

Remaining Relevant in the New Normal: Bringing the Community Back to the Library

Feb 24, 2022 | 10:30 am – 12:00 pm AEDT

WELCOME



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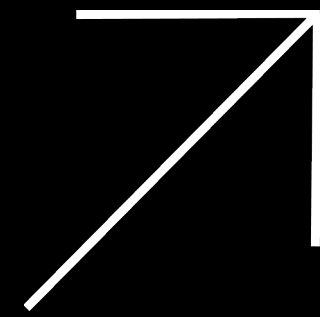
PAULA KELLY PAULL

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VP of Global Marketing
at Bibliotheca



Roadmap to Recovery

Jane Cowell
@janecowell8

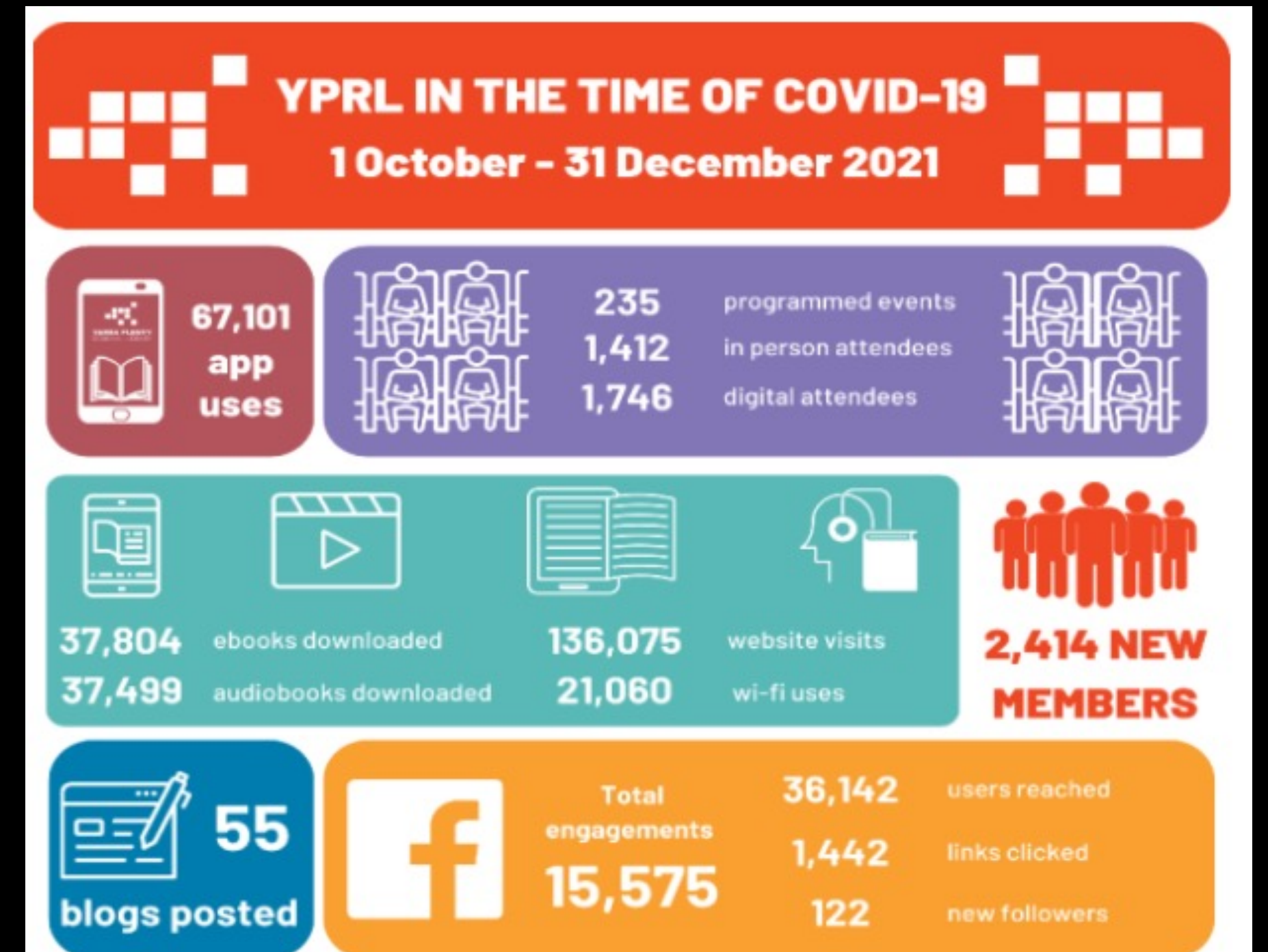
Imagine what a library can be

DISCOVER



Covid-19 continues to Impact

- Visits
- Loans
- Core KPIs
- Staffing levels



Healthy behaviours

Covid-19 key impacts:



Less exercise



Declining mental health



Less healthy

- Change in exercise type and location (51%)
- Reduced satisfaction with health (47%)
- Need emergency relief (4%)

Things Council can provide:



Mental health services



Promote programs



Food delivery and relief

Employment & education

Covid-19 key impacts:



Change in nature of work



Reduced employment



Financial hardship

- Switched to working from home (48%)
- Concerned that won't be able to afford food (38%)
- On JobKeeper/JobSeeker (25%)
- Can't afford services (10%)

Things Council can provide:



