



# Online Library Card Registration

## Outreaching Communities



# About Milton

- Located SW of the GTA in Southern Ontario
- Fastest growing municipalities in Ontario (between 2001 and 2011)
- Part of Halton Region
- Population: 110,128 (2016 Census)



# About MPL

- 2 branches and 1 Main Library
- 78,000 Library card holders (71% of the population)
- 6000+ followers on social media
- Over 1.4 million yearly visits online
- 825,000 checkouts and renewals in 2019
- Uses Innovative Sierra ILS and Encore discovery

# New registration: Past procedure



# Renewals: Past procedure





# Project objectives

- To improve the processes of patrons' registration/renewals with minimal or no manual tasks
- To reach to the communities and promote the library services especially our digital-only users
- To integrate the online registration system with ILS which would save staff time at the service desks



# Project phases

| Phases    | Product                        | Launched on      |
|-----------|--------------------------------|------------------|
| Phase I   | Renewal notification           | Late 2018        |
| Phase II  | Online renewal                 | April 2019       |
| Phase III | Internal web form              | June 2019        |
| Phase IV  | Online new patron registration | January 14, 2020 |



### Your Library Card is Expiring Soon!

Hi Matteo Marquardt, Your Milton Public Library Card is up for its annual renewal on: 2019-06-20.

Our annual renewal provides staff an opportunity to confirm your address and patron information. You will notice on your library account at <http://www.mpl.on.ca> that there is a daily countdown to your renewal date. Look for the "i" icon near the top of the page.

## Project phase I: Upcoming Renewal Notification

Patrons receive an email notification three weeks in advance of their card expiring.





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Renew your library card at any Milton Public Library location or you can **renew your card online** by clicking the following link:

Renew Today

## Project phase II: Online renewal

Patrons are able to click a link in the notification email to instantly renew their card online.



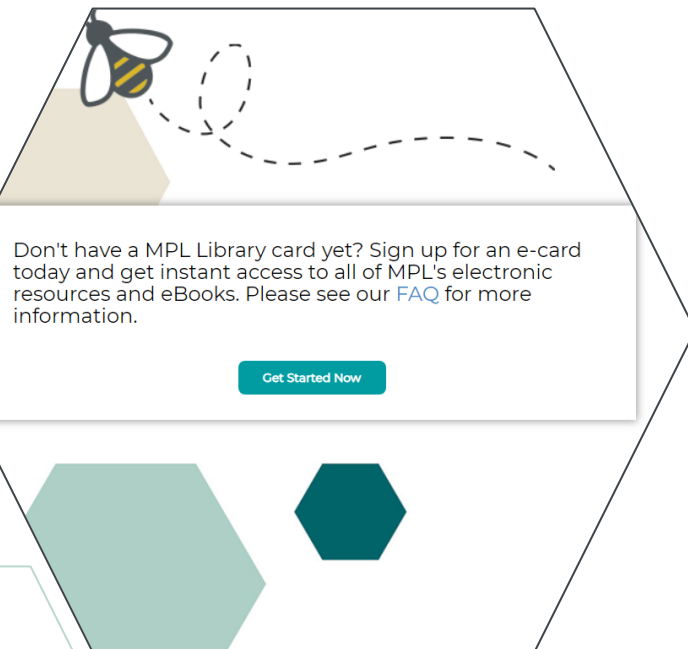
# New Patron Creation

Use this tool to create new patrons in Sierra.

Create New Patron

## Project phase III: Web form

- Phase-out the paper form
- Use of webform on Ipads or tablets by patrons within the library for self data input
- Ability to quickly create family cards by copying data from one patron to the next



## Project phase IV: Online registration

- Patron receives an e-library card immediately after filling out the form
- Electronic-Only patron type was created in the ILS with usage restrictions
- Promoted through the social media/website



## Identity checkpoints

- A captcha that protects the system against bots
- Street address within Milton
- Postal code
- Address is residential

What do they get?

An e-card with barcode and pin

Here is your new e-Library Card!



Your PIN is:

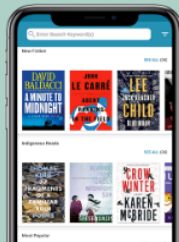
# What do they get?

