

Welcome!

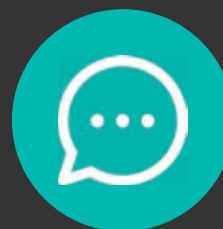
No Matter Your Size, Create a 21st
Century Library Experience

Wednesday, April 29, 2020



Audio

All attendees have
been muted



Chat

Add your location while
we get setup!



Q&A

We'll check here for
questions (not chat)



Becky Bilby
Library Director, Sioux
Center Public Library



Thomas Mercer
Senior Vice President of
Digital Products, bibliotheca

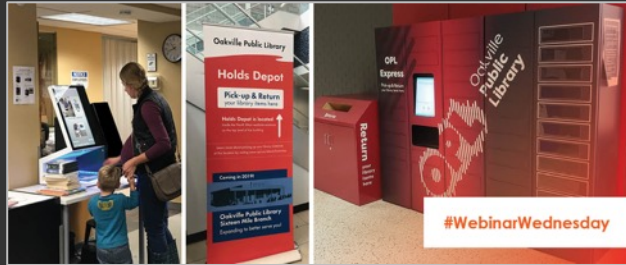


Meghan Davis
Vice President of Global
Marketing, bibliotheca



Monitoring chat and questions
Kelly Knutson and Kristy Goebel

#WebinarWednesday series



Making Library Use More Accessible
On-Demand



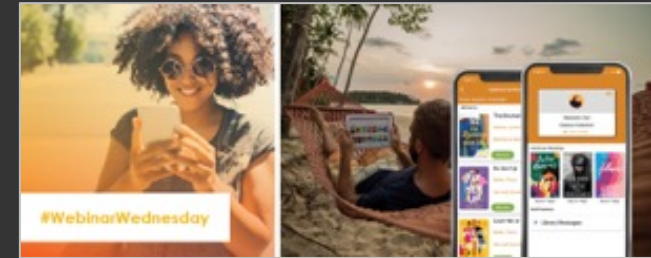
Featuring Hamilton and Oakville
Public Libraries



Improve Staff Productivity
and Make a Bigger Impact
Wednesday May 6



Featuring Iredell County and Forsyth
County Public Libraries



Shared Digital Titles Provide the Best
Collections on a Budget
Wednesday May 13



Featuring Palm Beach County and
Mandel Public Libraries

bibliotheca.com/events



Webinar Recording: we'll share the recording
for absentees following today's live event

Embracing technology to solve library challenges



**Awareness and
Engagement**



**Outreach
and Access**



**Productivity
and Funding**

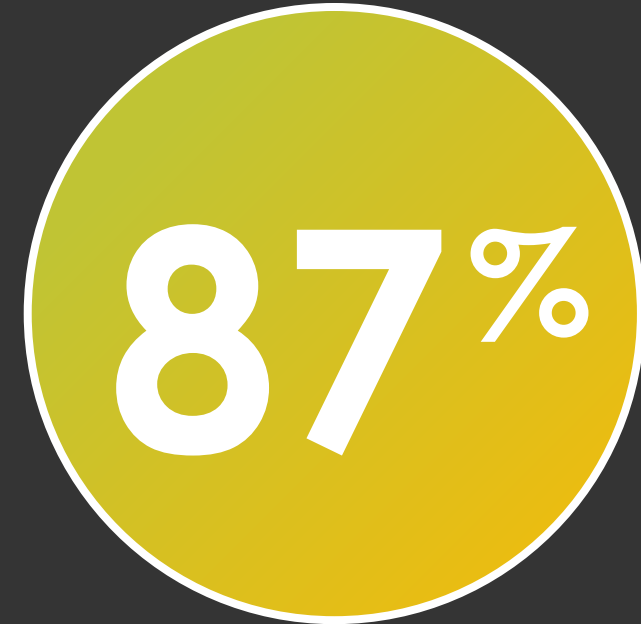
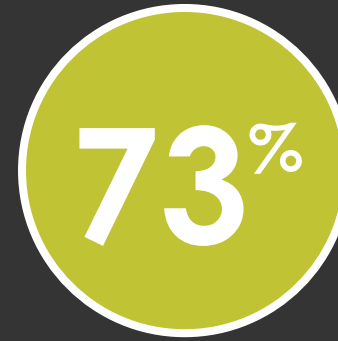
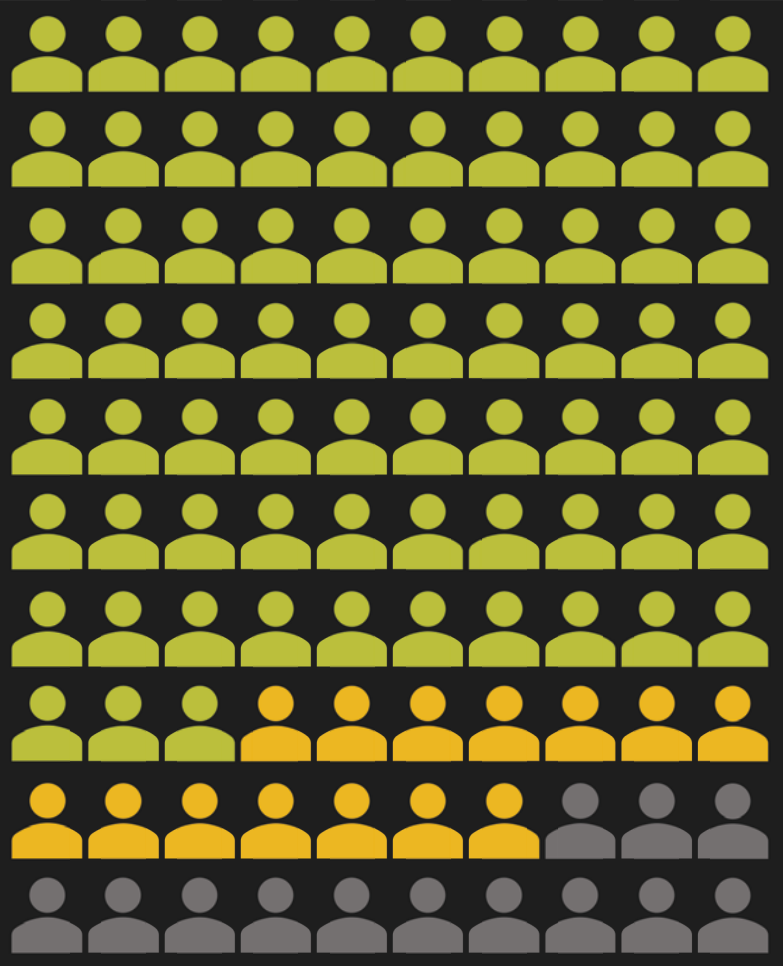
It's time to prepare for an extended "New Normal"

