

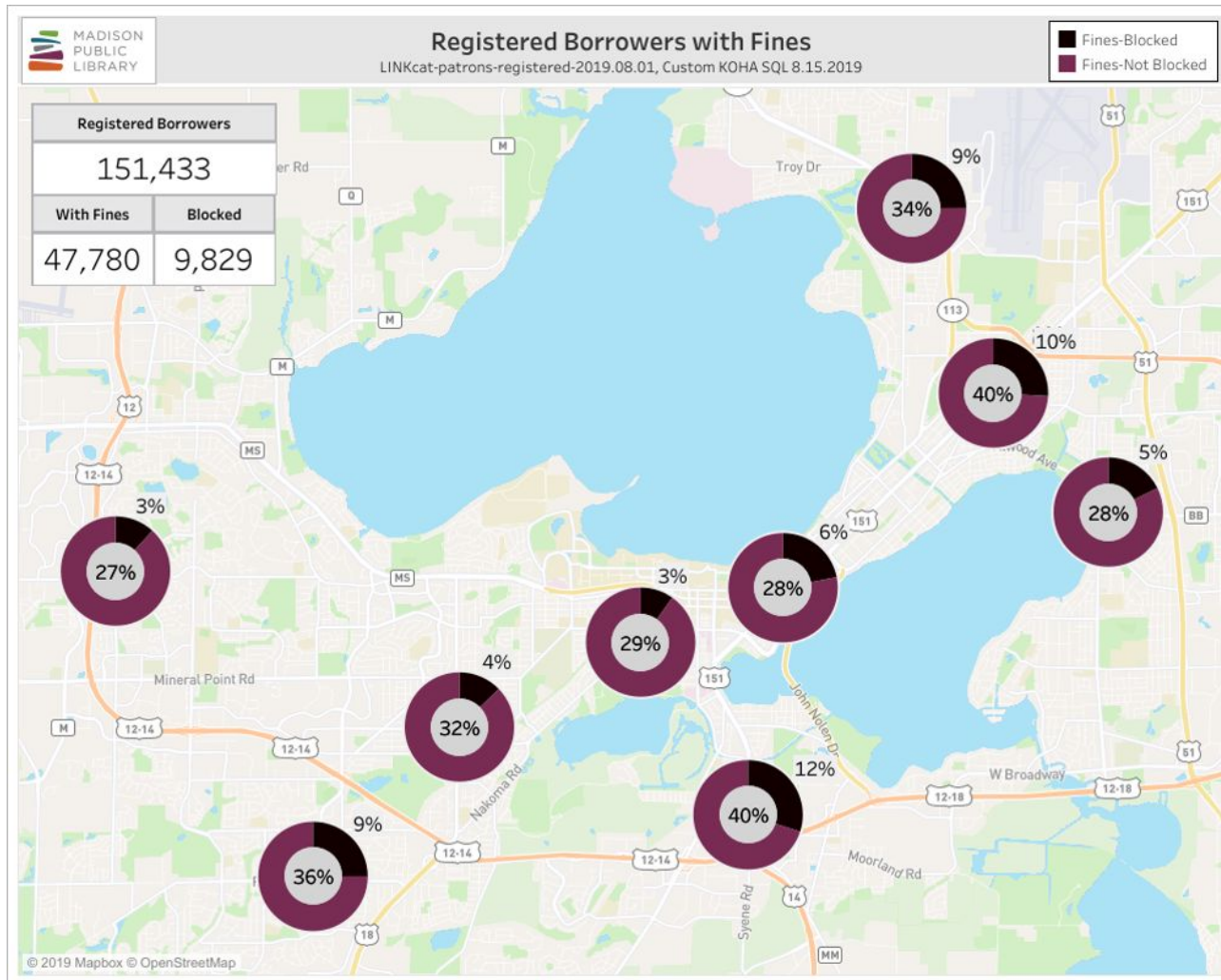


MADISON
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Madison Public Library Fine Free Updates

Library Board, December 18, 2020
Tana Elias & Liz Boyd

Madison Public Library Registered Borrowers with Fines and Blocks: Snapshot 2019



Fine Free Timeline

- August 6 - Board makes decision
 - August 7-12 - Decision was announced
 - August 7-17 - Biblioovation changes went into effect
 - August 7-31 - Collection agency cases were cleared and closed
 - September-February - Existing fines are manually cleared (originally this was planned for August/September, but it was a much longer process than we'd planned for)
 - September - Promotional and staff training materials were updated to reflect the change
 - September 2020-December 2021 - ongoing promotion of change
-

