

# Engaged Users and Happy Staff: The Benefits of the Reading Club App

Ryan Patrick, Director, Customer Service
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# RC App - Agenda

- RC App @ East Gwillimbury PL
  - Why use the app?, RC App Set Up, Benefits &
     Challenges, Strategic Use, Future Application
- Configuration
- Registration/Activity Tracking
- Data management tools
  - Batch Admin, RC Admin, RC Reports
- Outcome Survey
- Support
- Questions & Answers

# RC App at East Gwillimbury Public Library



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### Overview

- Why Use the App?
- RC App Set Up
- Benefits & Challenges
- Strategic Use
- Future Application



### Why Use the App?

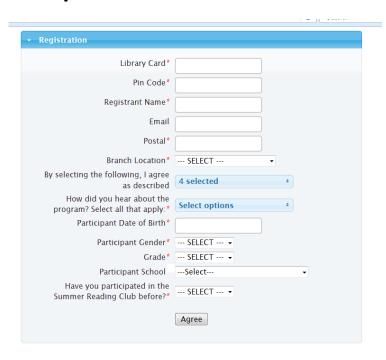
- Increase accuracy
- Reduce staff time inputting data
- Expand reporting options
- Increase accessibility



# RC App Set Up



Registration parameters

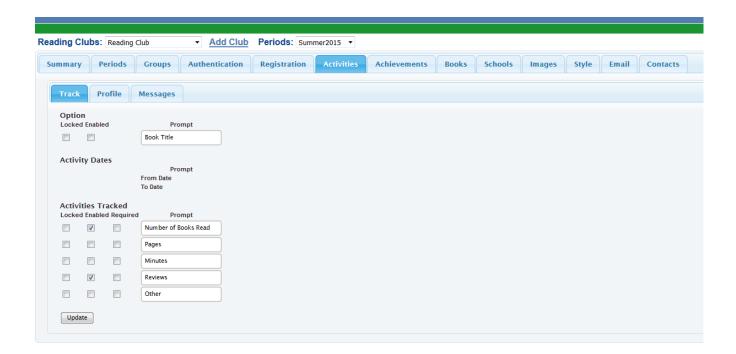


mary	Pe	riods	Group	os Authe	ntication R	egistration Activities	Achievements	Books	Schools	Images	Style	Email	Contact
Regist	rant	Regis	trant-Cı	ıstom Pa	rticipant Pa	articipant-Custom Th	anks						
>>> Regis	trant D	etails											
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	V	<b>V</b>			reg_name	Registrant Name	Registrant		text				
					reg_phone1	Primary Phone	Phone		tel				
					reg_phone2	Secondary Phone	Phone 2		tel				
	V				reg_email	Email	Email		email				
	<b>V</b>	<b>J</b>			reg_postal	Postal	Post Code		text				
					reg_addr	Street Address	Address		text				
					reg_lang	Language	Language		select			Set Option	s
	V	<b>V</b>			reg_branch	Branch Location	Branch	1	select			Set Option	s
	<b>V</b>	<b>V</b>			reg_questions	Number of Participants			text				
	<b>V</b>			<b>V</b>	is_part	I am participating and wil	Participating		checkbox		_	Set Option	s
				•	join_club	Have you ever joined the	Previous registrat		select			Set Option	_
					Value	Prompt	110110401031044						_
					Y N	Yes No							
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	V				email_for	By selecting the following	Permissions	7	multi			Set Option	S
					Value	Prompt							
					1 2		mail address to communic ne name of prize winning p			r my name			
					3	The Library may invite me	by email to participate in the	he evaluati	on of the Reading	Club			
					4	The Library may share the	names of each participant	registered	i under my name	with the sele	ctea school	(S)	
		uestion	d Dente et	ed Preselected	1/	Prompt	Short Name (Repo		Туре	Mask		Options	
оскес	Enable	I Kequire	a Protecti	ea Preselectea	find_program	How did you hear about t	Program awarene		multi	Mask		Set Options	
		V			Value	Prompt	Trogram awarene		mara			oct option	_
					1	Someone from the Library							
					3	Heard about it from friends Heard about it at the Librar							
					4	Someone from the Library							

