IFLA Public Libraries Satellite

IFLA Public Libraries Satellite:
Public library futures in a global digital world

12-13 August 2014
Library of Birmingham, UK

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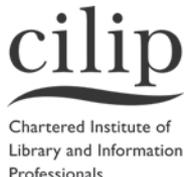
IFLA Public Libraries Satellite

Onsite versus online settings: two ways of reaching the users in the library of Barcelona

Dolores Gandara Sanz, Librarian, Libraries of Barcelona

Online or onsite settings, two ways of reaching the users of Barcelona Libraries
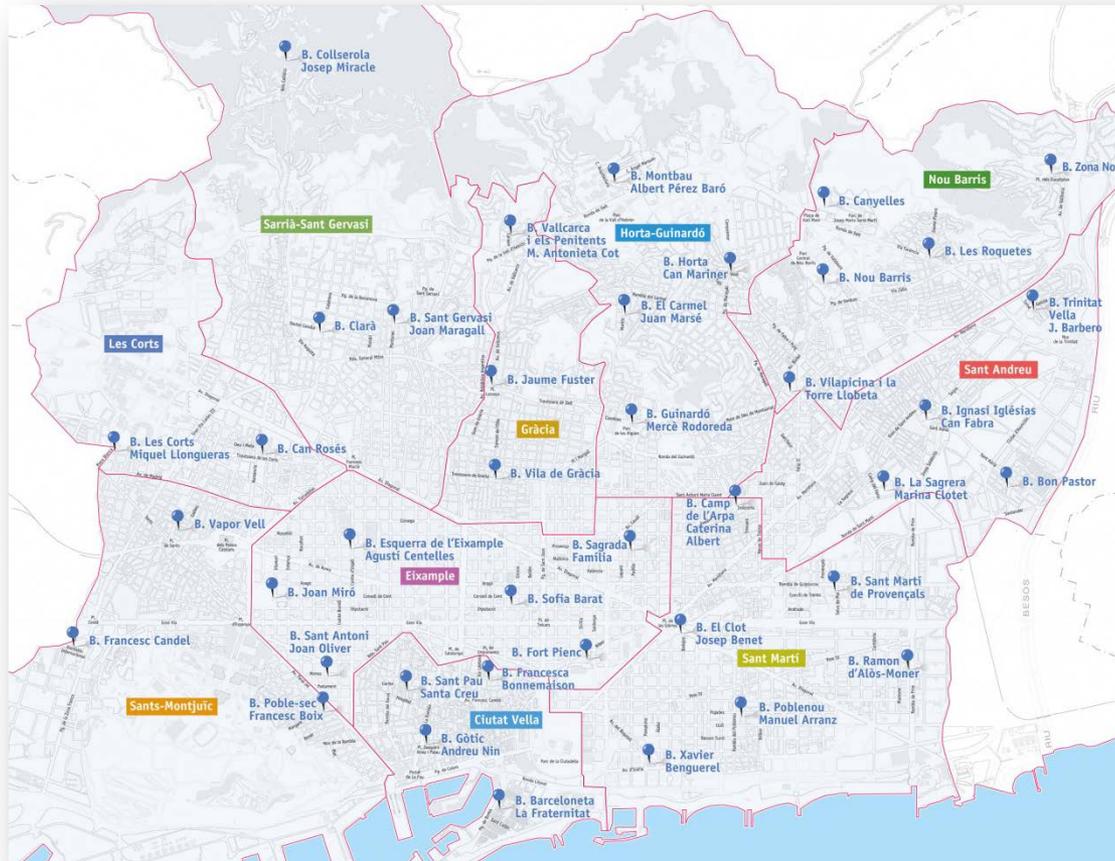
Anna Bröll, Anna Cabré and Dolors Gándara

**IFLA Public Libraries Section
2014 Satellite Conference**

Birmingham, 13 August 2014

Biblioteques de Barcelona

- Barcelona has **1,614,090** inhabitants
- The public library network has **40** libraries
- 905,060 library holders

- Libraries have dedicated a lot of effort to planning, managing and maintaining our **digital identity**

- Libraries play an important role in the fight against **digital exclusion**

- The **physical space** of the library is still important and continues to be a meeting point for the community