If restrictions were lifted tomorrow, some 80% say they are unlikely to go out to public places that are likely to draw crowds.

Source: Jackson, C. (2020, April 24). Americans: Social Distancing is Responsible Policy. <https://bit.ly/2SfGml1>

The collage features several elements related to Waterloo Libraries' online offerings:

- Online Programs Header:** A banner with a city skyline illustration and the text "Online Programs" and "Online programs are here. Chat, learn and engage with us virtually."
- Video Conference:** A screenshot of a Zoom meeting with multiple participants.
- #LUNCHTIMELIBRARYCHAT:** A tweet announcing a chat about graphic novels and superheroes, with a link to a blog post.
- WPL APPRECIATES OUR VOLUNTEERS:** A tweet celebrating volunteers with photos of them holding signs.
- CURBSIDE PICKUP:** A detailed calendar and instructions for curbside pickup services, including a list of staff members and their contact information.
- Daily Distraction:** A promotional graphic for a "Daily Distraction" event featuring four people holding up signs.
- ADULTS:** A large graphic listing various programs for adults, including Mini Screenmatch, Learn to Crochet, ESL Café, Inside Shakespeare's First Folio, Goodreads Book Discussion, Career Action Group, Mini Bookmatch, and Instagram Book.
- SKOKIE LIBRARY BINGO:** A bingo card with various activities related to library services, such as listening to audiobooks, researching family history, and streaming movies.
- VISIT THE LIBRARY ONLINE:** A graphic encouraging visitors to use online resources, with a note about COVID-19 community resources.



(prior to COVID-19)

Consumers prefer self-service

Source: O'Shea, D., 2019. Study: 73% Of Consumers Want Self-Service. [online] Retail Dive. <http://bit.ly/bibliothecafact1> and 87% Of Shoppers Prefer to Shop in Stores With Touchless or Robust Self-Checkout Options During COVID-19 Pandemic. (2020, April 7). <https://bit.ly/2y6zXll>

Walmart 

TESCO



 TARGET®

Sainsbury's



Smartphone users are library users

57% of shoppers are already using
retailer mobile apps inside the store

Sources: O'Shea, D., 2019. Study: 57% Of Shoppers Use Retailer Mobile Apps In-Store.
[online] Retail Dive. Available at: <https://bit.ly/2yTAQOC>



People see their phones as a safer way to pay

Source: Kharif, O. (2020, April 16). Contactless Payments Skyrocket Because No One Wants to Handle Cash. Retrieved from <https://bloom.bg/2W1MWND>



Build user confidence and limit in-person interactions



quickConnect selfCheck

- | Set to checkout automatically
- | Print receipt automatically
- | Share digital receipts instantly
- | Contactless payment of fines
- | Text to speech options
- | Promote new initiatives and services



cloudLibrary mobile checkout

- | Checkout with smartphone
- | Prompt to remove security (if enabled)
- | Share digital receipts instantly
- | Send reminders when to return



The marketing
Rule of Seven
applies to libraries

Do you know how many opportunities your library is missing?

Annual circulation:

750,000

Self-checkout percentage:

