

NAPLE SISTER LIBRARIES ANNUAL REPORT

Presented at the NAPLE Annual Assembly 2020

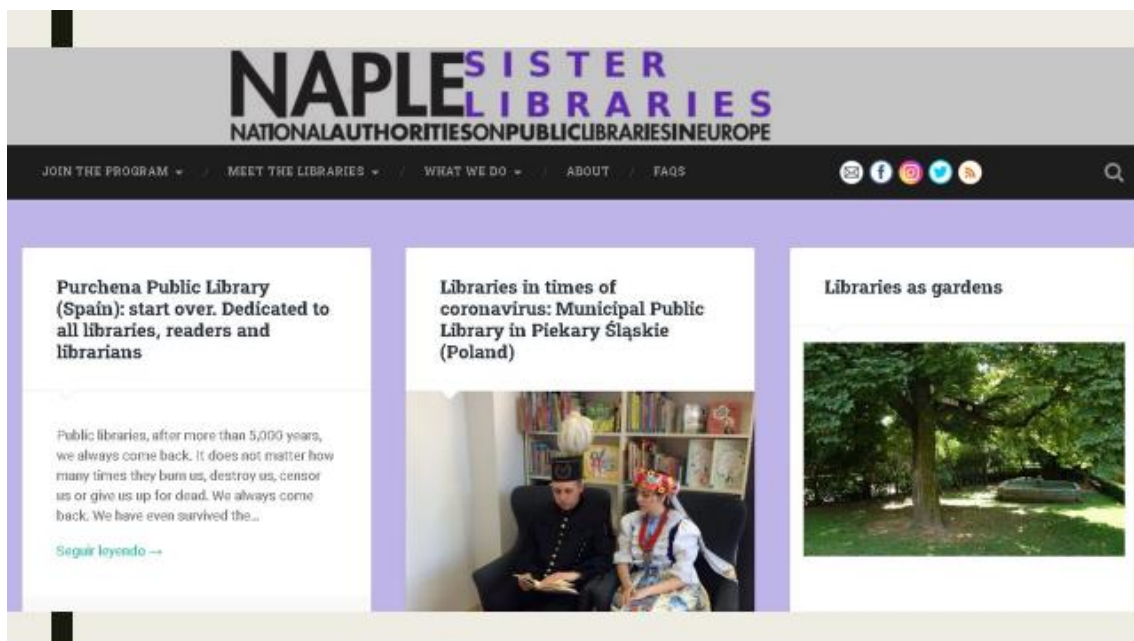
What is Sister Libraries?

For those new members:

NAPLE Sister Libraries is a cooperation program of the NAPLE Forum that enables public libraries in the countries of the European Union to get in touch in order to project joint activities.

The main goal of the program is to promote and facilitate cooperation between public libraries in different countries

The other goal of the program is double: to become a reference in the public library environment at an international level -a source of Best Practice for the public libraries- and also to help the libraries in the program make an impact outside their countries. The way of achieving this is by showing the activities they develop, both on their own or in cooperation with their partner in the program.



There are representatives of the program in the countries that are NAPLE members. It can be the member of NAPLE or someone else he or she appoints. What is expected from them is:

- **To promote the program within PLs** of their country. There are some materials you can use in the “promotion materials” section
- **To help disseminate the campaigns** we launch (for example, last one was about activities during coronatimes)
- **To be the link between the Secretariat of the program (me) and the PLs.** For example, to propose a library for a sistership. Maybe a library contact me looking for help to find a library to partner with. They're looking

for a library from a certain country and certain characteristics (a focus on activities for young adults for example). Country representatives can suggest a library in the program, or not in the program that can join in to make this partnership.

I encourage you to check the list of representatives, which is in the “Join the program” section of the blog and propose yourselves or other person for it in case your country is not represented.

The program also has TW and FB accounts.

What’s new in the blog?

This year we’ve been working in the modernisation of the blog.

First thing we did was abandon the free version of Wordpress, buy a domain and contract a company that does the maintenance and develop the new functionalities and design the new plugins. The free version was very limited in plugins.

First thing that improved: advertising is gone with the new version.

Database of libraries

Before, if a library wanted to join the program, they had to download a word document, fill it in and send it to me in pdf. Then, I’d upload it to the web, include the library into the list of libraries, add the social media, also their pictures, change the number of libraries... All of it manually.

This needed to change, not only to reduce my workload but also to adapt the program to the XXI century. First thing I did was an e-Form to join the program.

Next thing was more complicated: I made an excel where I added all the information about the libraries in the program. With the free-text sections “describe the activities you want to do with your sister library” and “current library programs”, I converted them one by one into keywords and made a thesaurus so I could make a classification of the different activities. This, I used for the e-Form. No more long free-text descriptions of what you do, only the specific data.

Once I had it, I talked to the company we hired for the developments and worked with them for months to create a plugin that shows the information as it does now:

Now, everything is automatic: the e-Form, once is filled in and sent, creates automatically a new page dedicated to this library. I only have to approve its publication and add it to the Google map.

The information contained is more esquematic, so it’s easier to extract the useful information from it. The only free-text section is the description of the library. How you describe your library can give very useful information too.

[And this is how it looks](#): you can browse by country or search by any word in the database. There's also an advanced search.

