

# CUSTOMER SUCCESS

## New Hanover County Public Library

Located in North Carolina, New Hanover County Public Library includes four branches that serve a population of more than 213,000. To support its readers' advisory services, the Library subscribes to NoveList® Plus, NoveList® Select, and LibraryAware™. Together, these EBSCO resources are helping NHCPL to better connect with the community it serves.



**“LibraryAware is the perfect solution for a smaller library system that has to do its own publicity on a regular basis.”**

*--Rachel Langlois, Virtual Services Librarian, New Hanover County Public Library*

### WHAT THEY DID

#### NoveList Plus for helping readers

New Hanover County Public Library has long subscribed to NoveList Plus. According to Library Assistant Anna Connelly, it is an effective tool in supporting the readers' advisory service. “Patrons are always really surprised at how quickly we can find a title for them using NoveList Plus,” Connelly says.

#### NoveList Select in the catalog

In 2013, the institution added NoveList Select. “When I show patrons how to use the catalog, I always show them the related titles on the records, and they are totally in awe of that,” Connelly says. “It’s like having a reference librarian at their fingertips. Sometimes this is a game-changer because they get to see all the great features in the online catalog.”

#### LibraryAware to reach readers

To better promote its reader services, the institution subscribed to LibraryAware. They use it in many ways, including on their website, to send NextReads newsletters, and sending custom newsletters. They also use it to create readers' advisory materials. “LibraryAware is a great launch pad for readers' advisory,” says Librarian Carla Sarratt.

### RESULTS

#### Circulation increased

As part of their Axis 360 e-book project, the Library sent out a weekly “New from Axis 360” newsletter. Since launching the newsletter, the Library saw use of its e-book collection rise dramatically. In April, the number of downloads were 500% higher than those seen in March.

#### Staff time and expertise maximized

Librarian Rachel Langlois says LibraryAware is both flexible and versatile. “We love LibraryAware,” she says. “The single, biggest, awesome, cool thing about LibraryAware is that it gives us a way to create a professional, streamlined look across the board, yet put the creative content capabilities into the hands of the people who are doing the doggone programs. How fun is that? It’s the perfect solution for a smaller library system that has to do its own publicity on a regular basis.”

#### Products working together

Connelly agrees, praising the synergy among NoveList’s products. “It saves [us] a lot of time with the products being able to talk to each other,” she said. “I wish more companies were as interconnected with their resources.”

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