



Welcome!

**Maximise Digital Investments and
Improve Marketing Efforts**

4 June 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)



Adam Cooper

Coordinator, Library Collections
and Promotions, Hume Libraries



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

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>

Online Programs

Online programs are here
Chat, learn and engage with us virtually.

View 1

#LUNCHTIMELIBRARYCHAT
Today, we'd like your graphic novel recommendations and, in preparation for #SuperHeroDay tomorrow, your favourite superheroes (gifts allowed and encouraged!!)

Today, we're talking graphic novels and super heroes - two topics that often (but don't necessarily always) go hand in hand.
#LunchtimeLibraryChat
#StayAtHome
#LibrariesFromHome
9:30 AM - Apr 27, 2020 - Twitter Web App

Waterloo Library
@waterloolibrary
According to @volunteerWR in @RegionWaterloo 48% of the population over the age of 15 years volunteer, helping make #Kawaweso a great place to live and work. In Canada, 12.7 million volunteers contribute their time and abilities to serving communities.
#VolunteerAppreciationWeek

WPL APPRECIATES OUR VOLUNTEERS...
Because they are...
WPL APPRECIATES OUR VOLUNTEERS...
WPL APPRECIATES OUR VOLUNTEERS...
WPL APPRECIATES OUR VOLUNTEERS...

CURBSIDE PICKUP
Beginning the week of April 27, the River Falls Public Library will offer curbside pickup of materials for limited hours and by appointment only. At this time, we are only able to fulfill requests for materials that are available in the River Falls Public Library. We will contact patrons by email or phone when their items are ready and will assist patrons with scheduling a pickup time.
Items that were ready to be picked up on or before March 16 will be scheduled for you to pick up. If they had to be held at the River Falls Public Library, they will be scheduled after March 16 and will be held after that. Thank you for your patience as we navigate this new process.
There will be designated "curbside pickup only" parking spots in the library parking lot. Models will be placed in related paper bags with paper also clearly marked on each bag for a staff member to identify the items. The items in the bags will always be checked out. Please be ready with your scheduled pickup. The library building remains closed. This is a contact service, meaning that staff will not be outside working at the library.
Requesting Local Materials Online
1 - Place request on hold
2 - Go to the **WPL Catalog**, www.mnrcs.lib.us and search for items. Currently available at the River Falls Public Library and the items will be picked up to River Falls Public Library.
3 - Update request
Once your hold has been placed, library staff will call you to schedule a pickup time.
4 - Staff will check your hold out to you, place it in a paper bag on a designated area outside the parking lot adjacent to the library. Your items will be clearly printed on your materials for easy identification when you arrive.
5 - Also - first two letters of your last name - first two letters of your first name - last four digits of your phone number.
For example: J201 2201 715 000 0000 is also J2012201

Daily Distraction
DAILY DISTRACTION 4/27/2020
One of our local partners, Early Autism Services, is offering virtual Music & Movement classes that will get your little ones rocking and rolling this Monday morning. No matter your child's age or abilities, you'll find something here that will put a smile on their face. So pick up your baby, grab your toddler, and get ready for some dancing this week by joining the live class at 11 am: <https://meet.google.com/fpqp-0nq>

ADULTS

MONDAY
Mini Screenmatch
7-9 pm

TUESDAY
Instagram Book

WEDNESDAY
Learn to Crochet
10:30-11 am
ESL Café
12:30-2 pm
Inside Shakespeare's First Folio
7:30-8:30 pm

THURSDAY
Goodreads Book Discussion: Weather
2-3 pm
Career Action Group

FRIDAY
Mini Bookmatch
1-3 pm

SKOKIE LIBRARY BINGO
Let's play bingo! Fill out your card and tweet it out. Make sure to tag @skokiellibrary!

LISTENED TO AN AUDIOBOOK	RESEARCHED FAMILY HISTORY ON ANCESTRY.COM	FINISHED A BOOK	STREAMED A MOVIE OR TV SHOW ON KANOPY	COMPLETED A BOONBOX ACTIVITY
ATTENDED A LIBRARY PROGRAM ON ZOOM	WATCHED STORYTIME	READ AN EBOOK	CHATTED WITH A LIBRARIAN ON THE SKOKIE LIBRARY WEBSITE	JOINED SKOKIE LIBRARY'S ONLINE BOOK CLUB
USED THE HOPLA APP	FILLED OUT A SCREENMATCH FORM	FREE!	STREAMED A MOVIE OR TV SHOW ON KANOPY	TRIED A CRAFT ON CREATIVEBUG
CHECKED OUT A NEW EBOOK OR AUDIOBOOK	TOOK A BOOK TALK AT SKOKIELIBRARY	USED YOUR LIBRARY CARD	FILLED OUT A BOOKMATCH FORM	DID AN AT-HOME ACTIVITY FROM SKOKIE LIBRARY'S BLOG
PARTICIPATED IN A HIGHLIGHTED VIDEO	STREAMED MUSIC FROM HOPLA	WATCHED A SKOKIE LIBRARY YOUTUBE VIDEO	USED THE LIBRY APP	READ A POEM FOR NATIONAL POETRY MONTH

VISIT THE LIBRARY ONLINE.
Alongside City of River Falls staff, we have been updating our website with ways for community members to reach out, get help, and stay connected.

