



CASE STUDY

North Vancouver City Library Reaches New Audience with MobileCirc

On March 4, 2015, staff from the North Vancouver City Library took their services to an audience they hadn't reached before: the North Shore Business Expo¹



SirsiDynix®



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Available for tablets, smartphones, or any device with a web browser, MobileCirc gives libraries a way to connect with their communities outside the library walls.

Among the staff at the expo was Christopher Koth, Electronic Services Librarian. He explained, "We were there to show businesses that when you finish your day, there are things you can do at the library that don't cost your business anything."

The library staff brought a set of newly purchased bestsellers to the trade fair, as well as just one piece of equipment: an iPad with SirsiDynix's MobileCirc app.

“ MobileCirc helped us capture a brand-new audience who otherwise would never have walked through the door of our library. People were blown away.”

Christopher Koth
Electronic Services Librarian

Why Use MobileCirc?

“This could become a very strategic and creative way to work with our municipal partners and augment their goals,” said Koth. “We’re also testing other ways to use MobileCirc in our library, and the results so far have been extremely positive.”

Using MobileCirc, the staff of North Vancouver City Library could register people on the spot by scanning a driver’s license and instantly check out popular books like *The Girl*

on the Train. And because MobileCirc was on their iPad,

staff could quickly bring up the library website and show users their electronic services as well. Koth commented,

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According to Koth, the library completed more transactions at this 4-hour event than their library accounts desk would perform on a typical weekday.

The Furture for North Vancouver City Library

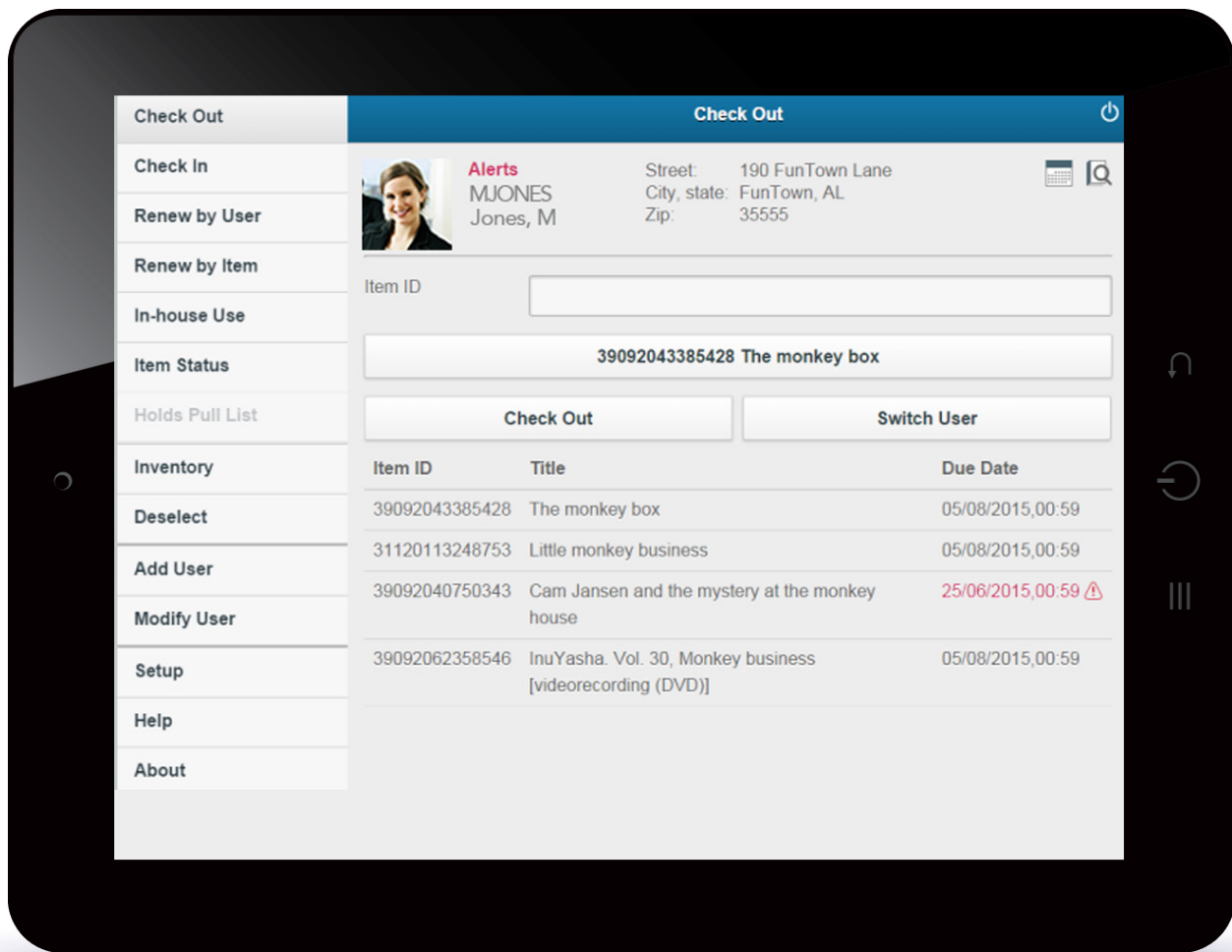
With the recent successes at his library, Koth sees MobileCirc as not just a useful tool but a sign of good things to come from SirsiDynix.

“SirsiDynix is upping their game to a level that the larger community is expecting,” he said. “The company seems to be on a development path that says, ‘Yes, we get it.’”

Trade shows are a recent addition to North Vancouver City Library’s marketing strategy, and MobileCirc is the driving force behind this tactic.

“Before MobileCirc, we didn’t go to tradeshow—we would have had to do

manual checkouts, which look shoddy and sloppy,” Koth said. If these users saw the library writing down checkout information with pen and paper, Koth explained, then they might continue to think that libraries are outmoded.



With MobileCirc, the library could change those opinions by bringing materials that trade fair attendees were interested in and by using technology that modern users expect. "MobileCirc brings us directly to the present in our technology," said Koth, "and people at the trade fair could think, 'The library is as connected as we want our business to be.'"

In the future, Koth and his staff plan to use MobileCirc to reach out to the community in even more inventive ways. Koth mentioned that at future trade fairs, the library could bring small business kits for attendees to check out. And at an upcoming clean city initiative, the library could provide materials that give users practical ways to make their lives environmentally friendly.

¹http://www.nvchamber.ca/events/Past_Event_Recap/north-shore-business-expo-2015



Get in touch!

Would you be open to speaking with someone
at SirsiDynix to learn more about MobileCirc?
Contact us today!



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