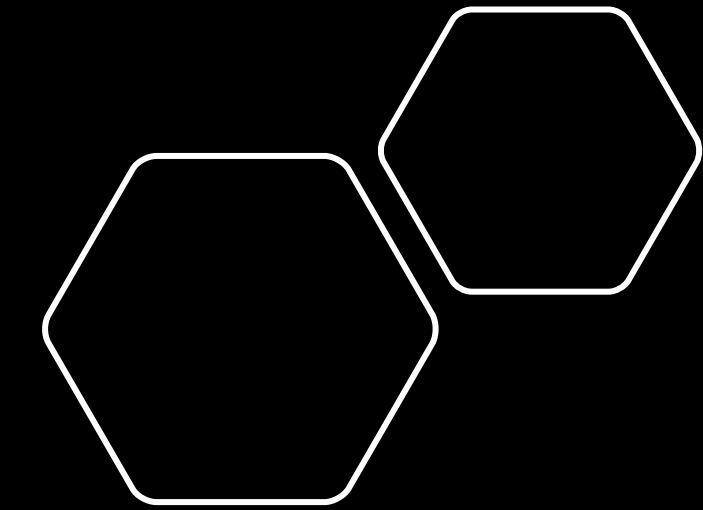
Business support



Skills programs



Financial relief



Inclusion

Covid-19 key impacts:



Less social connection



Home-schooling



Less child development

- Reduced feelings of connection to community (47%)
- Having to juggle home-schooling and work (38% with kids)
- More contact with neighbours (6%)

Things Council can provide:



Opportunity to contribute



Entertainment For kids



Online connection

Healthy environments

Covid-19 key impacts:



Parks and services closed



Fear of getting sick in public



Internet issues (resilience)

- Reduced physical activity (52%)
- Difficulty keeping connected (internet, 36%)
- Mental health issues (28%)
- Feel unsafe using services (6%)

Things Council can provide:



