

Analysis: Registration Drivers

Fall 2018

Approximately 1 in 10¹ visitors to the library is here to attend a program. To maximize attendance, it is important to understand where patrons learn about programming.

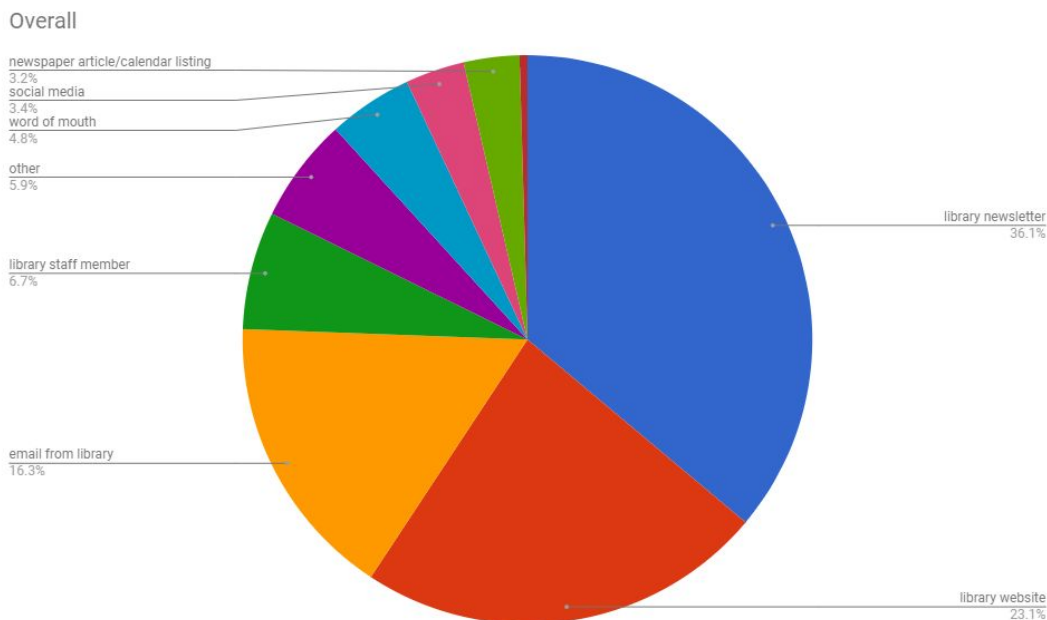
A question was added to the registration screen for selected programs this summer: “How did you hear about this library event?” Answer choices were

- Email from library
- Library newsletter
- Library staff member
- Library website
- Newspaper
- Library TV screen
- Social Media
- Word of Mouth
- Other

Note: survey was only conducted with programs that have advance registration. These findings do not necessarily apply to storytimes or any other drop-in or day-of ticket programs.

Findings by age group

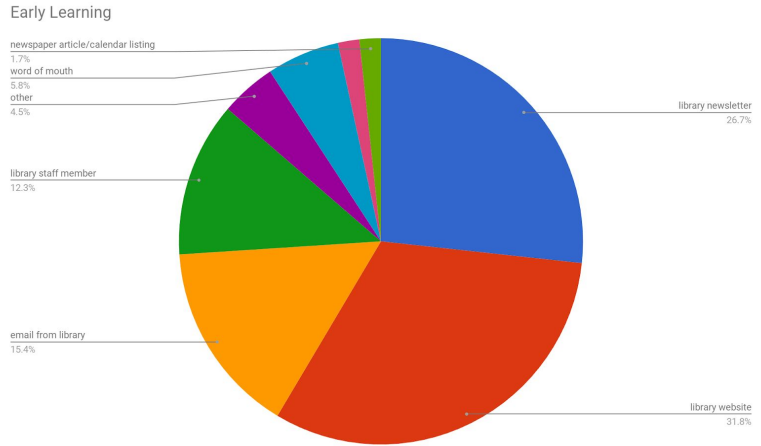
The summer study showed that overall 75% of registrations comes from the library’s primary communications channels: newsletter, website, and email.