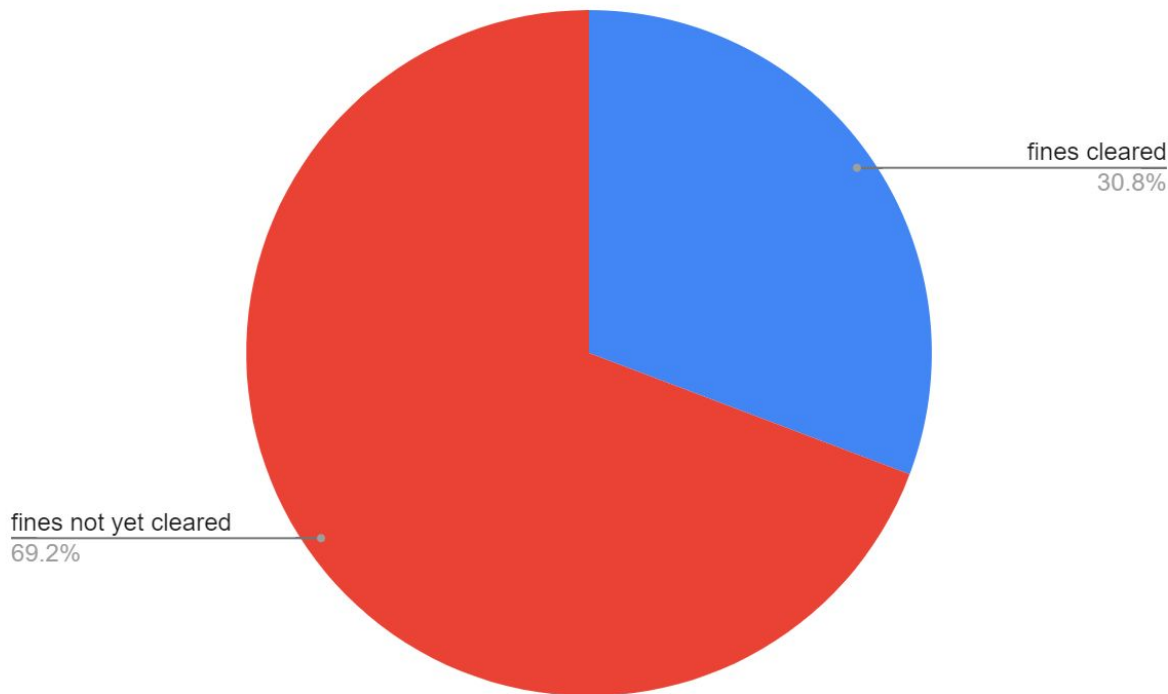
Total patron records affected

33,506 patron records with fines

10,303 patron records with fines cleared to date (blue)