- Barcelona is developing services adapted to **mobile** devices

- Users demand services from **any place and at any time**

- Barcelona is the **World Mobile Capital**

Barcelona Libraries in figures

BARCELONA INHABITANTS	
Total inhabitants	1,614,090

NUMBER OF LIBRARIES	
Total libraries	39

LIBRARY CARD HOLDERS	
Total card holders	905,060
New cards	52,0630
% population /cards	53.5

VISITS	
Total visits	3,343,803
Visits per inhabitant	3,93

COLLECTION	
Total items	2,352,122

LOANS	
Total materials loaned	4,229,213

CULTURAL AND READING PROMOTION PROGRAMES	
Total activities	2
Total attendance	76,070

WEBSITE	
Number of websites	40
Facebook followers	37

EXPENDITURE	
Total expenditure	€ 29,178,514
Current expenses	€ 24,721,207
Investments	€ 4,457,308
Average current expenses per inhabitant	€ 15.3

2013 Statistics

The Barcelona Libraries brand and the configuration of our digital identity

- Barcelona Libraries have a good reputation. We are the municipal **service** which is most highly rated by the citizens for the last 8 years

- That also obliges us to maintain this **reputation** in the digital setting

- As an organisation we need to be present in the social networks, creating our digital identity, **communicating** our values and interacting with the users

Digital maturity and the experience of the users

- **Digital maturity** is determined by the amount of services and products online that we are able to offer our **users**

- Their experience of us begins **before** coming, through our website or our digital channels,

- continues **while** they are in the library

- and finishes **after** they leave and continue talking about us on the social networks
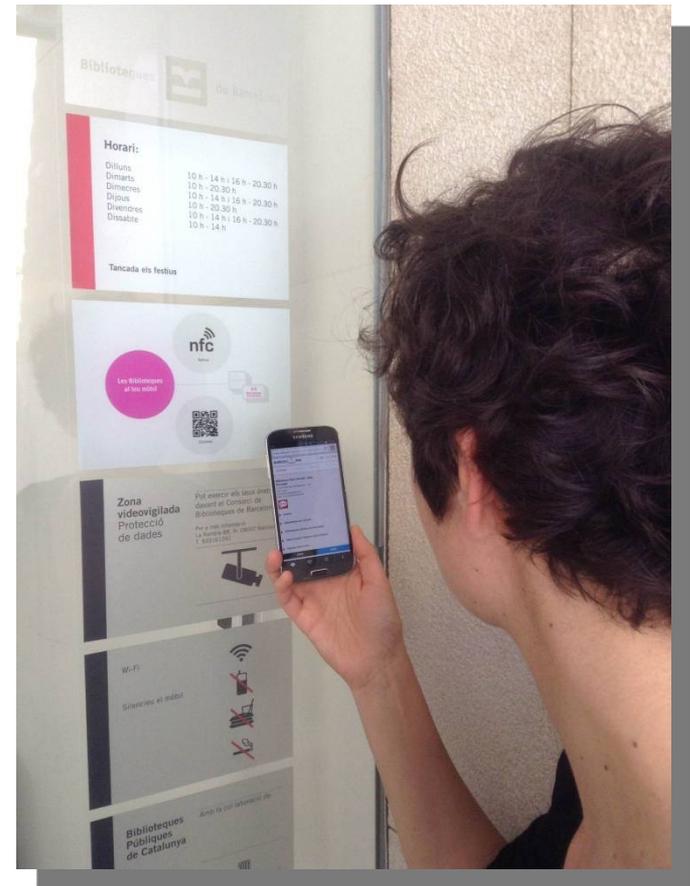
Information about Barcelona Libraries