58%

= 145,000

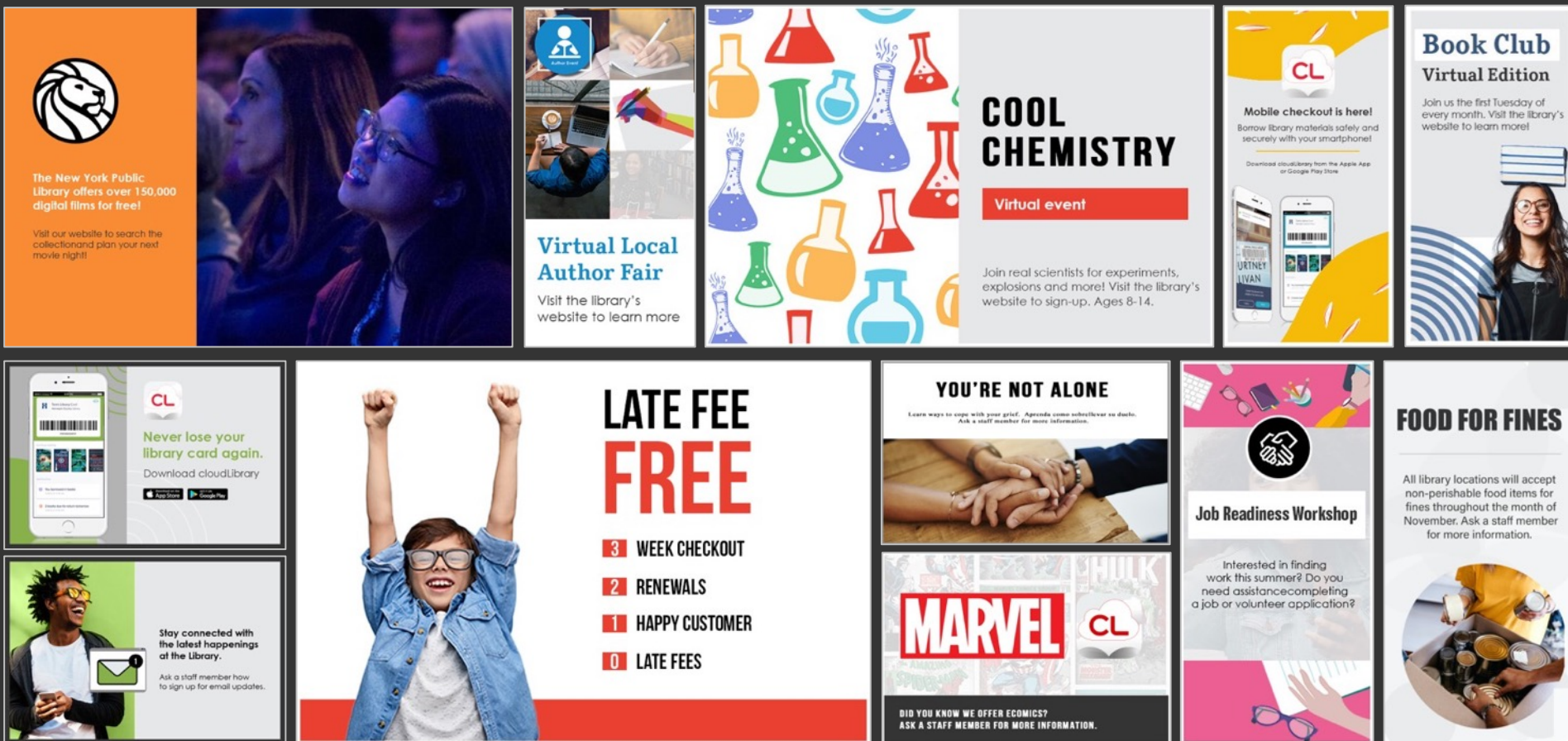
Missed Opportunities

59%

of users do not know your library offers online career and job-related resources

Source: Pew Research Center: Internet, Science & Tech. Americans, Libraries And Learning. [online] Available at: <https://pewrsr.ch/2K73zIC>





What will you need to drive awareness of when you re-open?

