URBAN LIBRARIES COUNCIL

ULC DATA HIVE

USER GUIDE

Guide Updated November 2025

Use the tool now: https://rebrand.ly/DataHive

About the Guide

Welcome! This guide provides an overview and tips to make the most out of the ULC Data Hive.

The ULC Data Hive is a member-powered and data-driven resource developed to support decision-making and communicate library impact. Access to the Data Hive is exclusive to ULC member libraries.

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First Time Login

When you navigate to the ULC Data Hive you will be prompted to login, be sure to use the same login as you would to access the Member Hub.

The Data Hive won't display at first time login until user setup completes—refresh the page after logging in.

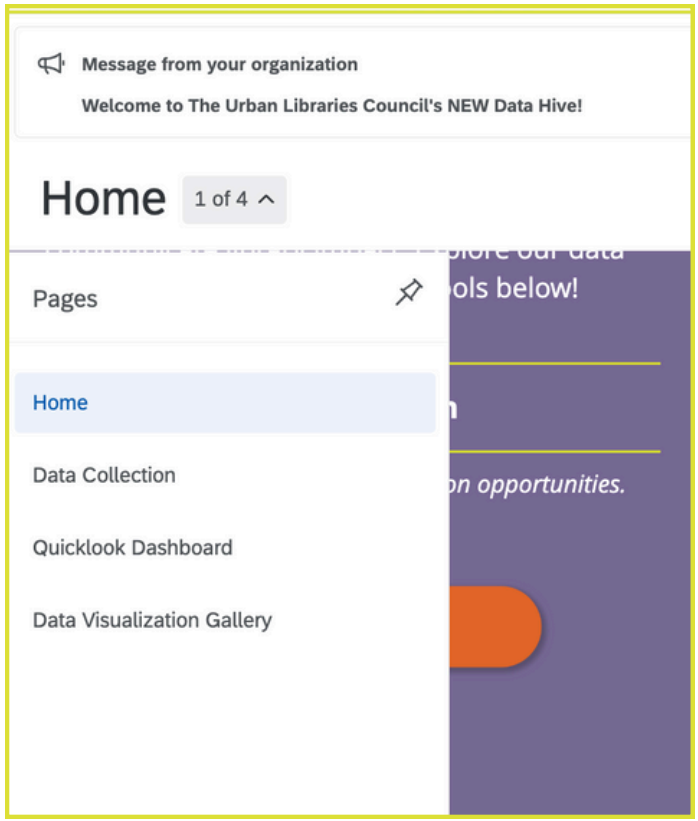
Navigation

The Data Hive currently has four main pages and one auxiliary dashboard which can be accessed either via the labeled buttons or the pages panel.

- **Home**
  ULC research news, button navigation and access publications + tools.
- **Data Collection**
  Current and historical data collection opportunities.
- **Quicklook Dashboard**
  Year-over-year look at Visits + Circulation fueled by multiple data sources.
- **Advanced View - Library Insights**
  Advanced dashboard with multiple filters for in-depth analysis of the Library Insights Survey.
- **Data Visualization Gallery**
  Data storytelling + visualizations from across all ULC communications



