



How Rochester Hills Public Library elevated a patron-centered library experience with Vega LX

Overview

Rochester Hills Public Library has the largest service population in Oakland County, the second largest county in Michigan. It includes one main building, two bookmobiles, and several smaller branches.

The challenge

Rochester Hills Public Library (RHPL) wanted a solution that would create a consistent, seamless experience for its community whether patrons were engaging on the website, through the catalog, or via email and SMS communications.

Previously, RHPL had been relying on disparate systems to manage each of these channels, resulting in a disjointed patron experience, both in appearance and functionality.

It was also imperative that the library be able to easily incorporate their user-tested menu across the website, catalog, and notices.

Additionally, the library sought to create custom experiences with the ability to connect each patron to relevant content and their specific interests and activity.

When we heard about Vega LX and talked about our vision for a beautiful, new, active catalog experience that would match the notification experience and eventually match the website experience, that was a big drawing point for us.

Derek Brown,
IT Director

Solution

RHPL had already been a long-time Polaris library and IT Director Derek Brown was active with the Innovative Users Group (IUG). While attending an IUG annual conference, Derek learned that there was an opportunity to become a beta partner for Vega WebBuilder, Innovative's website building tool.

With the Vega Discover catalog and Vega Promote communications tool already implemented, RHPL had satisfied their goal to create consistent

branding and functionality across two of the three areas they wanted to unify. The library could also easily incorporate their website menu and maintain the critical information it provided.

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One solution to meet multiple needs

Adopting Vega LX modules allows RHPL to use one ecosystem, designed especially for libraries, to truly offer a consistently branded and seamless user experience across multiple channels. "No matter if they are exploring the catalog or receiving a notification, the design makes it clear that they are engaging with the library," Derek said.

Implementation of Vega Promote and Vega Discover took place quickly, within about two months, and was simple on the library's side. "The heavy legwork was done by the Innovative team," Derek said.

The new website launch rounds out the experience, allowing RHPL

to offer a truly unified experience across marketing touchpoints. "The coolest part is being able to drag-and-drop Showcases from the Vega Discover catalog into email messages," Derek enthused. As an example, he shared how RHPL used this feature to create a showcase highlighting Latin American Heritage Month in the library catalog, then easily dropped it into newsletters or personalized patron messages. No more need to manually try to rebuild such features across platforms.

Familiar with the drag-and-drop Showcases, Derek is excited to have that same feature for website design in Vega WebBuilder, something they don't have with their current website solution.

When Vega Promote became available, we were able to reach everyone how we wanted to.

Betsy Raczkowski,
Head of Comms and Engagement

Amplifying engagement through personalized patron communications

Using the Vega Discover Showcase function helps the library take engagement to the next level by increasing visibility, driving more traffic and customizing patron communications. “Our communications plan is pretty much to tell everyone everything that is going on, all the time,” explained Betsy

Raczkowski, RHPL Head of Communications and Engagement. “When Vega Promote became available, we were able to reach everyone how we wanted to.”

Betsy has been most excited about the ability to tailor communications delivered to each patron, and to expose them to related resources, information,

and events related to their activity and interests.

She pointed out that today’s library “offers so much more than materials. Having a way to communicate directly with patrons and show them exactly how they are able to use their library is critical.”

Leveraging the power of community

Another advantage of implementing the Vega LX ecosystem is being able to explore how other libraries in the Innovative user community are using these tools.

Derek noted that its been beneficial “working with the IUG community to learn from other cohorts

and participate in internal discussions between users.”

Being a part of the IUG community means RHPL is part of a network of libraries that contribute to inspiring Vega LX design elements, ensure regular product updates and enhancements are incorporated,

and share feedback through the collaborative Idea Exchange space.

“It really helps to talk to other libraries to learn what works or looks good — much of our design has been influenced by what other libraries are doing.”



Results

With Vega Promote and Vega Discover, Rochester Hills Public Library found a solution that fosters a consistent, seamless experience for its community whether patrons are interacting through the catalog or via email and SMS communications. This solution also improves library engagement by providing personalized interactions so patrons have more opportunities to take advantage of programs, resources and materials that are available to them, in alignment with their specific needs and interests.

“We saw improvement in the sense that we can see exactly what patrons are clicking on in an email. We’re able to capture that data and be able to say

we’re promoting things across all three (channels) and we’re driving traffic to the things we want to promote,” Derek explained.

“I would whole-heartedly recommend Innovative products to other libraries,” Betsy added. “Using all of the Vega LX products together provides a seamless patron experience, so every interaction looks similar, everything has a similar feel, and everything works the same way.”

With the completion of the website on Vega WebBuilder, RHPL meets all the goals they set for an improved patron experience.

How can Vega LX help you meet your library marketing goals?

To learn more about how Rochester Hills Public Library has elevated the patron experience, [watch the recording of a webinar](#) featuring Derek Brown and director of product management Kat Cuff in conversation.

[Explore](#) how Vega LX can help you meet your library marketing goals or [contact us](#) to speak with a representative.

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