

Scottsdale Public Library

Case Study



Scottsdale, AZ
Service Population: 226,918
Annual Circulation: 2,984,776
Customer since 2017

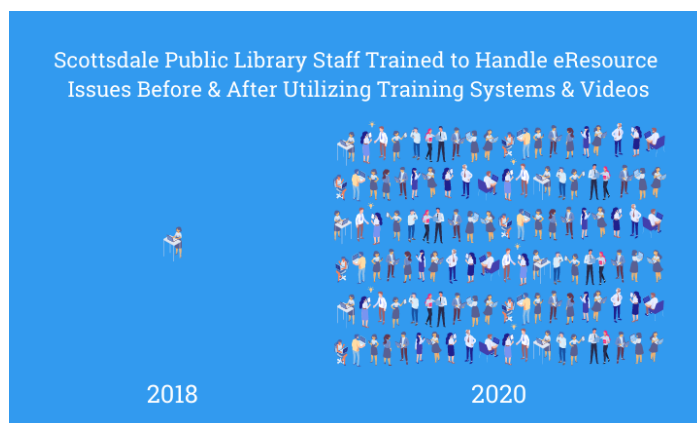
Before Niche Academy...

eResource support was "piecemeal, chaotic almost, and it relied on personal interest of staff. The ones who were interested in the digital world would handle the digital issues." Scottsdale was looking for videos and tools to provide patron instruction and looked at creating them in-house. The difficulty was keeping the tutorials up-to-date as the eResources changed and were updated over time.

Their strategic plan emphasized staff training. The goal was to have all frontline staff familiar enough with the library's resources to navigate and find things and know at least a beginning of how to set things up, particularly on mobile devices. Niche Academy provided both patron instruction and staff training.

With Niche Academy...

Now Scottsdale has everyone handling the digital issues, and Niche has taken staff training to the next level since becoming a customer in 2017. It allows it to be personal, self-paced, and interactive. Whenever a new service is added, the tutorials can be immediately deployed to the website from Niche Academy's large catalog of ready-to-use tutorials, and it allows for control of the widgets without a single edit to the website.



"Niche Academy was really easy to install. I mean, we've had zero problems technology wise. So, that side has been a relief. We don't have control over our website, so getting things embedded into our website is a big deal.

We use Niche when we add a new resource. We just added Acorn TV and... we've seen a huge use in Acorn TV for patrons, and that's been very helpful in not having it hit me quite so hard. So, it's like we're a team, Niche Academy and me with the patrons, a team up."

- Bethany Ronnberg, eResource Librarian at Scottsdale Public Library

