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The Data Difference Doubling Engagement @ Your Library

For Summer @ Your Library 2015, the Prince George's County Memorial Library System (PGCMLS) coupled online summer program registration with the segmentation tool of OrangeBoy's Savannah to uncover the difference in the details and more than doubled the summer reading program enrollment to 19,000. The Savannah system tracked pertinent data such as the youth's age, library material usage and school district.

"Motivated by the ability to view daily registration data, the Library staff realized a summer reading program participant increase of 106.7 percent," Michelle Hamiel, Chief Operating Officer for Public Services elaborated. The relevance of this increase is its impact of effectively reducing "the summer slide," the typical one month of instruction loss by students during the summer break, according to one study.

Surprisingly enough, the Savannah heat map uncovered that branches with less staffing had a greater impact on the statistical outcome. "We wanted to be able to take our limited resources and put them where we'll get the best bang for the buck," Michael Gannon, Chief Operating Officer for Support Services explained. "We were able sign up twice the amount of participants over last year with the same resources (staff time) as last year," Gannon added.

Moving forward, the Savannah dashboard will be available to all staff, not just management. It will be an instrument in the designing of programs and the selection of resources and materials to target the needs and preferences of our diverse communities. Gannon reiterated the advantage of staff being able to monitor progress to generate optimum service and programming at the Library.

About The Prince George's County Memorial Library System

The Prince George's County Memorial Library System (PGCMLS), consisting of 19 branches, offers strategies for lifelong learning. Library services include: OverDrive, Inc. (audiobook and e-book downloads), FastPencil (self-publishing platform for e-books), hoopla (digital video, music and audiobook downloads), Freegal (music downloads), Zinio (magazine downloads) and Brainfuse (tutoring and workforce development). All services are free with your PGCMLS library card. Library programs include: Storytimes, STEM (Science, Technology, Engineering, and Math), Book Discussions, Book Signings, Teen Advisory Board (TAB), Chess Clubs, Read to Rover, Game On and so much more. For additional information visit our website at www.pgcmls.info.

About OrangeBoy

OrangeBoy delivers decision-making tools driven by behavioral analytics. It operates from offices in Columbus, Ohio; Chicago, Illinois; and Portland, Oregon. OrangeBoy offers Savannah, a software-as-a-service (SaaS) customer intelligence and engagement solution. Savannah was developed by OrangeBoy for libraries. It enables libraries of all sizes to manage customers and report organizational performance in near-real time. OrangeBoy has worked with more than 60 public libraries in North America. There are currently 30 libraries with more than 1,000 registered library professionals using Savannah. Savannah users login daily to make business decisions, use Savannah's customer engagement and analytical tools, and connect with one another.

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