

Back to School Report: How Public Libraries are Supporting Students with Public Library CONNECT

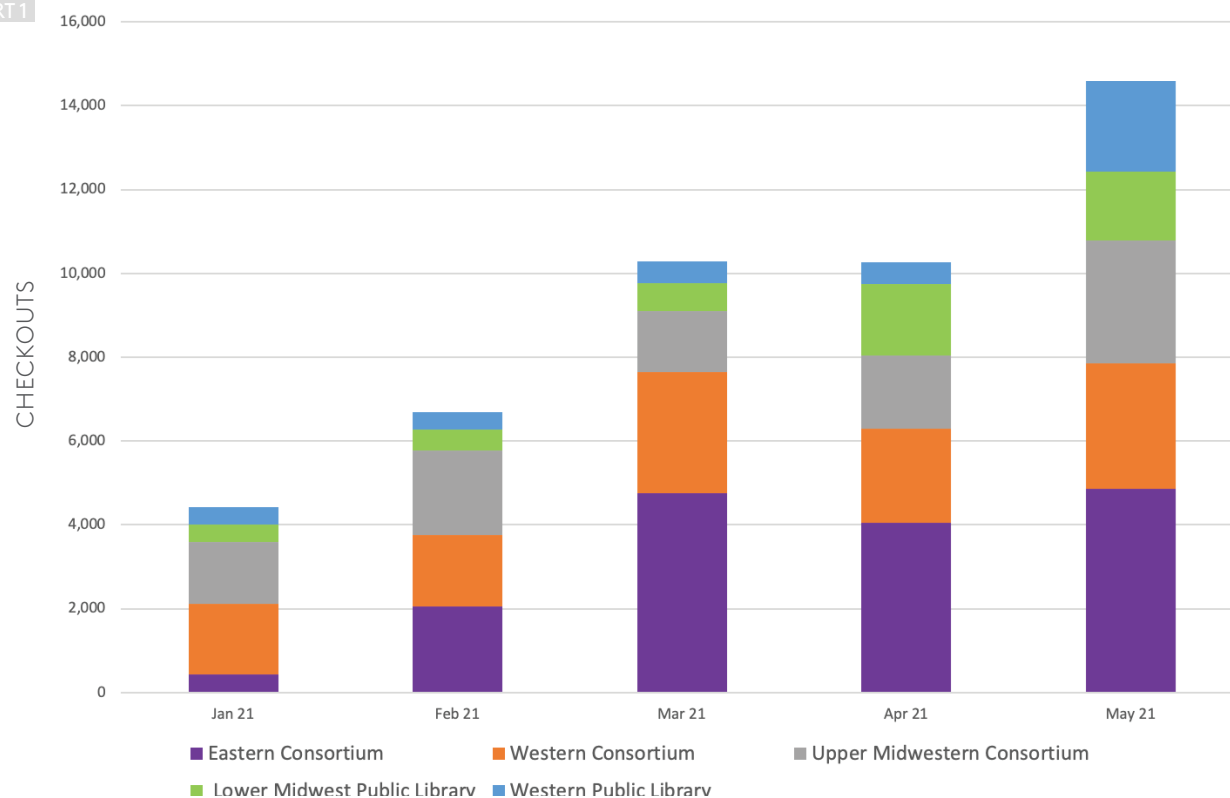
With the back-to-school season upon us, now is the perfect time for public libraries to embrace additional opportunities to support the kids and teens in their communities.

When physical school buildings shut down at the start of the COVID-19 pandemic and classrooms moved to a virtual environment, many K-12 students turned to their public library to supplement their school collections. For many public libraries, this has meant extending access to their digital collection through the **award-winning student reading app Sora and its game-changing Public Library CONNECT feature.**

With Sora and Public Library CONNECT, students can borrow age-appropriate ebooks and audiobooks from both their school and local public library digital collections, expanding access to both classroom learning resources and recreational reading. By partnering with local schools through Public Library CONNECT, libraries can engage the next generation of loyal library users and boost awareness of the library in the community. Because Public Library CONNECT checkouts are attributed to the library, they gain valuable insights into student usage of their digital collection while also increasing circulation of juvenile and young adult digital content.

Public library checkouts via the Sora student reading app & Public Library CONNECT
Results from five public libraries

CHART 1



INVESTMENT ENCOURAGES CIRCULATION

For Chris May, Director of the Mansfield/Richland County Public Library in Ohio, adding Public Library CONNECT was an ideal solution for a library-school partnership.

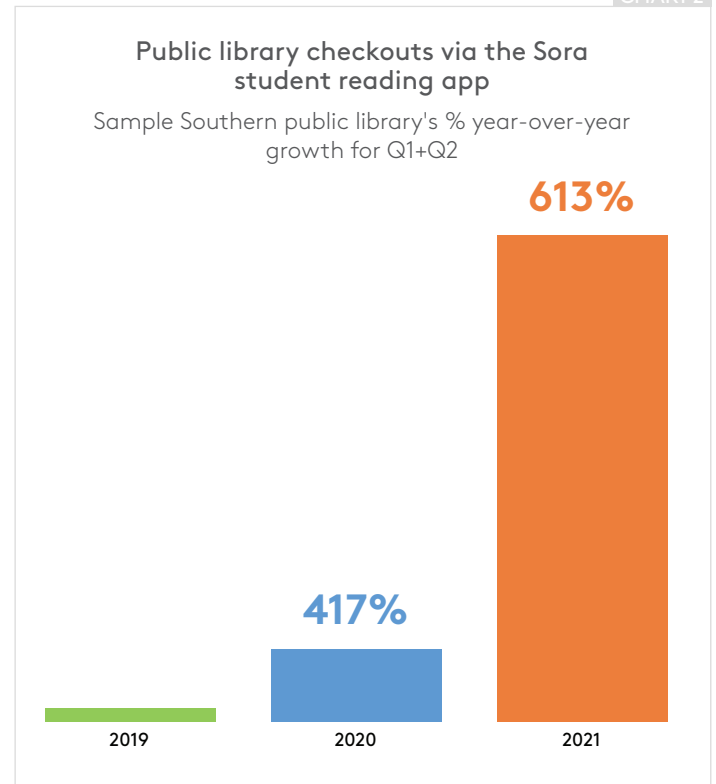
"We knew there was an easier way to engage with our local schools," he said. "Public Library CONNECT has provided us with that opportunity, which will only grow the relationships over time. The ease of set up and use has made it a winner for both the Mansfield/Richland County Public Library as well as the schools."

Libraries participating in Public Library CONNECT have seen a steady growth in circulation of juvenile and young adult materials. **Over the past year, Public Library CONNECT partnerships have facilitated 2 million K-12 student checkouts from public library digital collections through Sora.** As shown in Chart 2, one Southern public library that uses Public Library CONNECT to provide the kids and teens in their community with access to their digital collection has seen staggering growth in the number of checkouts that come from Sora.

According to May, the numbers speak for themselves.

"Our previously underused children's ebook collection is getting more usage and we see that momentum continuing for a long time!" he said.

CHART 2



GETTING STARTED WITH PUBLIC LIBRARY CONNECT THROUGH THE SORA STUDENT READING APP

- Contact your Account Manager to sign up for Public Library CONNECT
- Curate juvenile and young adult content and feature it prominently on your digital collection homepage
- Appoint an advocate or committee at the library and the school to share promotional efforts and metrics
- Inform your staff and community using marketing materials available on the OverDrive Resource Center



• **Contact your Account Manager today** to sign up for Public Library CONNECT! •



OverDrive

A world enlightened by reading

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