Book Tracking





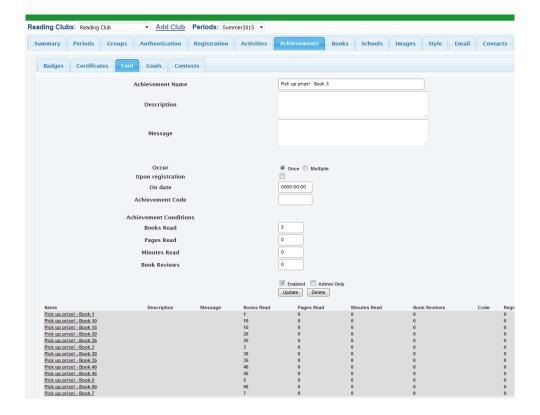


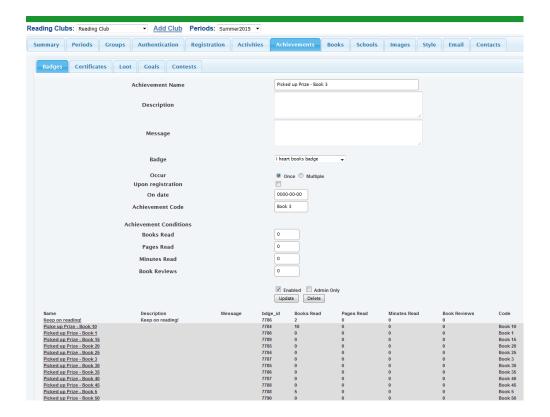
Prize Tracking



Prize Pick Up







## **Staff Training**

- Training guide
- Test mode



### **Public Use**

- Website
- In-house use



### Benefits of the App

- Comparable data
- Reporting
- IT Support



### Participants

#### Participants by Outlet by Group

The number of participants summarized by outlet by group.

Show 100 ▼ entries	100 entries Search all columns:							
Branch	80-5	B13+ *	B6-8 <sup>♦</sup>	B9-12 <sup>♦</sup>	G0-5 <sup>♦</sup>	G13+ *	G6-8 <sup>♦</sup>	<b>G9-12</b> <sup>♦</sup>
Holland Landing Branch	32	1	32	13	37	11	37	29
Mount Albert Branch	16	1	17	17	26	5	16	34
null								
Total Maximum Minimum	48 32 16	2 1 1	49 32 17	30 17 13	63 37 26	16 11 5	53 37 16	63 34 29
Average	24	1	24	15	31	8	26	31

Showing 1 to 3 of 3 entries

### Returning Participant

#### Returning Participant

The number of participants who have (Y) previously participated in the program, have not (N) participated in the program or did not respond (N/A) to the question.



### Books Read

#### Activities by Outlet by Activity Type (Books, Reviews)

Total participant Activity by Outlet by Activity Type (Books, Reviews).



Showing 1 to 3 of 3 entries

### Prize Report

#### **Badges Report**

The total number of badges awarded by Outlet (e.g. the library may have setup 20 badges and if all 200 participants earned all of the

Show 100 rentries

Branch	Pick up prize! - Book 1	Pick up prize! - Book 10	Pick up prize! - Book 15	Pick up prize! - Book 20	Pick up prize! - Book 25	Pick up prize! - Book 3	Pick up prize! - Book 30	Pick up prize! - Book 35	Pick up prize! - Book 40	Pick up prize! - Book 45	Pick up prize! - Book 5	Pick up prize! - Book 50	Pick up prize! - Book 7	Picke vp up Prize - Book 10
Holland Landing Branch	134	85	70	60	44	123	39	32	24	23	105	19	92	66
Mount Albert Branch	90	51	40	33	30	75	25	22	19	15	69	14	62	46
null														
Total Maximum Minimum Average	224 134 90 112	136 85 51 68	110 70 40 55	93 60 33 46	74 44 30 37	198 123 75 99	64 39 25 32	54 32 22 27	43 24 19 21	38 23 15 19	174 105 69 87	33 19 14 16	154 92 62 77	112 66 46 56

