

Library Success Stories: Empowering Outreach Through Technology

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AUGUST 24, 2023



Bibliotheca Presenters



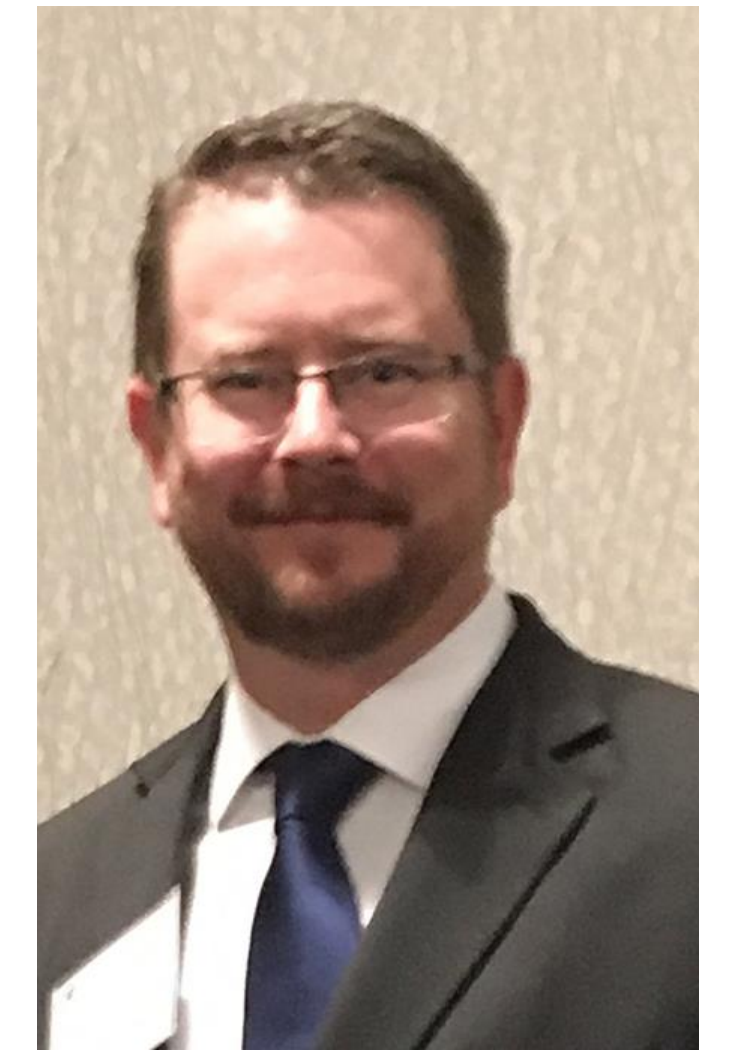
SCOTT HACKSTADT

Director, open+ North America



MOLLY HAINES

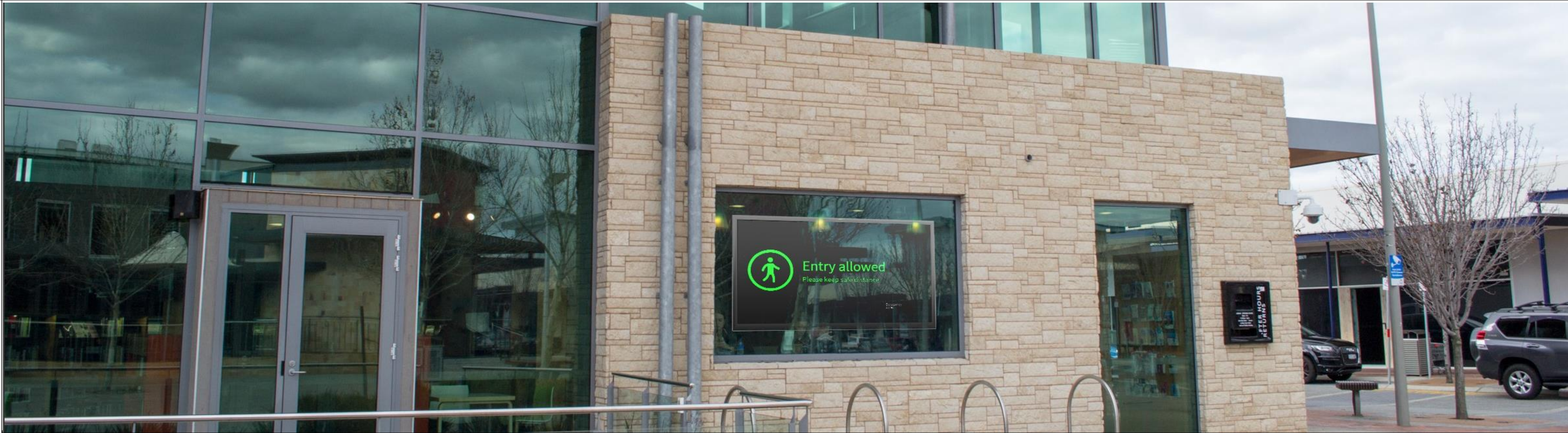
Account Executive



LYNN YANDELL

Director of Solutions Consulting

open+



A comprehensive system
to extend library access

open+

open+ provides more convenient access for users,
more flexibility for library staff and more
opportunities for community impact.

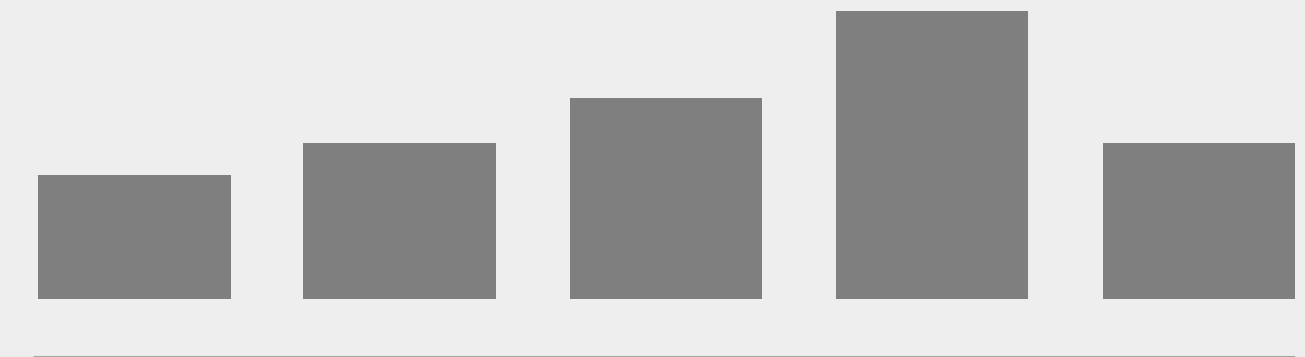
Average public library open hours in the United States

LIBRARYJOURNAL

Population served	Average FTE staffing for all locations	Average weekly open hours per location
Under 10,000	4.7	46.0
10,000 – 24,999	11.9	55.8
25,000 – 49,999	21.7	57.9
50,000 – 99,999	38.9	53.8
100,000 – 249,999	70.1	51.3
250,000 – 499,999	179.2	54.8
500,000 – 999,999	327.5	56.1
1 million or more	430.7	49.8

60.0

2008 average weekly hours



52.8

2017 average weekly hours

Attract new users with expanded hours



By increasing accessible hours, you can reach new users at more convenient times



Increase use of community space



Your library space, collections, databases, wireless internet and self-service resources become more valuable to your community when they can be easily accessed



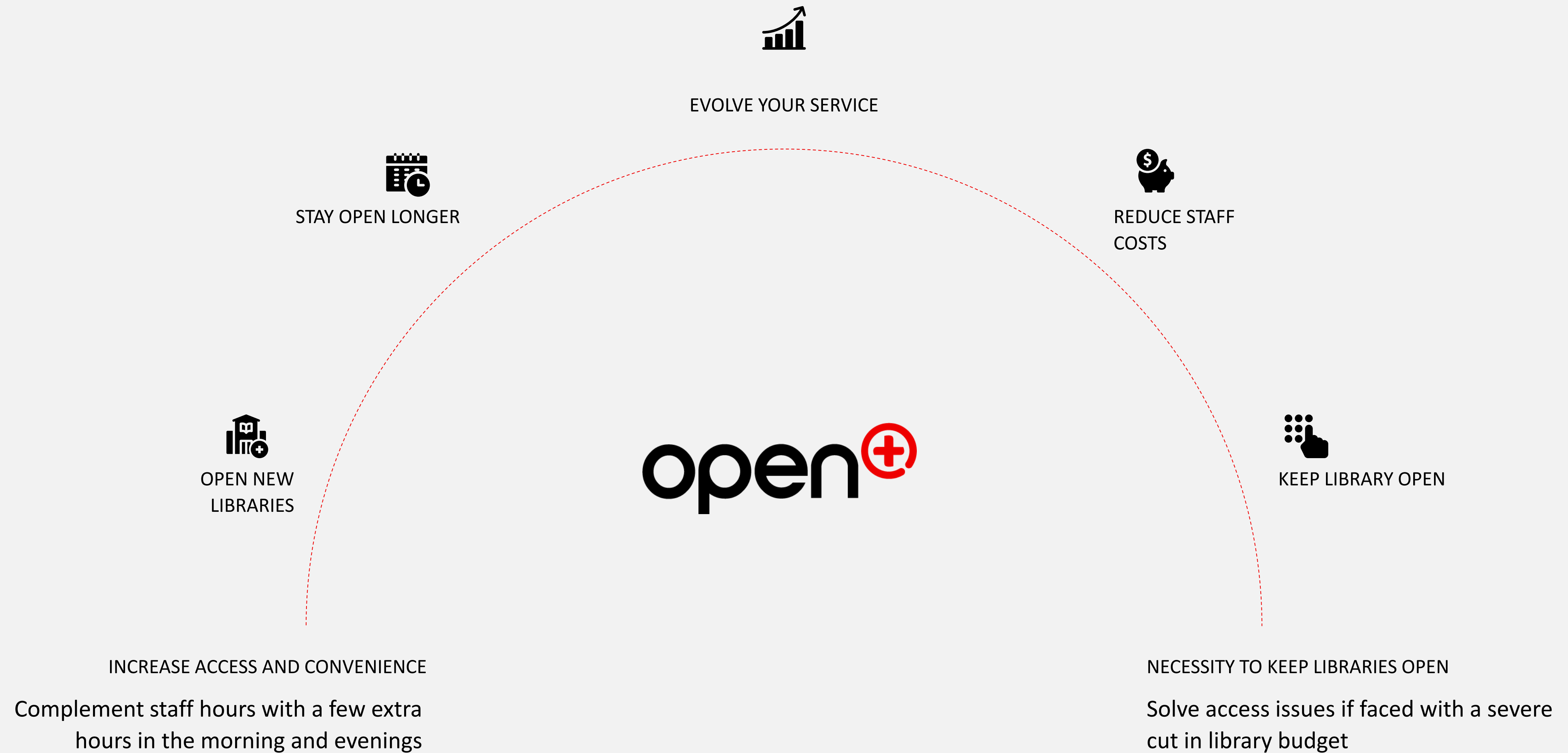
Focus on outreach



With more flexibility between the physical space, provide outreach services that deliver more impact for the community



open+ can benefit multiple library scenarios



Increase open hours and stay within budget

FLEXIBLE AND COST EFFECTIVE



open+ extends access to libraries through a minimal yearly subscription service. Add open hours at a fraction of the cost it would take to fully staff your library