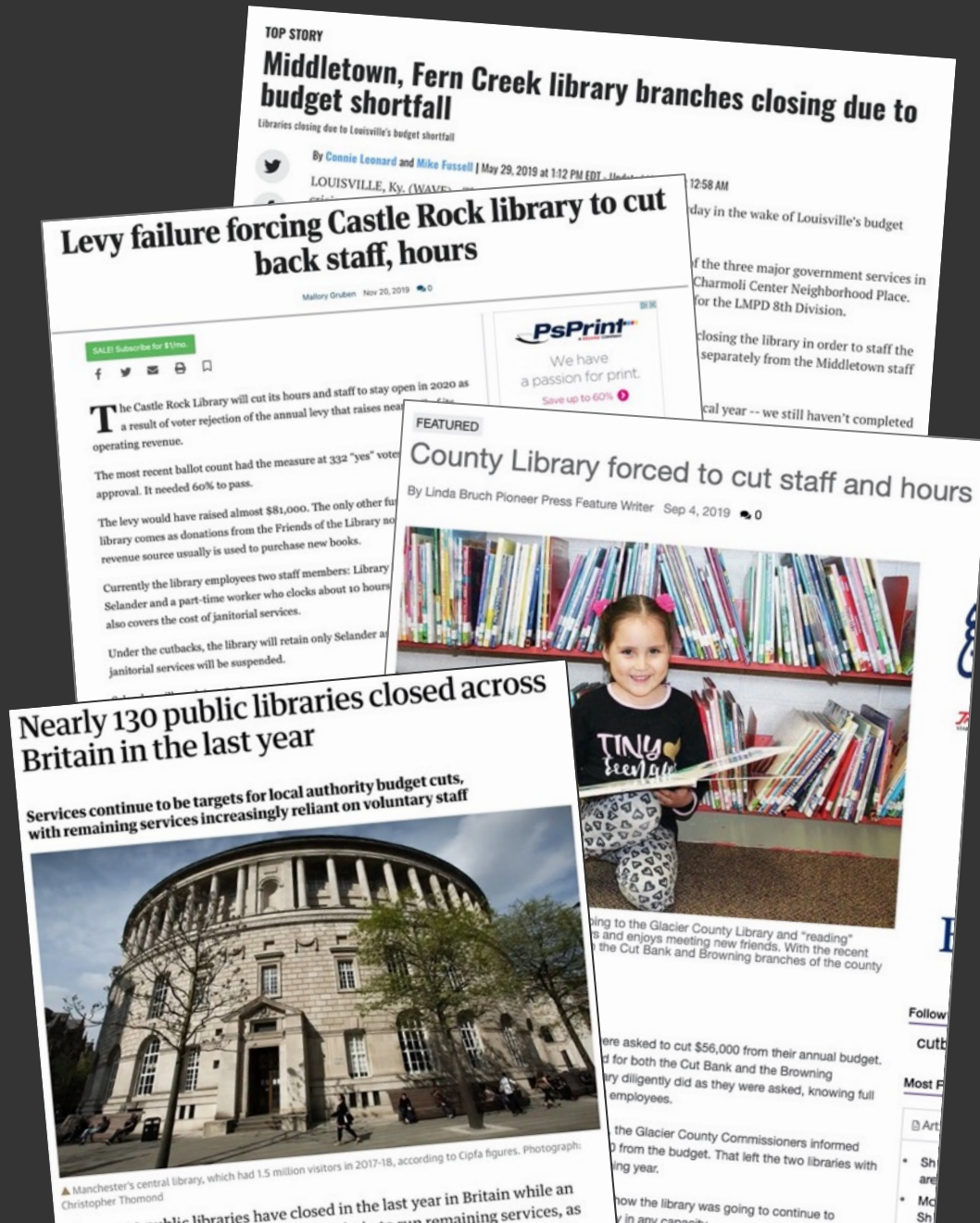


Libraries that didn't shift the perception of being a "book warehouse"

#1

The most common reason libraries lose funding is due to a lack of marketing

Source: EveryLibrary





Users are spending 20% more time in apps during COVID-19 crisis

Source: Venkatraman, A. (2020, April 2). Weekly Time Spent in Apps Grows 20% Year Over Year as People Hunker Down at Home: App Annie Blog. <https://bit.ly/3eVcODx>



I prefer apps that specialize in a small number of features that I use frequently



Prefer



No preference



Do not prefer

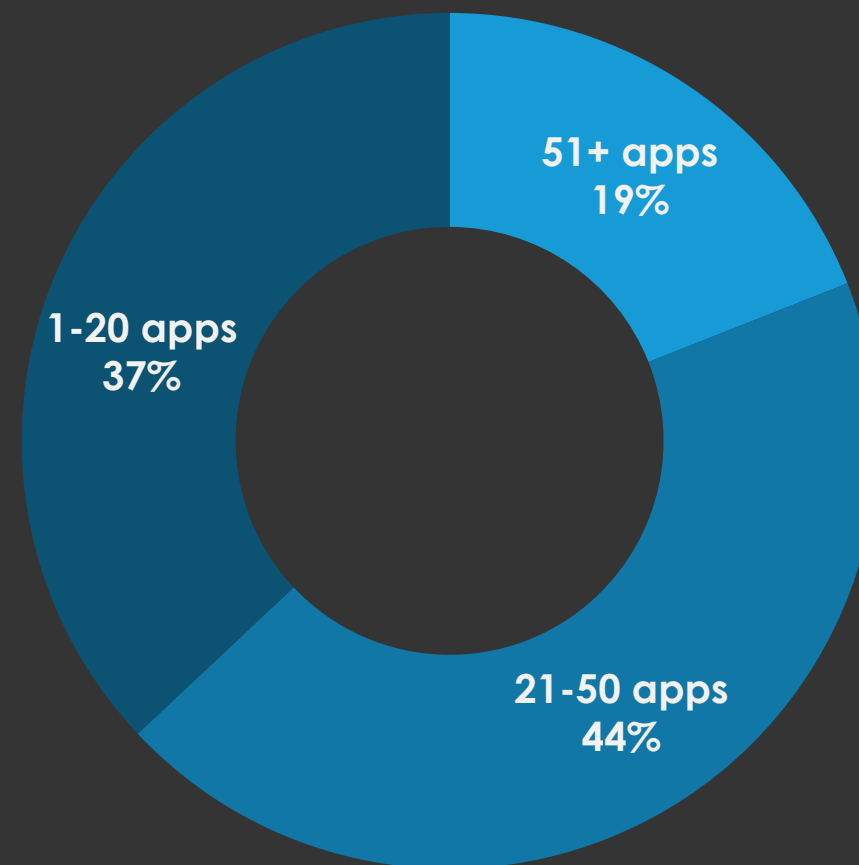
Source: Think with Google: How people discover, use and stay engaged with apps