Showing 1 to 3 of 3 entries

### Challenges

- Username & Password vs. Library Card
- Program set up
- User interface



# Strategic Use

- Outreach outcomes
- Program retention
- School interest



### **Future Application**

- Winter/Spring Reading Club
- Online presence
- Tablets



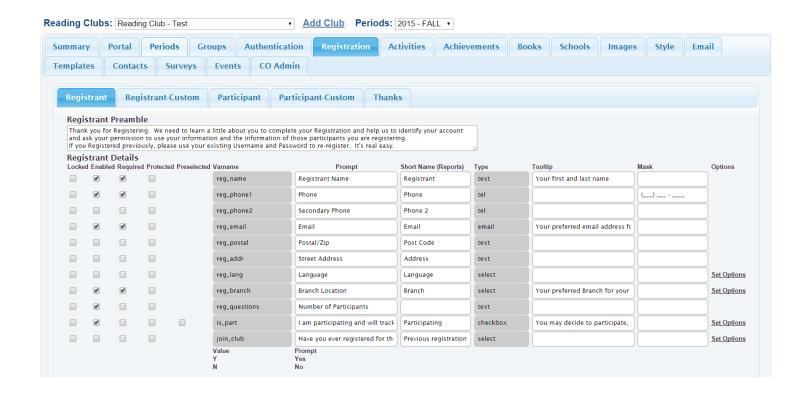




# Questions www.countingopinions.com reading@rcapp.net

Ryan Patrick, Director, Customer Service
Austin Da Silveira, Customer Service Specialist
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# **Highly Configurable**



# **Registration Form**

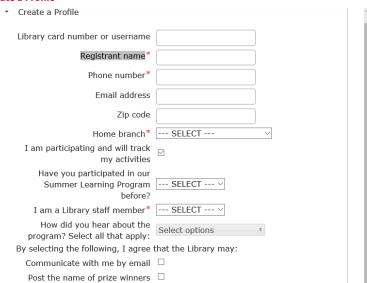
Registration	
Registrant	
Library Card	
Pin Code	
Username*	d9ae2a
Password*	
Registrant Name*	
Email*	
Branch Location*	SELECT •
I am participating and will track my activities	€
Have you ever joined the club before?	SELECT ▼
Participant————	
Participant Date of Birth *	year ▼ month ▼ day ▼
Participant Gender*	SELECT ▼
Grade	SELECT ▼
Participant School	Select ▼
Have you ever participated in the club before? *	SELECT ▼
	Agree

# Form Integration

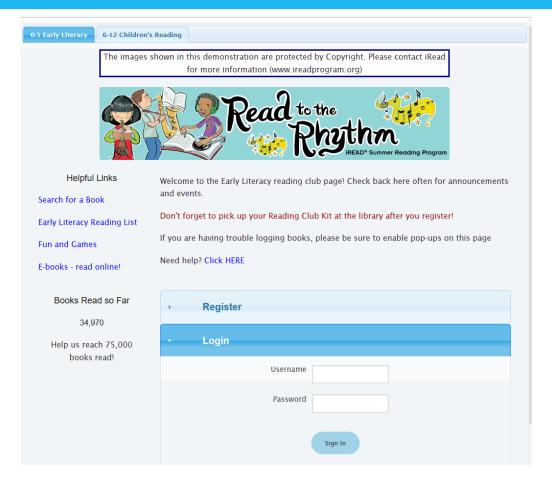
Hom	e <b>Be an</b>	All-Star Reader	Programs & Events	Summer Lunch	Summer Camp Reading
Home	e > Be an All-Sta	ar Reader > Track You	r Reading		
Tro	ack You	r Reading			

First-time users will need to create a profile. All you need is your library card. If you don't have a card, you can apply for one online. Once you've created your profile, you're ready to begin tracking your reading! Please see our FAQs for details about registration, tracking your reading, and prizes. Slideshare overviews for groups and individuals are also available online.