- Before going to the library:
  - Website: opening times, services, activities programme
  - **BibliosBCN App**: nearest libraries, opening times, how to get there, activities programme
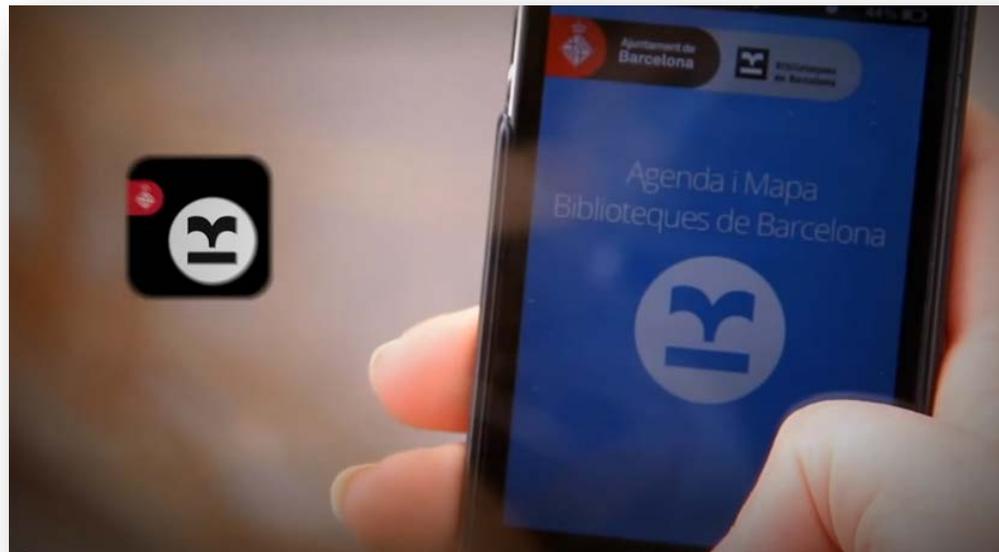
Information about Barcelona Libraries

- ## In the library
  - Information leaflets, signposting elements and **library staff**...
  - **Contactless points**: QR codes and Near Field Communication **(NFC)** to access basic information about libraries adapted to mobile devices: nearest libraries, opening times, videos, activities...

Information about Barcelona Libraries

- After going to the library
  - **Share** information from website and app

  - **Share** information from the **social networks**: Facebook, Twitter, Instagram and YouTube
  - Share opinions with **users** and know the opinion that **non-users** get from other users

Access to the collection

- Before going to the library
  - **Online catalogue**
  - **Website**: subject specialisation and special collections
  - **Audio books**
  - *Trendadís*: repository of digitised collections
- In the library
  - **Virtual loans based on QR codes**
- After going to the library
  - Users can evaluate and comment on the material on the online catalogue

Recommendations for books, music and films

- Before going to the library
  - **Bibarnabloc**: blog which serves as a space for library professionals and users to recommend books, CDs, DVDs, etc. that can be found in the libraries
  - **Digital reading guides** and newsletters with the latest items acquired
  - **Spotify**: musical selections of local groups, soundtracks, city festivals

Recommendations for books, music and films

- ## In the library
  - Recommendations of library **staff**
  - **Projection of booktrailers**
  - Display of new items and **recommended books**
  - **Reading guides** and new items in paper format

- ## After going to the library
  - Users **share** the recommendations or images on the social networks, make comments on the blog and see and comment on booktrailers on YouTube

Loans service

- Before going to the library
  - **Reserve, check availability**, renew items and receive notifications of deadlines by email
  - At the moment we don't have a platform for digital books

Loans service

- ## In the library
  - Loan service procedures at the information desk
  - Self-service loans system based on **RFID** technology

- ## After going to the library
 - Share images, information about items loaned on social networks

Cultural Activities

- Before going to the library
  - **Website**: information about activities taking place in the libraries
  - **BibliosBCN App**: events being held in libraries geolocated