¹ Overall, 9.5% of visitors to the library in FY19 attended a program. In FY19, we hosted 1,072 programs with a total of 31,218 participants. Total door count was 316,000.

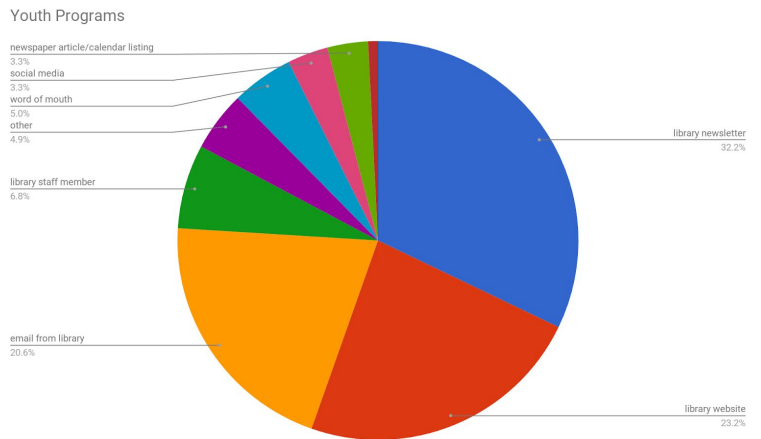
Early Learning primary communications channels are

1. library website (32%)
2. library newsletter (27%)
3. email from library (15%)
4. library staff member (12%)



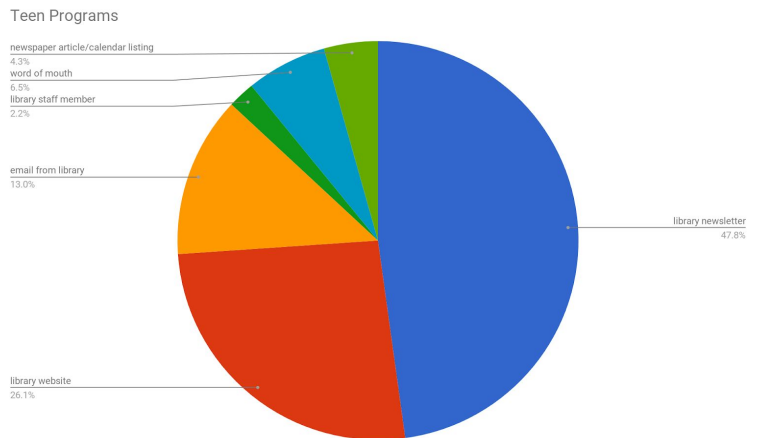
Youth

1. library newsletter (32%)
2. library website (23%)
3. email from library (21%)
4. library staff member (7%)



Teen

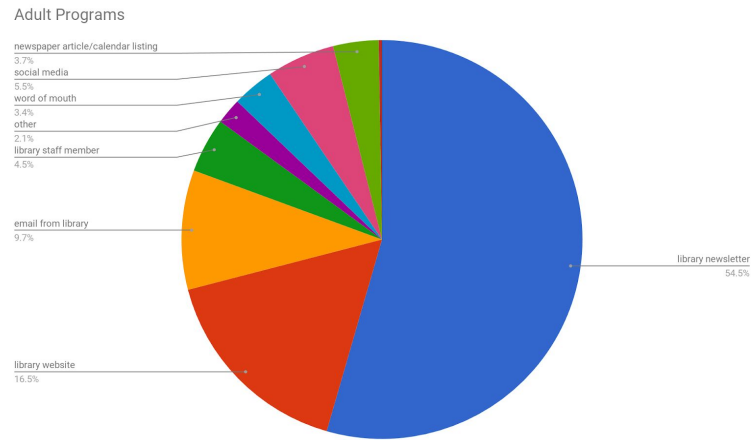
1. library newsletter (48%)
2. library website (25%)
3. email from library (13%)
4. word of mouth (6.5%)



Word of mouth is a more important driver for teens than for other groups. What can we do to make it easier for teens to tell a friend or invite someone to attend?

