

CommunityConnect Case Study Denver Public Library

Denver Public Library at a Glance

Population 621,845
Customers 291,726 (47 percent market share)
Segments 47
Service areas 26

Service area with the highest population

Schlessman Family with 48,565 people

Segment with the largest population

Metropolitans with 91,264 people

Segment with most customers

Metro Renters with 46,492 people

Segment with the highest customer potential

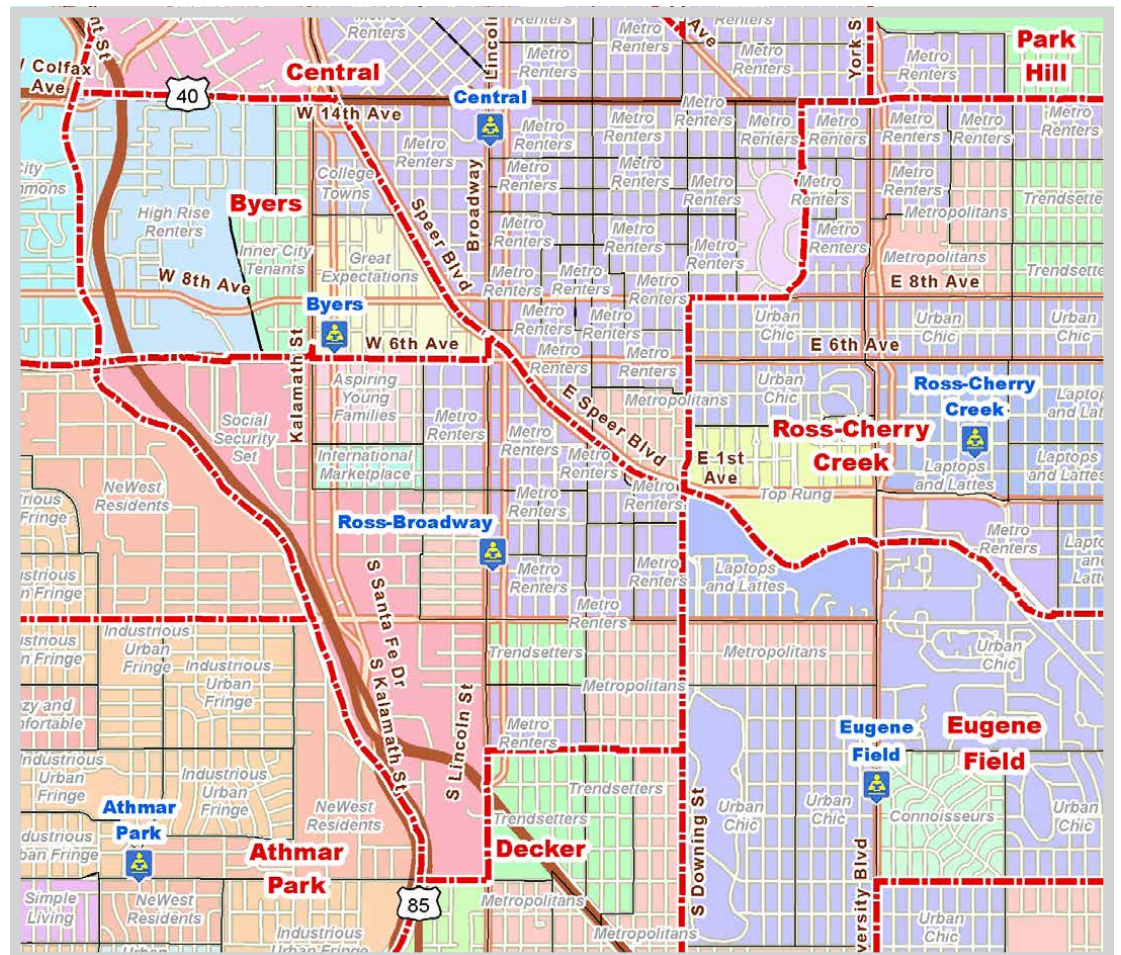
Industrious Urban Fringe with 45,730 non-customers

Michelle Jeske
 Director, Collections, Technology and Innovation

Elaine Langeberg
 Project Coordinator

Denver Public Library (DPL) began working with CIVICTechnologies in 2012 as part of their strategic planning process: *Service Delivery—the Next Evolution*. The market segmentation data combined with ILS data provided by CIVIC was used to help the branch and department supervisors get to know their customers better.