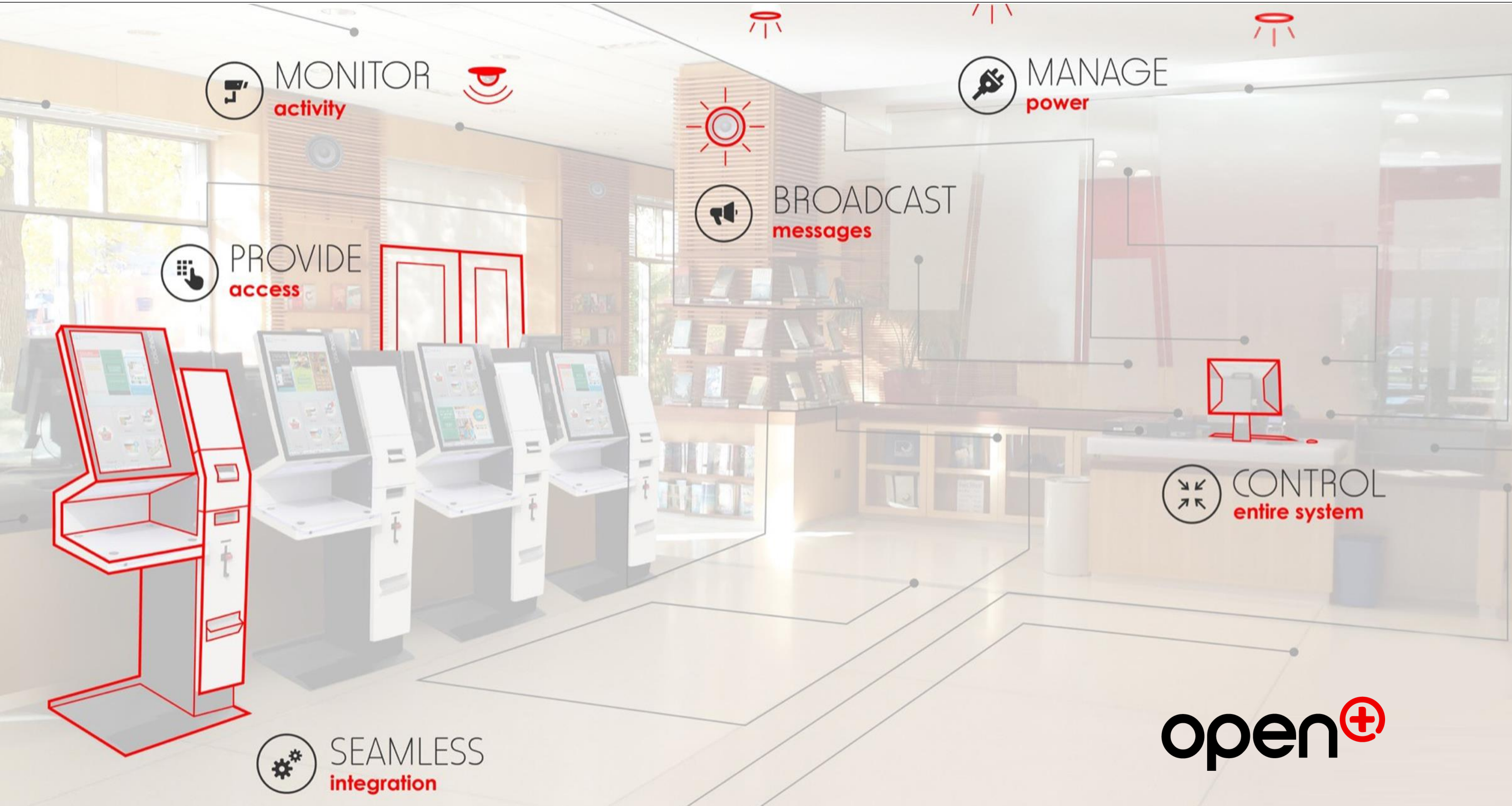


Simply manage the entire system from one central location



From setting custom schedules to editing the audible announcements, open+ puts all the control at your fingertips with a central remote configuration location





Gwinnett County Public Library



Our number one goal is to increase community access to the resources and collections of the library for our citizens. open+ will allow us to go beyond what the libraries have traditionally offered in terms of service to our community.”

Charles Pace, Executive Director
Gwinnett County Public Library, United States





Open plus was implemented as part of a new customer service model in May 2016



Summer 2023: Fifth and sixth branches going live with open+ access

Gwinnett County US Census Data 2022

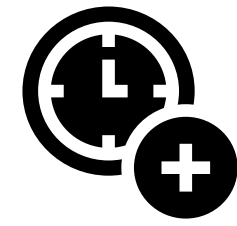
Population Estimates, July 1, 2022, (V2022)

975,353

Race and Hispanic Origin

White alone, percent	51.9%
Black or African American alone, percent (a)	30.8%
American Indian and Alaska Native alone, percent (a)	0.9%
Asian alone, percent (a)	13.2%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.1%
Two or More Races, percent	3.0%
Hispanic or Latino, percent (b)	22.2%
White alone, not Hispanic or Latino, percent	33.2%

*as reported by Library Journal in 2018



39 additional hours

Each week with the help of open+

85.6%

MORE OPEN HOURS THAN THE AVERAGE LIBRARY*

98

HOURS OPEN PER WEEK AT LAWRENCEVILLE BRANCH

60%

PERCENTAGE OF HOURS THAT ARE STAFFED WEEKLY

*as reported by Library Journal in 2018



CREATING CONSISTENT HOURS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8AM-12PM 12PM-5PM 5-10PM	8-10AM 10AM-8PM 8-10PM	8-10AM 10AM-8PM 8-10PM	8-10AM 10AM-8PM 8-10PM	8-10AM 10AM-8PM 8-10PM	8-10AM 10AM-5PM 5-10PM	8-10AM 10AM-5PM 5-10PM
9 open+ hours	4 open+ hours	4 open+ hours	4 open+ hours	4 open+ hours	7 open+ hours	7 open+ hours



open+

at Hamilton Public Library

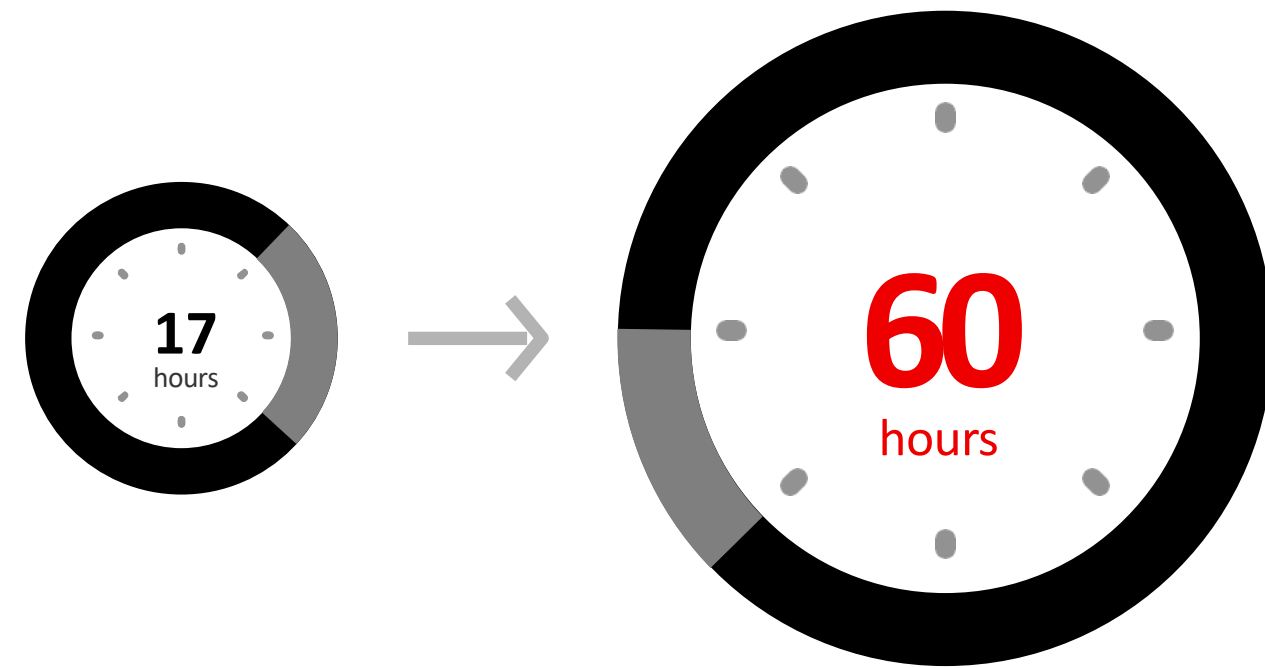
EXTENDED HOURS FOR RURAL COMMUNITIES, FIRST OPEN+ INSTALLATION IN CANADA!