Issues

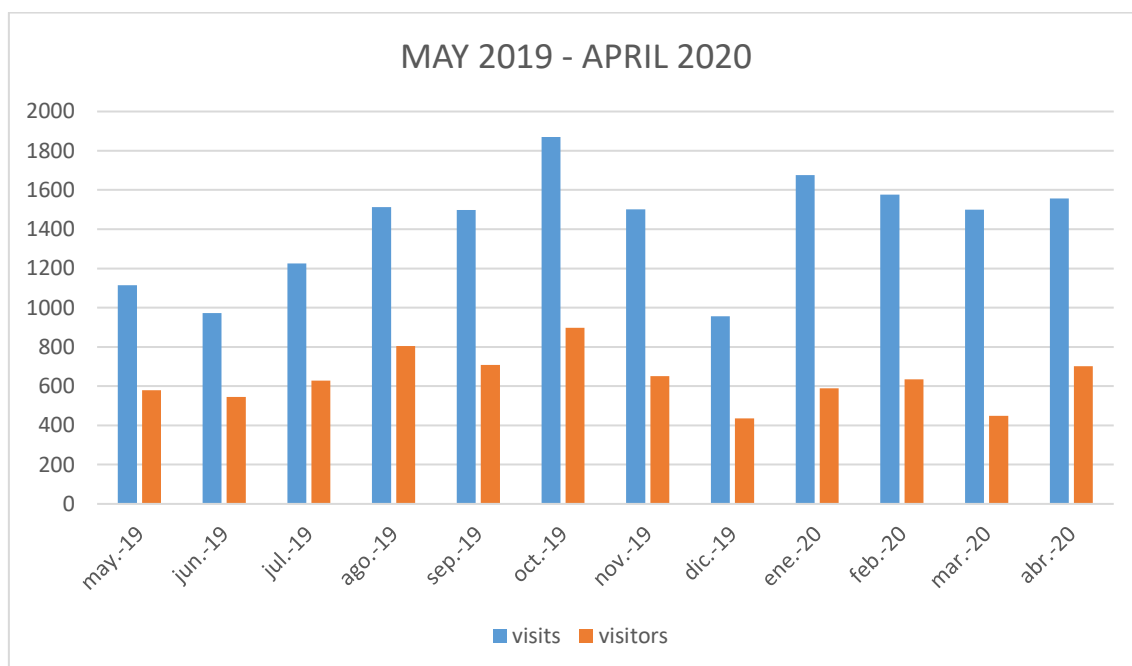
Protection Data. Before, we never asked the libraries to allow us show their contact details. Now, we've included this in the e-Form as a checkout item. Only if a library that wants to join checks it, its contact details appear automatically in its page.

Problem is with the libraries already in the program. I sent a mail to all of them asking for permission to show their details (name and email of the person responsible) but less than half of them answered.

So, if you join the program and look for a library, find it and want to contact it, there's a high probability that you don't find its contact details and you probably abandon the idea.

I suggest to try again, this time through the national representatives. They can write directly to the libraries in their country that are in the program and haven't allowed for their contact details to be used and ask again.

And now, the Statistics



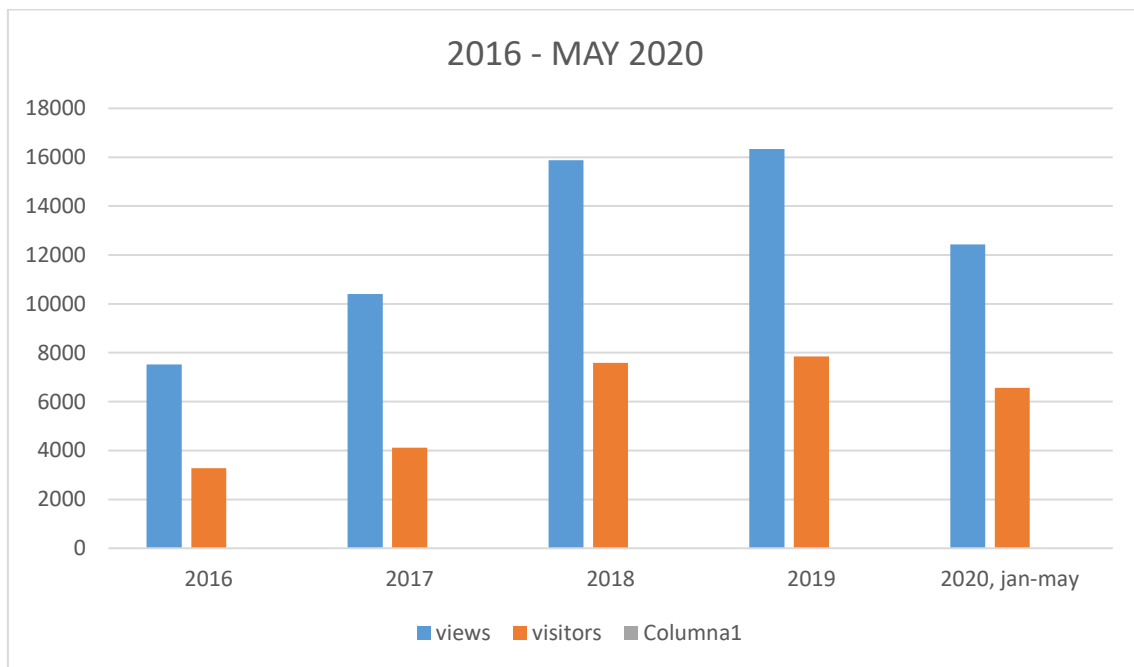
A few comments very briefly on this:

In October we launched the new blog. Both co-existed until January 2020.

December is always like this more or less

The ratio of number of pages viewed per visitor has improved: from 1,89 last year to 2,45 in 2020. I assume it's mainly for the lack of advertisements.

And for the Years' perspective



This shows the program continues growing, and this year we expect an increase in relation to last year. If things continue like this for the second part of the year, we'll have a 30% increase on traffic in relation to last year