Cultural Activities

- In the library
  - **Contactless points**: QR codes and NFC. Access from mobile devices to the activities within a radius of 2 km
  - **Leaflets** and posters
  - **Virtual reading club**: streaming between two reading clubs that interact from Barcelona and Medellín
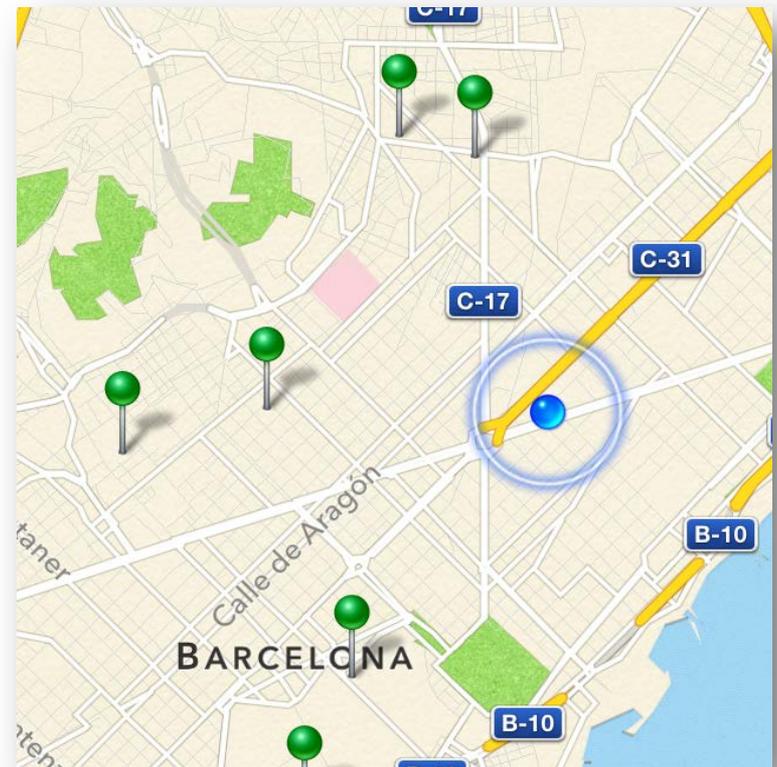
Cultural Activities

- After going to the library
  - **Newsletter** *MesBiblioteques*: obtain information about the activities on offer according to the interests chosen
  - **Social networks**: users can share information and opinions about the activities attended

Booking computers, IT advice, assessment and training, and IT skills acquisition

- Before going to the library
  - Website and app BibliosBCN: information about training courses and access to book a computer
  - **Virtual IT User Service**: a platform for answering users' IT queries

Booking computers, IT advice, assessment and training, and IT skills acquisition

- In the library
  - **IT advice and assessment service**
  - IT courses and workshops
- After going to the library
  - **Digital support classroom**: tests knowledge acquired in the training courses
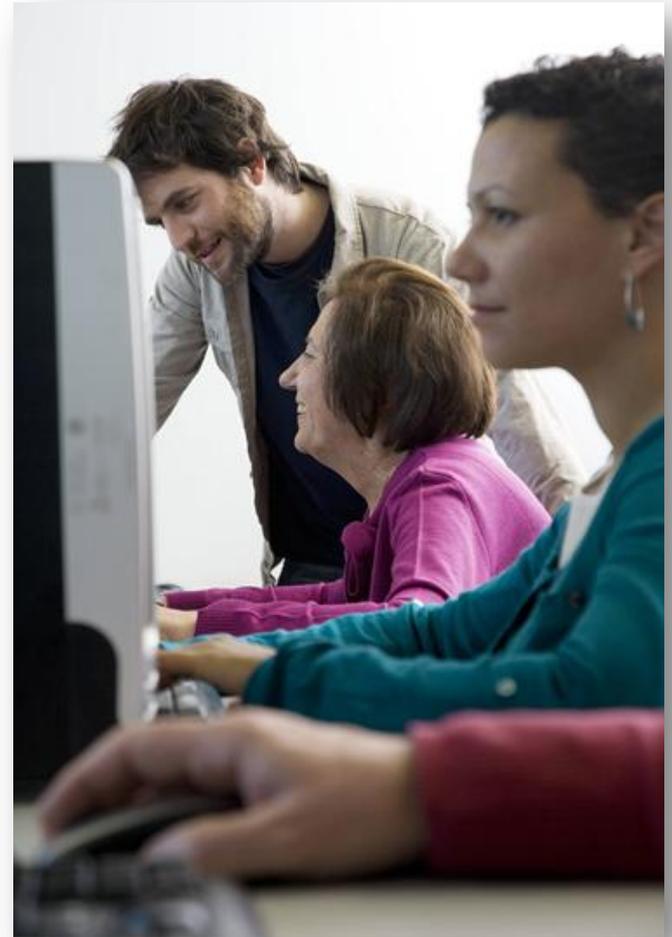
Future challenges

- We are working on the requirements of a **digital loans platform** on a national, Catalan level with different levels of autonomous region and local administrations

- Making progress in extending a **Self-Service Loans System** based on RFID

- We are renewing the equipment and improving the network connection with fibre optic

Future challenges

- We are beginning to incorporate **smartphones**, **tablets and laptops** in the training classrooms

Thank you for you attention

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Biblioteques de Barcelona

Diputació **Barcelona**

Ajuntament de **Barcelona**