Hamilton Public Library outcomes

Increased open hours

Freelton Branch



47

%

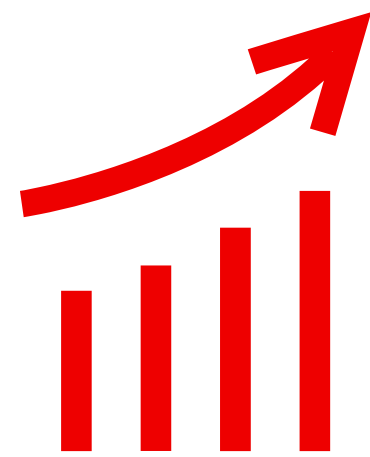
Increase in branch visits



49

%

Increase in computer usage



15

% increase in usage

compared to overall system 4% decrease



Hamilton Public Library

FREEDOM TO DISCOVER

Key points for open+ access

It is not a replacement for staff

It helps the library reach new users by increasing hours at branches, and by expanding reach through satellite locations (shopping areas, community centers, parks, and other public spaces)

It exposes the community to more of what the modern library offers, increasing the relevance and importance of the library to the community



uniFi+

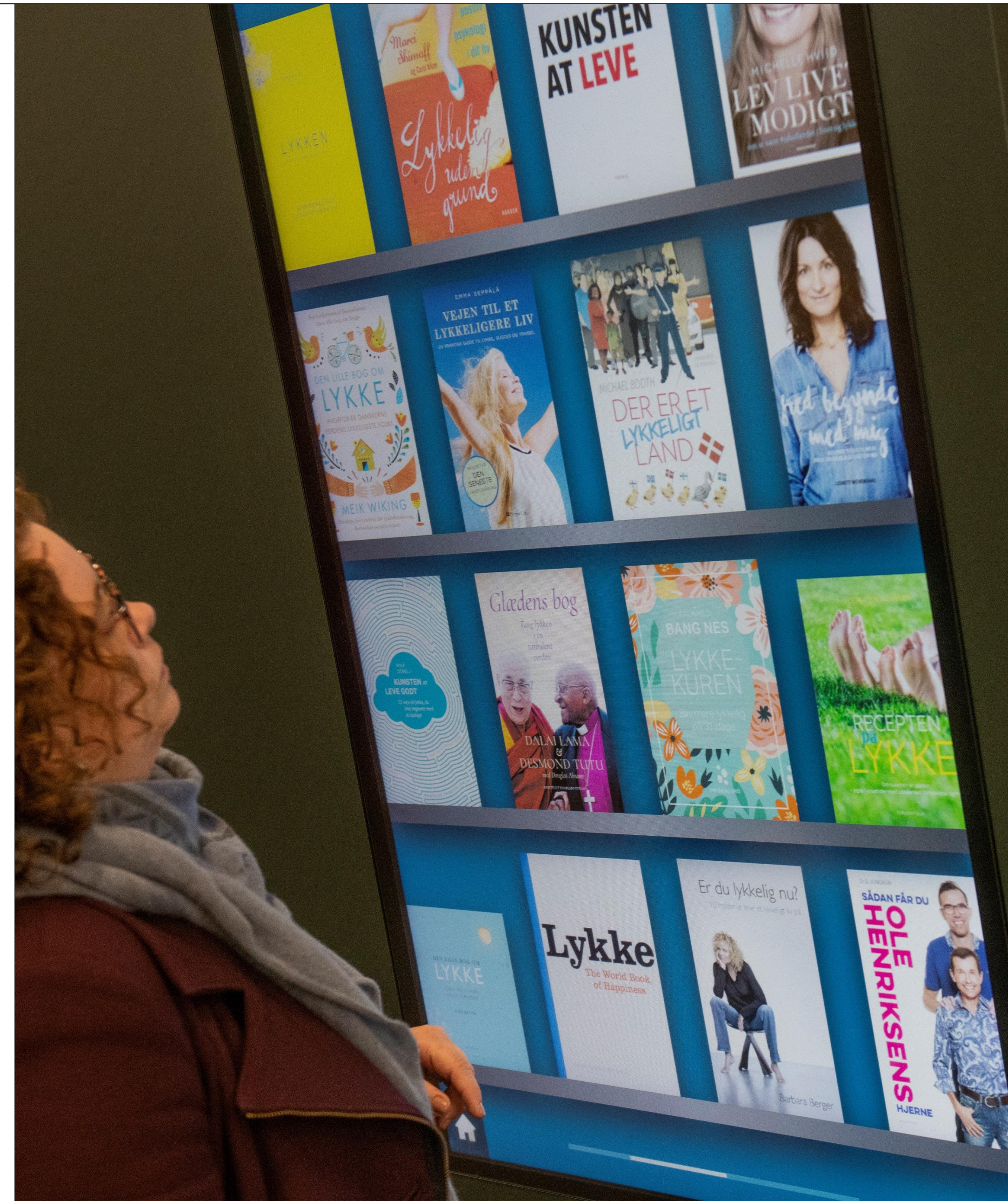
Effortless, engaging in-library communication

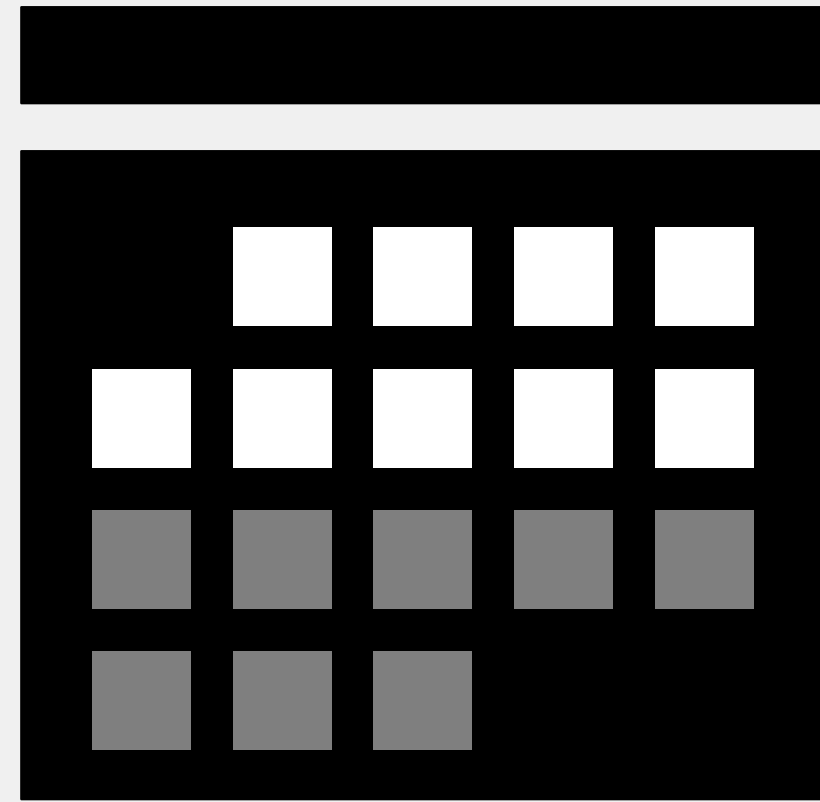
DIGITAL COMMUNICATIONS



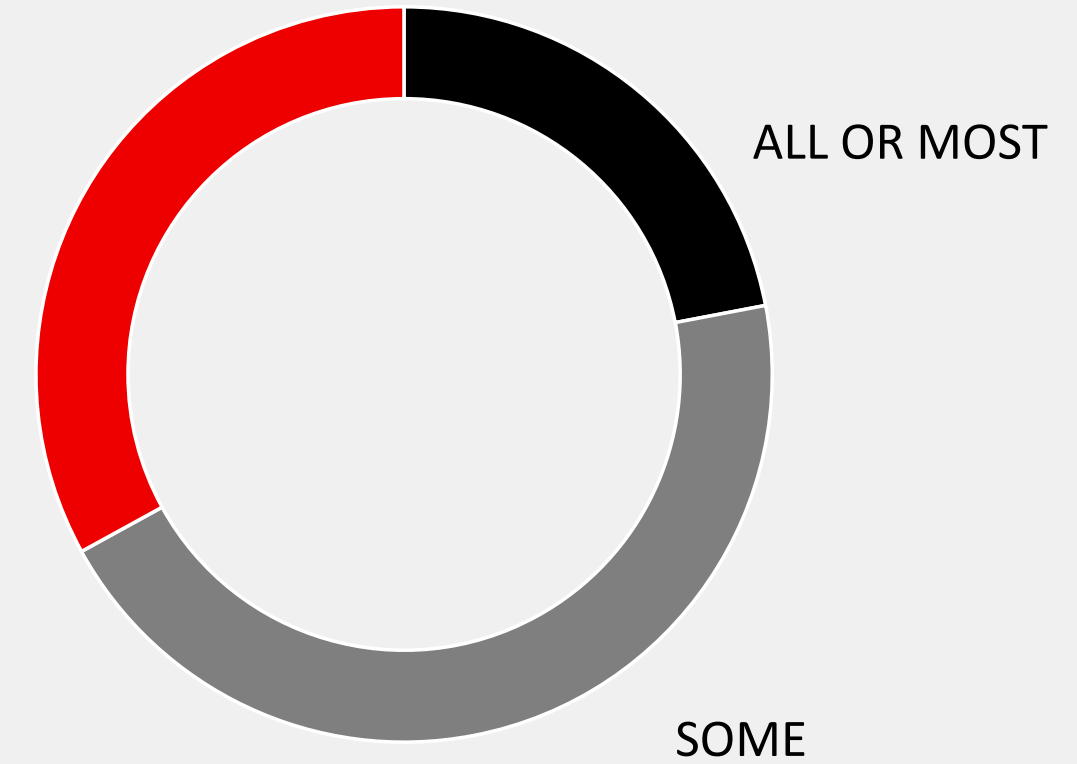
Engage users with in-library digital displays that inform, educate, and delight.