Button Navigation



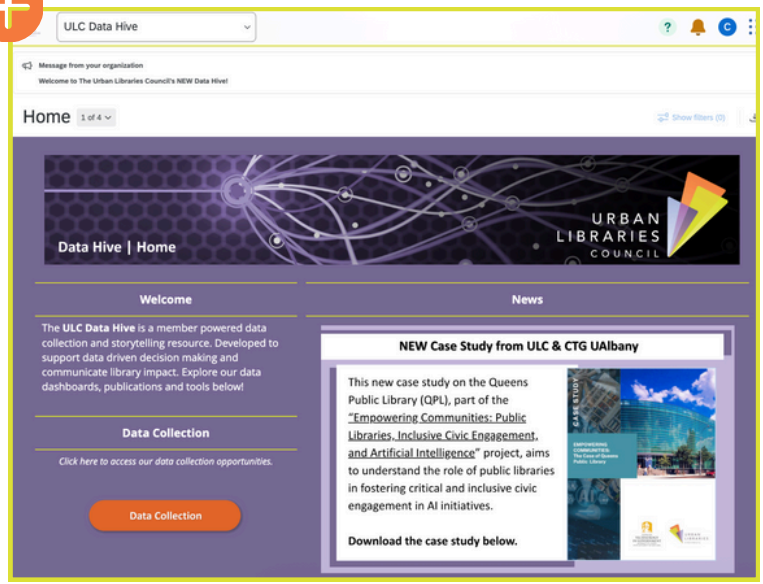
Panel Navigation



If you opt to pin the page panel, widgets may not resize correctly.

Home

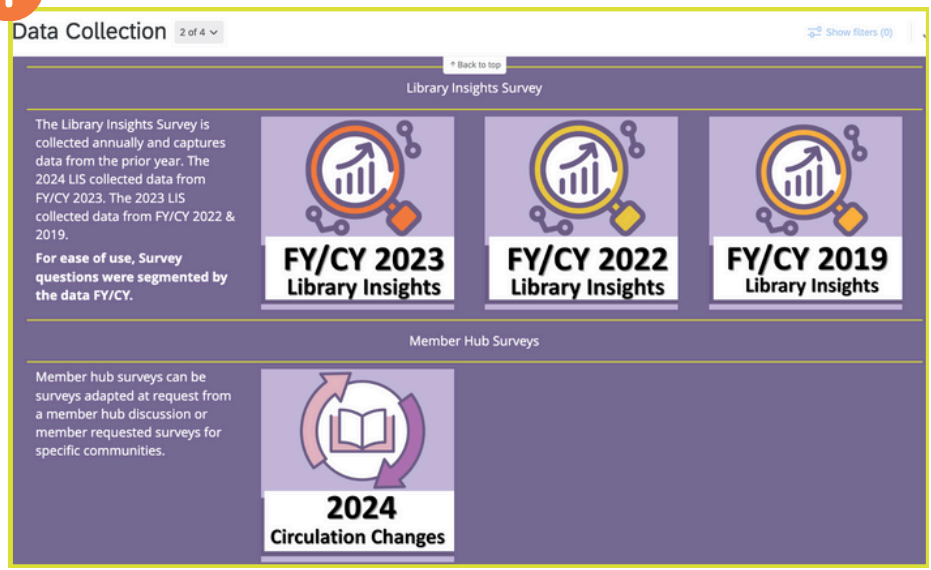
The first page after login is the Data Hive Home. Scroll down to discover our publications + tools. Contact us, request data and navigate to other ULC sites via the buttons at the bottom of the page.



Data Collection

The data collection page contains links to all current and historical ULC data collection opportunities, including the Library Insights Survey and Member Hub surveys.

Member Hub surveys can be surveys adapted at request from a member hub discussion or member requested surveys for specific communities.



Uncertain about what surveys your library has participated in?

Your Library's Survey Count

Survey Name	Count
2023 Library Insights Survey	1
2024 Library Insights Survey	1
Physical vs. Electronic Circulation 2024	1

The "Your Library's Survey Count" table on the data collection page shows you! You can also provide any missing data via the surveys on this page.

Quicklook Dashboard

The quicklook dashboard is designed to display a high level overview of visits + circulation trends. The default view shows your library's values.

