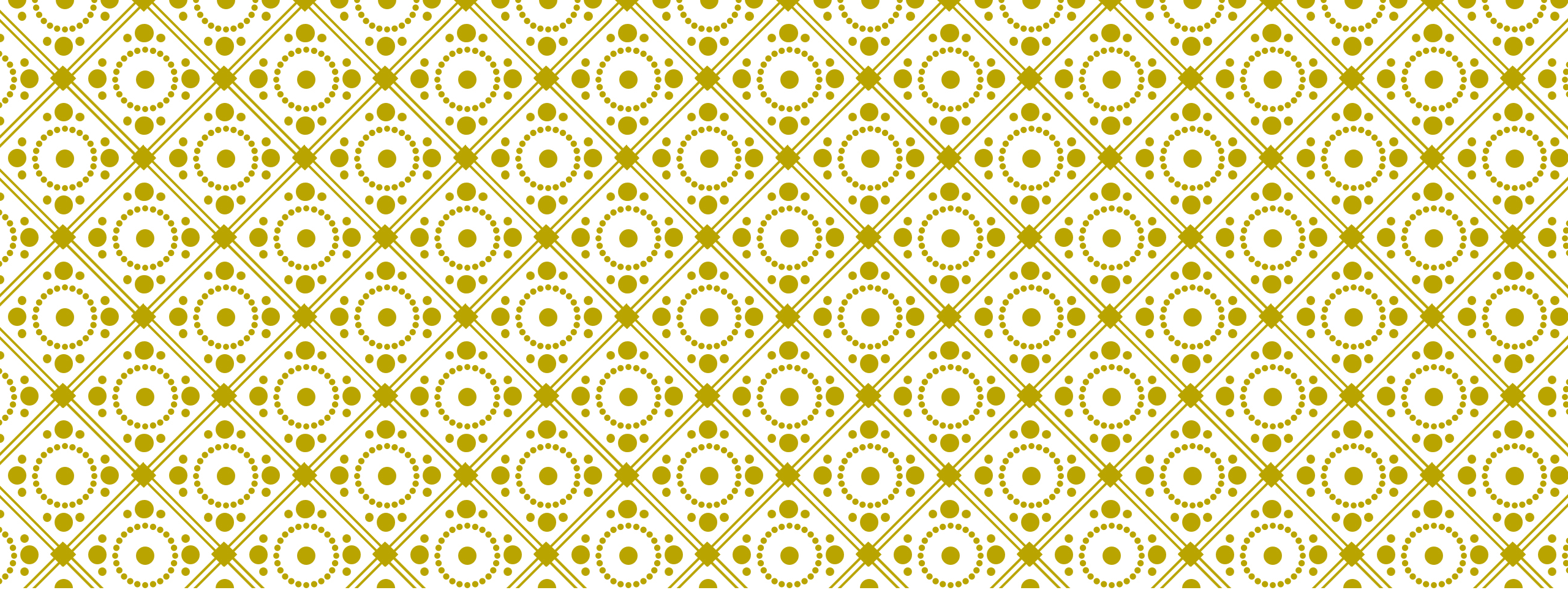
- Upholder
- Questioner
- Obligor
- Rebel

gretchenrubin.com



Gretchenrubin.com


10%
40%
40%
10%
Upholders
Questioners
Obligors
Rebels



ASK AND EXPLAIN WHY?