Easy-to-use templates and multi-screen functionality make it simple to promote programs and share important information across any screen of your entire library





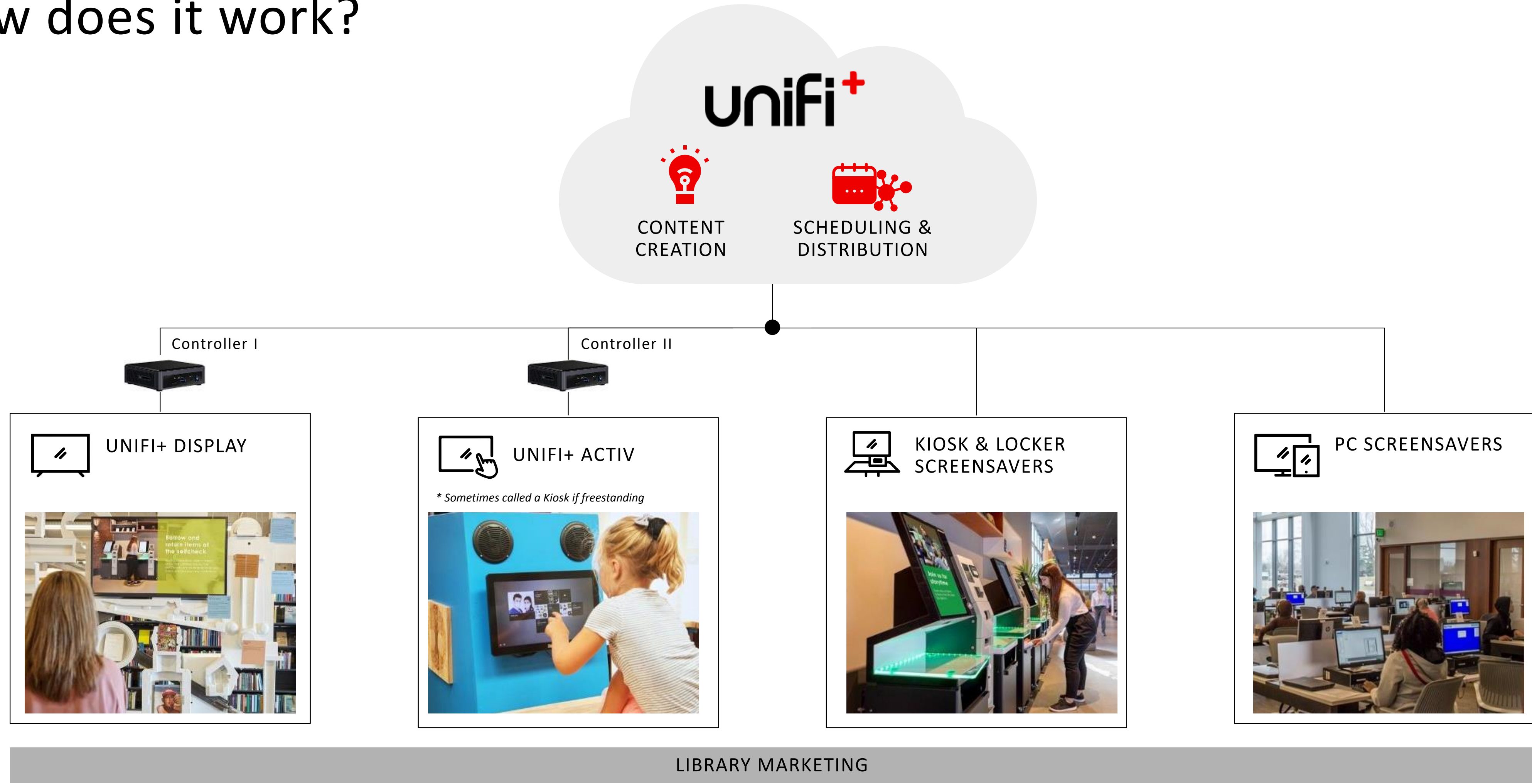
Events have increased by 64% ¹

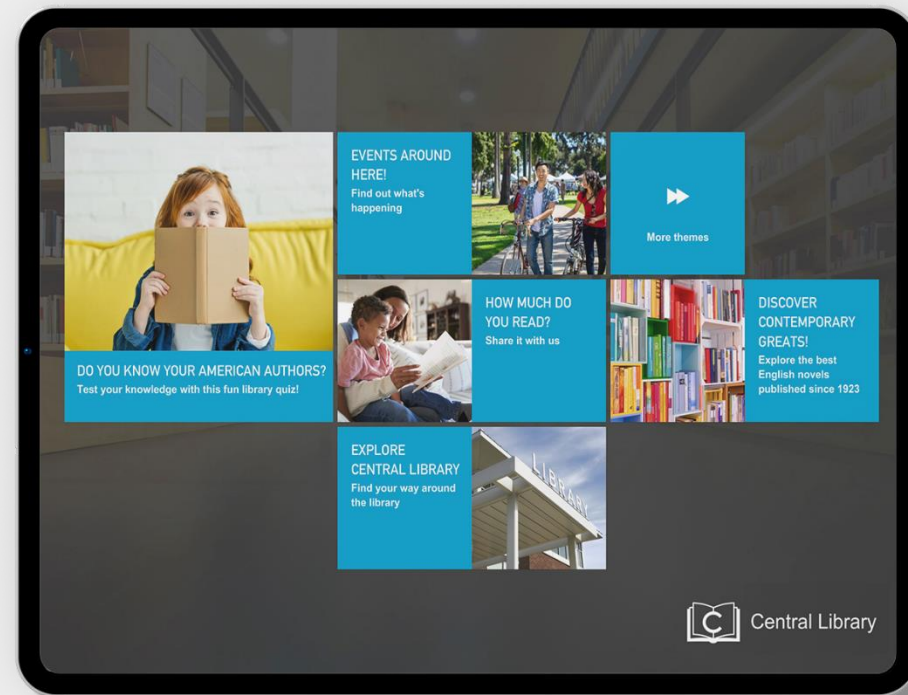


but 1/3 of patrons know “not much” or “nothing at all” about the library offering²

1. Statbank data 2012 vs 2018 | 2. Library services in the Digital Age, Pew Research Center 2013

How does it work?