Filters

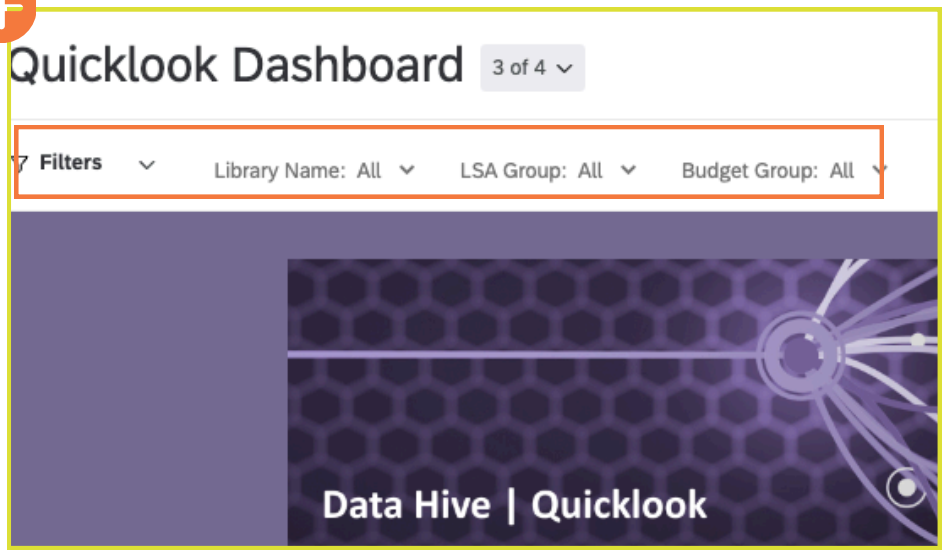
Using the filters at the top of the page, you can compare values with selected libraries, all libraries, libraries by library service area (LSA) and libraries by budget group.

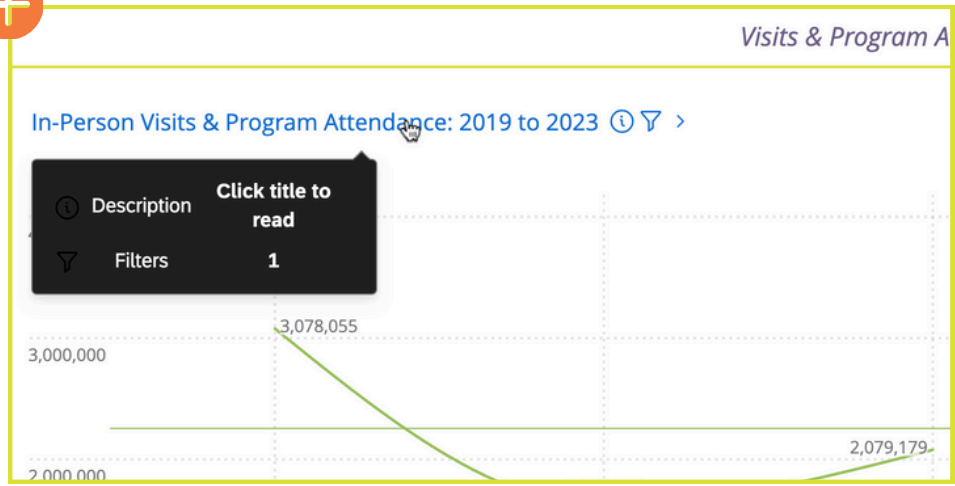
How do we determine the LSA groups?
We used quartiles—a method of dividing data into four equal parts based on the overall median—to determine the LSA groups.

How do we determine the Budget groups?
We opted for ranges that resulted in a similar number of libraries in each group, while still preserving meaningful monetary differences.

Titles

Titles can be clicked for additional information like any built-in filters, definitions or the source of the displayed data.





Dashboard Tip

Comparing multiple libraries? If only one library is selected, the dashboard displays that library's reported value. But, when comparing multiple libraries, the dashboard displays the average. We recommend using additional filters for more nuanced comparisons.

Advanced View Dashboard

A advanced view dashboard is designed to display a detailed look at results from a specific survey or ULC tool. These are auxiliary dashboard with more in depth filtering, multiple pages and views.

Library Insights

Library Insights Advanced View offers year-over-year trend analysis and data visualization of key LIS metrics. Use the following dashboards to explore and benchmark with peer library systems. Filter by library service area population, budget, number of branches, census region, country, and state to create personalized peer groups.

How did we determine the Library Service Area & Budget Groups?

