

GALE ANALYTICS TIPS

Connect with Adults without a High School Diploma

Use *Gale Analytics* to filter for individuals who do not have a high school diploma. Create a targeted mailing list to promote your library's high school completion program, like *Gale Presents: Excel Adult High School*. For more information, please contact Allie Everett at allie.everett@cengage.com.

STEP ONE:

Access your *Gale Analytics: Community Insights* Tableau Reader report (.twbx file) and click on the **Filters** tab on the bottom righthand side.

STEP TWO:

Under **Education Level Attained**, select **Less than HS Diploma – Likely** and/or **Less than HS Diploma – Extremely Likely**. Also select **Show Library & Service Area**, if you'd like to utilize the map(s).

STEP THREE:

Navigate to the **Mailing List** tab to view your custom mailing list with household addresses and patron email addresses. You can export it to Excel by clicking **Worksheet -> Export -> Crosstab to Excel**. The total number of households filtered will display in the bottom lefthand corner. Now, the contact information organized in this spreadsheet can be used for targeted library outreach. Depending on your goals, you can narrow your results by applying additional filters, like:

- Patrons/Non-Patrons
- Estimated household income
- Zip code
- Branch
- Census Tract