**On average, users
have 35 apps installed
on their smartphones**

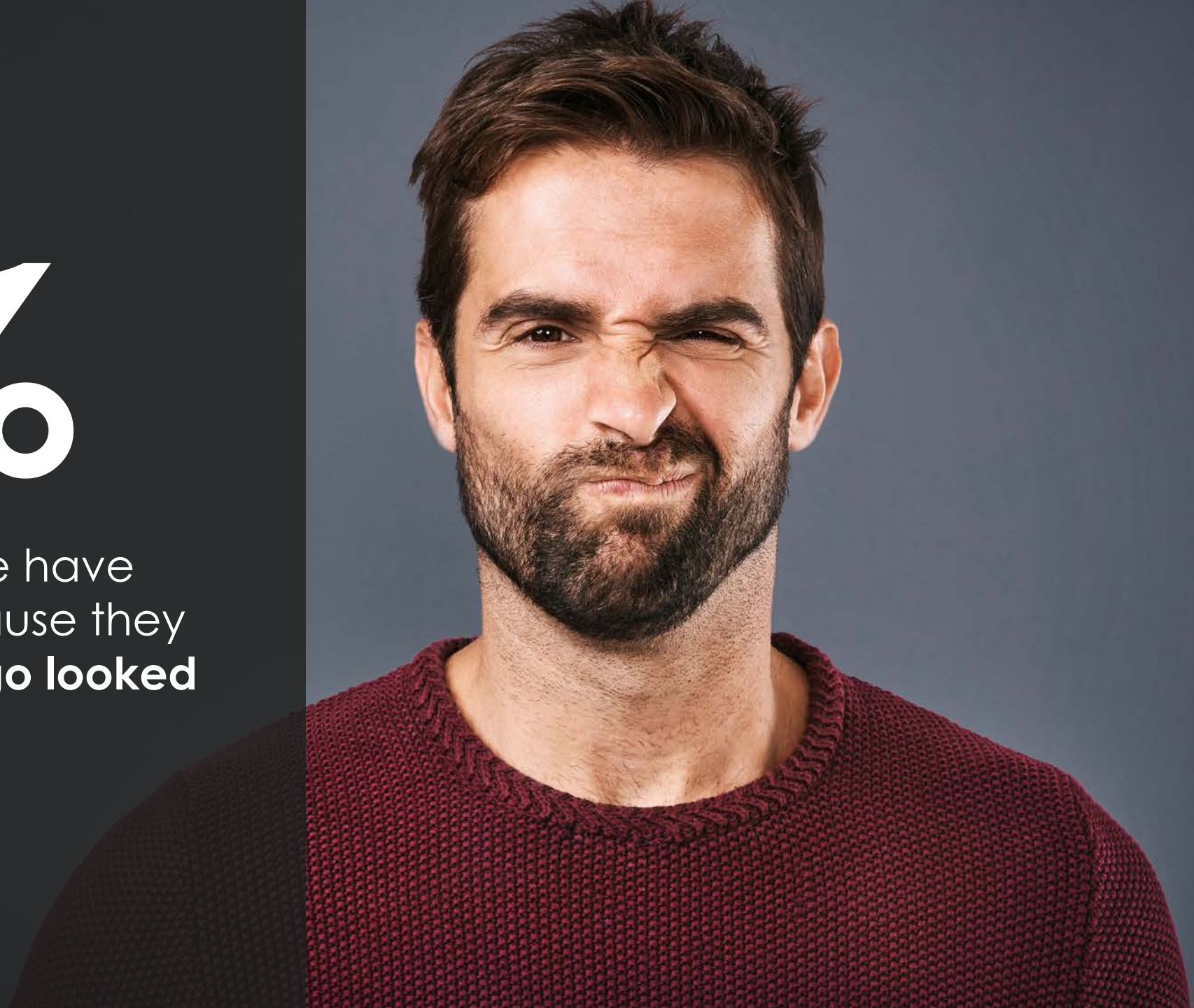
Source: think with Google: How people discover, use
and stay engaged with apps

Average apps installed



21%

Percentage of people have
deleted an app because they
**didn't like how the logo looked
on their phone!**



When it comes to engaging users and driving awareness, **every library can do this**

Handy library self-service app



Mobile checkout



Engaging selfCheck experiences



Sioux Center Public Library

| Becky Bilby, Library Director



Sioux Center Public Library

- | Located in Sioux Center, IA (western Iowa)
- | Population: 7,579 including many young families with children
- | **Collection**
 - | Physical Materials: 62,885
 - | Downloadable Materials: 68,246
- | **Circulation: 304,084**
 - | 29.9 % of that total circulation is digital resources
- | Roughly 20 staff members, two full-time

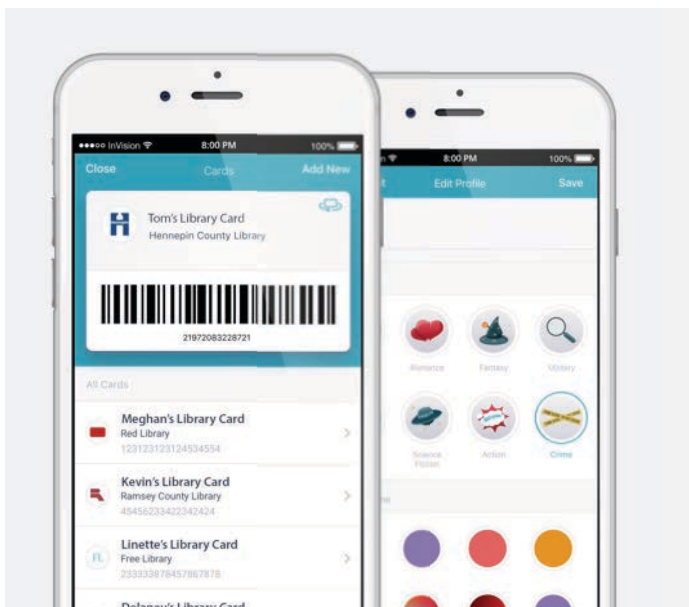


cloudLibrary modules beta program

- | cloudLibrary app set up to align with our circulation policy and library procedures
- | Fall 2018: we were invited to participate in the cloudLibrary modules beta program