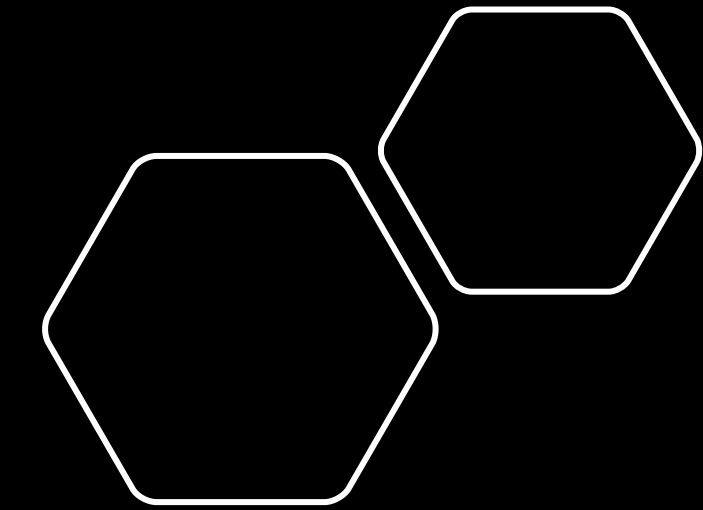
Help 65+yo with internet



Keep services open



Promote services

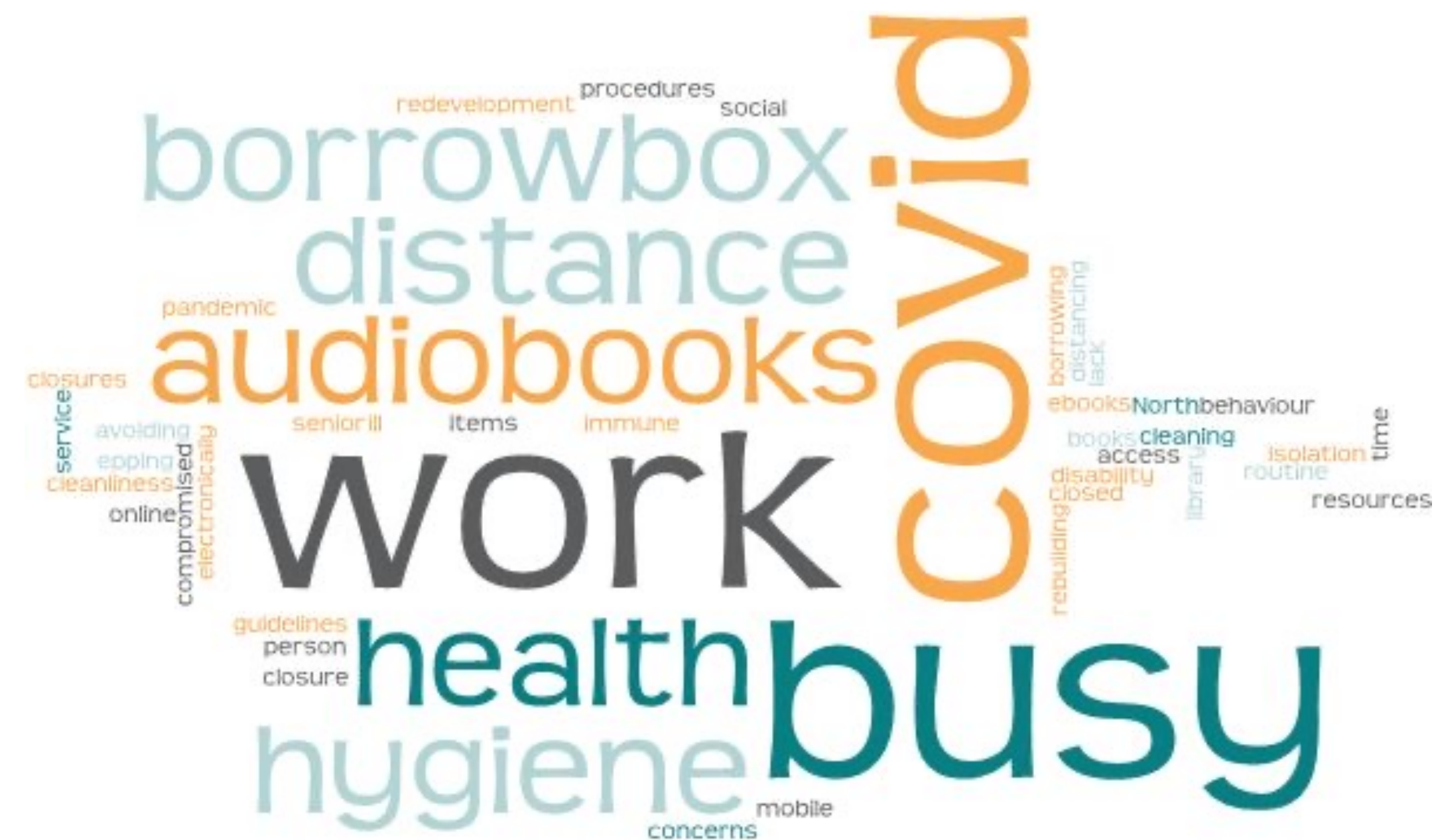




Why members have not returned

Themes included

- COVID anxiety,
- Discovery of eLibrary,
- Out of the Library visit habit,
- Distance to the Library
- Work from Home



CHATTERFALL

Take a moment to:

Share the top 3
challenges facing your
community

Do not hit enter till I say
go



Return yourself to your local
Yarra Plenty Regional Library!

Restrictions apply.



QR
registration



Density
limits



Masks
required
(unless you have
an exemption)



Proof of double
vaccination
(requirement for everyone over
18 years of age)

When visiting the library, please abide by all COVID-19 restrictions currently in place.

our Vision

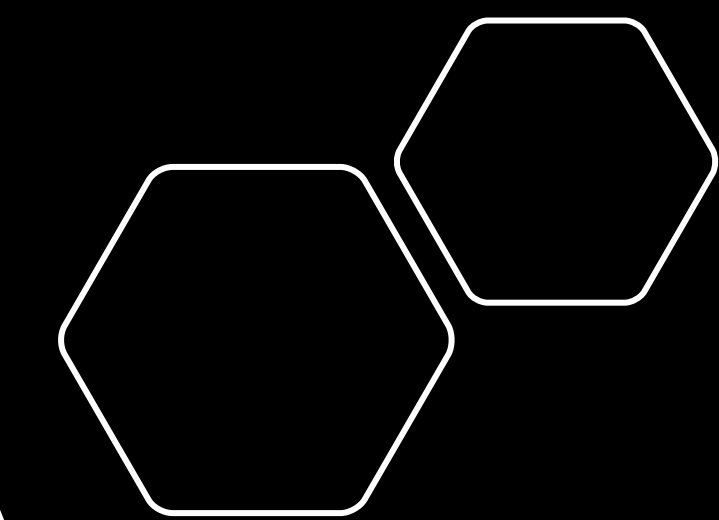
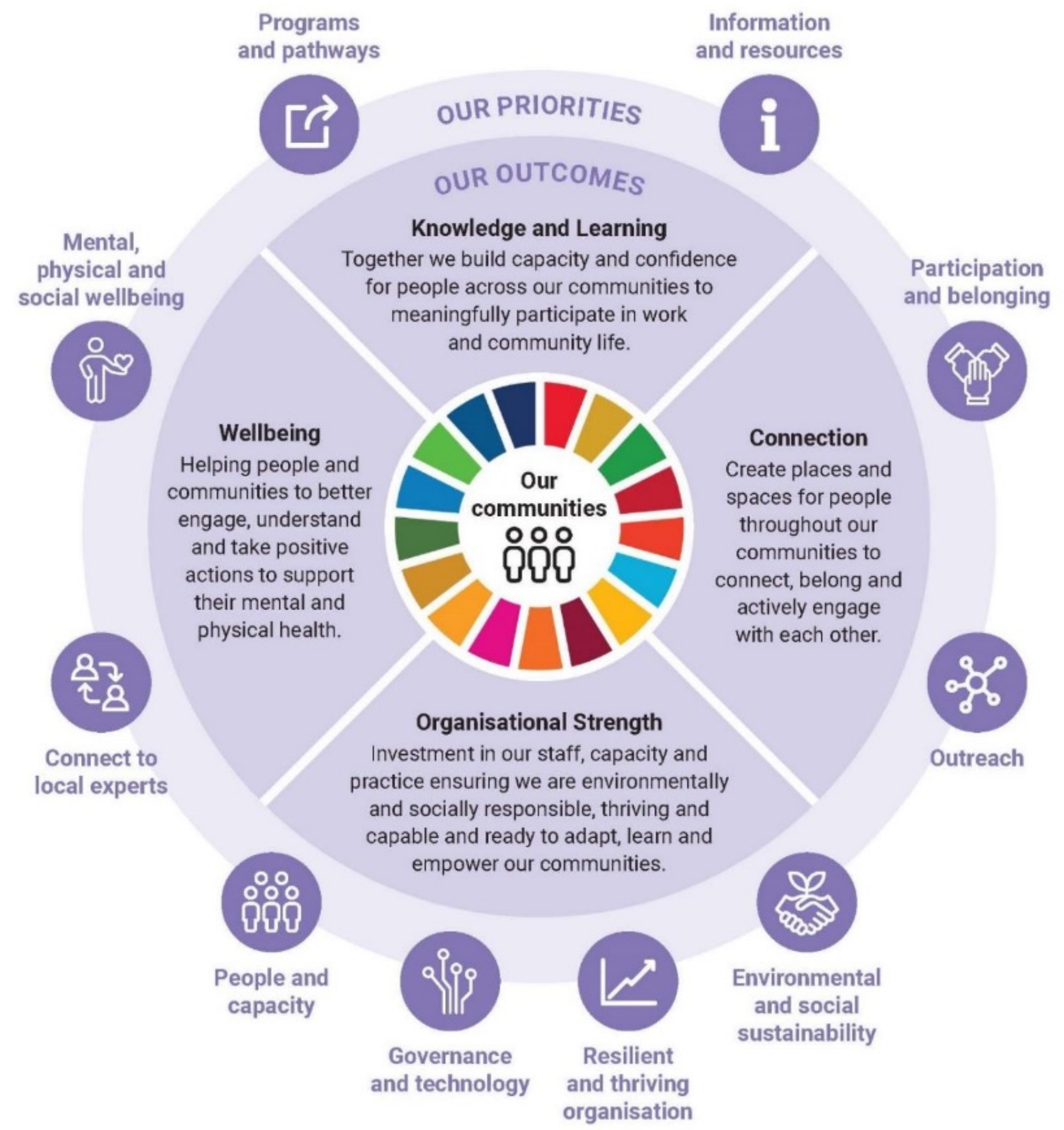
Informed creative communities:
connected, empowered and well

our Purpose

To provide opportunities for our diverse communities to read, learn, create, connect and live well. Supported by equitable access to collections, technology, programs and welcoming and safe spaces.