Digital collection budget

\$50,000

Percentage budget increase

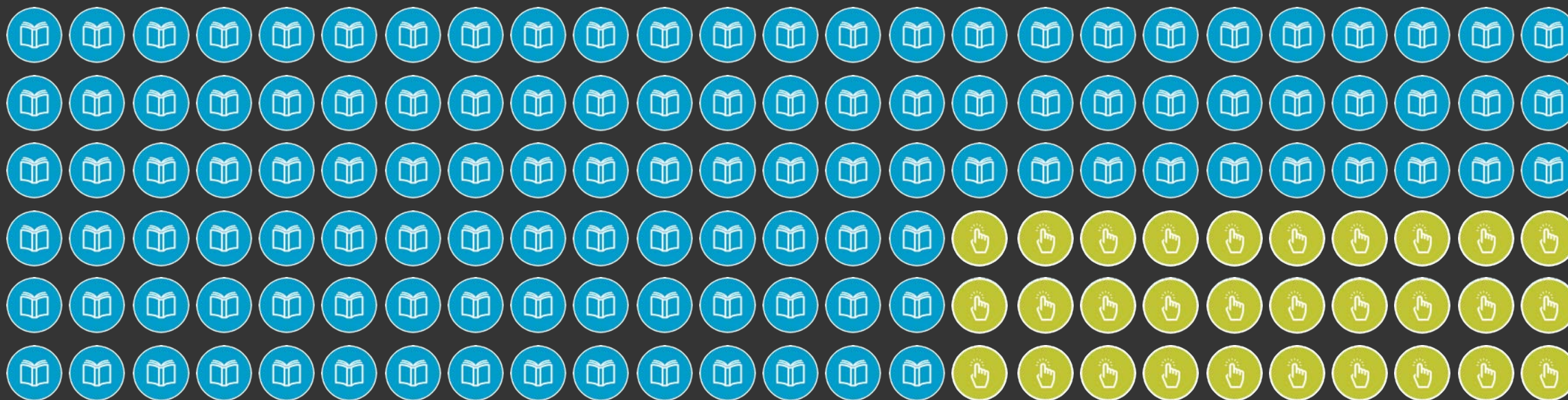
30%

= 375

New titles purchased

Digital expectations vs. library budgets

- | How do you justify what titles you invest in?
- | What if titles you purchase don't circulate as you anticipate?



150,000 items

Average library physical collection

30,000 items

Impressive library digital collection

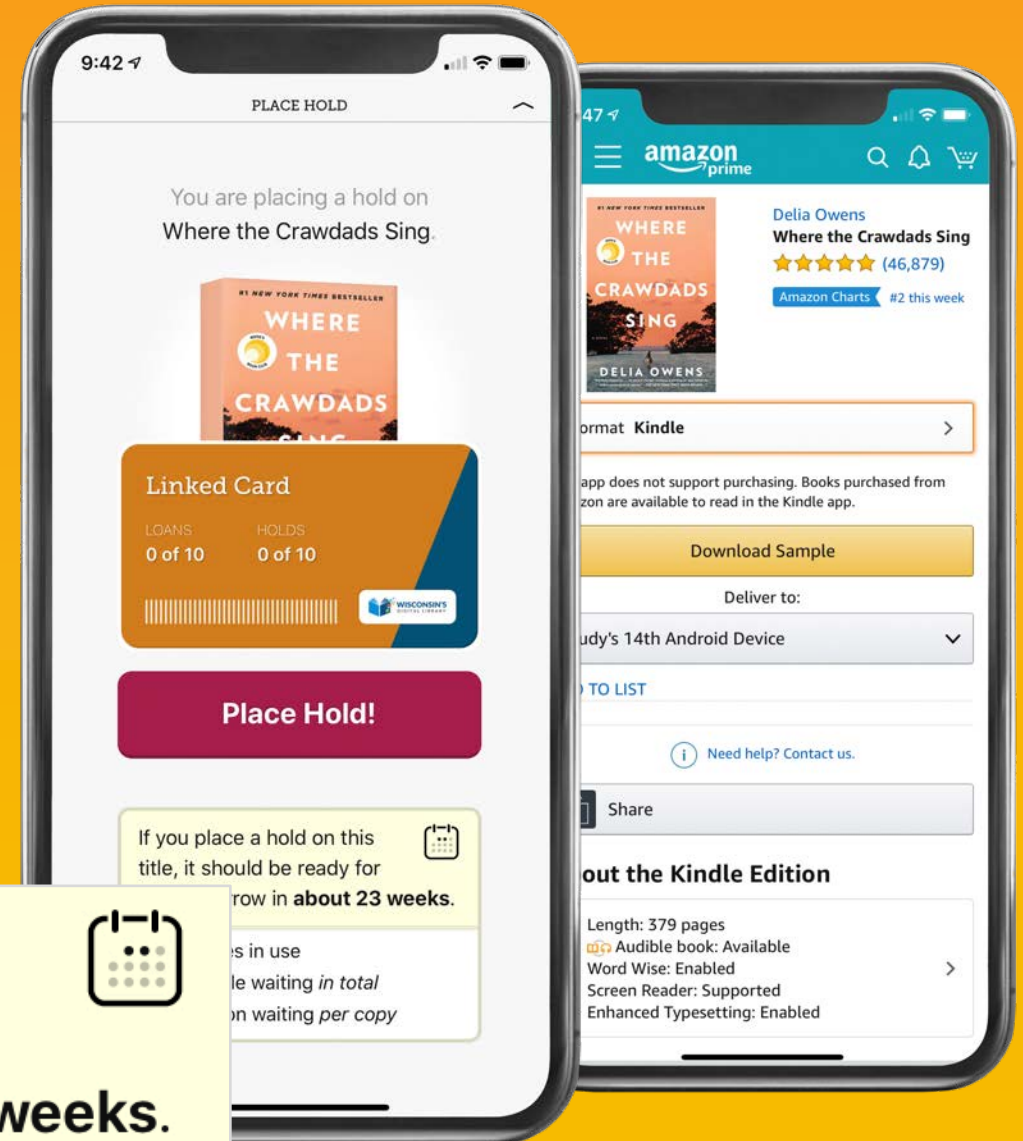
**When compared to the breadth and size of
physical collections, digital can't compete**

