

Suffolk Public Library

Case Study



Suffolk, VA
Service Population: 88,161
Annual Circulation: 339,000
Customer since 2015

Before Niche Academy...

In terms of eResources, the library was only seeing modest increases of just a few percentage points a year in their circulation numbers.

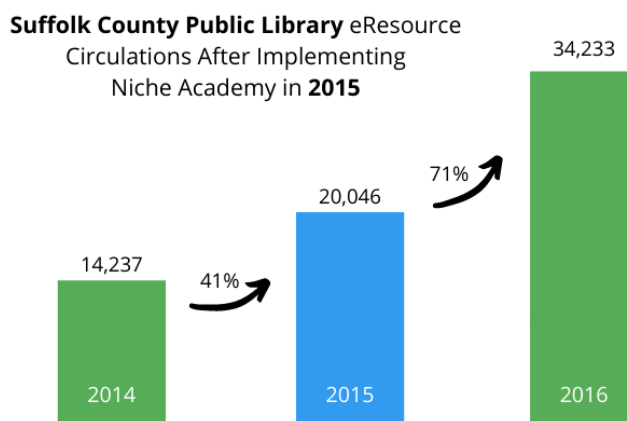
Before using Niche Academy, there was no regular system for training staff or for ensuring staff had mastered basic technical competencies.

To solve these problems, Suffolk Public Library began using Niche Academy for eResource promotion and patron instruction in June 2015. In 2017, they began using it for more serious staff training.

With Niche Academy...

Today, Suffolk PL has a systematic onboarding and professional development program based on core competencies. They also have a robust continuous learning program for all library staff. The staff training program is much easier to manage because it doesn't require the same scheduling

headaches it used to. Staff can move at their own pace and have the ability to revisit training whenever they choose. Suffolk Public Library purchased Niche Academy midway through 2015. They saw a 41% increase in their eResource usage that year. In 2016 they saw an even larger 70% increase from 2015 levels, more than doubling their overall usage compared to 2014.



"I use Niche almost every day. And this is no exaggeration, I literally am in it like every single day, because I have found ways to use it in my position."

-Raynell Carpenter, Learning and Staff Development Coordinator at SPL

