# Advancing Digital Empowerment
of Libraries in Europe

# Case studies template
## PR2

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ICCU – December 2022

## Introduction

This document provides the template for the development of the Case Studies on digital transformation in libraries.

The ADELE project aims to contribute to the internationalisation of organisations that choose a path of digital transformation. Through the network they can connect, collaborate, compare, and exchange ideas with organisations across Europe and beyond.

The 100 case studies are aimed at initiating the digital transformation of libraries and inspiring libraries that want to improve their performance on certain areas of the tool.
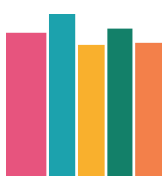
The areas of the ADELE tool cover the use of digital technologies in libraries from different perspectives: management, infrastructure and equipment but also lifelong learning, users training opportunities and community and stakeholders involvement.

The case studies may be linked to an activity, a service, a new professional profile, an initiative, a place or a library infrastructure in line with the areas and the statements of the ADELE tool. We aim to create a database of good practices to foster innovation and the adoption of digital practices in the library.

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| Library presenting the case study (Name, city, website and contact details) | Petar Stapov Regional Library, Targovishte, Bulgaria<br>Website: http://www.libtg.info<br>General email: libtg@mail.bg<br>Contact email: ltg_izk@mail.bg |
| Title of the case study | Up-to-date digital tools in the digital library era |
| Area of ADELE tool illustrated by the case study<br>*Please underline the selected area* | ☐ *Management*<br>x *Infrastructure, Equipment and Support*<br>☐ *Continuing Professional Development*<br>☐ *Self-reflection on digital competences*<br>☐ *Learning opportunities on digital competences for users*<br>☐ *Collaboration, Networking, and Community* |
| Description of the experience: aim, methods and outcomes | The 21st century has brought many changes to the way we work, learn and think. Technology is constantly moving forward while traditional methods of acting need to be updated. For these reasons we have adopted several digital tools suitable for library practice - Plickers, QR Codes, Padlet, Wordwall, etc.<br>We began to use these tools to improve our library products and services, increase user engagement with images and videos, gather feedback and even promote our activities, events, and initiatives with a single scan. Digital tools have reinvented how we interact with our target audience and have also helped us engage with our users, and attract new ones, by making connections between offline and online platforms, and also between online sources.<br>Digital tools are perfect for long-term interactions with users, stimulating reader's loyalty, and initiating word-of-mouth campaigns. They help us bridge the gap between digital and traditional campaigns and to connect with library patrons on every platform available. For PR campaigns, we need to get the right message out to potential users about the kinds of products and services we have to offer. ICT lets them get to know us a little better.<br>Identifying and building relationships with our audience helps us generate a higher volume of leads, especially when we want to encourage potential users to connect with our library in many different ways. ICT helps us reach our target audience with invitations to artistic and cultural events, new service announcements, updates, appointment reminders, or merely requests for feedback. And as we want our library to be linked to transparency, convenience, and fast access, digital technology can be the key to better results. |
| Resources needed to implement the idea<br>Please, provide any link and/or send them in attachment | Human resources<br>Online resources - QR generator, Quizlet, Canva<br>ICT tools – Plickers app, Padlet, Wordwall, Goosechase<br>Promotional content to popularize the library initiatives: text, pictures, video |
| Target groups | All library patrons, especially children and teenagers<br>Petar Stapov Library staff<br>PR experts |
| Elements of innovation | The introduction of the ICT tools (Plickers, QR codes, Padlet, Quizlet) into our practice was inspired by the visit of several of our librarians to Split, Croatia as part of an Erasmus+ project to increase the digital competencies and language skills of library staff.<br>We were subsequently motivated to design a course on fun and |

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| | engaging teaching methods for the digital era so that our library can provide a modern, progressive environment for developing and shaping our users' minds.<br><br>We learned how to engage our users with electronic applications and tools, spark their interest, and enhance their motivation by implementing ICT in the library.<br><br>Now we are bringing creative techniques into our library by using various applications and tools, and applying new methods to manage a modern library and promote 21st-century skills. |
| Tips to other library staff using this idea | • Use digital technology to make your library attractive to users via tools and applications like Plickers, QR Codes, Building Escape Rooms, Goosechase, Wordwall, Quizlet, Flipgrid<br>• Update your working methods and encourage library staff to incorporate ICT tools<br>• Have fun with digital tools and interactive activities<br>• Don't hesitate to implement the 4 C's in your library: critical thinking, creative thinking, communicating, and collaborating |
| Keywords | #digitaliteracy #equipment #digitalskills |
| References | Website: http://libtg.info/page/posts/obuchenie-na-bibliotekari-ot-regionalna-biblioteka--p.-stpov--821.php?leptoken=b7b23733a667739ef75d6z1686051419&fbclid=IwAR2y6B7oL_y_NhIUN0-7rwGT9UuFkLPeUdOlZKfgJT8zS4xbOCk-bqsVMis<br>Facebook page:<br>https://www.facebook.com/permalink.php?story_fbid=pfbid0r6vhn7h965NcJk9Ayusj3jyU6bJR7HovfuKKKQHfQ1XiCtgjRqDBRdb27UizhjeLl&id=100064815455420<br>https://www.facebook.com/permalink.php?story_fbid=pfbid02pxxmfFJ15gVjLJuy4zMRfQGZgdh7WDPsTc6f9UtLVvnUgwZoEGf57VFXi6gYrL2Sl&id=100064815455420<br>https://www.facebook.com/photo?fbid=643460784491098&set=pcb.643462737824236 |