Bad experiences drive users to alternatives

- | What is your personal experience like borrowing popular titles?
- | How often do you find yourself on a holds list that is weeks or months long?



you place a hold on this title, it should be ready for you to borrow in **about 23 weeks.**



Partnerships that maximize budgets and benefit users



Consortiums



ILL



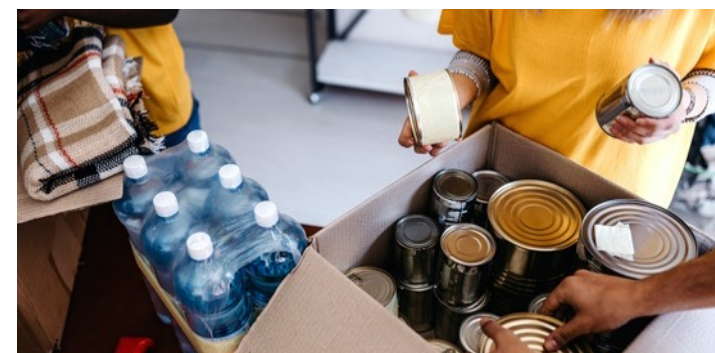
Public + school/academic



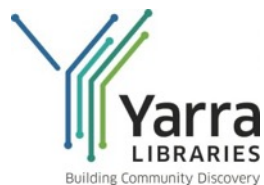
Community leaders



Local businesses



Government agencies



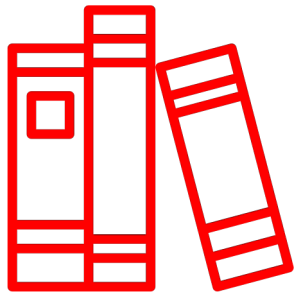
Share with neighboring libraries while prioritizing your digital collection and users

With cloudLink, library users enjoy shorter hold times and greater collection breadth, while collection development teams maintain independent reporting tools and control of patron-facing shelves