ted.com

14
15
12
13
10
11
8
9
6
7
4
5

STORYTIME

ORAL HISTORY

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

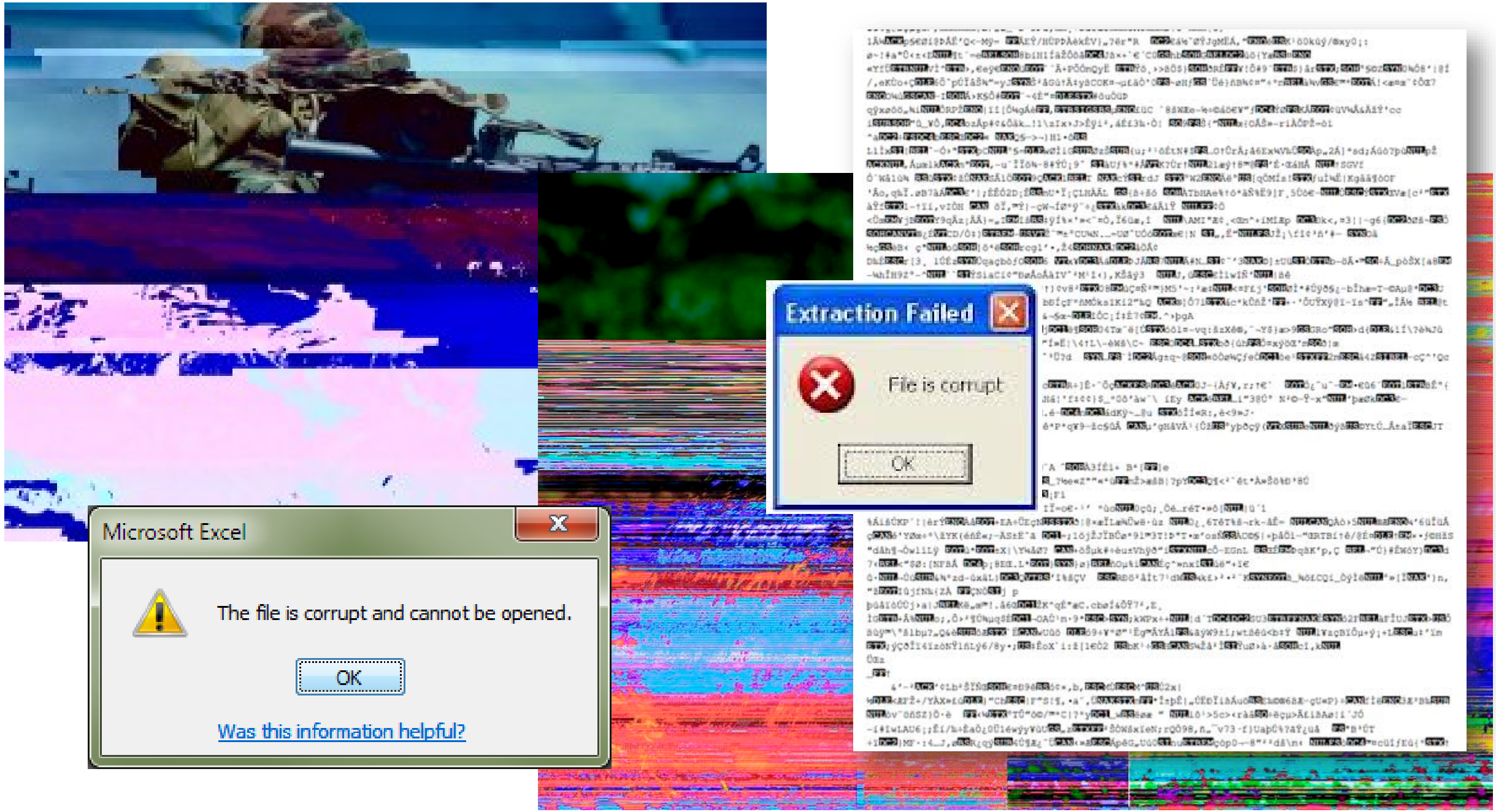
WEDDING PHOTOS

- 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?

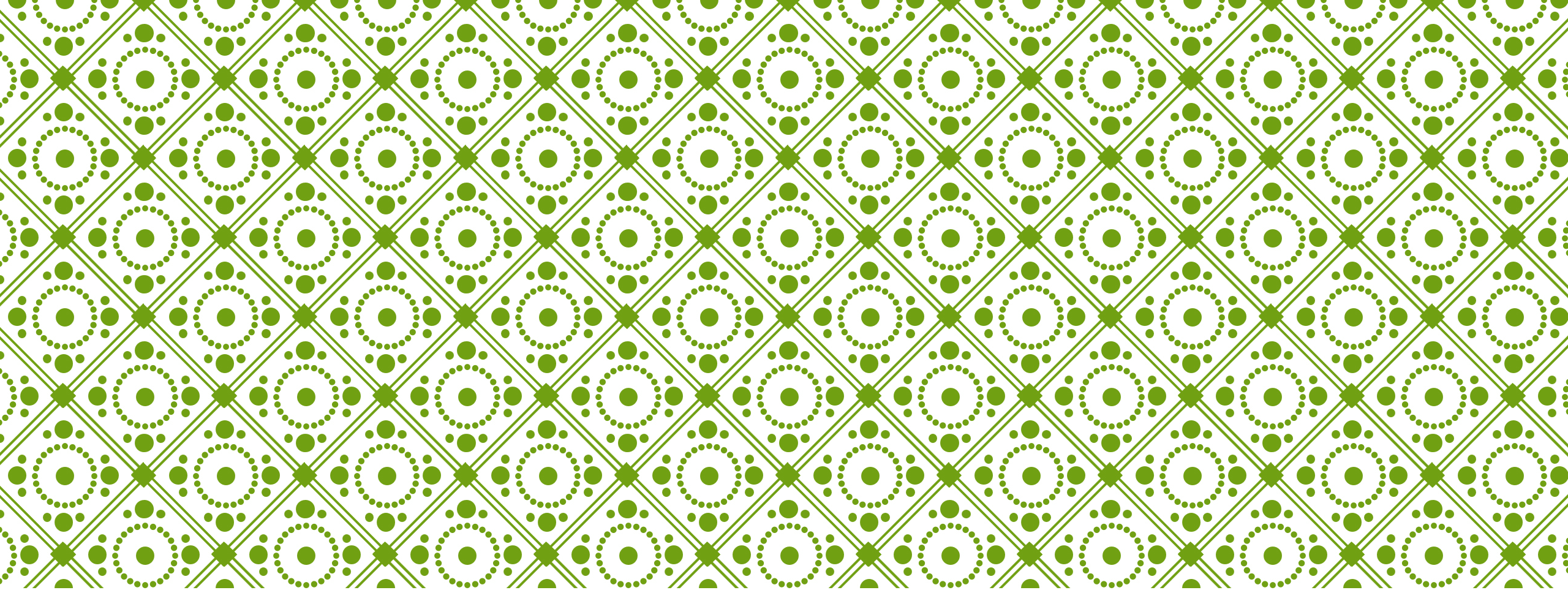
FIXITY

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!