uniFi+ activ

Menu consisting of main themes

Choose one to open subtheme

if only one main thing - opens right away

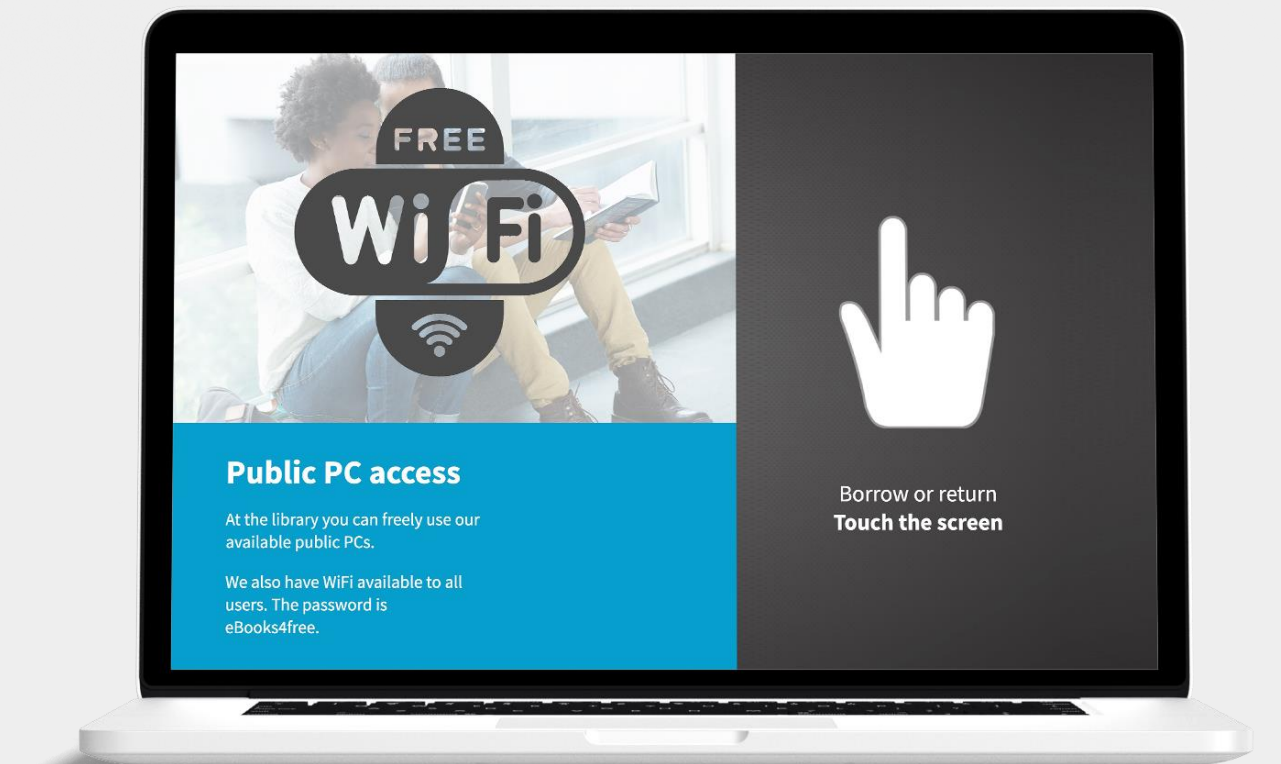


uniFi+ display

Loops articles included in main theme

Main theme can include several subthemes

Subthemes can contain events, books, articles



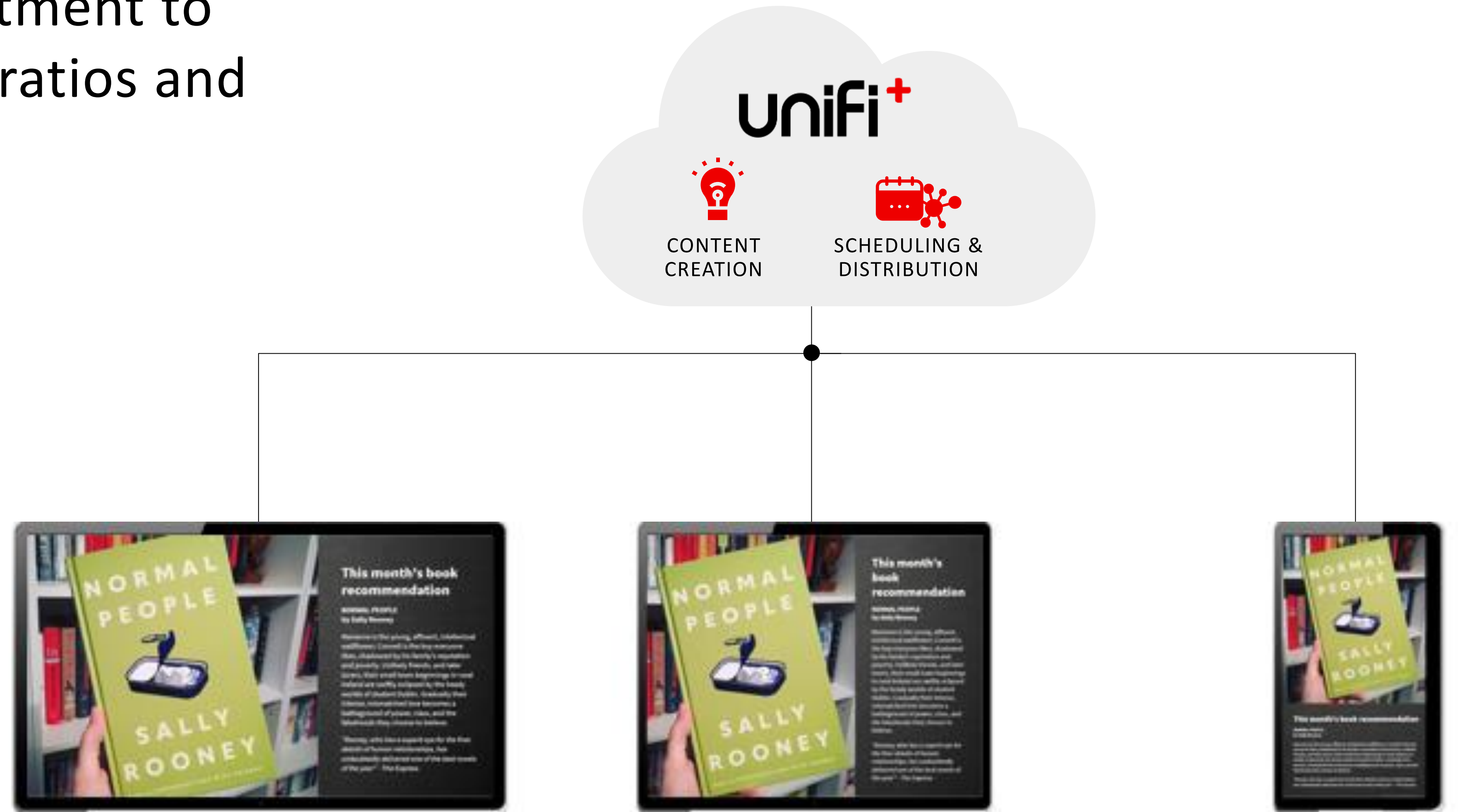
uniFi+ idle/embed

Loops articles included in main theme

Main theme can include several subthemes

Shows when screen is not in use during self-checkout transactions

Automatic adjustment to different aspect ratios and orientation



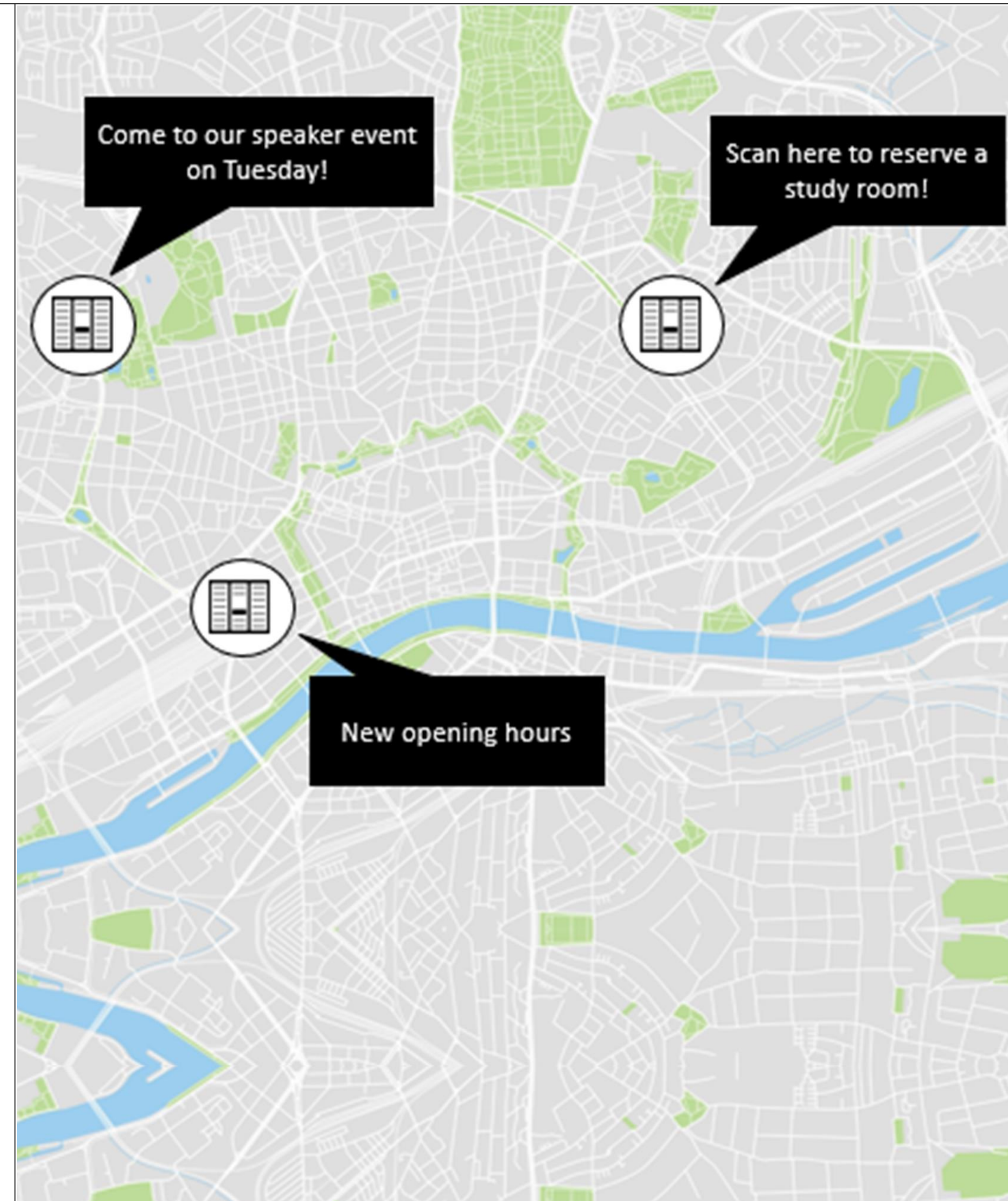
Expand the reach of your messaging

1/3 OF PATRONS SAY THEY KNOW “NOT MUCH” OR “NOTHING AT ALL” ABOUT LIBRARY OFFERINGS¹

Use remoteLocker screens as digital billboards and connect to your community 24/7

Community collaborations lead to informative screens in airports, grocery stores, train stations, community centers, senior centers...