State of Victoria cloudLink group

Member libraries



27,000

Total copies of eBooks and
digital audiobooks shared



\$800K

total collection valuation



Hume City Council

Adam Cooper

| Coordinator, Library
Collections and Promotions

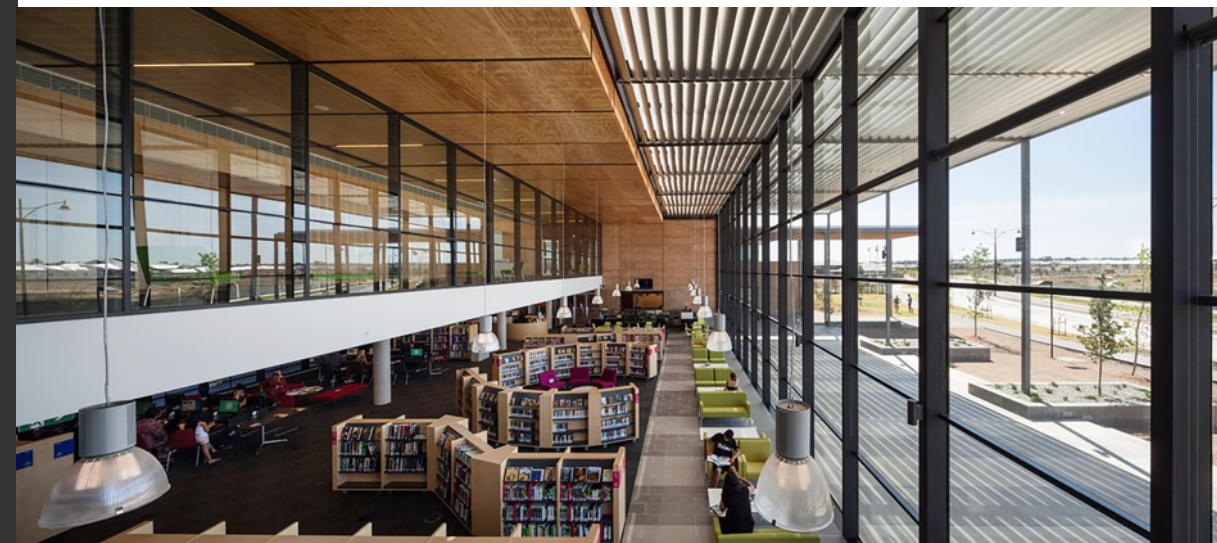


Hume City, Victoria

- | One of Australia's fastest-growing and culturally-diverse communities
- | 240,000 residents, many young families
- | Hume residents come from more than 160 different countries speaking 140 languages

Library overview

- | Annual circulation = 909,765
- | 646,610 visitors annually, 125,822 attended programs



Our journey



Ongoing

The challenge

Digital adoption from residents is slow, meeting challenge head-on with marketing efforts



2017

Content transfer

Migrated eBooks and eAudiobooks from Axis360 to cloudLibrary



2019

Joined cloudLink

Opted-in to share digital content with four other libraries in Victoria



2019

RFID refresh

Adopted bibliotheca to introduce integrated physical and digital experience at the selfCheck

Human-centered design for libraries

BLUEcloud Mobile/ERC

| Integrate all owned content (physical + digital) into one place

cloudLibrary

| For users only looking for eContent, can gain access to a larger pool of content via cloudLink

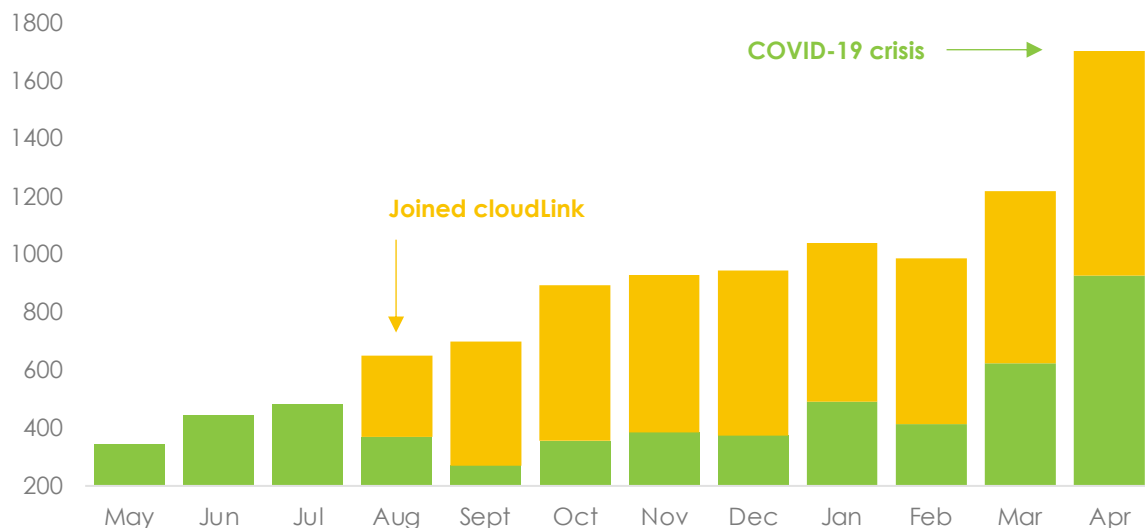


cloudLibrary's measurable success



50%

increase in usage within month of transferring content to cloudLibrary



2x

doubled digital circulation with a year



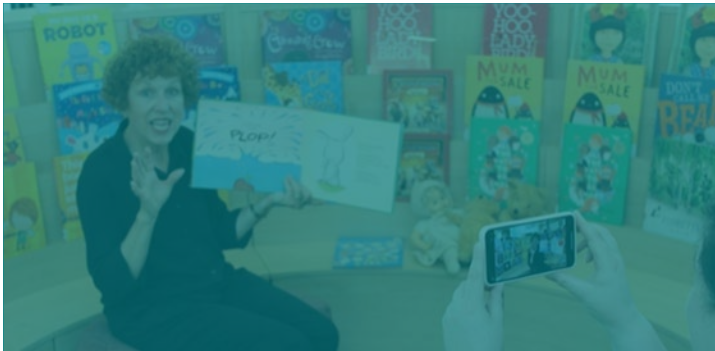
50/50

Nearly half of stay-at-home/COVID checkouts to Hume users come via cloudLink libraries

