

CHARTING THE PATH AHEAD WITH GALE ANALYTICS ON DEMAND

Gale Analytics On Demand: Learn how our *Gale Analytics on Demand* ambassador will use data to increase community engagement.

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“We, here at Parramatta, believe Gale Analytics On Demand has a lot of potential; we’ve already identified several areas that we plan to experiment with. These include gaining greater insight into members of our e-newsletter mailing list; attendees of special events like major author talks; as well as participants in summer holiday activities and summer reading clubs.”



Nathan Turner

e-Resources Librarian,
City of Parramatta Public Libraries
Parramatta, NSW

BACKGROUND

City of Parramatta Libraries is located 26km west of Sydney’s CBD and is sometimes referred to as Sydney’s ‘second CBD’. It is a growing centre of culture and technology. The library celebrated its 60th year anniversary in 2018, officially opening in 1958. City of Parramatta Libraries services all of the Parramatta area through seven physical branches and one digital branch. City of Parramatta Libraries will be opening another branch in 2019 taking the total number of branches to nine.

Nathan Turner has a busy role managing the City of Parramatta Libraries’ online catalogue, website and web presence, as well as all of their electronic resources. He also trains library members and staff in how to use the online services offered at the library. Nathan first showed interest in *Gale Analytics on Demand* in 2017 when Gale ANZ launched the product. It was then that he envisioned how it could benefit the community that the library services.

■ ABOUT THE CHALLENGE

IDENTIFYING AREAS FOR GREATER INSIGHT

Serving a population of over 210,000 residents, City of Parramatta Libraries has identified areas where demographic and patron profile data will be used. The library is seeking to find insights into attendees of events such as author talks, school holiday programs and book clubs. Nathan noted “*We only have anecdotal evidence from library staff which tells us who is visiting the actual branches and how we’re serving them. So, Gale Analytics On Demand lets us look directly at the people that are actually using the library and helps us tailor and duplicate successful collections and events, by comparing the overall demographics for the area.*”

With a granular view of data they aim to reach more of the local community by evaluating users of particular collections to see what resonates and how they can improve. “*With the specific demographics that we get from Gale Analytics On Demand we can see the holes, to get an idea of the community groups that we aren’t reaching and serving.*”



“It’s also an excellent tool for preparing reports for management, all the way up to the executive level. Particularly some of the graphical mapping and plotting that it includes. We’re also using it for planning pop-up library events, external advertising in the community to reach specific areas, and even things like planning the locations of future library branches.”

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■ BRIDGING THE GAP

USING GALE ANALYTICS ON DEMAND TO COMPLEMENT EXISTING DATA

Nathan quickly identified how *Gale Analytics On Demand* could complement data pulled from *Blue Cloud Analytics* and was eager to be our *Gale Analytics On Demand* pioneer.

Nathan noted that the two programs offer different patron data and, combined, the data becomes more powerful. *“Blue Cloud Analytics is all about our library data, the things that libraries traditionally collect...it’s all stuff that’s inside the library doors. Gale Analytics On Demand is all about what’s outside the library. It’s all about our community and who our borrowers are, detailed demographic information about them and then general information about the people that we’re looking at (like family information, income brackets, life stage). Then visually plotting them on maps to show distributions and areas that we are reaching.”*

Nathan has run extensive tests through both tools and discovered their value by using them together. *“Blue Cloud Analytics and Gale Analytics On Demand very much complement each other. One gives us detailed information about what’s happening inside the library, the other one gives us information on what’s happening outside. So together we’re able to gain a much more detailed insight on the community we’re serving, far more than we’ve ever been able to traditionally gather.”*

■ THE RESULTS

STAY TUNED TO THE WEBSITE FOR UPDATES ON NATHAN’S PROGRESS

Gale intends on catching up with Nathan’s progress throughout the year whilst he implements *Gale Analytics On Demand* for the City of Parramatta Libraries.

View Nathan’s full Q&A interview on our webpage and stay tuned for updates on his progress.

How can **Gale Analytics On Demand** assist your library?

Contact us for a demonstration and a chat.
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