

Slide 1: Hello everyone! Thank you very much for coming to our Lightning Talk, Love Data Month: A Journey of Continuous Enhancement.

Slide 2: This year, the Love Data Team for the University of Rochester consisted of myself, Heather Owen, Data Librarian. Jieer Chen, Senior Data Analyst, who unfortunately no longer works for UR. And Sarah Siddiqui, Reproducibility Librarian, who is presenting with me today.

Slide 3: Before we began planning for this year's Love Data Month, we knew we wanted to assess last year in order to consistently improve. Last year we ran numerous events, as you can see here. Our most popular event was AI Art, which was a Hybrid panel. Other popular events included virtual workshops that focused on teaching practical skills, such as Excel or Tableau.

Slide 4: Overall, our assessment proved the month went very well. We did send a survey to all participants, and while we don't have time to share all the data now, overall 67% or 22 people agreed that they were satisfied by the event that they attended and they learned something new.

Slide 5: Overall, we noticed several trends from last year. First, Data Events were not just popular with students, as to be expected, but also popular with staff, faculty, and researchers. Some people registered for events to receive the slides and recording - we know this, because they told us. In-person events were less popular than Hybrid and Online. And skill-specific events and panels were more popular than subject-specific events. Attendees also noted that they really appreciated having recordings and activity guides, so they could practice the skills they learned later.

Slide 6: With all this in mind, this year, we decided to focus on marketing it as a package. We wanted to continue providing and growing skill-based workshops, and we wanted to share recordings and activity guides. We wanted to offer a panel again, and this year it focused on social justice and DEIA. And finally, we wanted to try new forms of engagement, such as social events, data boards, and a book display.

Slide 7: In the end, we had 6 workshops, 2 social events, 1 panel, a book display, and 7 data boards.

Slide 8: For marketing, we created a flyer for digital and physical signage. And we created a LibGuide as a landing page for all events. We advertised it in the @Rochester newsletter, which we know is very useful as our registration numbers always increase after the newsletter goes live. We also advertised it in the Love Data International Calendar, which was beneficial, as we did get numerous attendees from other states and countries. Finally, we worked with Social Media Experts and Liaison Librarians to try to reach as many people as possible.

Slide 9: I am not going to go into detail on the programming, but feel free to ask a question on a specific workshop if you are interested. As you can see, our workshops were all skill-focused, and we hosted 2 social events and a panel on Data and Social Justice.

Slide 10: When it comes to our book display, the topic was Data and DEIA/Social Justice. We had a curated list of 35 physical books and 19 electronic books, with a few of them shown here. Please feel free to contact us if you are interested in the full list.

Slides 11-14: And here you can see our data boards, which were located in different libraries and received a lot of activity.

Slide 15: Now I am going to turn the presentation on over to Sarah, who is going to discuss our assessment of this year's Love Data Month.

Hi everyone! As Heather mentioned, I will now be talking about our assessment for this year's Love Data Month. Overall, we received 320 registrations for the 6 workshops. The social events were drop-ins not requiring registrations. On the whole there were 268 attendees with 195 workshop attendees. We also shared feedback surveys after every workshop and received 66 responses with an average recommendation score of 9.5. I will talk more about that in a bit.

Slide 16: Here we can see the registration versus attendance numbers by event. Our workshops were more popular, with Excel having especially high numbers. There is also a small yellow bar after certain events for recordings. While we shared event recordings with everyone who registered, these numbers indicate people who requested recordings after the events were held.

Slide 17: This visual dives more into the spread of attendees from the registration forms. The link at the bottom goes to an interactive view of the chart. With majority of our attendees from the River Campus, we had fairly diverse representation across academic departments and units. We also had a significant number of attendees from the medical center, as well as people not affiliated with the University of Rochester, categorized under "External". Registrants who specified that they worked at another library were tagged as "External Library". There are also 2 tiny bars in teal and red at the bottom right, which refer to the Laser Lab and the Eastman School of Music.

Slide 18: Let's move on to the workshop feedback. As mentioned earlier, we received responses from 66 attendees. Majority were staff but we also heard from other participants. The questions included if they felt welcome and respected at the sessions, learned something new, and if the workshop was a good use of time. While some skipped these questions, most either agreed or strongly agreed in their responses. There was only one strongly disagree response however, based on the positive open-ended responses, we inferred that they misread the options. Finally, we asked participants how likely they are to recommend the workshop to others and received an average score of 9.5 over 10. The per session breakdown is listed on the slide, all workshops scored over 9.

Slide 19: Now we'll move on to the lessons learned and takeaways from the programming. The sessions were very well attended and overall a success. However the workload for a committee of three was more than initially anticipated. We hope to expand the committee with more staff going forward to share the workload and love! With regards to the data boards, we wanted to switch the topics every week. But since the setup took significant time, we'd either want to involve student employees in future otherwise reconsider doing them. Finally, the panel went

great and also received very positive feedback. However, since we wanted to market the series as a whole and much of the planning was done in January, it was challenging to schedule things during the winter break. We also learned that with busy faculty schedules it is helpful to have backup speakers in case of cancellations.

Slide 20: With regards to the social events, we would love to partner with student groups in future to boost attendance. We also learned that there seems to be a high correlation between food and attendance at such events. When it comes to assessment, similar to last year, a lot of people seemed to register for the recordings. However we did not have a way to track those numbers. So in future we plan to upload the videos to either YouTube or the institutional repository URRR to get the number of views. Finally, we also want to incorporate the reuse of workshop materials in future assessment.

Slide 21: Thank you for listening and we'll take any questions now.