2,456
via Hume collection

2,391
via cloudLink

Crisis gave libraries a chance to experiment



Try new things and possibly fail



Rapid digital shift and adoption



Introduce library to new users



Home delivery service

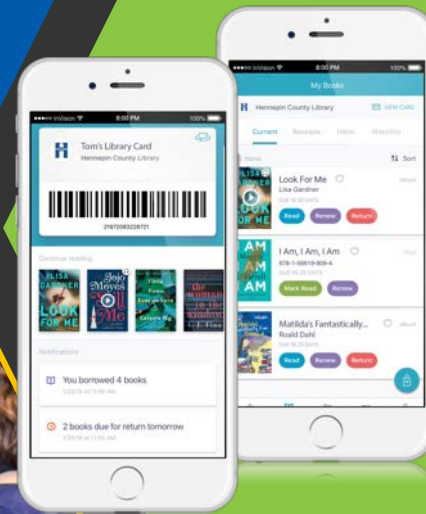
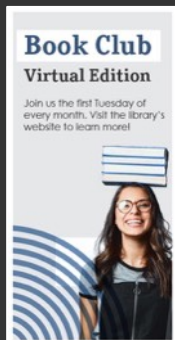


Indigenous, virtual story times



1,700+ increase in FB followers

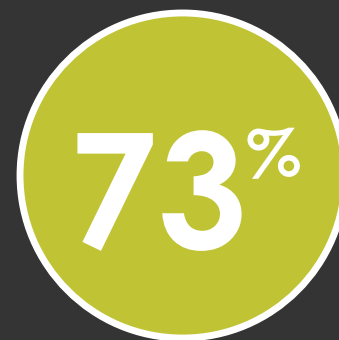
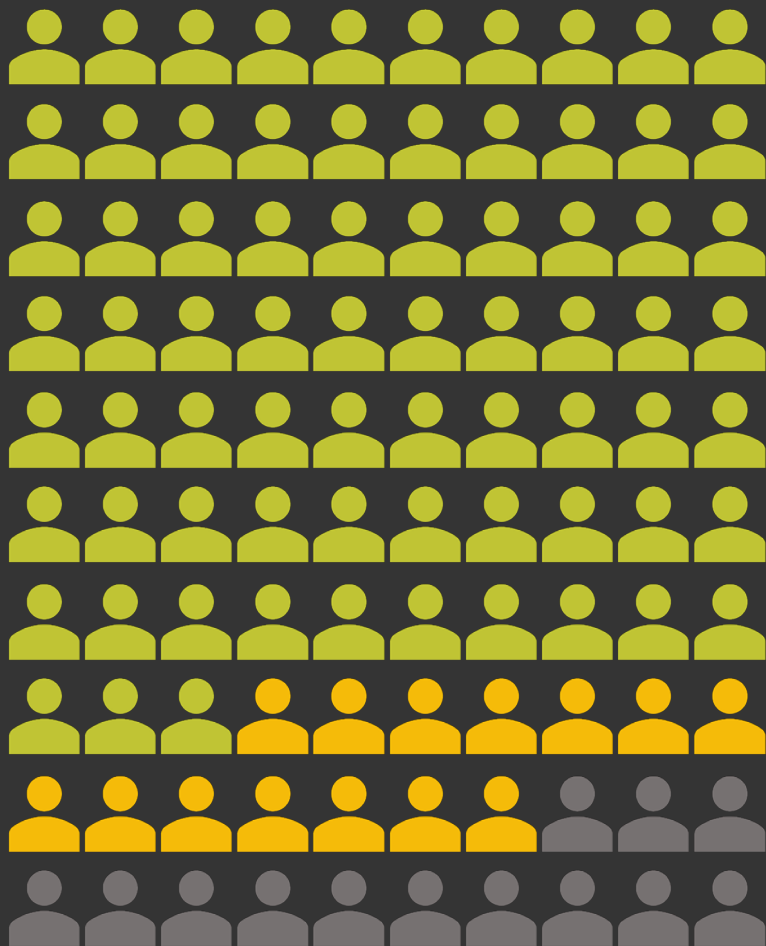
What the future looks like at Hume Libraries



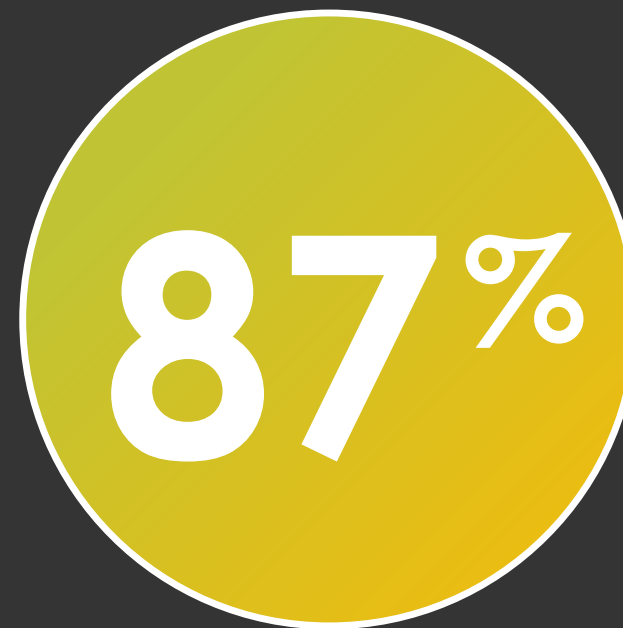
Why not share?

- | With cloudLink, libraries often experience 50 – 150% increase in digital circulation
- | Right now, we have cloudLink groups in over 30 regions and four countries
- | If you are interested in learning more about who is participating and how large the group is in your state, let us know in the feedback survey!