23,200 patron records yet to clear

3,169 patron records were blocked due to fines only



Total amount of fines cleared

\$274,134.29

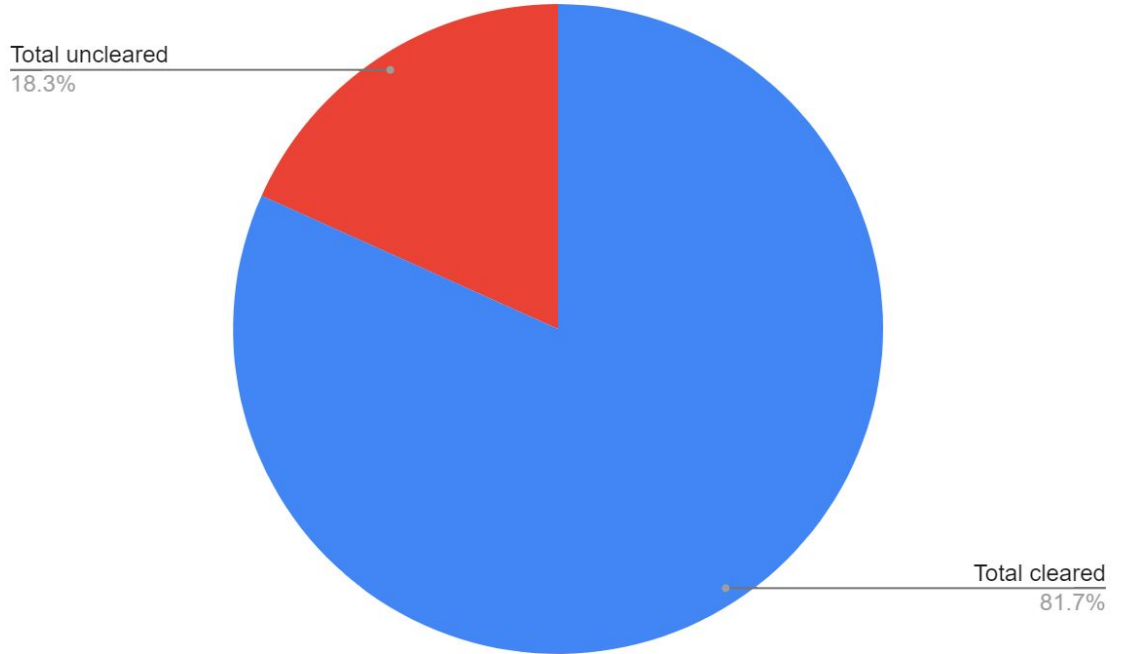
total fines

\$224,029.22 in fines
cleared to date

\$50,105.08 in fines yet to
clear

High fines **\$385.75**

Low fine **\$.05**



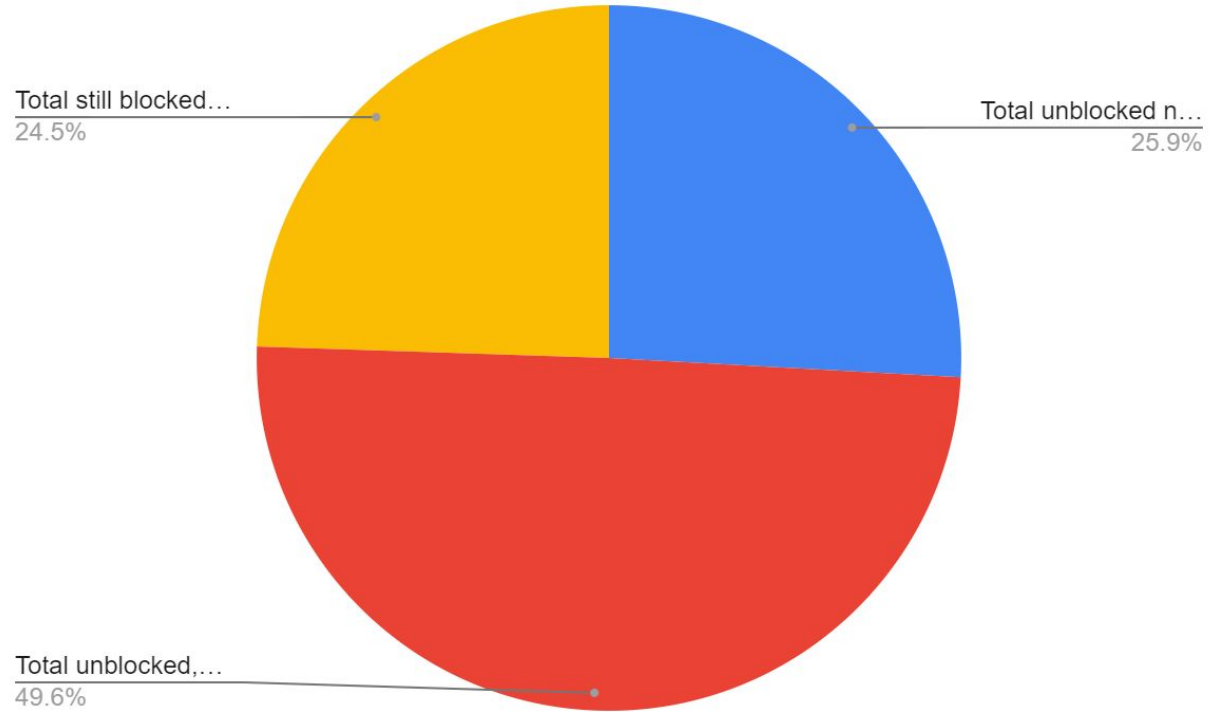
Status of blocked cards to date

1659 cards unblocked and free to use (blue)

