Case Study

Sacramento Public Library

saclibrary.org

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"The new website helps promote our upcoming events, news bulletins, and new and existing services, with large slideshows on the main pages that are easy to display and manage."

Rivkah K. Sass
Director
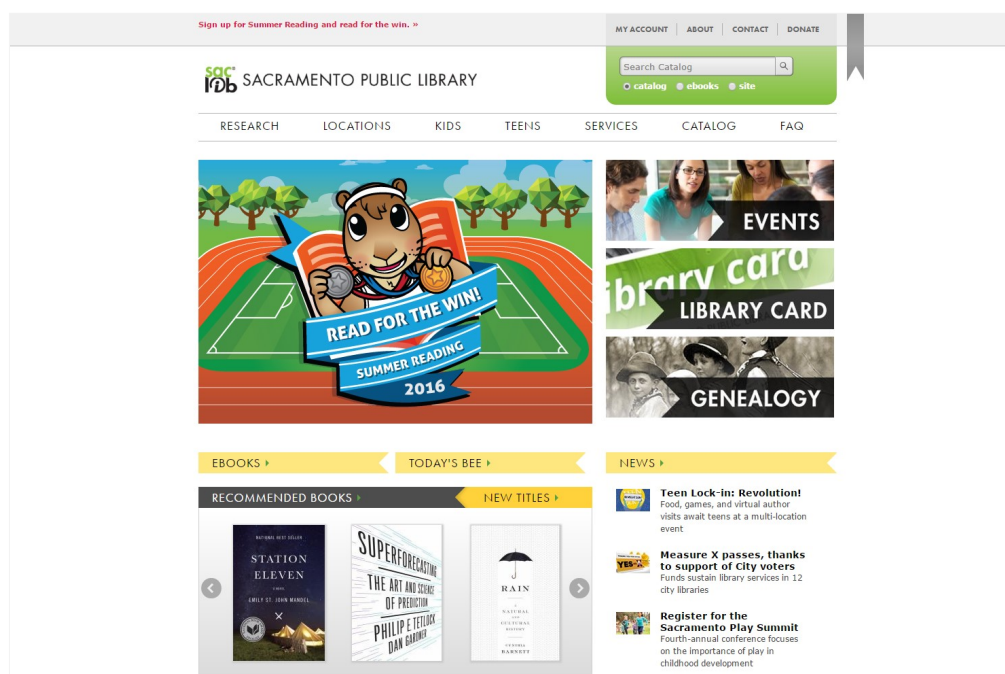Sacramento Public Library

Background

The Sacramento Public Library Authority has 28 locations and a bookmobile, serving more than 1.3 million residents in Sacramento County. The library offers both child and adult educational services, assistance with taxes, research capabilities, and community engagement activities, all of which are free to the public. The library's service area encompasses over 975 square miles and serves the fourth largest library service area population in California. The library staff worked with Michael Baker International to simplify and streamline the website, which is viewed by more than 356,000 library visitors per month.

Goals

The library needed a way to manage a large amount of content efficiently. Their previous method included a series of folders on a directory that was not easily searchable. The website was managed through Dreamweaver and was very difficult to update. The library staff indicated that it was necessary to have multiple content editors working on different sections of the website at the same time.

The library also wanted an easy and dynamic way to announce events, classes, and services to their readership. Each event needed to be advertised effectively in order to obtain member RSVPs (registrations), which also needed to be managed within the website.

In addition, the staff wanted a way to advertise new and featured book listings on the front page. This feature would pull information through an API from the library's existing catalog service.

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Challenges

It was necessary to integrate the library's catalog system with Kentico, which involved creating a custom solution written in C#. The Michael Baker International team needed to ensure this feature was written in clean code so that it would be easy to maintain and update in the future. It was essential that the integration with the library's catalog system would support a catalog search and a featured book listing and slider, as well as allow the catalog system to be searchable through the website's default search at the top of the page. In order to accommodate these needs, the Michael Baker team created the required code, utilizing the Kentico system's back end Editors, Page Types, and Web Parts. All of these features were then enveloped in an all-new redesign of the website that made the site much more visually appealing and easier to read, a requirement for a library website.

Solution

The new saclibrary.org website features improved design, navigation, and site search to connect Sacramento readers to their favorite books and stories before they even leave the house. The site includes a "virtual shelf" of recommended books, a revolving slideshow of library events and services, and easy access to resources. The ease of use and powerful set of tools in Kentico were key components to the project's success. Michael Baker International was able to create many of the site's features using out-of-the-box Kentico tools to create a site design that looks custom, fresh, and targeted but is also consistent and easy to maintain.

Results

The Sacramento Public Library saw an increase in reader loyalty and readership. There has also been an increase in the number of patrons utilizing classes and services because the relevant information is much easier to relay through Kentico.
The library staff was trained on how to use Kentico so that the library could spend less in the future on maintenance costs, which saves the library money.

Key criteria for using Kentico

* Ease of use
* The client's budget
* The amount of content
* Developer tools and flexibility