our Role

Facilitate
Connect
Listen
Build capability
Share and create stories



YPRL LIBRARY PLAN 2021-2025

#ThisLibraryCan

RETURN YOURSELF TO THE LIBRARY

Missed coming to the library and getting books!

Boo Lockdown

RETURN YOURSELF TO THE LIBRARY

RETURN YOURSELF TO THE LIBRARY

RETURN YOURSELF TO THE LIBRARY

late nights @ the library

Coming excitedly to read some books

I missed looking at books to read.

Borrowing books & seeing the amazing staff

Books

Tell us what You Missed the Most!

The smell of crispy new books :D

The Library is the Best

Harry Potter 1-3 movies

you're Chris

finally back!

HOLIDAY Programs

What did we miss the most

YOU!

Mill Park Library Staff

what I really missed was the quietness and all the books that I could choose from.

Staff - tina

I missed all of the amazing staff and books

hehehe

harry Potter

All These Amazing books From: Abirami (AB) Smith Merry + Mas

Hi

Ohh!

Borrowing the books every week

The library is the best place in the world and it is very quiet

and I like staff

time-dylan

Story time.

Books - A.K. and the amazing staff

(I miss when the books come)

Love books

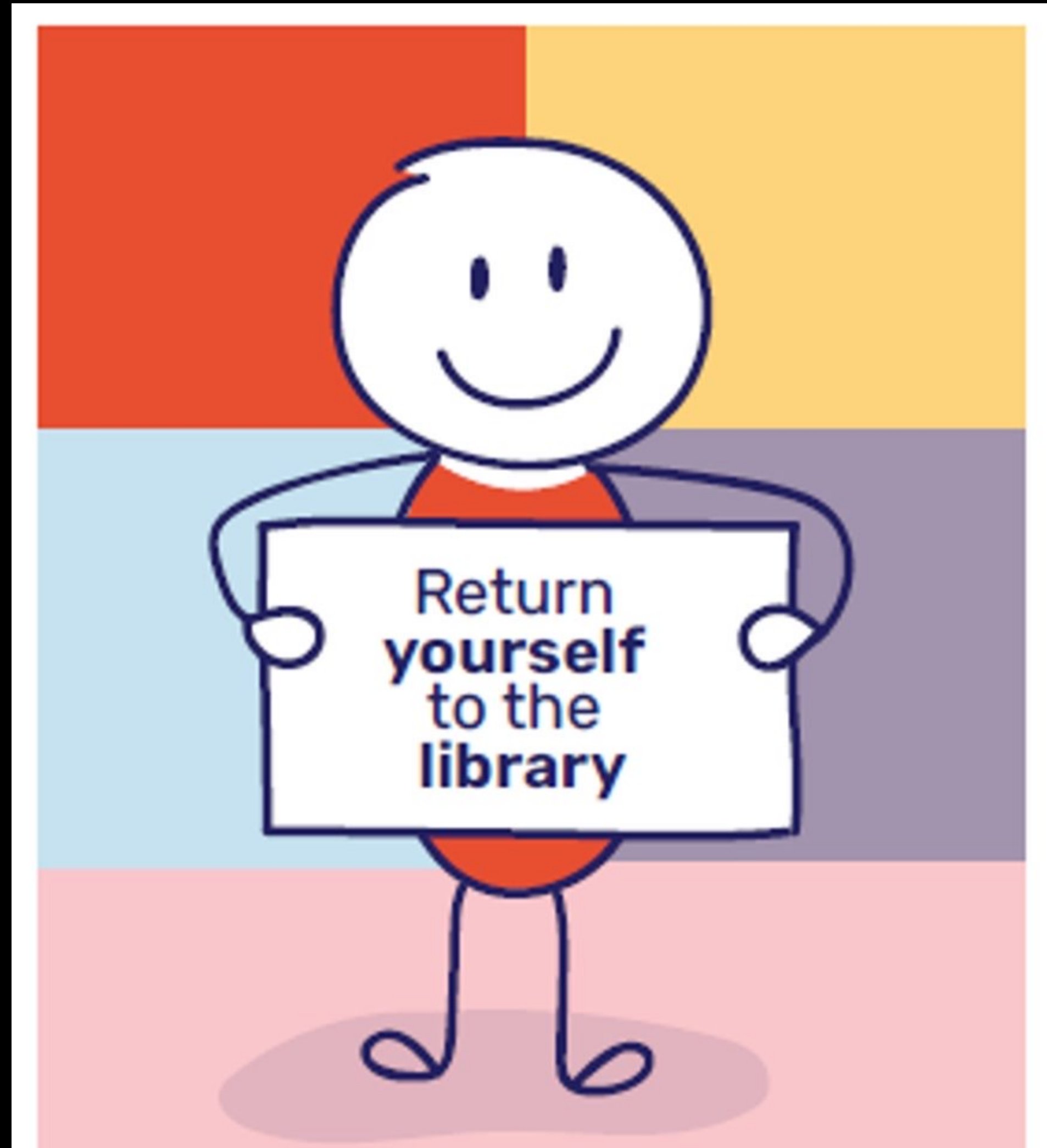
and the amazing staff

Fun holiday programs

Return to Normal Guide

- Be clear about what you are trying to do
- Keep it Simple – do not overcomplicate
- Safety foremost
- User experience is at the centre
- User should intuitively understand