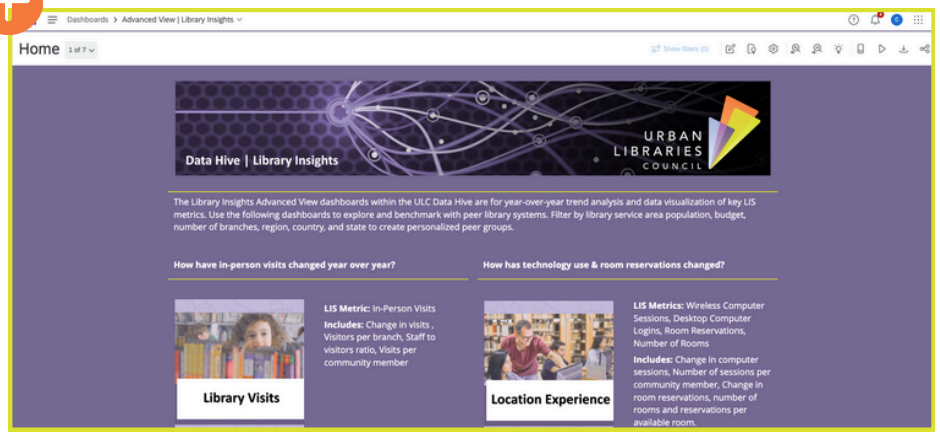
LSA & Budget groups use quantiles, a method for dividing data by the median, to segment the data into groups.

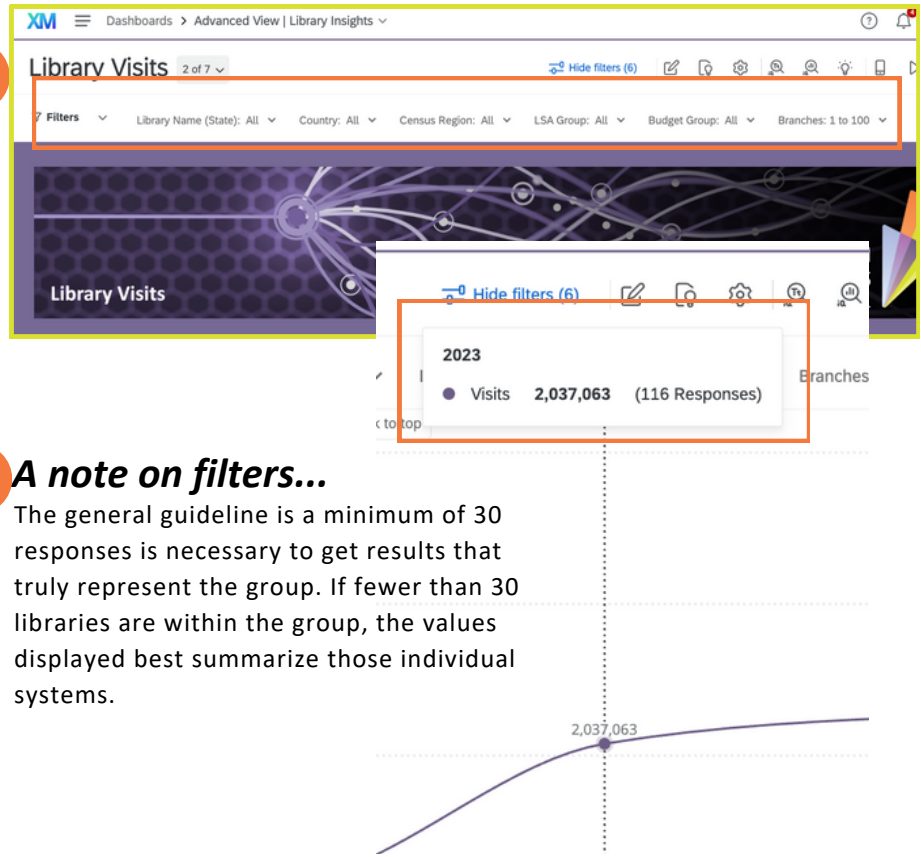
What does "per community member" mean?

To contextualize data, numbers were rate normalized. This is a process by which large values are scaled. Values were scaled by the LSA population to determine per community member rates.

Multiple Filters

Multiple filters can be used to create peer groups. But, pay attention to the total number of responses in the tooltip. The more filters used, the smaller the number of responses may be, the less generalizable the values become.