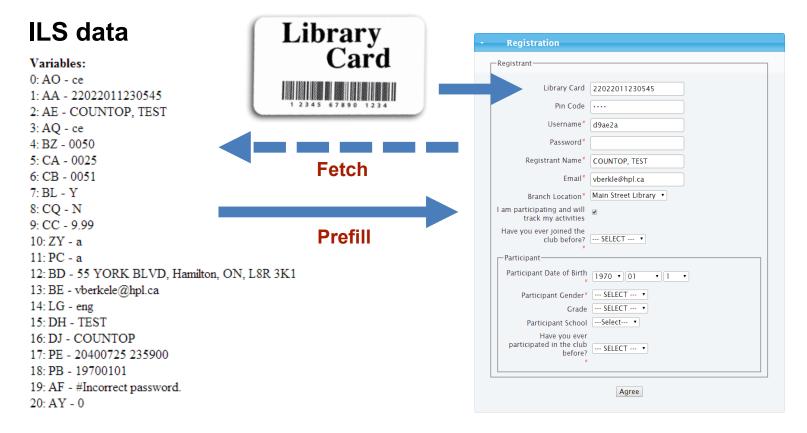
#### Create a Profile



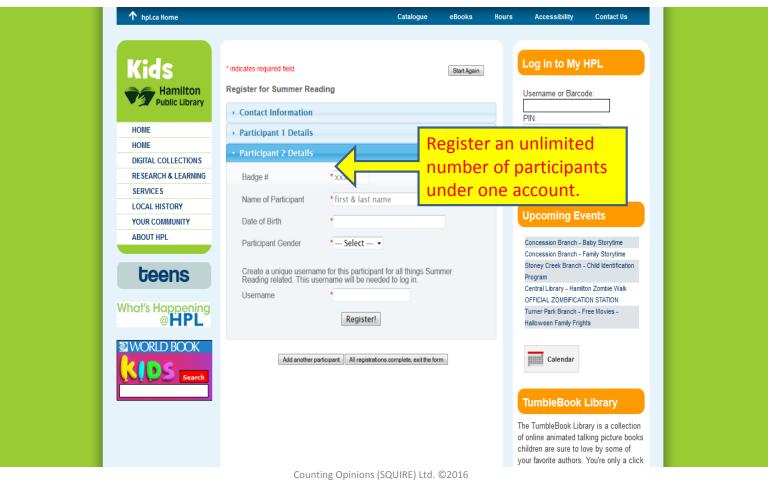
# **RC Portal**



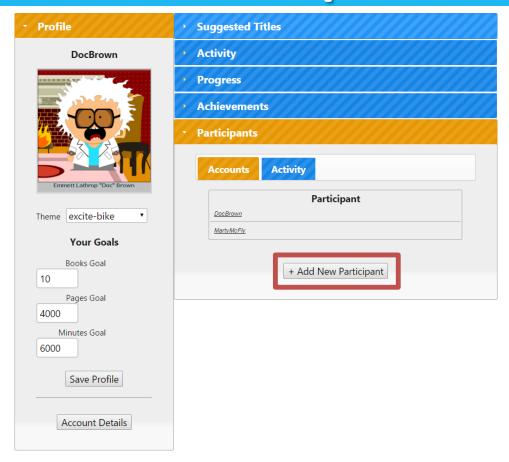
# **ILS Integration**



# **Group Registration**



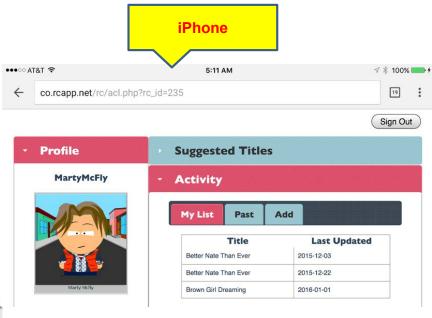