DPL has forty-six Tapestry market segments. Eleven branches have from eight to seventeen segments in their service areas. The three largest segments—Metro Renters, Metropolitan and Industrious Urban Fringe—account for more than two out of five people in the City of Denver.



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—Elaine Langeberg,
Project Coordinator

Strategic Planning

As part of the DPL planning, CIVICTechnologies President and CEO Marc Futterman recommended and DPL has adopted six city-wide initiatives:

Early Literacy

Build on DPL’s existing initiatives that focus on school readiness and school achievement. Focus on extending services, materials and opportunities for 0-5 year-olds and their parents in Denver’s literacy challenged segments.

Out of School Learning

Provide targeted and engaging out-of-school learning opportunities focused on science, technology, engineering, art and math (STEAM) for children and teens in the Families with Children supergroup and the Metropolitan market segment.

Customer Loyalty

Develop a program to build customer loyalty, designed for high checkout market segments but available to all.

Taking it to the Streets: Building Daily-Life Mindshare

Create an awareness campaign targeted at SoloActs/Metropolis and Families with Children to increase mindshare and in-person and virtual interactions at the Library.



Edge Tech for All

Create and implement a holistic approach to bridging the digital divide. This includes providing targeted technology access and training to the Global Roots Life Mode group and programs to help people in those and other life mode groups learn and excel in a wide variety of technologies in a rapidly changing world.

Mobile Apps and Virtual Services

Rapidly develop mobile and virtual services and resources focused on the specific needs of the various market segments.

Understand. Predict. Deliver.

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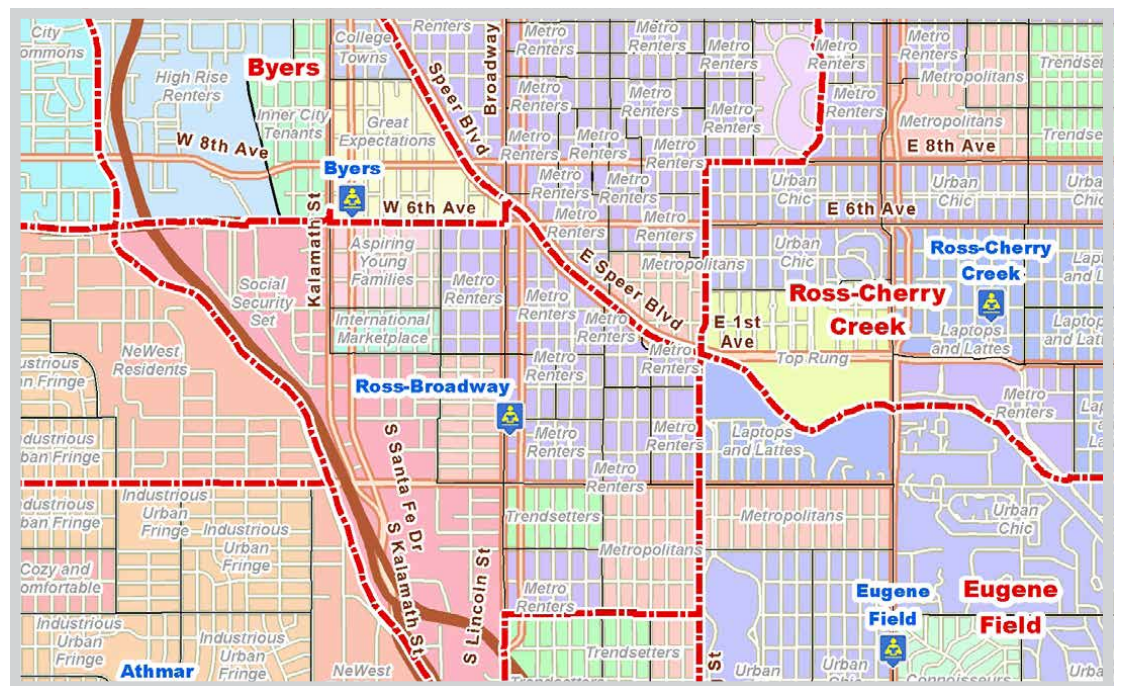
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Applying the Data

Initially, Futterman analyzed the data which has led the library to correlate their primary segments with their broad initiatives. “As we look at our CommunityConnect data we can see that we need a greater focus on the Industrious Urban Fringe segment, a segment we have not served as well as others,” stated Elaine Langeberg, Project Coordinator. “Some of our initiatives including Early Literacy and Edge Tech are meant to attract and provide relevant services to the Industrious Urban Fringe.” On the other hand, she says, the library has done well appealing to and maintaining Metro Renters and Metropolitans and these market segments continue to grow. For these customers the library is

developing a customer loyalty program and will more rapidly pursue virtual services and mobile apps.