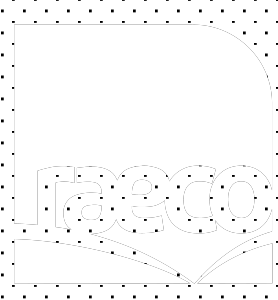




Budget

- \$32,000 raised from 27 (of 49) library services around the state
- Budget:
 - Videographer: \$18,526.50
 - Designer: \$5,627.00
 - Copywriting estimate: \$2,000.00
 - Remaining budget: \$5,846.50





Campaign Development



Sheryl, Yarra
Plenty Regional
Libraries

Evelyn and her sister can't stop laughing when the dog tries to steal toys during online preschool story time. We miss you and miss going to the library. Job well done!

Libraries
Change Lives

STATE LIBRARY
VICTORIA

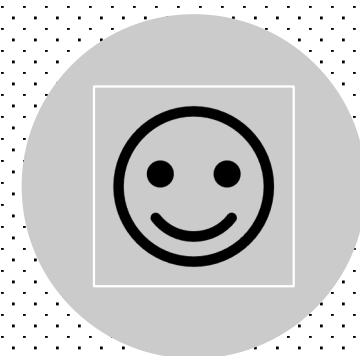
Public Libraries
Victoria

YARRA PLENTY
REGIONAL LIBRARY

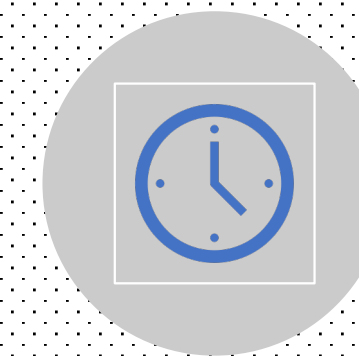
Thanks to the YPRL Member survey we knew our library users:



Were concerned about COVID (either hygiene, or health issues)



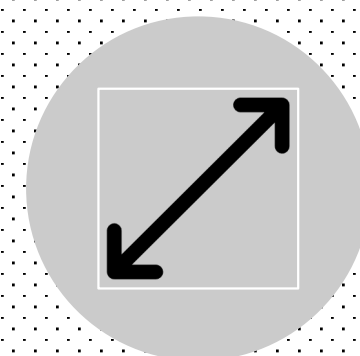
Many were happy using eResources



Were out of the routine of visiting a library



No longer had the same need to borrow items



Had issues with distance



Were more likely to now access information through their own technology

Re-Engaging our Communities

- Return Yourself to the Library Campaign
- Increase Touchpoints by expanding our Click and Collect Hubs
- Outreach Programs & Outdoor programming
- Reconnect with lapsed members



DONNYBROOK POP-UP HUB

THE SHARED CUP CAFE
995 DONNYBROOK ROAD, DONNYBROOK



Scan the QR
code to become
a member
today!

- Free to join
- Free to borrow
- Click & Collect Service
- Return your library items
- Collect your holds
- Browse and borrow from a curated collection
- Hindi and Punjabi titles available
- Monthly storytime sessions



- Expanded our Book Express
- Include Curated Collection with every Event
- New Ivanhoe Library & Cultural Hub
- Refurbished Diamond Valley Library
- Mill Park Library Outdoor development

Chatterfall

- Share with us your top strategy for re-engaging with your community

Do not hit enter till
I say go



Welcome to the Wellness Hub

The Wellness Hub contains lots of information, tips, tools and resources. We encourage you to explore, learn and find things that are relevant and meaningful for you!



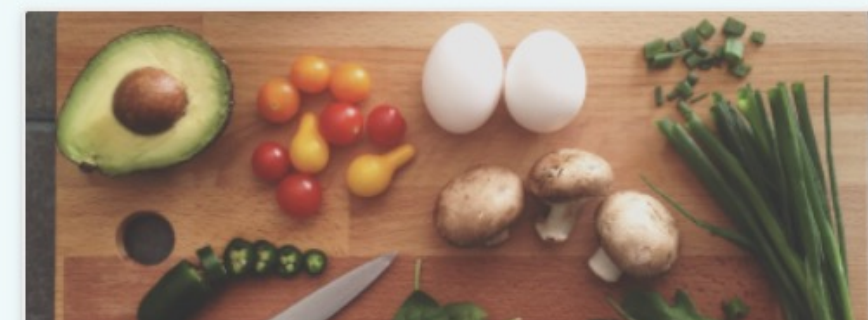
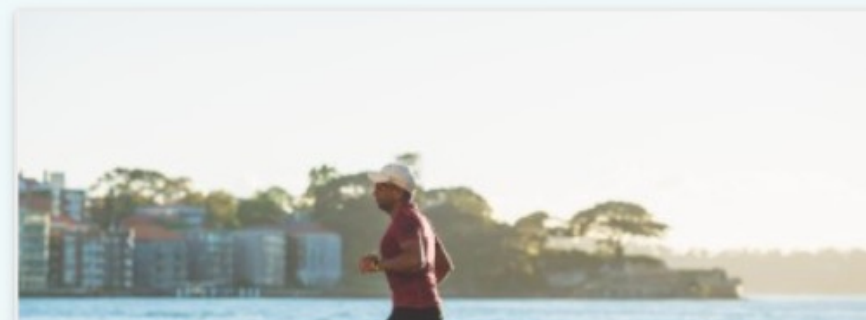
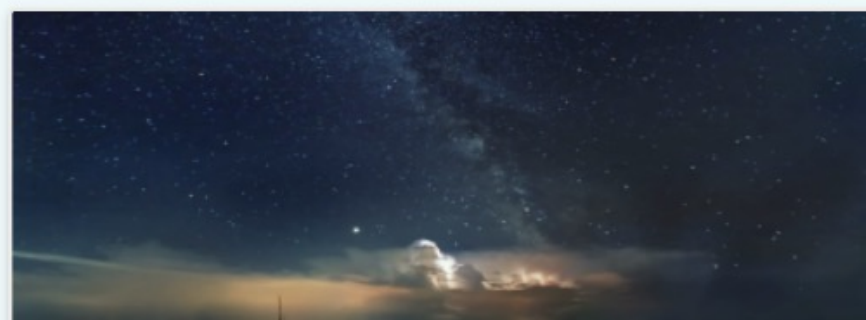
Access the D'Accord EAP Portal Here!