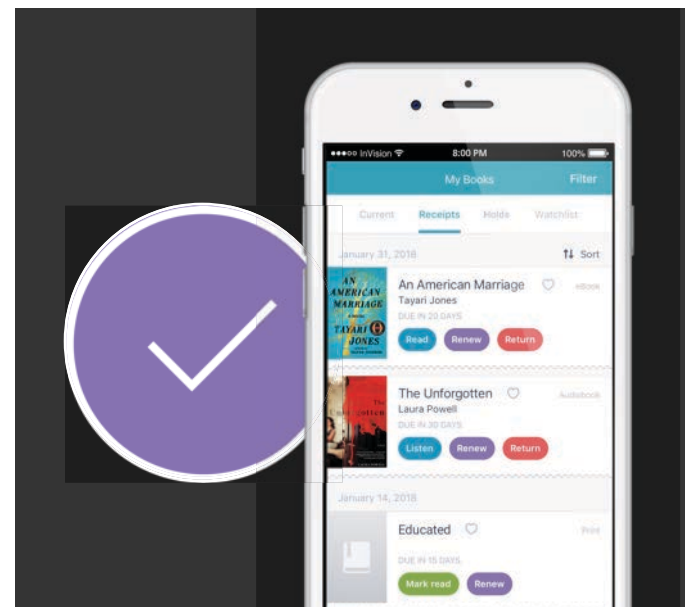
User benefits we LOVE



Easily switch between family cards



Best prepare for your next trip to the library



Integration of physical + digital collection

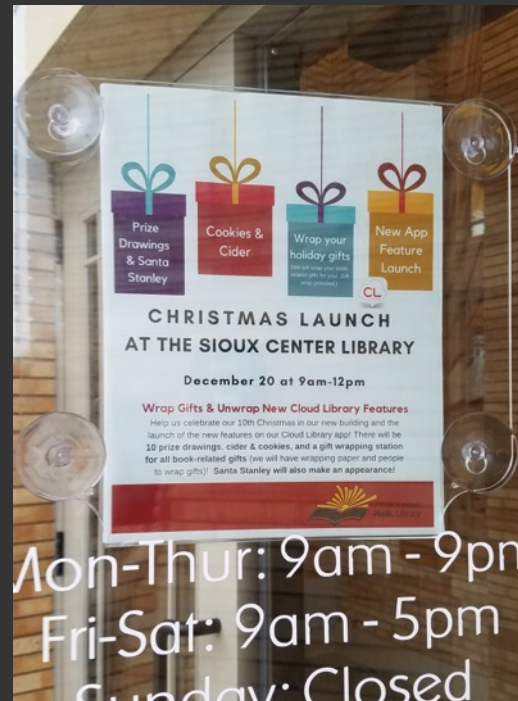


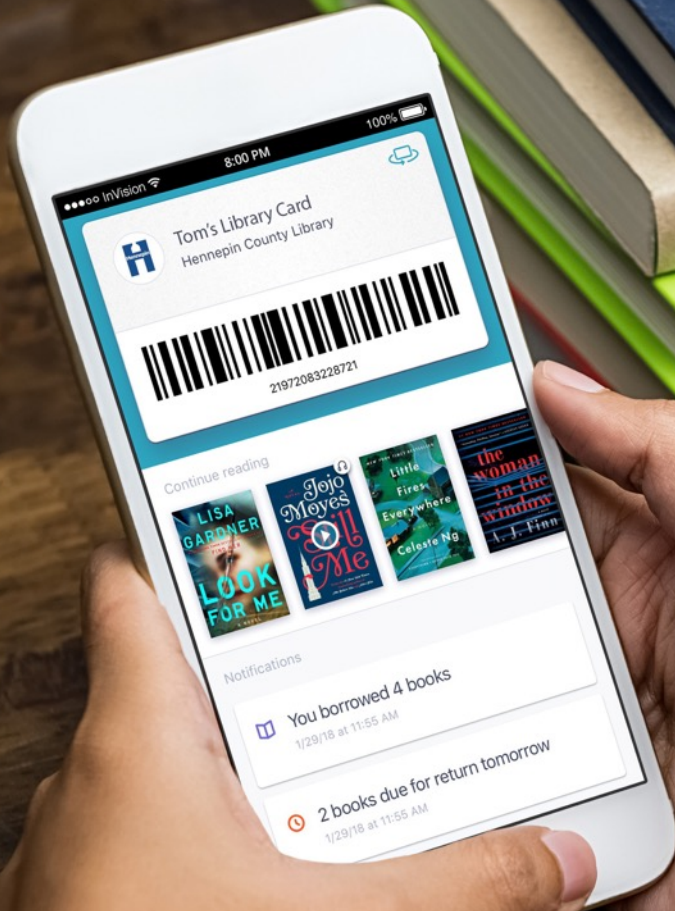
Feedback from users

- | Mobile checkout a hit with Gen-Z
- | Convenience of renewing all family member's books within one app is great for millennial parents

Time to celebrate!