(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>



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%

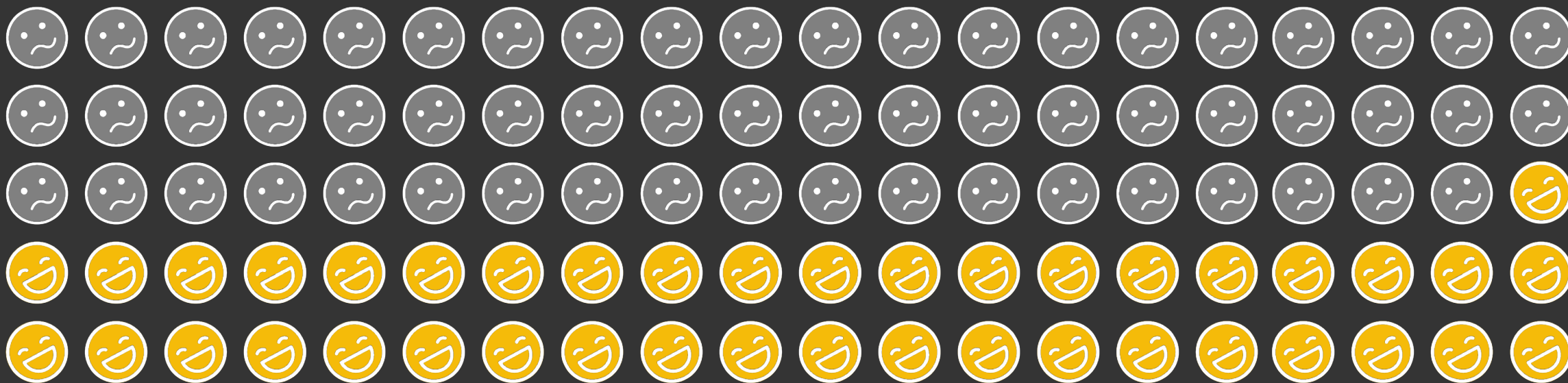
= 145,000

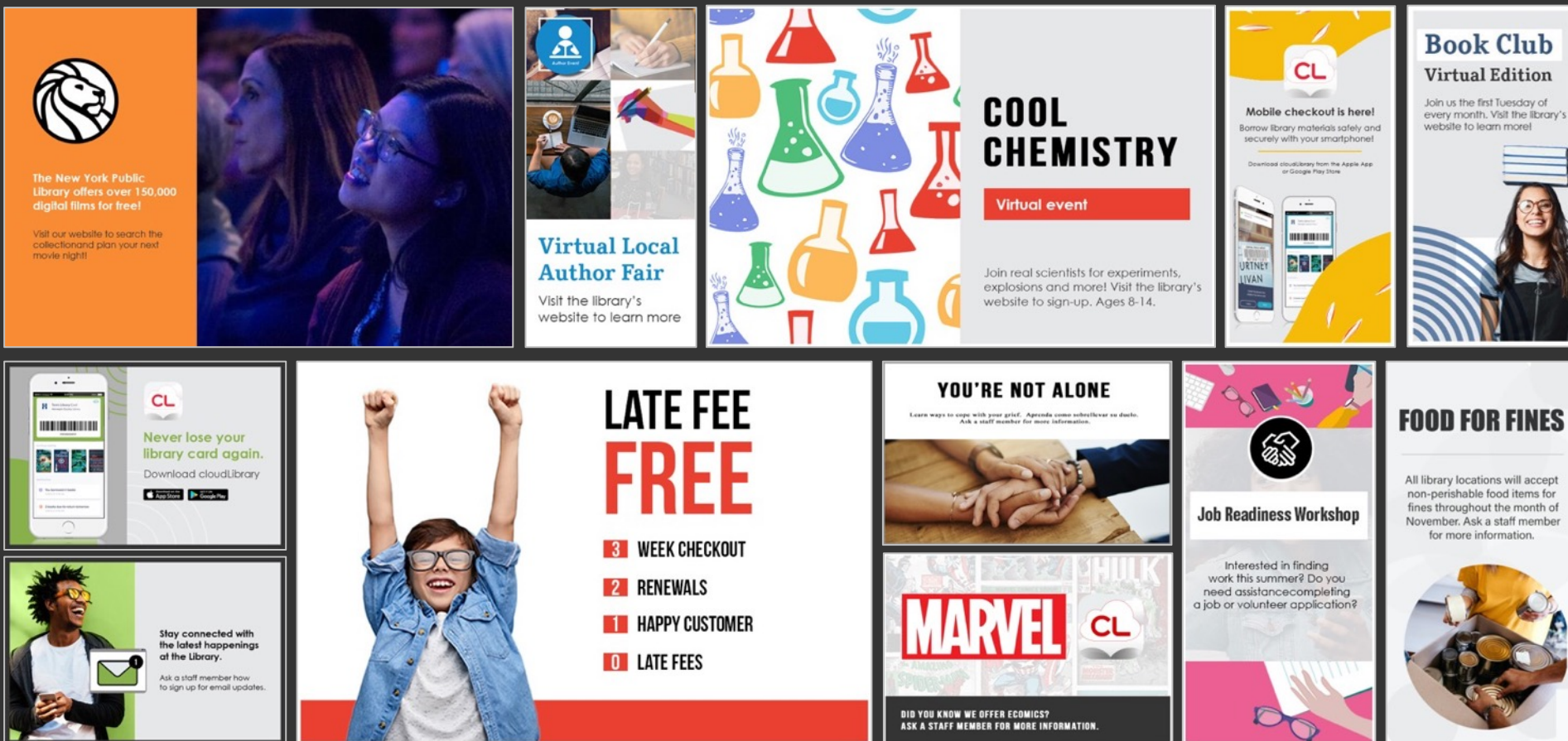
Missed Opportunities

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/2K73zlC>





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