COVID-19 Health Resources



Supporting Yourself & Others



News Feed

[See all](#)



These Heartwarming Stories Illustrate What Random Acts ...

These good news stories will...
Melanie Andresen 4 days ago
2 views



Goal Setting with Purpose - EAP Assist

Having a purpose is essential for a...
Melanie Andresen 7 days ago
3 views

Chatterfall

Staff Wellbeing

- The 1 Thing you can do
- The 1 Thing your library could do

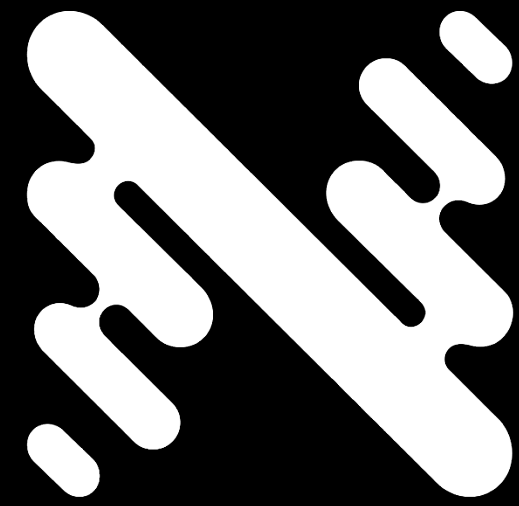




Thank you.

"Imagining future library potential,
engineering real library solutions"

 @janecowell8 #futurelibraries



Newcastle
Libraries

More For Members

Wendy Carmichael, Manager Service
Design & Customer Experience

Briana Elliott, Manager Digital Services &
Innovation



- One of the largest regional library services in NSW
- Approved 10-year Strategy (to 2029)
- 4 strategic pillars – 'Contemporary library', 'Living learning community', 'Digital inclusion', 'Newcastle Stories'
- Over 100,000 members
- 12 service points/branches including local history library and digital library
- Service provider for partner libraries – Port Stephens Libraries, Dungog Library
- Extensive programming and partnerships activities – 10,000+ attendees/quarter

Library Mission

we enrich
we inspire
we strengthen



The 17 Sustainable Development Goals are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

The Library Strategy contributes to the following Goals.



Let’s start with our key proposition – ‘More for Members’

- First and foremost we value our members and want to increase our value to them
- This is core to our service design, communications and positioning – anywhere/everywhere
- Membership is much more than the bricks and mortar – we have re-shaped the membership proposition



Reserve & Collect

is a contactless way to collect reserved items from the library branch of your choice.

It's quick and easy, providing **More for our Members.**

1

Reserve your items online and select your preferred branch

2

Wait for notification your items are ready

3

Choose your same day collection slot via our app

4

Tap "I'm here" when you arrive and follow instructions provided to collect and complete

5

Enjoy!

How to book a same-day collection using the Newcastle Libraries App

1. You will know your item(s) are ready to collect by your usual notification method
2. On the day you want to collect your item(s), open the Newcastle Libraries App
3. Tap **My Account**
4. Tap **Hold**
5. Tap **Click and Collect**
6. Tap **I'm on my way**
7. Select an estimated time of arrival (ETA)
8. When you arrive at the library, tap **I'm here!**
9. Following the instructions provided, collect your item(s) and tap **Done** to complete the transaction

Reserve & Collect is available at the following libraries during set collection periods Monday to Friday

Adamstown, Beresfield, Hamilton, Mayfield, Newcastle (City), New Lambton, Stockton, Wallsend.

Scan this code for more information

Download the free Newcastle Libraries app

Informed, proactive and progressive planning & design → kept our service advancing and our members safe

2020 Closures! Infection Risk! What The?

Whilst closed Focus on telephone member engagement and eLibrary, shift to online programming

Re-Opening 2 largest libraries first then all other library branches using “Library Express” service model

PHO Relaxation Reintroduced face to face programs and events, changed to “COVID Safe/New Normal” service model

2021 'Stay At Home Order' for our area. More Closures! New Variants!

New Service Delivery Applied what we learnt and stepped it up

Underpinned by comprehensive community and member communications and engagement (incl. LAM)

More for Members – Library Express

<p>Help Us and Your Community</p>	<p>Returns</p>	<p>Borrowing</p>	<p>Payments</p>
<p>Please ensure you regularly wash and sanitise your hands before you enter and while in the library.</p> <p>Practise good hygiene and maintain social distancing. Stay home if you are unwell.</p>	<p>Please place all returns in the 24 hour returns chute outside the library.</p> <p>All returned items will be quarantined prior to re-shelving for your safety.</p>	<p>You can borrow any items from the shelves and pick-up any reservations.</p> <p>Newspapers are not available for hygiene reasons but these can be accessed online.</p>	<p>All payments are to be made using the self-serve kiosks.</p>
<p>Opening Hours</p>	<p>Public Computers & Wifi</p>	<p>Other Services</p>	
<p>We are open for your convenience operating a Library Express service.</p> <p>Seating has been reduced to encourage social distancing.</p> <p>Member barcodes will be scanned on arrival to manage visitation.</p> <p>Please limit your visit to 1 hour or less.</p>	<p>Print/Copy/Scan services and Wifi are available.</p> <p>Public computer sessions are limited to 30 minutes and cannot be extended.</p> <p>Please wipe down the keyboard, mouse and desk area where you have been sitting at the start and end of your session.</p>	<p>Our library is open 24/7. Our phone support service is available Monday-Friday and Saturday morning on 49745300.</p> <p>There are plenty of activities, programs and podcasts available online via the Newcastle Libraries website or app.</p>	