3184 unblocked but have other issues preventing immediate use (red)

1570 still blocked due to lost/damaged over \$20 (yellow)

3169 patron records were blocked due to fines only



Patron notifications - December & January

All formerly blocked or still blocked patrons to date will be notified in December and January so as to better measure impact of communications and reduce costs in email notification. They'll receive one of three custom messages:

- We've forgiven your fines, you are free to use your card again right away
- We've forgiven your fines, please update or renew your library card to begin using the library again
- We've forgiven your fines, but you still have lost/damaged items on your account. Please contact our Borrower Services Manager/circulation department to inquire about how you can reduce your charges and begin using your library card again

Expect more questions about fines, lost charges, address changes, etc. this month and next!



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Campaign Overview 2020

Social Media Analytics

We announced that we were Fine Free on social media on August 13, 2020.

Announcement post:

- 31,542 people reached via Instagram and Facebook
- 10,706 impressions on Twitter.
- 2,801 engagements across all platforms.



Madison Public Library

Published by Madison Mifflin [?] · August 13 · 🌐

We are thrilled to announce that, effective immediately, Madison Public Library will no longer charge overdue fines on library materials.

"Madison Public Library is proud to support our commitment to equity and literacy. By eliminating nearly all overdue fines and ceasing to use a collections agency, we want to encourage even more Madisonians to use the library by removing those barriers to library services," said Library Director Greg Mickells. "Especially now, we need to make our libraries more accessible."

Please bear with us during the month of August as library staff work with all our partners, vendors and affected customers during the transition period. You may not notice an immediate change to your library records.

Read more about our decision to go Fine Free at:

<https://www.madisonpubliclibrary.org/library-cards/fine-free>



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Newsletter Features

From August 24-December 15, each of our 19 newsletters included a Fine Free banner at the top of the email.

- 102 Newsletters sent
- 128,186 individual sends
- 17,656 opens/impressions
- 25.9% Open Rate overall
- 124 Fine Free link clicks



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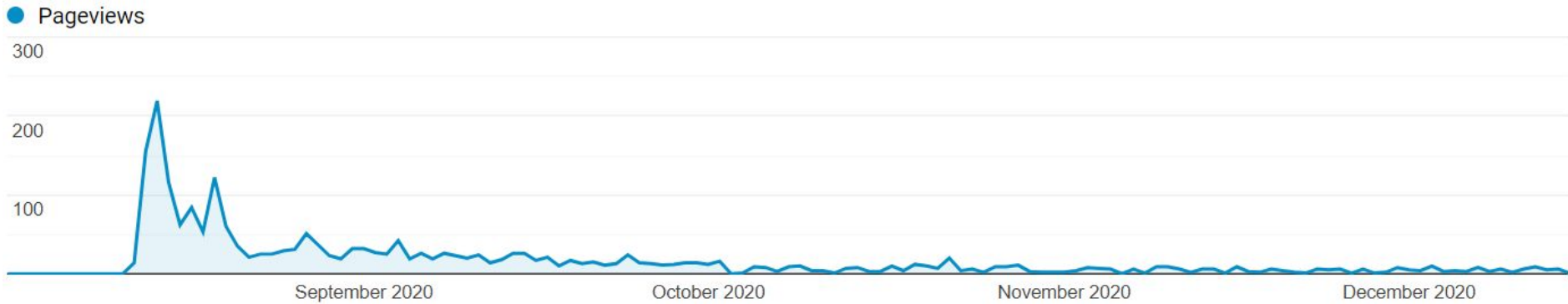
LIBRARY
KIDS

News, events, and recommended books for kids PreK through grade 6.

December 3, 2020

**Connect to Family with
Apps this Thanksgiving**

Website Traffic



2,218 people visited the Fine Free landing page on our website between August-December 2020. Average time spent on the page was 2:39. [Industry standard is 2-3 minutes.](#)



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Advertising: August - October 2020


Facebook Ads: Overview



Ads ran from August 14 - October 2 on Facebook and Instagram.



Targeted people within Madison (15+ mile radius) and excluded people who already “like” our Facebook page.