## Welcome email with link to all e-resources and a copy of the e-card

Your new e-card allows you to access all of our e-resources:

### Read

[cloudLibrary E-Books](#)  
[BiblioEnfants](#)  
[Flipster](#)  
[Hoopla Digital](#)  
[NoveList Plus](#)  
[NoveList K-8 Plus](#)  
[TumbleBook Library](#)



### Learn

[À Academic Onefile](#)  
[Access Video on Demand](#)  
[Brianfuse HelpNow](#)  
[Gale Courses](#)  
[G1 Practice Tests](#)  
[GreenFILE](#)  
[Literary Reference Center](#)  
[PebbleGo Animals & Science & Dinosaurs](#)



### Create

[A to Z World Food](#)  
[Hobbies & Crafts](#)  
[Reference Center](#)  
[Early World of Learning](#)



### Connect

[Britannica Online](#)  
[Canadian Reference Centre](#)  
[Early Canadiana Online](#)  
[Just for Kids Access Video](#)  
[Naxos Music Library](#)  
[Transparent Languages](#)



Please note: If you would like to borrow any physical materials, place holds or attend programmes, you will need to obtain a physical MPL card from any MPL location:  
[Main Library](#)  
[Sherwood Branch](#)  
[Beaty Branch](#)



**Milton Public Library**  
Be Inspired





## Additional benefit

- Instant access to online collection
- Form data pulled directly from the ILS. Adding a new branch or language spoken in the home doesn't require any code to be changed
- Control of the email sent to the patron with full control of the content and branding

# connect



Message from  
**Mark Williams**

We've continued to be busy bees at MPL over the past few months as we continue to update our branding.

You can see the new branding coming to life online through our website, our social channels and our digital communication as well as throughout our library locations in signage, posters, newsletters and more.

You will start to see more and more of our MPL bee - a core piece of our new brand identity which symbolizes the library as a hive of activity and teamwork, bringing people in the community together to read, learn, create and connect.

We hope you enjoy coming along with us on our branding journey. We have a lot of exciting things in store - stay tuned!

Come into your closest branch today, and Be Inspired!

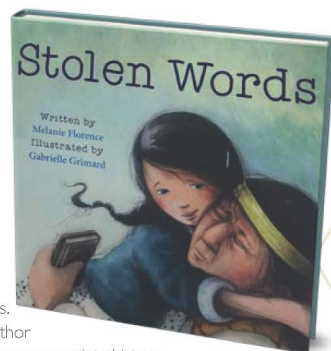


## Storytelling with **Melanie Florence!**

Celebrate Family Literacy Day with an exciting and energetic look at traditional Indigenous storytelling and Cree folktales. Enjoy a reading of *Stolen Words* with author Melanie Florence, which includes some age-appropriate history of residential schools. Books will be available for purchase (\$15 cash only). All ages are welcome. Please drop-in.

**Sat Jan 25** 10:00 am Sherwood Branch

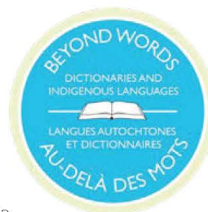
FREE



## Beyond Words: Dictionaries and Indigenous Languages

*Beyond Words* is a new exhibit from the Canadian Language Museum that has been traveling from coast to coast on a national tour, making its next stop in Milton. This interactive museum piece traces the complex relationship between Indigenous languages and dictionaries over several centuries: from instruments of colonization to contemporary grassroots tools developed for Indigenous language revitalization and cultural continuity.

**Dec 11 – 23** Main Library | **Dec 24 – Jan 4** Sherwood Branch



Beyond Words Film Screening

Promoted Library  
Newsletter through  
Online registration/  
renewal system





## Numbers so far...

- Newsletter:  
4083
- Online renewal:  
1081
- Online registration:  
65



## Why In-house?

- Patron data never leaves MPL's network
- Tighter integration with ILS
- FREE!
- Full control of the look, feel, and functionality of the product



## Closing Remarks

- Used API with Sierra
- Used API with Bing Maps
- Written in PHP
- Code available at GitHub

<http://bit.ly/OLA2020-OCR>

# Contacts

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**MPL Online registration URL:**  
<https://onlinecardregistration.mpl.on.ca/>