Possibility of sponsorships from non-profits and other organizations



uniFi+ Elements: Content



REALTIME WEATHER FORECAST



OPEN+ COUNT INTEGRATION



TEMPLATES

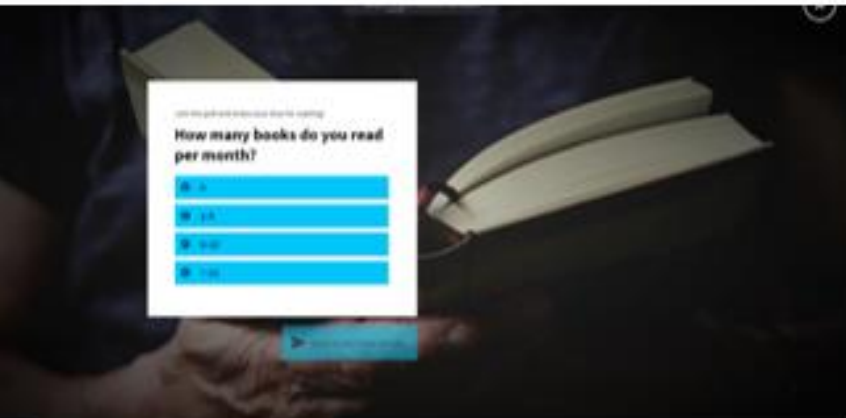
uniFi+ Elements: Service



ARTICLES, NEWS, FAQ



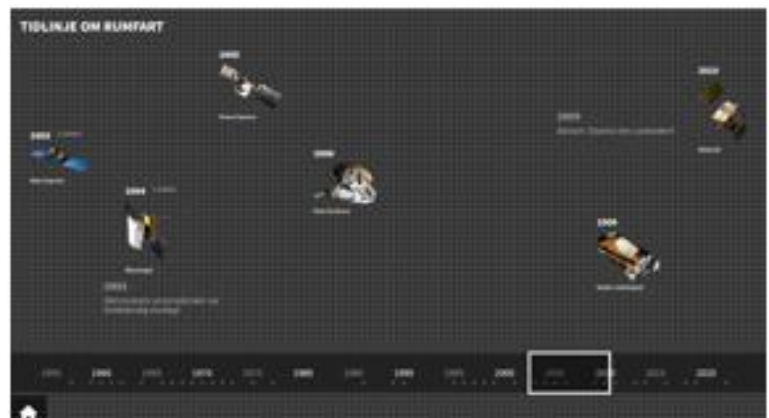
LIBRARY CALENDAR AND EVENT PROMOTIONS



QUIZZES, POLLS AND PATRON FEEDBACK



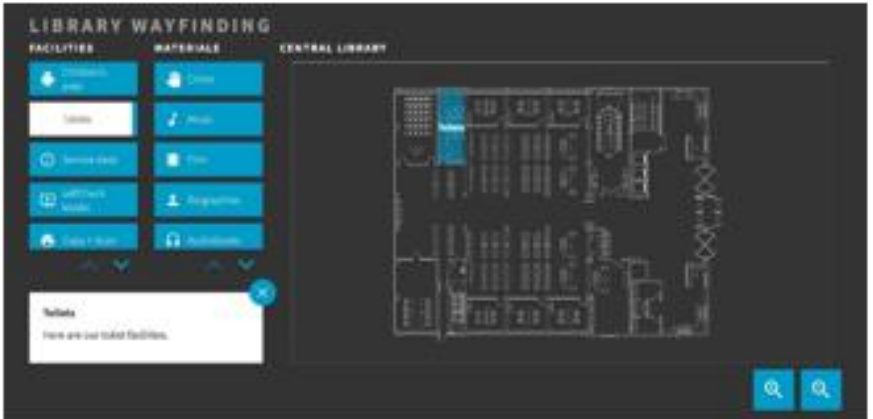
DIGITAL BOOKSHELVES AND BOOK PROMOTIONS



TIMELINES



REPORTING



WAYFINDING



MAP

Key points for uniFi+

uniFi+ helps your messaging reach more of the community

Library programs, story walks, farmers' markets, tax prep help, festivals, continuing education, Friends of the Library events...the list is endless

Hosted, cloud-based content allows your messaging to be virtually anywhere at any time

Creating content and getting started is quick and easy

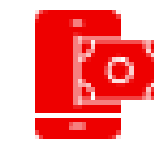


remoteLocker

Access
Community Engagement
DEI
Accessibility
Equity
Diversity
Inclusion
Outreach
Lifelong Learning
Sustainability
Communication
Open Access
Expand Access
Equal Access
Innovation



Major takeaways...



INNOVATION



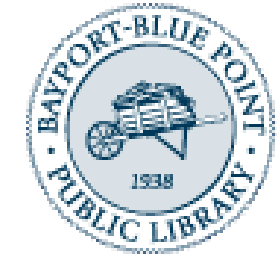
EQUITY



OUTREACH



AWARENESS



Bayport-Blue Point
Public Library

Customer Success Story



Customer Success Story



SITUATION



During an 18-month library renovation construction project, a need for after-hours holds pickup was identified to eliminate barriers to access during the height of the pandemic

STRATEGIC INITIATIVE



Respond to community needs, provide accessible service, create a 21st century technologically savvy library. (Bayport Bluepoint Long Range Plan 2020-2024)

OUTCOME



This was the first outdoor remoteLocker installation in the US that empowered patrons with an alternative to curbside pick-up during the pandemic. Post-pandemic the remoteLocker provides 24/7 access

Bayport BluePoint Public Library



“During the height of the pandemic, we were looking for ways to expand upon self-service for our patrons. The outdoor remoteLocker allows patrons to pick-up their items when they want, regardless of library and staffing hours. Since installation, it is something patrons love to tell their families and friends in the community we now offer at the library.”

Mike Firestone, Director
Bayport BluePoint Public Library



Customer Success Story



Customer Success Story



BULLITT COUNTY PUBLIC LIBRARY

SITUATION



While completing construction of a new flagship facility, the library looked for a short- and long-term solution to increase patron access to materials ahead of the new facility

STRATEGIC INITIATIVE



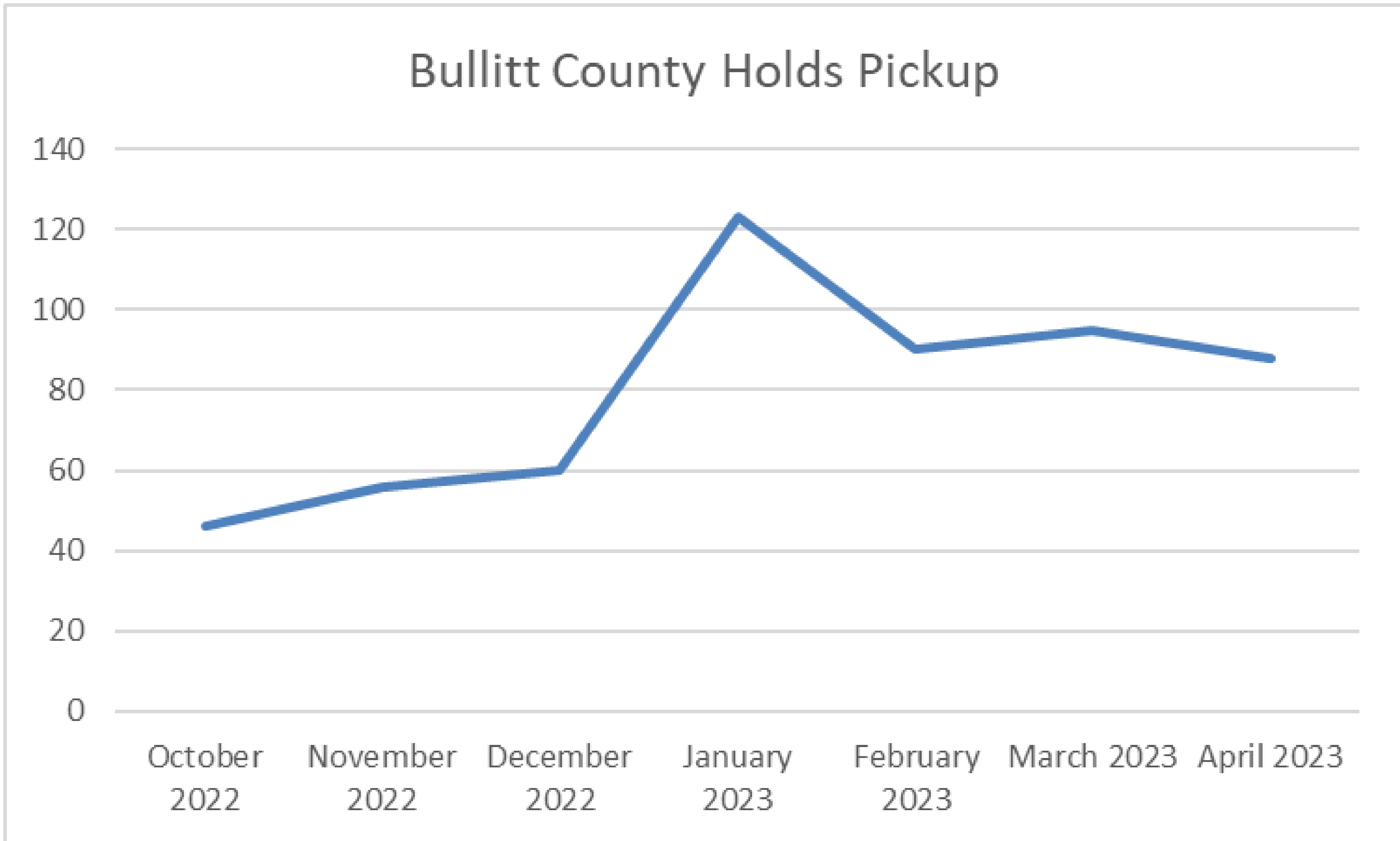
Facilities that eliminate barriers to use and reflect and open, accessible library culture. (BCPL Facilities Master Plan 2016-2040)

OUTCOME



remoteLocker gave short- and long-term solutions to increase patron access to materials. In the short term, patrons continued to access holds while final touches were put on the new facility. In the long term, the library was better able to meet community needs, including shift workers and busy families who frequented the area surrounding the new facility. Patrons can now easily fit library visits into their own schedules





Bullitt County Public Library



As part of our Strategic Agenda, we committed to adopting technology in a purposeful way to achieve our mission statement. The remoteLocker's configuration will even help us expand access to new offerings, including many items from our Library of Things.”