Audience: Within Madison (15+ mile radius), based on demographic factors and behavior more than interests. Focused on parents, multicultural affinity (identified as LatinX, African American, Asian), job titles, industry worked in, education level, technology level, etc.

Goal: Reach non-library users to raise awareness that the library is available to them with less barriers.

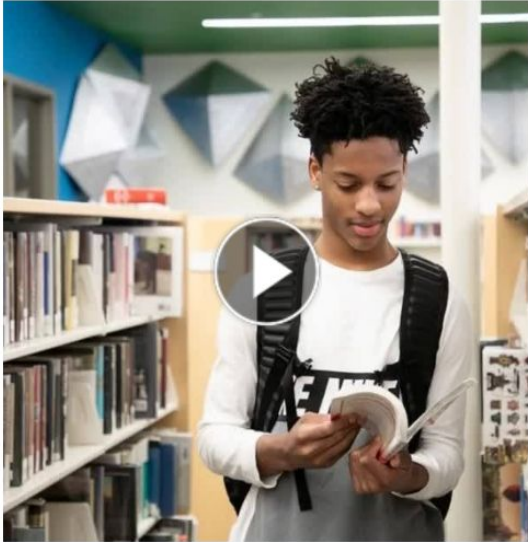
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 **Madison Public Library**
Sponsored · 



Madison Public Library is now Fine Free



MADISONPUBLICLIBRARY.OR...
Free Wi-Fi. Free public computers. Free books. ...

LEARN MORE

Facebook Ads: Results

Facebook ads were set up with the goal of getting people to click through to read more about Fine Free on our website.

Spend: \$500 (approx. \$71/week for 7 weeks)



Reach: 43,926 people were served the ad

Impressions: Ad was shown 318,398 times


Ad Clicks: 3,210

Link Clicks: 1,623

Engagements (likes, comments, shares): 4,561

 **Madison Public Library**
Sponsored · 

Welcome to the library: Your books, your community, and now we're Fine Free.



MADISONPUBLICLIBRARY.ORG/...
Free Wi-Fi. Free public computers. Free books. Ge...
[LEARN MORE](#)

   Martha D... 12 Comments 29 Shares

 Like  Comment  Share

More Facebook Ad Examples...




Madison Public Libr...

SPONSORED ...


Access free books, DVDs, audiobooks, records, video g...
Welcome to the library: Your books, your community,
and now we're Fine Free.

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**Welcome to the library:
Your books, your
community, and now we're
Fine Free.... [more](#)**

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**Your neighborhood. Your
library.
No fines. No fees. The new
Madison Public Library...
[more](#)**

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iHeartMedia Ads: Overview

Ads ran from August 11 - September 27

Ad format: Location-based mobile ads that appear in apps people use on their phones.

Audience: We targeted people who lived in zip codes surrounding Madison Public Library locations: Meadowridge, Hawthorne, Pinney, Goodman South Madison and Lakeview

Goal: Reach non-library users to raise awareness that the library is available to them with less barriers.



iHeartMedia Ads: Results

The iHeartMedia ads were set up as in-app display ads. When users clicked the ad, they were taken to a custom landing page where they could click again to call a library location or click through to the website.

Spend: \$1,500

Location Visits: 68

Impressions: 125,341

Link Clicks: 561

Secondary Actions: 171

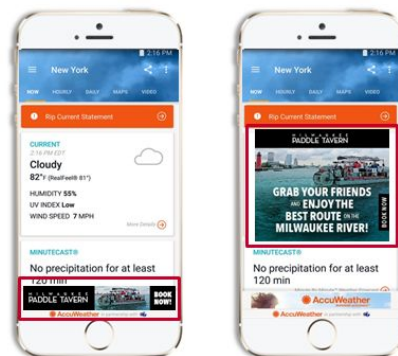


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Creative Sample

In-App Sample



Ads can be video or display

Custom Landing Page



Upcoming Promotions

- Email campaign to library card holders that we can track through open rates, clicks, web traffic, etc.
- Create a video or video series to help announce that we're Fine Free and do some storytelling showcasing library patrons whose fines were cleared, library leadership, etc.
- Further paid digital advertising
- Will include the Fine Free message in our "Welcome Back to the Library" campaign when libraries spaces re-open.