# **Add Participants**



# **RC App - Responsive**

Supports
Mobile
Browsers
& Devices



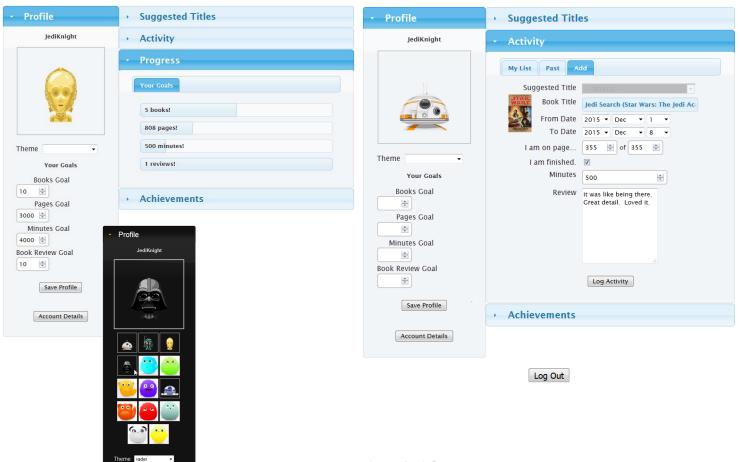


# **Activity Tracking**

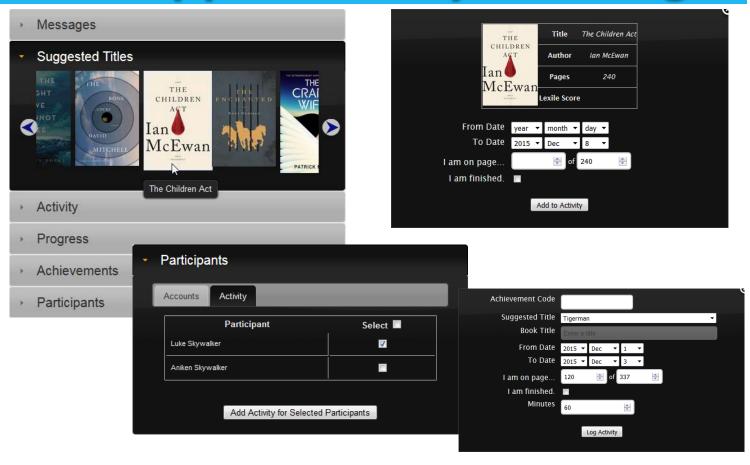


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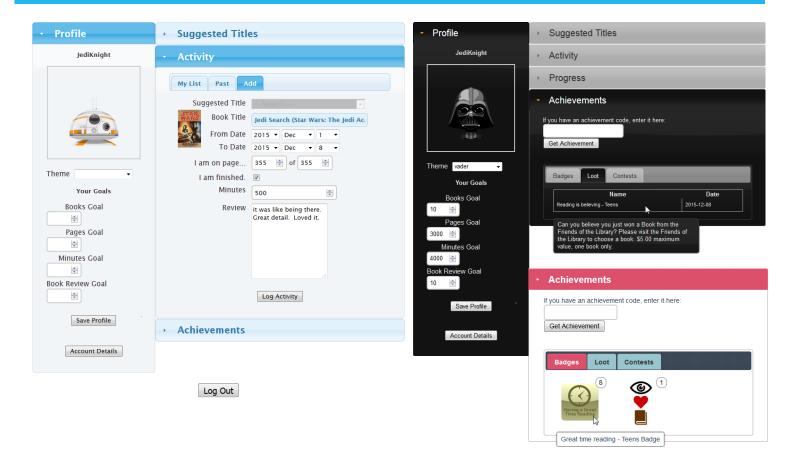
# **Profile**