Jennifer Nippert, Deputy Director
Bullitt County Public Library



Key points for remoteLocker

MEET YOUR PATRONS WHERE THEY ARE

Extend library access beyond library walls

Available both indoors and outdoors

24/7 Holds pickup

24/7 Browse and borrow

Increase awareness of library events and offerings

Place virtually anywhere in the community



FPL Expansion

Fayetteville Public Library Blair Library Building

BRIEF HISTORY

Late 90's voters approved a sales tax to fund construction of a new library

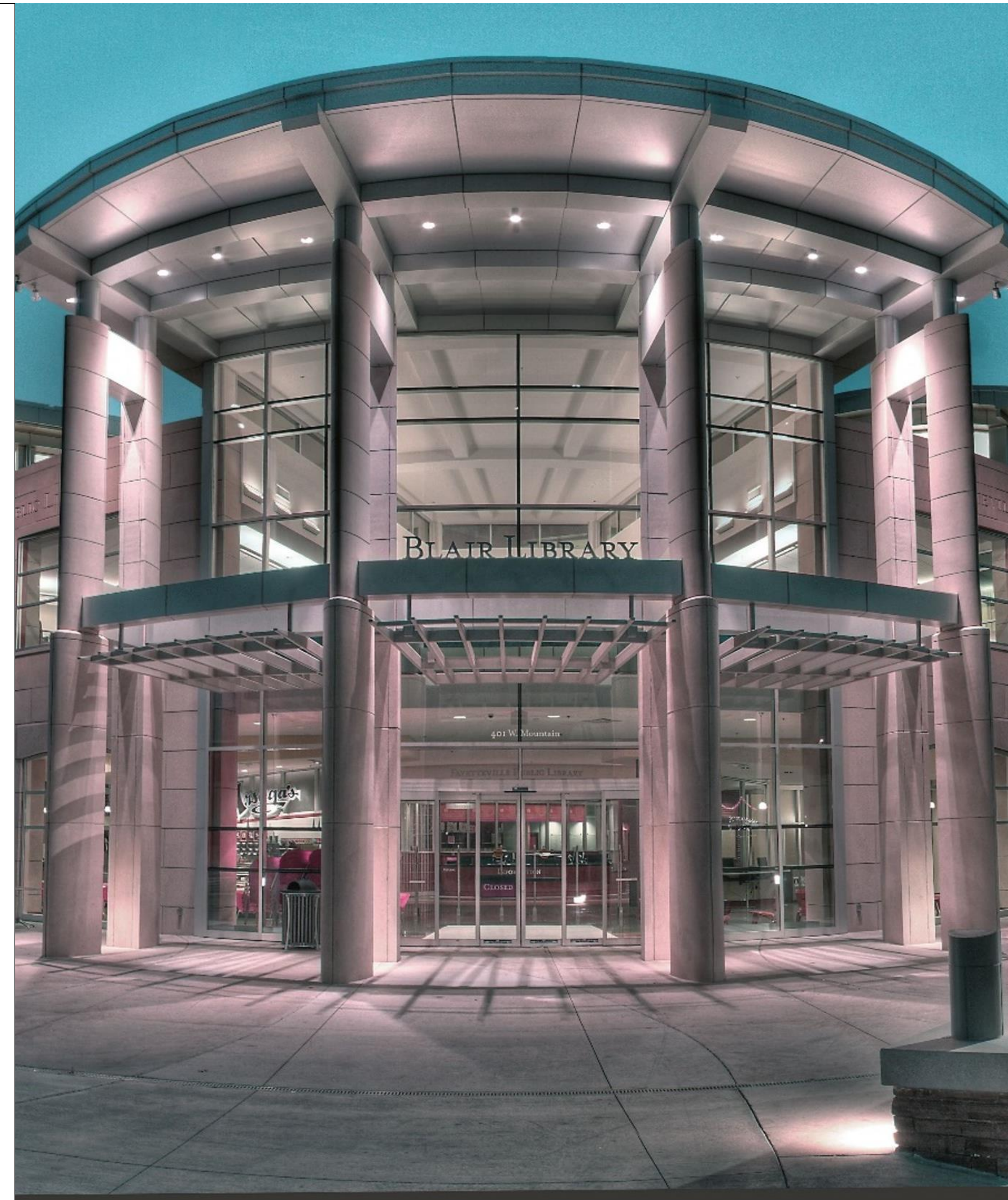
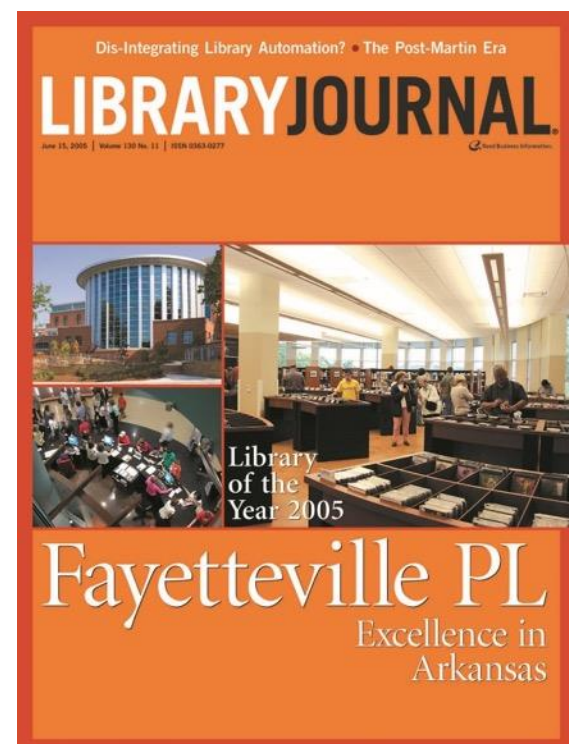
MS&R Architects held 34 heavily attended public input sessions

88,000 sq foot fully RFID Blair Library building opened in October of 2004

First LEED project in the state of Arkansas

USGBC Awarded LEED Silver level NC to the Blair building

Library Journal 2005 Library of the Year



Fayetteville Public Library

SPACE PROBLEM

8 out of 10 residents have library card

Community Event Room max capacity of 170

Some author event attendance:

Anthony Bourdain: 700+

LeVar Burton: 600-700

Dave Barry: 600-700

Peter Coyote: 600-700

Ed Begley Jr: 700+

Lois Lowry: 1000+







Fayetteville Public Library

TIME TO EXPAND

2013 FPL commissioned a space study with MS&R

Developed 2030 Master Plan

Study suggested 50,000+ additional square feet

2016 we asked the voters for a millage to fund an expansion via special election

The Plan:

- Add a large event venue
- Double size of Youth Services
- Add makerspace, art and movement spaces
- Add more meeting spaces and study rooms

Research:

- FPL staff visited numerous innovative libraries around the country
- FPL IT Director and lead expansion architect visited 10 libraries in The Netherlands, Sweden, Norway, and Denmark



Research - Major Takeaways

1. Lots of natural light and high ceilings
2. All had great outdoor spaces
3. All had a food venue or café
4. Most had a medium to large size event space or auditorium
5. Design for people, not books (We heard this several times)
6. Small customer service stations in the stacks
7. Less public compute, design for BYOD
8. Lots of seating spaces with tabletops & lots of study rooms
9. Emphasis on creative and makerspaces
- 10. All libraries had non-staffed hours**





Our vision is to be powerfully relevant and completely accessible.

Our mission is to strengthen our community and empower our citizens through free and public access to knowledge.

VALUES

- + Integrity, trust, and accountability
- + Creativity, innovation, and efficiency
- + Kindness, humor, and fun
- + Respect for ourselves and our customers
- + Diversity
- + A welcoming and inspiring experience
- + Safe and clean environment
- + Teamwork and partnerships
- + Quality services
- + Intellectual freedom
- + Lifelong learning
- + Communication, flexibility, and open-mindedness

GOALS

- + Our staff will perform a critical role in developing and delivering quality, customer-focused service.
- + Our collections and information resources will reflect a wide spectrum of ideas and viewpoints, mirroring diverse community needs.
- + We will use technology to maximize information access and continually improve the efficiency of operations.
- + Our programs and services will meet the lifelong learning, cultural, scientific, and business needs of our diverse community of families and individuals.
- + Our facilities will be comfortable, accessible and will efficiently accommodate the changing needs and interests of our community.