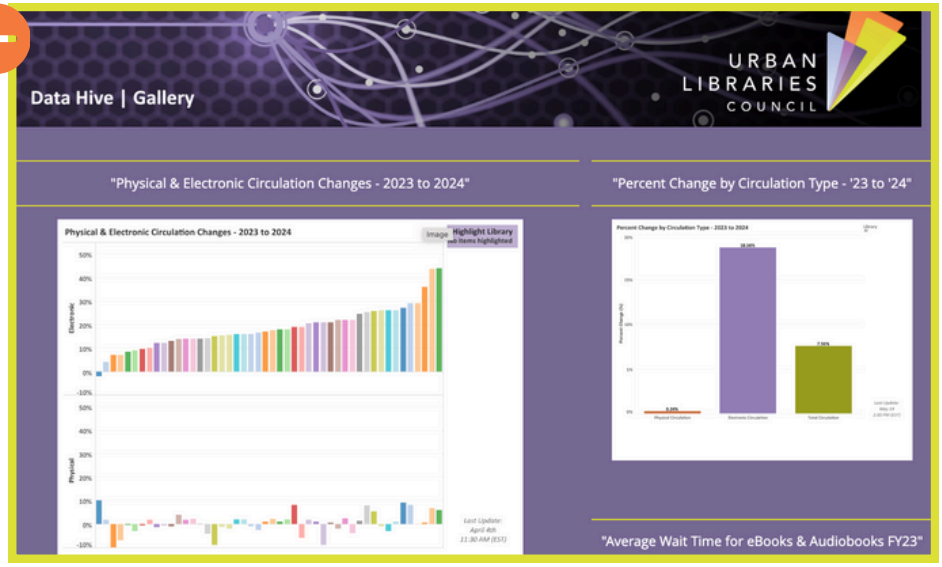


A note on filters...

The general guideline is a minimum of 30 responses is necessary to get results that truly represent the group. If fewer than 30 libraries are within the group, the values displayed best summarize those individual systems.

Data Visualization Gallery

The gallery contains all visualizations from across our research activities. Click on the image to access any visualization in detail.



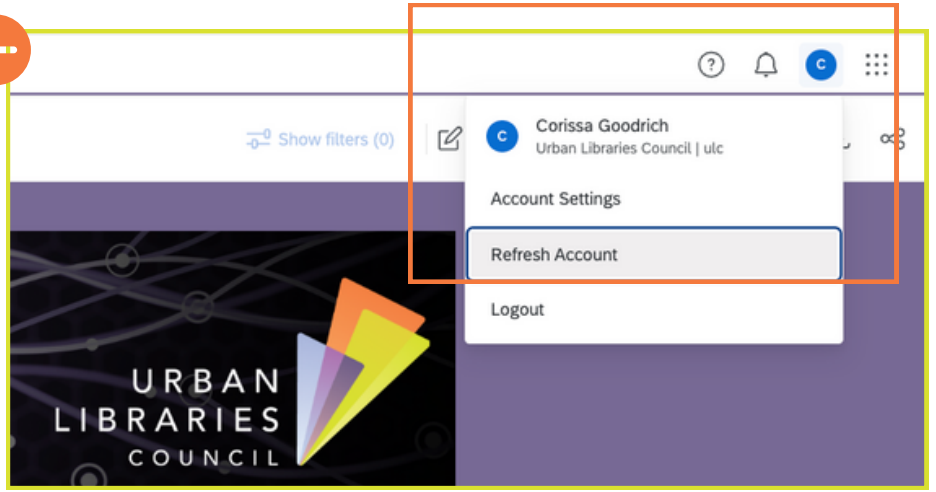
Support

Problems logging in?
Please contact us at qualtrics@urbanlibraries.org.

Refresh Your Profile

Filter not updating? Widget not displaying the values you expected? Try refreshing your profile.

Click on the circle in the upper right corner of the screen with your initial, select refresh profile. If the problem persists please reach out to us by clicking "contact us" at the bottom of the page.



Contact Us

For all other issues, including questions, please use the "Contact Us" survey - accessed through the contact us button at the bottom of the page. Please allow up to 3-5 business days for a response.

