ONE LIBRARY TRANSFORMS PATRON ENGAGEMENT BY GAINING INSIGHTS INTO COLLECTION PERFORMANCE

USE CASE

The LibraryIQ Platform makes it easy to understand how your library and its collections, programs, and services are performing.

BACKGROUND

As people's expectations around convenience and personalized services continue to evolve, **it's imperative that libraries stay in front of these changes and adapt to their community's needs**. Eager to do just that, a mid-size library in Southern California, which had not seen engagement recover after COVID-19 closures, began working with LibraryIQ. Despite working diligently on a daily basis to provide the best collection, present relevant and interesting programs, and offer a welcoming environment for all community members, engagement at the Library was low. The Library had far too many items on the shelves which made it challenging for patrons to browse. Titles were outdated but appeared new as they were rarely used. With so many items in the collection, knowing what and when to promote was nearly impossible. Like many public libraries, staff didn't have the time or resources needed to analyze the collection, which left them questioning:

- What patrons actually want to read
- Why the shelves were so full
- Where to start

SOLUTION

The LibraryIQ Platform, a library analytics platform created by librarians for librarians, makes it easy to understand all your library's data including collection makeup, circulation, and performance. The LibraryIQ Platform integrates data from your ILS and translates it into consumable, actionable insights. In a matter of seconds, the LibraryIQ Platform told the Library:

- Top collections to weed based on low or no circulation
- Collections that were once popular but dropped in circulation
- Where to reallocate collection space based on need
- Titles to replace
- What to purchase

With these insights, the Library removed old and unused titles, reorganized and reshelved hard-to-find collections, expanded high-circulating collections, and promoted new titles **leading to a more balanced collection and a 25% increase in overall circulation**.

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RESULTS

TIME & MONEY SAVED
Knowing exactly what's being checked out and what isn't allows leadership to deploy staff and budget where they're needed most.

INCREASED PATRON ENGAGEMENT
Providing materials and services patrons actually want leads to big increases in circulation and overall use of library services.

COMMUNITY-CENTRIC SERVICES
Visualizing community engagement in real time makes adapting to ever-evolving community needs feasible.

IMPROVED DECISION MAKING
Using data gives staff the confidence to make decisions based on proven demand.

The LibraryIQ Platform

SPEND SMARTER
SERVE BETTER
ENGAGE MORE
REACH FURTHER

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