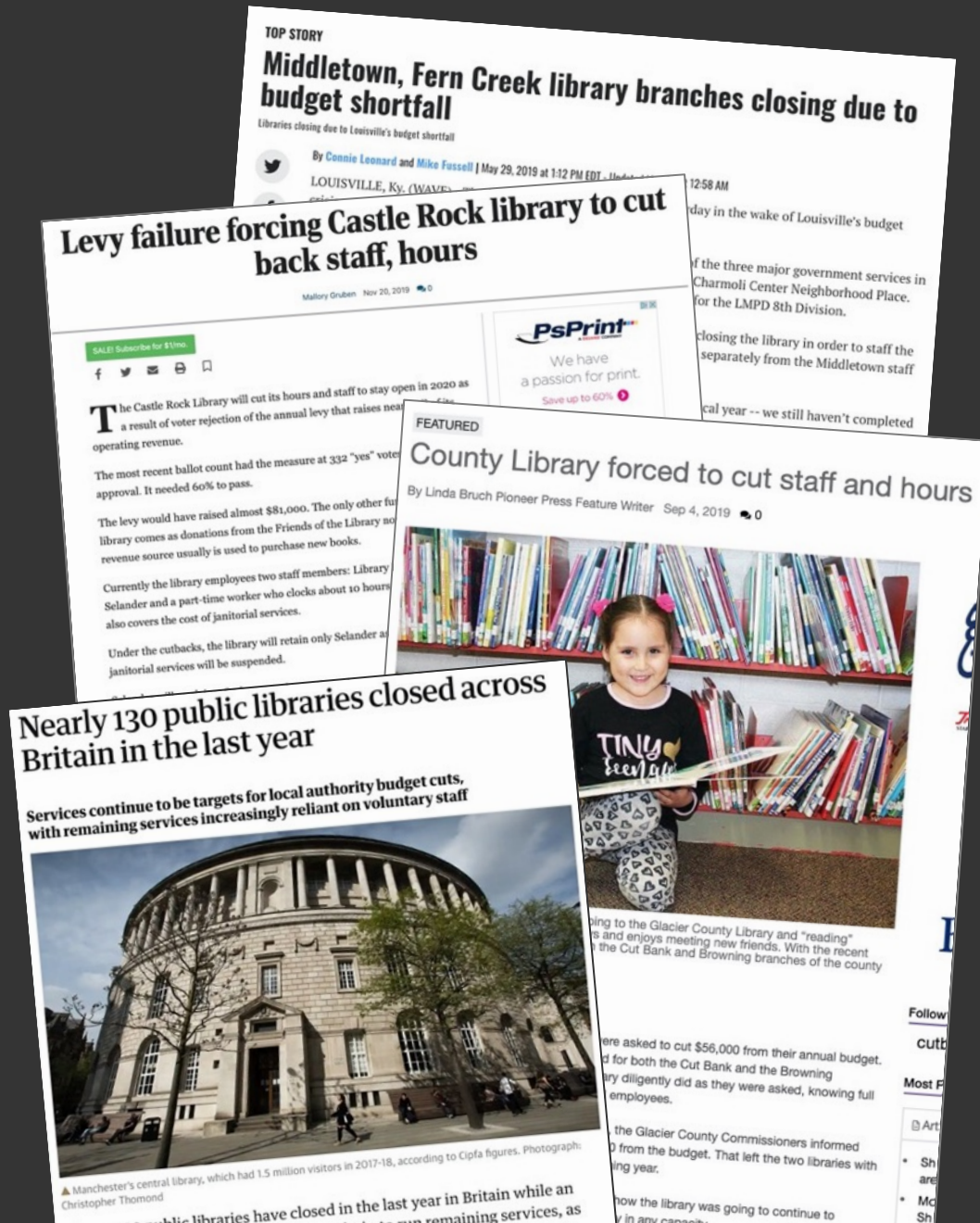


Libraries that didn't shift the perception of being a "book warehouse"

#1

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

Source: EveryLibrary

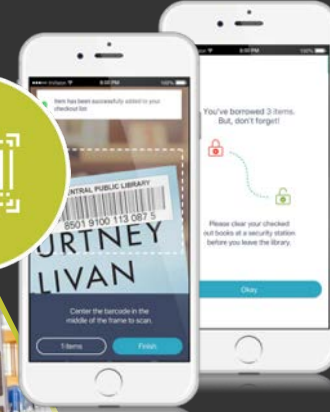


When it comes to engaging users and driving awareness, **every library can do this**