OPPORTUNITIES + and NEW NORMAL

- New services – Library 2U Collect & Deliver
- Online programming complimentary to F2F
- Creation and launch of the Library Lounge
- Proactive Member support - more than 10,000 calls during closures, keeping us front of mind
- Thousands of new members (new online and phone joining processes) – 17,000 in the last 2 years, we have grown not contracted
- Significant increase in eLibrary access and use, opportunities to better align physical and 'e'
- Re-packaging the value proposition - FREE



What's New

What better place to start your journey of discovery than right at the start of what's trending now!



Your Summer Stories

Welcome to your imagination vacation! This year our program includes options for everyone and we can't wait for you to get involved.



Reading Lists

When it comes to books, we've (almost!) read them all. Dive in to our carefully curated lists here.



Staff Reviews

Wondering what to read? Lucky for you we've read it already!



Your library at home

Thousands of free movies, music, books and more
newcastle.nsw.gov.au/libraryapp



Library 2U

- Visitation but Membership 40% of members join online
- Visitation but loans = over the last 2 years – borrowing behaviour is changing
- Exceeded annual KPI for app downloads (goal – 20% growth, actual – 30% growth)
- Exceeded annual KPIs for social media growth including followers, reach, shares (goal – 20% growth, actual – 27% growth)
- Increased eNews open rates
- Increased programming audience reach – people are engaging in different ways
- Progressed branch improvement projects
- Meaningful work for all team members
- Zero compliance breaches whilst managing the pandemic

2021 Wrap-Up

We've hit 100,000 members!!
In the last year we've also gained almost **8,000 new members**
Total membership stats as at December 2021

1.3 million loans
Despite COVID and lockdowns, in the last financial year the library has celebrated **1.3 million loans in total across its physical and eLibrary selection.**

The popularity of physical loans continues to buck industry trends by performing strongly year on year.
This is thanks to Newcastle Libraries high quality, highly curated, member-centric selection and acquisition processes, and of course – the loyal community of library members.
The "Grab and go" collection has helped feed demand, with popular new titles for both adults and kids readily available (no reservations, no waiting).

More for Members
Library express model providing accessibility in a safe way
Reserve & Collect a contactless way to collect reserved items from the library branch of your choice
Launched a new **'live' at the library** program offering, with online streaming or recorded sessions replacing in-person events
Communications timely communication with members in a variety of ways

11,000 library app downloads in 2021

Revamp of The Library Lounge
A virtual meeting place housing fantastic reading lists, staff reviews, and handy links to library resources.
Jumped from only **24 visitors/month** in January to **82 visitors/month** from August – November

Programming highlights
This past financial year we delivered **913 programs** with **54,964 people participating**
799 sessions delivered face-to-face with a total audience of **24,563 people** & **102 sessions** delivered online with a total audience of **17,701 people**
That's a decrease in program sessions with only 3 branches being activated, but an increase in audience reach.

Library 2U
eLibrary loans account for just under **40% of all activity**
Within the eLibrary:
40% are eBooks and eAudiobooks
20% of loans are music, movies, and TV
20% are magazines and newspapers
20% are online learning and research databases
55% of all loans were fiction

800 requests in the first week
100 collections
1400 deliveries
Whilst branches were closed due to COVID-19 lockdown in NSW, Newcastle Libraries launched a contactless delivery service that provided up to 5 books, DVD's, magazines, or other items to members.
500+ seed packets sent out
The Seed Library flourished
"Gardening has become a popular pastime throughout the pandemic, with vegetable gardens flourishing in backyards," Mr Bath said.
1200+ seed packets borrowed
Program expanded to 2nd library site

Positive coverage in media
LETTERS TO THE EDITOR
New chapter for library a welcome diversion
Closed for many weeks to meet LGA lockdown rules, this week the library began its Library 2U service. Fill out a request form, choose your favourite type of material and five items will be delivered to your front door or the next day. On behalf of my fellow Newcastleans, thank you!
Bibiana Heaton, Newcastle



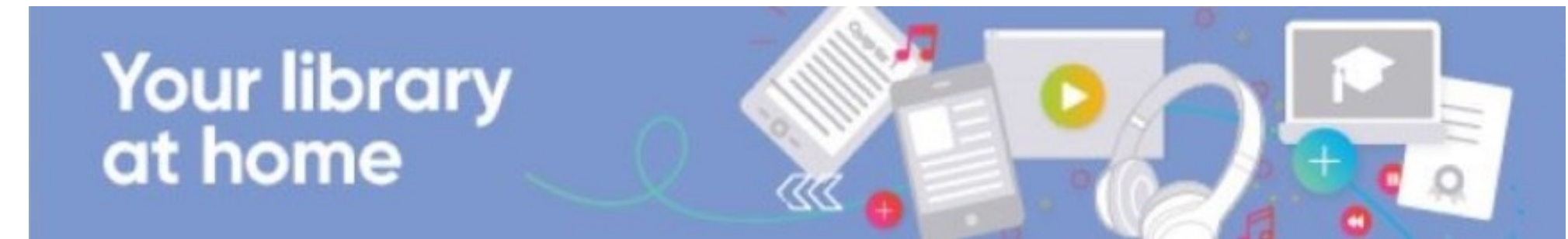
Where To From Here?