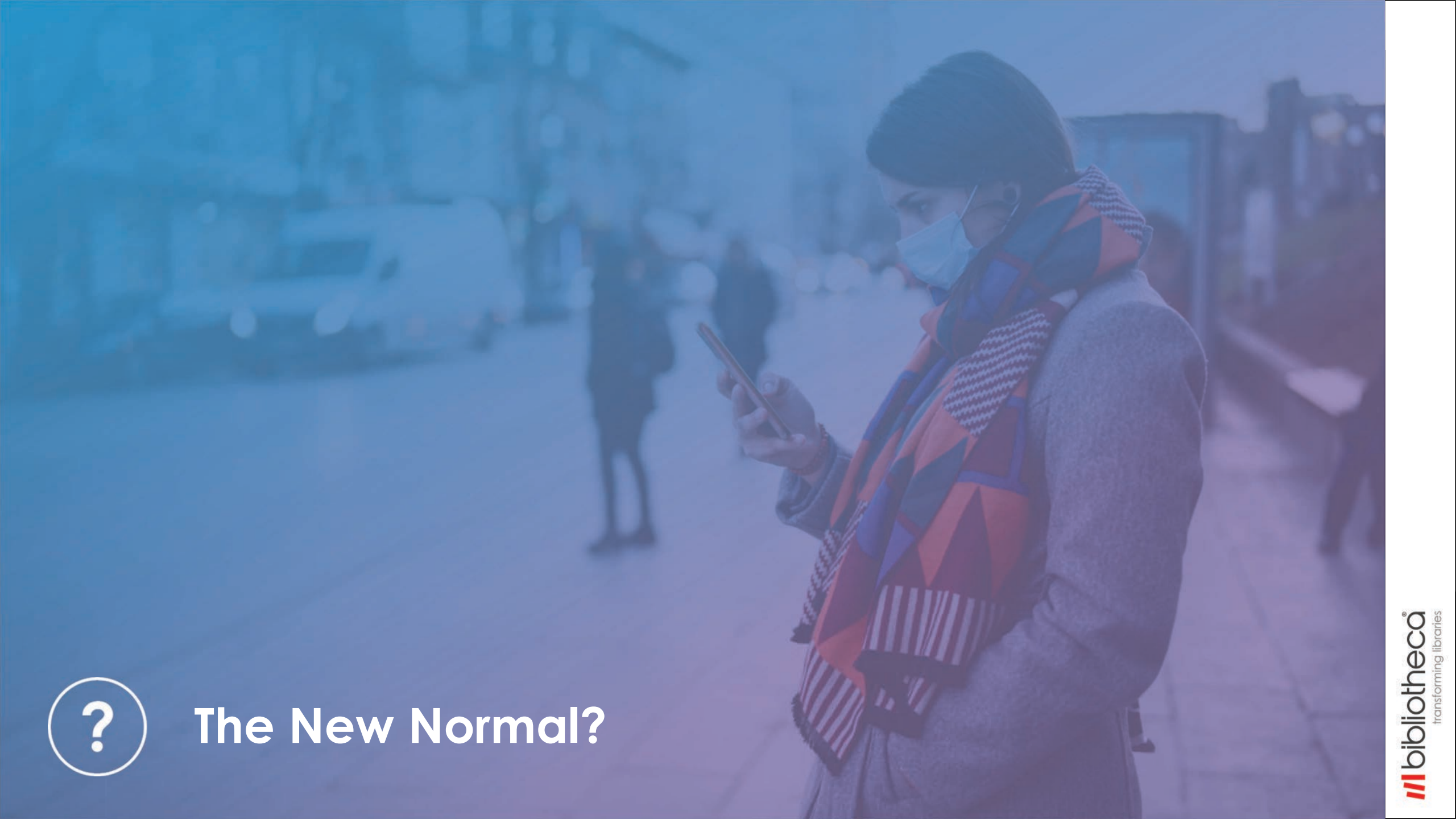
- | 10th Anniversary celebration (plus Christmas!)
- | Free gift-wrapping if item was “book related”
- | Interviews with local media
- | And GIVEAWAYS!





Advice from the team

- | Learning curve is LOW
- | Only app we get requests for!
- | Customer service is second to none
- | Innovations are far ahead of competition



The New Normal?

2x increase in digital
collection investment



expanding Iowa
cloudLink sharing group



Curbside Pickup

Service was already in the works, just implemented quickly due to COVID-19



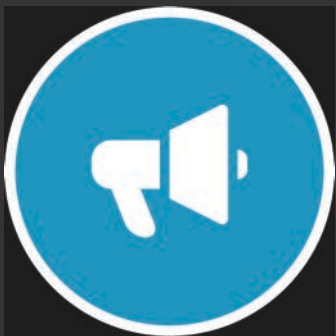
Prove SCPL's value

Library services, spaces and collections vital, especially now!