DPL is still in the early stages of adopting CommunityConnect and beginning to work with the current data. Each branch and Central Library department, plus denverlibrary.org and the bookmobile, developed action plans with three to five specific actions. These action plans are specifically designed to serve segments, either in neighborhoods for branches, or citywide and to generally attract users and non-users. In order to implement the new strategic plan, Service Delivery—the Next Evolution, DPL has reorganized the management team. Next steps include developing



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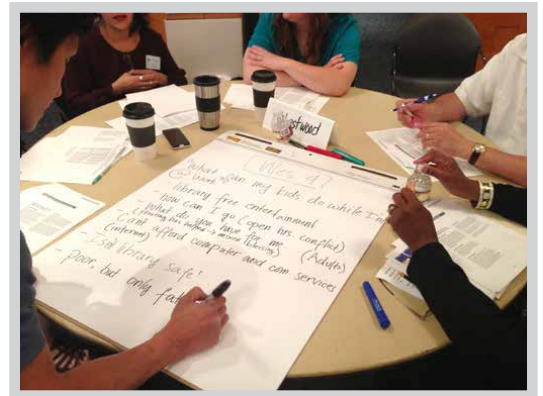
CommunityConnect curriculum to train branch and Central supervisors and managers. Then staff will begin to use the CommunityConnect data, with the expectation that they will look at the data every month to assess progress and make necessary adjustments.

Michelle Jeske, Director, Collections, Technology and Innovation, says the action plans also include what branches and departments will stop doing. “The data we see in CommunityConnect supports in large part what staff already felt about their communities. Staff recognized what library activities were not well received in their communities and now, with the CommunityConnect data, they understand why and have justification for ending non-effective programs and services.”

With twenty-six branches, each with three to five specific action plans, the next step is to decide phasing: what can be worked on this year, what needs to wait, what needs more funding and how staff needs to be realigned to support the new directions. DPL has set large goals for increasing circulation, card holders, number of visits and program attendance. “We have a very aggressive goal of acquiring 100,000 new Denver cardholders this year,” says Jeske. “Currently just over 40% of the Denver population has a library card.

The CommunityConnect data shows us who our users and non-users are and where they live. This data gives us the tools to do both an overall card campaign as well as targeted campaigns at the local level.”

Jeske says the CommunityConnect data will be part of a regular review with the branch supervisors who will be responsible for looking at and analyzing their own data. “This is a real change for staff,” she says. “With this greater responsibility comes more accountability. We see this as a sizable culture shift in our organization, which is exciting.”



“In these post-recession times it is more important than ever to ensure library resources are being utilized effectively and strategically. CommunityConnect helps libraries pinpoint precisely who to serve and how to serve them. This investment yields an immediate ROI in better attended programs, increased collection usage, more cardholders, and better use of library space.”

—Marc Futterman,
CIVICTechnologies
President and CEO

About CommunityConnect

CommunityConnect is a web-software solution that integrates data from your library with market segmentation, demographic, and other data so you can better understand your community, predict what people are interested in, and deliver relevant services to them.

Using CommunityConnect, our customers effectively execute cardholder development campaigns, make smarter collection development decisions, determine the need and find the best sites for new locations, plan programs and services, align staff to meet community needs, plan facility improvements, develop consumer technologies, and invest in effective marketing and communications campaigns.

About CIVICTechnologies

CIVICTechnologies provides a full suite of web services, customized applications and consulting service to meet the complete market analytics and geographic information systems (GIS) needs of libraries and businesses—from small and medium sized enterprises to Fortune 500 companies—across a diverse range of industries. CIVICTechnologies enables its customers to visualize data in new and innovative ways in order to deliver more effective products and services, make better informed decisions, build consensus faster, allocate resources more wisely, and implement organization-wide solutions more effectively.

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