Handy library self-service app



Mobile checkout

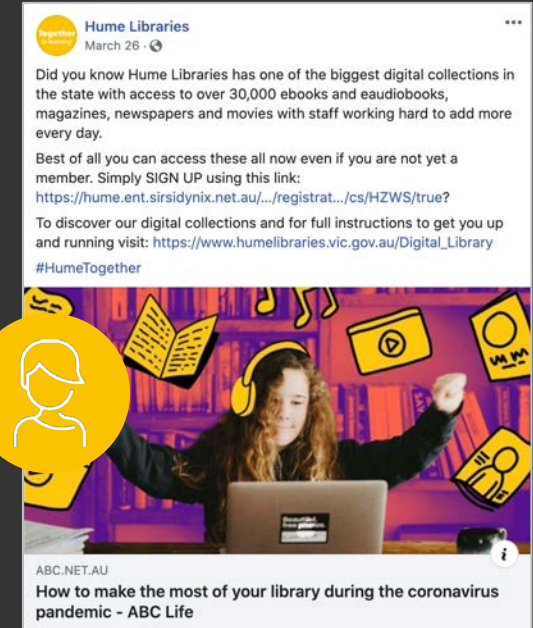
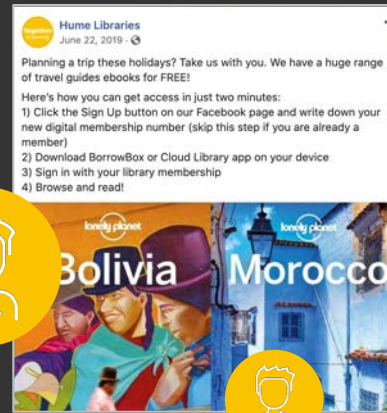


Engaging selfCheck experiences





~ 80% of Hume residents
Potential new library users



Active library users
20% of Hume residents



\$100
Facebook Ads

100+
New members

30% Increase in new
cloudLibrary users



Q&A

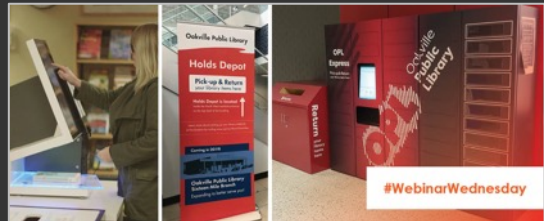
Available on-demand webinars



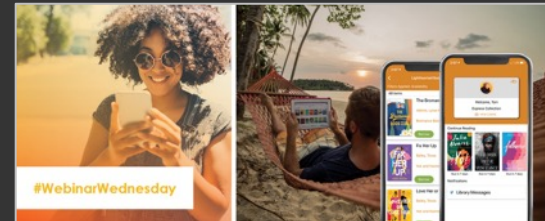
On-Demand: No matter your size, create a 21st century experience



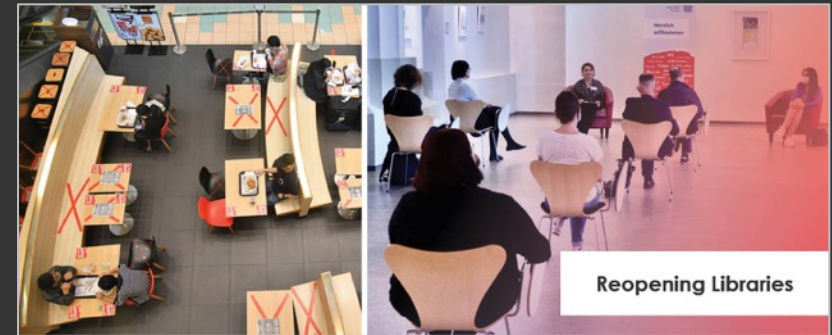
On-Demand: Improve staff productivity and make a bigger impact



On-Demand: Making library use more accessible



On-Demand: Shared digital titles make the best collections on a budget




On-Demand: Phased Reopening of Libraries with Bremen Public Library and Orange County Library System

bibliotheca.com/events



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

Help shape the future of our digital events!



transforming libraries

bibliotheca Webinar Feedback Survey

How did we do? We appreciate you taking the time to share feedback. Webinar comments and insights will be shared with our team and library presenters. Thanks!

* Which webinar did you attend or watch on-demand?

* How did you hear about this webinar?

☐ bibliotheca Account Manager

☐ Word of mouth

☐ Email

☐ Listserv or email discussion list

☐ Social media

☐ bibliotheca website

☐ Other (please specify)

* How informative did you find the webinar?

0 (Not informative)

5 (Very informative)

* How interested are you in implementing one of the solutions discussed at your library?

1 (Not interested)

5 (Very interested)

* Would you like a member of the bibliotheca team to reach out regarding solutions discussed in the webinar?

☐ Yes

☐ No

Do you have any additional comments or questions?



transforming libraries