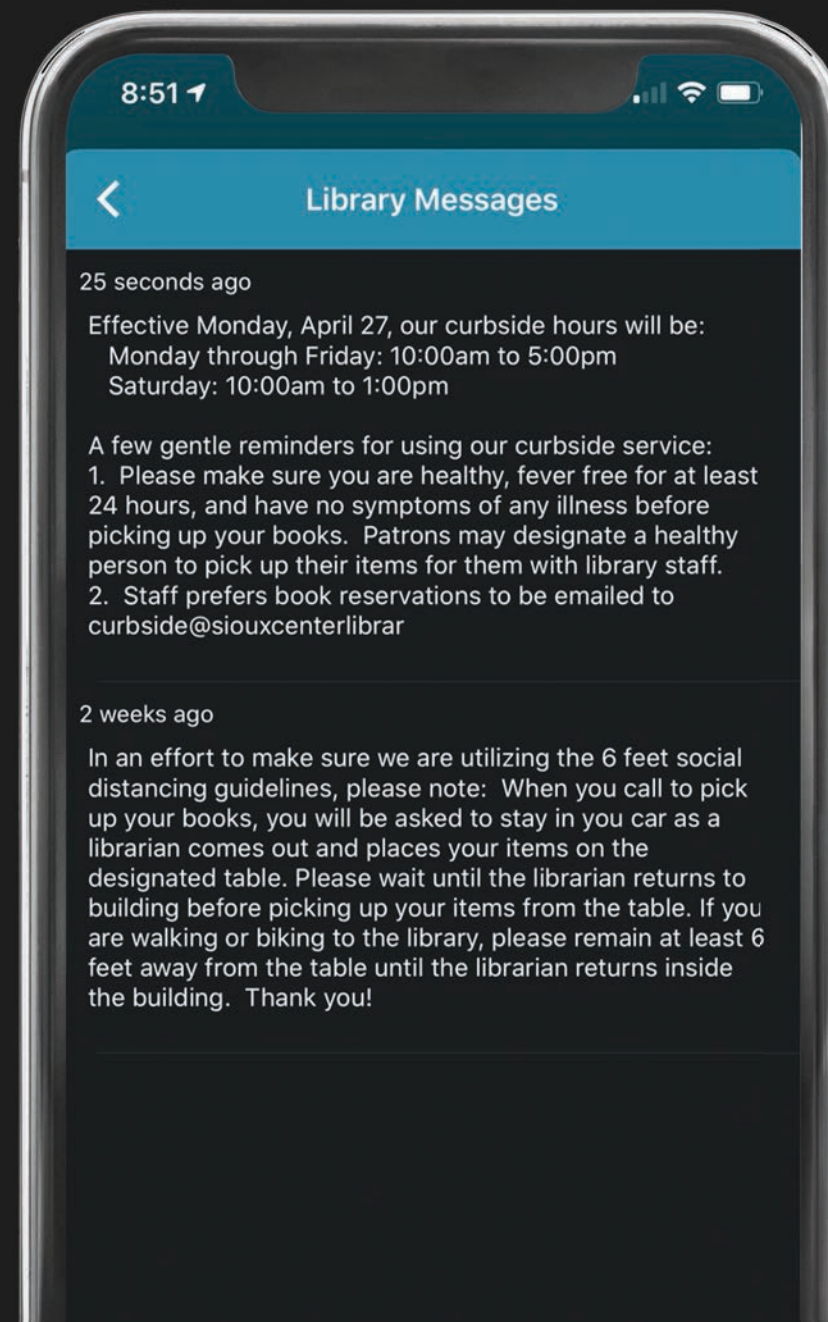
The "New Normal"

Preparing for heavy smartphone use, physical distancing long-term



Critical library messages

- | Quickly & easily alerts all users
- | Push notifications get their attention
- | Keep everyone informed





Q&A

Minimizing touchscreen transactions



2 Configuration options for quickConnect

This section provides guidance to minimize touchscreen interaction for quickConnect. Make sure that each solution is suitable for your library before implementing it.

2.1 Put quickConnect in check-out mode

Result: the selfCheck will automatically open the login screen.

1. Go to **System Manager** -> **Workflow** ->
2. Select **Check-out**

Issues with this mode of operation: Payment the main screen. Users with a PIN will still have

2.2 Put quickConnect in check-in mode

Result: the selfCheck will start up on the Check-in screen.

1. Go to **System Manager** -> **Workflow** ->
2. Select **Check-in**

Issues with this mode of operation: Payment the main screen. Users with a PIN will still have

2.3 Reduce the default timeout

Result: this will end the transaction without a timeout.

1. Go to **System Manager** -> **Workflow** ->
2. Change **Inactivity Warning Timeout** 30 (default)
3. Change **Walkaway Timeout** 30 (default)

Walkaway and inactivity timeouts can be configured in the System Manager.

- **Configurator** -> **Session** -> **Inactivity Warning**
- **Configurator** -> **Session** -> **Walkaway Timeout**

2.4 Print a receipt automatically

1. Go to **System Manager** -> **Receipts** ->
2. Change **No Receipt Option** to Off
3. Change **Print Check-in/Check-out receipt** to On
4. Change **Email Check-in/Check-out receipt** to Off



1 Cleaning methods for bibliothecca solutions

This quick guide describes the recommended cleaning and disinfecting procedure for bibliothecca solutions relative to Coronavirus Disease 2019 (COVID-19). Included are recommended disinfectant products that are safe for use with bibliothecca solutions and approved by the US Center for Disease Control and Prevention (CDC) and the US Environmental Protection Agency (EPA).



For details on how to clean the bibliothecca flex AMH solution, please refer to the specific section at ["Disinfecting flex AMH systems" on page 6](#).

1.1 Important considerations before cleaning

- Select only non-abrasive cleaning cloths to avoid scratching touchscreens.
- Do not get liquids inside the unit. If liquids get inside the unit, have a qualified technician determine whether it is safe to power the unit back on.
- Avoid highly concentrated (70%+) alcohol, bleach or ammonia solutions, as these may cause discoloration.

1.2 Cleaning/disinfecting procedure

- Dampen a clean, non-abrasive cloth with a mild soap-and-water solution. Ensure excess moisture is squeezed from the cloth.
- Clean the surfaces and allow them to dry.
- Dampen a new clean, non-abrasive cloth with your chosen disinfectant. Ensure excess moisture is squeezed from the cloth. Or use recommended pre-dampened wipes.
- Disinfect the surfaces and allow them to dry.
- For disinfectant solutions that are safe for use with bibliothecca solutions, see below.

1.3 US CDC-recommended disinfectant solutions safe for bibliothecca solutions

- Household bleach solution (1/3 cup bleach per gal. of water)
- Isopropyl alcohol (70% solution)
- More info from the CDC on disinfecting procedures for COVID-19 can be [found here](#).



COVID-19 resources bibliothecca.com

- | Minimizing touchscreen transactions and cleaning guides
- | cloudLibrary digital collection recommendations