Adult

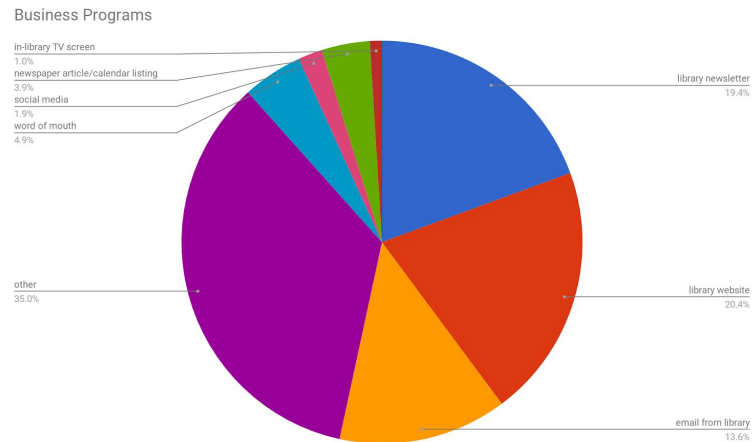
1. **library newsletter (54%)**
2. **library website (16%)**
3. **email from library (10%)**
4. **social media (6%)**



The newsletter is of paramount importance to adult attendees. Future issues should strive to make that section as rich as possible. Consider prioritizing images for the adult section over the youth section, which gets more traffic from online/email than print. Social media also relatively important. Continue posting large events to Facebook.

Business programs

1. **other (35%)**
2. **library website (20%)**
3. **library newsletter (19%)**
4. **email from library (13%)**



“Other”: communications from the Chamber and networking that Janice and Ashley are doing? Further investigation is warranted.

Determinations for each communications channel

EMAIL FROM LIBRARY represents two kinds of email: automatic notifications that Evanced sends out 30 days before a program and the library’s Mailchimp e-newsletters. Both are important. It will be important for any online event calendar product that we choose to offer an automatic advance notification email feature, as it is an important driver of program signups.

LIBRARY NEWSLETTER. Important overall. Especially important for adult and teen programs. Recommend keeping teen programs on their own page and doing whatever possible to make the program titles, descriptions and images appealing to readers.

LIBRARY STAFF MEMBER. Important driver of early learning and youth program attendance. Please keep mentioning other program opportunities in your introductions and in conversations at the desk. Thank you!

LIBRARY WEBSITE is ambiguous and merits a closer look. As the website itself has very little program content on it, I highly suspect this represents patrons who visit the online calendar and actively look for programs that interest them. If that is the case, it will be important for any online event calendar product that we choose to be as browsable as possible, as it is an important driver of program signups.

NEWSPAPER. A relatively small amount of influence: driving approximately 3% of participants per month (approx. 78 seats). Becky sends a monthly digest to the media about upcoming programs that serves a number of purposes: it prompts stories, photo opportunities, and some of it gets picked up by the Pioneer Press calendar. We will continue that. CEP may want to reconsider the amount of time any Program Assistant spends manually entering calendar information on different newspaper sites. Would recommend continuing with Little Lake County, as that may be captured under "Other."

LIBRARY TV SCREENS. Unimportant, accounting for just 1% of program signups. Expect few program slides going forward. We will be completely rethinking how we use those screens. Also, this option removed from the survey and replaced with "Other organization" to help investigate whether our event partners are helping drive registrations.

SOCIAL MEDIA. A very small factor for early learning and youth programs, which is interesting, as many of the big Saturday concerts are what end up advertised on social media. A bigger influencer for adult (6%), so we will keep posting about larger event opportunities for adults. Negligible for teens. We will be discontinuing the <http://twitter.com/vernonteens> account, as there is no evidence of its value.

WORD OF MOUTH. Has been changed to "Friend or family" for fall survey, as "word of mouth" may be unclear to ELL speakers.

OTHER. Drives 6% of attendance overall. We will do some investigation into what "other" may include. Possibly Chamber communications, networking, blogs? As people answer "other" this fall, we will send a follow-up question to better understand.