We know from surveys and community engagement over the past 2 years that →

- Our member and community love us!
- Libraries are invaluable to communities
- Those that engaged with us online through the pandemic are likely to continue to do so to supplement their visitation
- Early indications of new services show these are embraced and endorsed by our community – we are doing what they want
- The community continue to want more choice about when and how they engage with us
- One in three of the community want co-located services
- Newcastle population is changing so targeted locations and services need to address this



- Opened our first co-located service in Sept 2020 – The Digital Library
- Improved our collections ROI – changing how we purchase with Grab and Go, eLibrary PPU and multiuse titles
- New Digitisation Lab to preserve, digitise and provide online access to our significant Heritage Collection
- Evolving, innovative digital access and use of technology to extend opening hours and the online experience
- Developed the Anywhere Library Roadmap which includes a new LMS to improve discovery and access
- Equal emphasis on internal and external communications and engagement



Member-centric consultation and design is essential

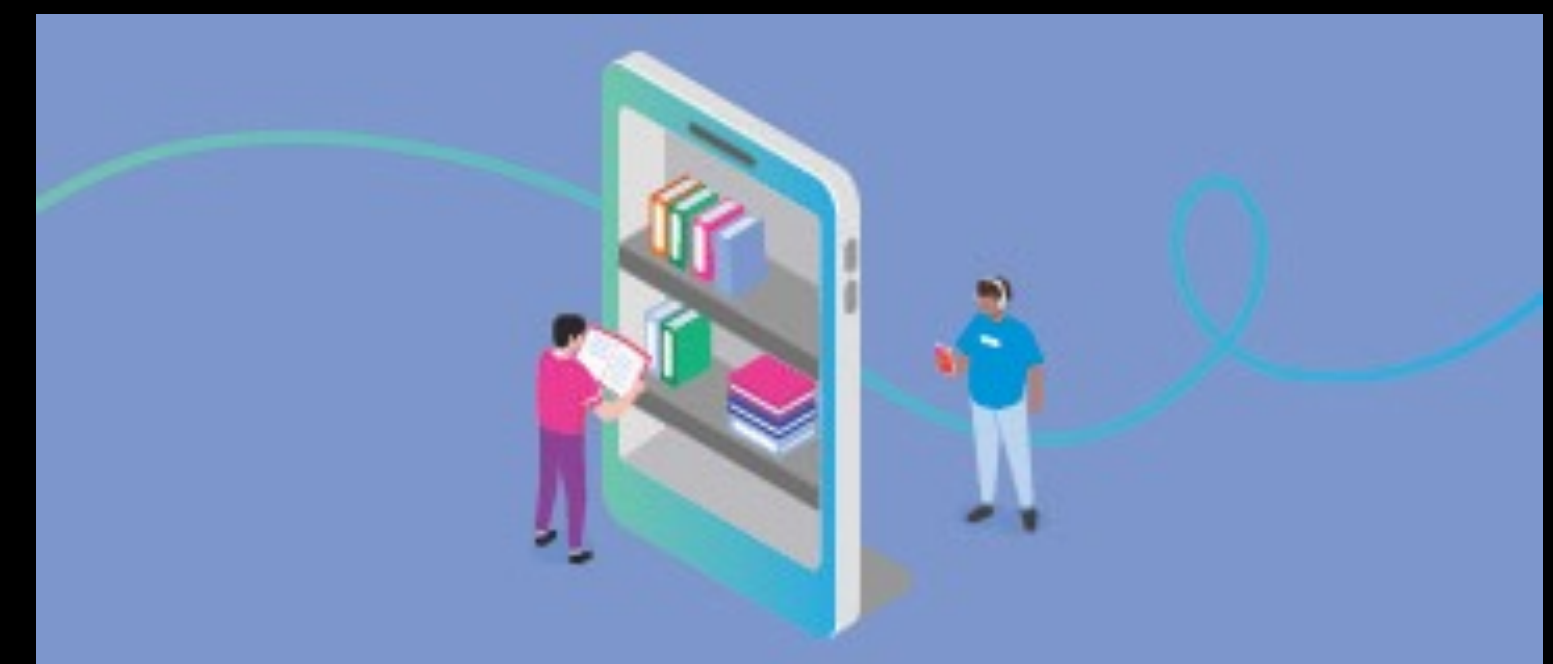
There's no such thing as over communication

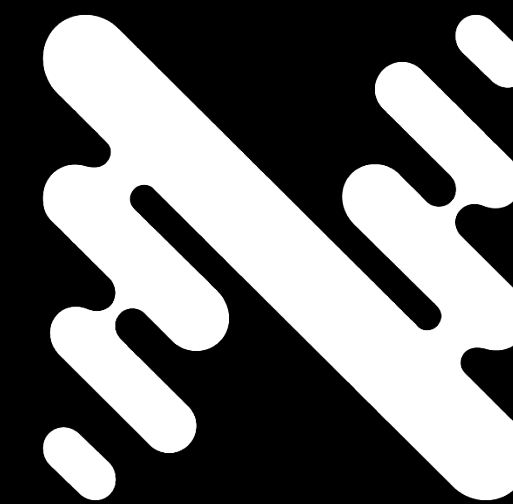
Don't forget to celebrate successes

Future proofing is difficult in an uncertain world, but, agility, flexibility and continuous measurement and improvement goes a long way

Align with your strategy – it's the lens for your decision-making choices

The world has changed and We have changed





Newcastle
Libraries

Thank you.

"Imagining future library potential,
engineering real library solutions"

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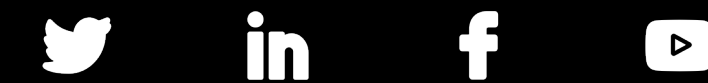


Bibliotheca and Raeco look forward to partnering with and helping libraries turn this disruption into an opportunity to reimagine the future use of their libraries.




Thank you.

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engineering real library solutions"




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