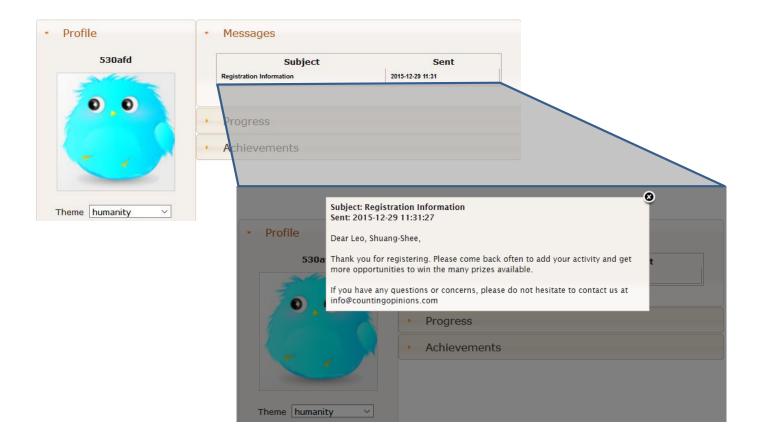
## RC App – Activity Tracking



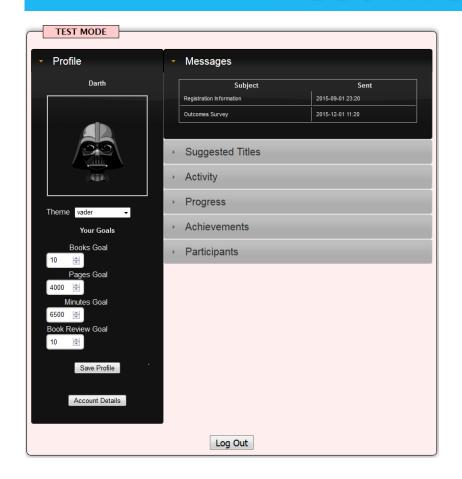
# Achievements

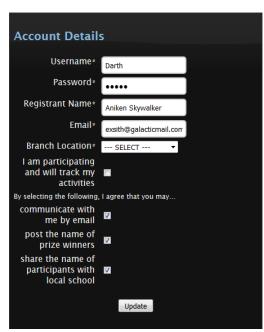


## Messages

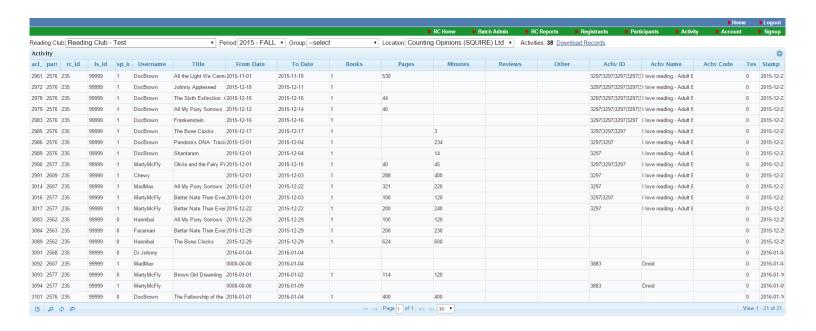


### **Test Mode**

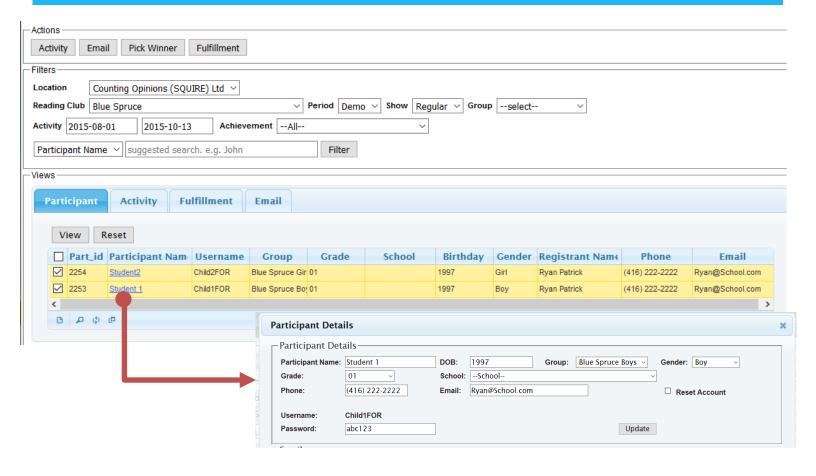




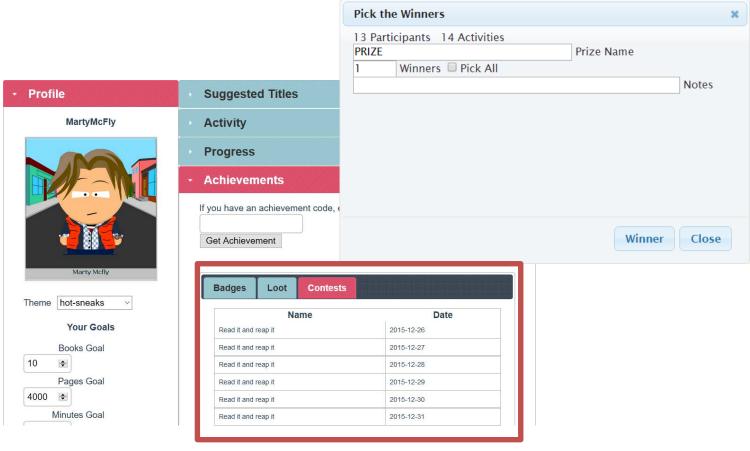
#### **RC Admin Views**



#### **Batch Admin**



# Contest Management

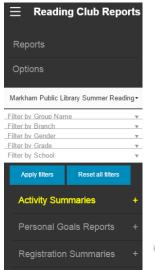


## **Outcomes Survey**

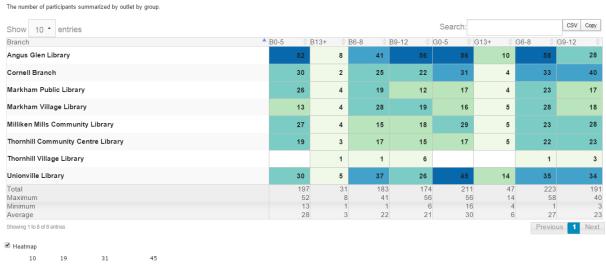
Summer Reading Outcomes

	greatly appreciate your feedback.			
			r expectations?	ell did the program compare to your expectations?
tions Did not meet expectations		S	Met expectations	Exceeded expectations Met expec
0			0	0 0
< very unlikely very like	-			
1 2 3 4 5 6 7 8 9				
is program to others?	m to others?	rogran	you recommend this p	Would you recommend
	<u>'</u>			result of the program
Neither	N			<del>_</del>
Strong Agree Strongly	na A	Strong		
Agree Nor Disagree	ee   °	Agree		
		_	mething that is helpful	ou and/or your children learned something that is h
ved O O O	0	0	I confidence improved	You and/or your children's overall confidence impr
kills O O O O	0	0	ne newly learned skills	our and/or your children will use the newly learned
rary O O O O	0	0	available at the library	You are more aware of services available at the li
r child/children's	hildren's	ild/ch	program did your ch	result of participation in the program did yo
Increase Remain the Same Decrea	Increa			
ment of reading	eading O	nt of re	Enjoymer	Enjo
Reading Skill O O	ng Skill 🔘	eading	R	
Creativity O O	eativity O	Creativity		
nount of reading	reading O	Amount of reading		
Use of library	f library 🔘	Use of library		
Socializing O O	ializing (	Socializing		
Agree Disagree Disagr	Discontinuo de la continuo de la con	ont of red	I confidence improved ne newly learned skills available at the library program did your chenge Enjoymer R	our and/or your children will use the newly learned You are more aware of services available at the li result of participation in the program did yo Enjo

## RC App – RC Reports



#### Participants by Outlet by Group



CURRENT FILTERS: Branches -- Angus Glen Library, Cornell Branch, Markham Public Library, Markham Village Library, Milliken Mills Community Library, Thornhill Community Centre Library, Thornhill Village Library, Unionville Library Genders -- F,M

#### Support

- •Train-the-trainer
- Written and video documentation
- On-demand support
- User group meetings throughout the year
- Continuous improvement and additional features based on customer feedback

## **RC App - Customers**











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# Questions www.countingopinions.com reading@rcapp.net

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