# GALE ANALYTICS ON DEMAND AMBASSADOR: CITY OF PARRAMATTA LIBRARIES

An Interview with Nathan Turner, eResources Librarian at City of Parramatta Libraries held at the City of Parramatta Libraries office, Monday 25th March 2019. The interview was conducted by Laura Whitton, Sales and Marketing Director for Gale Australia and New Zealand.

**LW:** Welcome everyone, and this morning we are chatting with Nathan Turner who is the e-Resources Librarian at the City of Parramatta Libraries.

Thank you, Nathan for agreeing to be Gales' ambassador for *Gale Analytics On Demand* and for agreeing to talk to us today about how it's being implemented here at the City of Parramatta Libraries.

We feel this resource is a terrific asset to any public library in Australia, but there's nothing better than hearing from someone using the resource within their day to day operations.

To start with can you please give us a brief profile of the City of Parramatta Libraries?

**NT:** Good morning. City of Parramatta Libraries has seven (7) physical branches and one (1) digital branch with an eighth (8) physical branch opening in the next few months.

We serve 210,000 residents and have quite a few workers who commute into Parramatta every day. We have a population from many culturally and linguistically diverse backgrounds. Last financial year we had over 985,000 visitors and a total of over 1.1 million loans. We had over 61,000 people attend over 2,400 events, including our story times so we keep fairly busy!

**LW:** And what drew you to implementing *Gale Analytics On Demand* at the City of Parramatta Libraries?

**NT:** Census statistics give us an idea of the overall demographics for the local community, but we don't know which demographics actually apply to the population that is coming through our doors. 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 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.

**LW:** And in the future, how do you envisage using *Gale Analytics On Demand*?

**NT:** We have a lot of different ways that we have started looking at using it. We have things like:

- snapshots of attendees to events like major author talks that we've run (which have been very successful and popular)
- our school holiday events
- our HSC sessions
- members of our book clubs (we've got over 100 of those)
- [and] the users of particular collections, to see what resonates with different community groups and even things like users of the fiction, nonfiction online library collections.

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.

**LW:** And how easy was it for you to integrate your patron data from the library management system that you have here into *Gale Analytics On Demand*?

**NT:** Integrating the patron data from our LMS was actually extremely easy! We simply identified the group we're running the report on, extracted the address data (and anything else that we wanted to analyze) and then imported it into *Gale Analytics On Demand* as a complete data set - then simply choose the options that we want on the report.

**LW:** And we understand that the City of Parramatta Libraries also uses *Blue Cloud Analytics*. How do you see *Gale Analytics On Demand* working in conjunction with *Blue Cloud Analytics*?

**NT:** *Blue Cloud Analytics* lets us quickly and easily pull out the information that we want on our patron data and quickly format it to directly match *Gale Analytics On Demand* requirements. If we see something interesting in the raw data set, then we can tailor that extract so we can then run a separate report in *Gale Analytics On Demand*. We can then drill down on what we want so we can quickly get several reports in one go.

**LW:** So, what do you see are the differences between *Gale Analytics On Demand* and *Blue Cloud Analytics*?

**NT:** *Blue Cloud Analytics* is all about our library data. The things that libraries traditionally collect; what's being borrowed; what's been returned; the ages of our patrons. It's all stuff that's inside the library doors.

*Gale Analytics On Demand* is all about what's outside the library. So, 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.

**LW:** So, do you actually think that they complement each other? the two software packages?

**NT:** *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.

**LW:** The City of Parramatta Libraries, I understand, will be opening a new branch in the next three months so how do you see *Gale Analytics On Demand* helping the needs of the new community?

**NT:** The [new] branch is located in a new and fast-growing suburb. We've already started examining the distinct demographics of the area as well as mapping out where our membership drives and pop up library events are reaching. As well as being able to readily plot new library patrons on the map, we can identify where we're reaching, where we haven't reached, and by pulling data (like new registrations at specific events) then we can identify holes in the coverage.

By looking closely at the community information specific to our new patrons we're able to ensure the opening day collections on the shelves will meet their needs and hopefully boost initial turnover and reduce the risk of underperforming collections!

**LW:** Well, thank you very much Nathan for this short chat this morning. We know that here at City of Parramatta Libraries you're in the early stages of implementing *Gale Analytics On Demand* and we look forward to seeing how the program unfolds over the coming months. We'd like to check in with you during the coming year and hear more stories about how *Gale Analytics On Demand* has changed the way you collect data here at City of Parramatta Libraries.

Thank you very much for your time today.

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