Dokk1,
Aarhus, Denmark







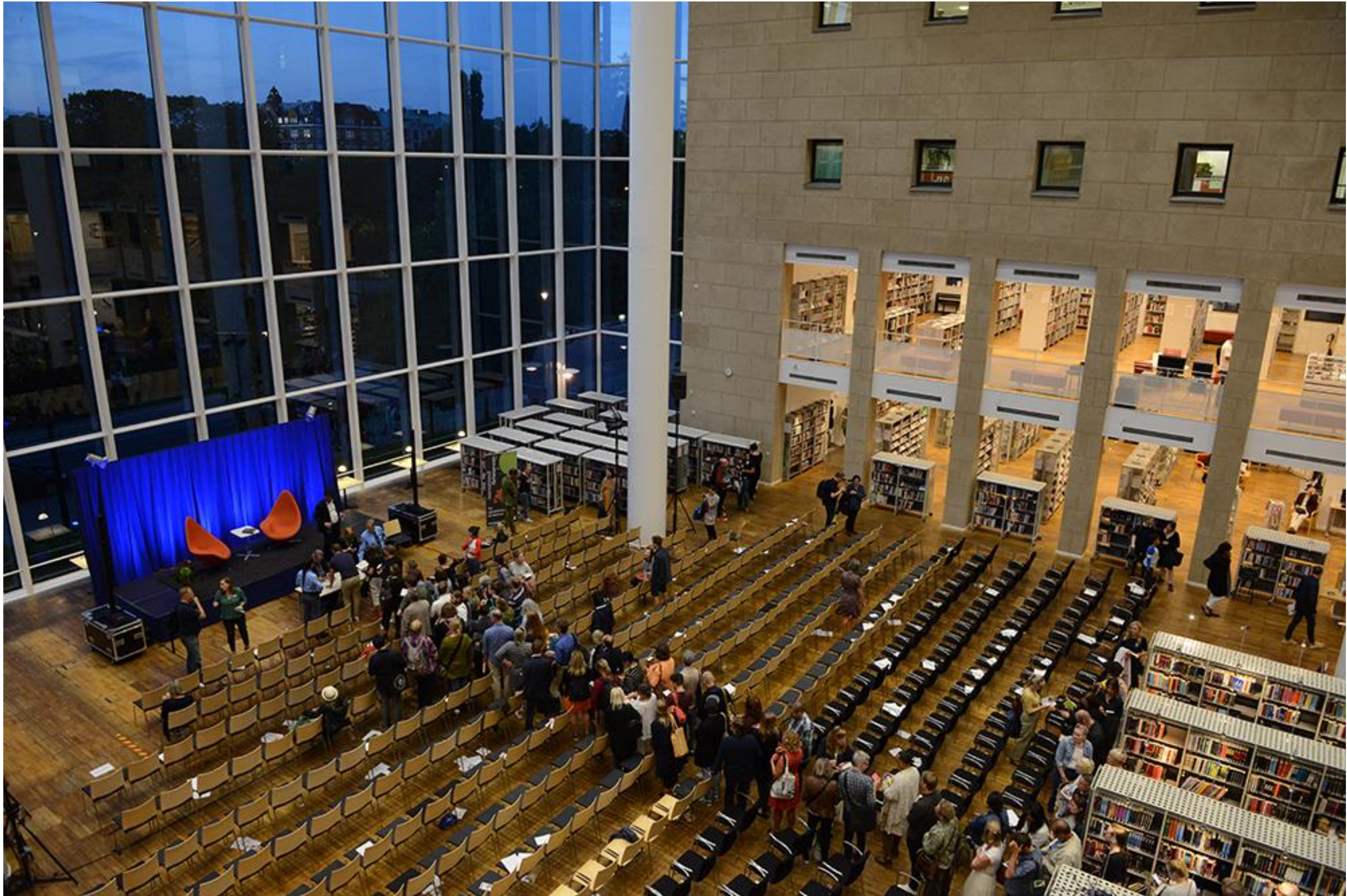
Openbare Bibliotheek,
Amsterdam







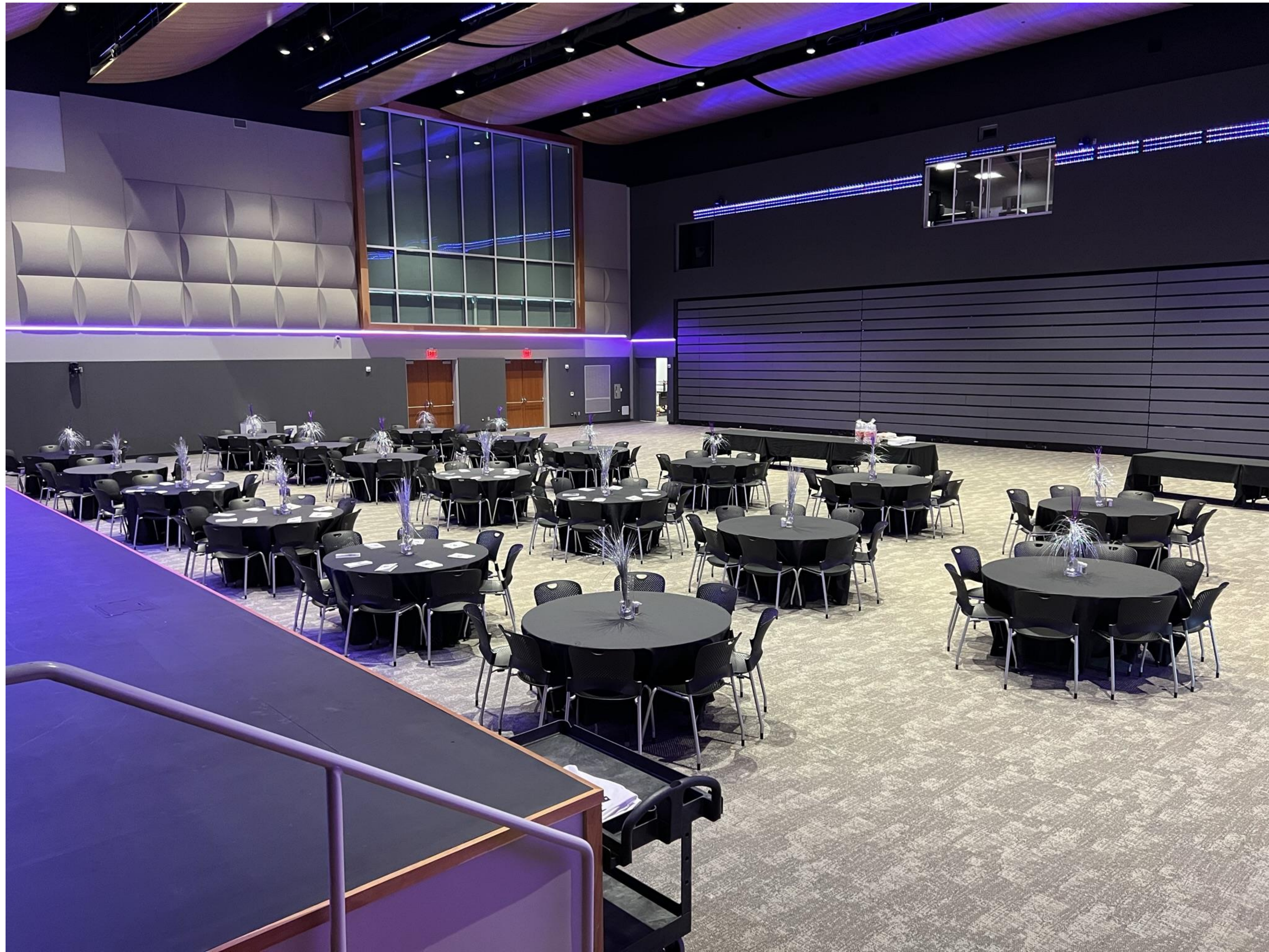
Malmo City Library,
Malmo, Sweden



FPL Expansion

- Expanded from 88,000 to 190,000 square feet
- Increased from 9 to 27 study rooms, +5 conference rooms
- 750 seat event center w/ pre-function hall, reception room, & courtyard
- Art & Movement studio
- 16 station commercial teaching kitchen & deli
- Center for Innovation: commercial studios, robotics lab, VR center, simulators
- Doubled the square footage of the children's library
- New stand-alone grade school library
- New stand-alone teen library
- **FPL+: a non-staffed hours section using Bibliotheca open+ access**





















FPL+ provides patrons access to non-staffed, limited library services outside of the library's regular operating hours.

[FAQ](#)

[Feedback Form](#)

FPL+ hours

MONDAY – SUNDAY: 6AM -10PM

This service is not available on holidays or days when the library is closed.

Services included

- + Holds pickup lockers
- + Laptop access
- + Copy & printing services
- + Wi-Fi
- + Access to seating in the library's Mountain Street lobby



Questions and Discussion

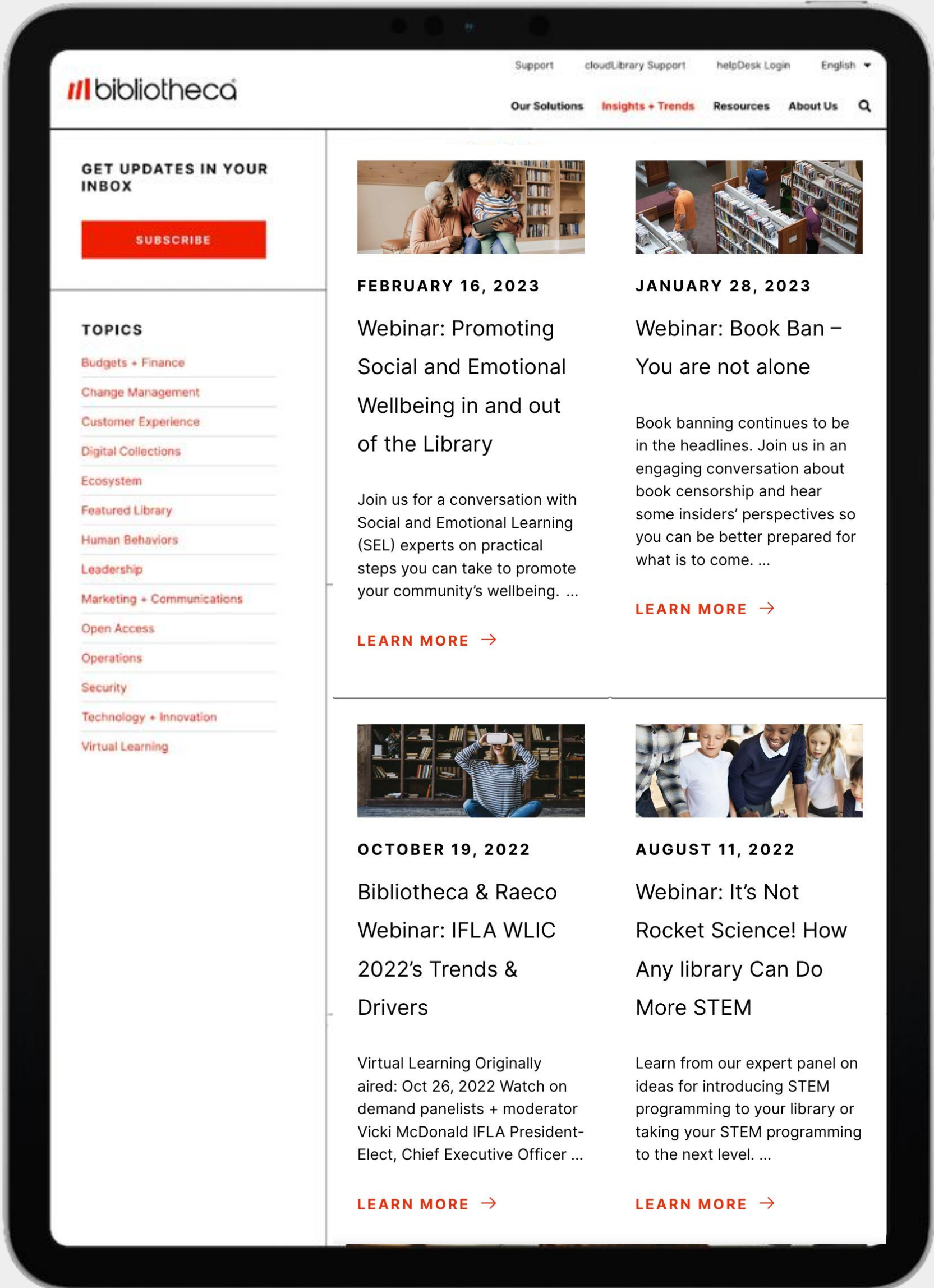
Learn from library leaders around the world

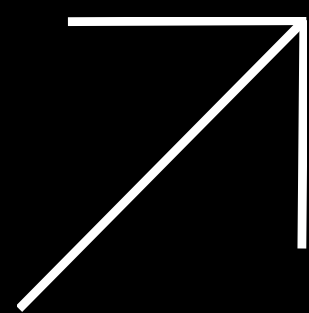
Catch up on-demand and join the discussion live with global leaders: [bibliotheca.com](https://www.bibliotheca.com)



“This was great. I learned a lot, especially about what more I need to learn. The presentation was clear, precise, and at a great level of understanding. Thank you.”

Webinar attendee, 2022





Help shape the future
of our digital events!

QUICK POLL

THANK YOU





Thank you.

Imagine what a library can be

