

North Vancouver City Library Case Study



North Vancouver, BC
Service Population: 54,000
Annual Circulation: 640,000
Customer since 2019

Before Niche Academy...

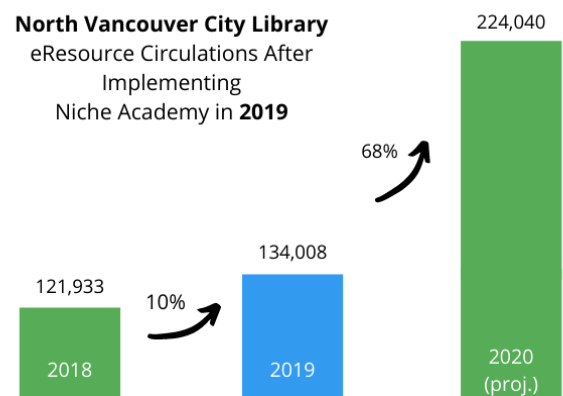
North Vancouver Public Library's training included a wide range of materials, many out of date, and staff time was taken up by patron questions that could be solved with the right tutorials.

With Niche Academy...

eResource usage in 2019 increased 10% over 2018 with the highest usage coming in the last three months of the year. Usage in 2020 is on pace to be 68% higher than in 2019.

Part of that growth is due to the availability of a new ebooks collection, but even excluding the new ebooks, the rate of usage increase for all the other resources is the same. The pandemic also led to a sharp rise in eResource usage.

Niche Academy helped people have good first experiences with these resources rather than getting frustrated or giving up. As with many other libraries, the introduction of Niche Academy eResource tutorial widgets strongly correlates with increased usage of those resources.



"Niche Academy has solved problems that are both urgent and very important. The pandemic really highlighted for us two sides to that. Again, you've always got the public and the staff side of things. For the staff side, the pandemic really highlighted for us the gap in technical knowledge that existed within the various levels of staffing that we have. So when we shut down, I think everyone's staff were having to learn all of these new different tools to be able to do their work in a new environment."

So Niche Academy was both urgent and important to be able to get that information out to them as fast as possible. So we use it for that. For customers, our use of digital collections during the pandemic understandably skyrocketed. So there's a lot of people using those for the first time, at a time when we didn't have the usual staff levels of support available to them. So Niche Academy was hugely important for us to be able to direct customers to when we couldn't support the in-person training like we used to. At a time when the resources were more in demand."

- Kat Lucas, Head of Digital Services at NVCPL

