



-  [TAX RESOURCES](#)
-  [MY ACCOUNT](#)
-  [SEARCH OUR CATALOG](#)
-  [ONLINE RESOURCES](#)
-  [COMMUNITY LINKS](#)
-  [LOCAL GOVERNMENT LINKS](#)
-  [HOURS & LIBRARY CLOSINGS](#)
-  [CONTACT US](#)

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CASE STUDY

Transforming Genoa Public Library with Streamline

CHALLENGES AND THE NEED FOR A MODERN SOLUTION

While the library had an existing website, it was outdated and lacked sufficient information. With evolving state requirements for website postings and the need for better community engagement, Jennifer Barton, Library Director, realized they needed a more efficient digital platform.

She was tech-savvy but lacked backend development experience, making it difficult to manage an evolving digital presence. In 2016, the Genoa Public Library District decided to adopt Streamline, an all-in-one website management solution.

IMPLEMENTING STREAMLINE

Streamline was implemented smoothly without increasing the library's operating budget. Its easy-to-manage interface allowed Jennifer and her team to handle website updates without relying on third-party developers. This resulted in better communication with the public and increased efficiency in managing library functions.

IMPACT OF STREAMLINE ON THE LIBRARY

1. Increased Community Engagement:

- Daily attendance at the library increased.
- Circulation of district content saw an uptick.
- Program participation grew from one event per month to four or five.

2. Improved Communication and Accessibility:

- The website became the go-to resource for community members seeking library information.
- A mobile-friendly design ensured easy access for smartphone users.
- The digital newsletter replaced paper materials, reducing operational costs and making it easier to share information.

3. Streamlined Operations:

- Library staff could update the website like a social media post, eliminating delays from external website management.
- Content creation became a simple process: staff discussed what needed to be posted, created it, and published it within a week.
- The library became a hub for local information, offering services beyond books, including veteran support, mental health resources, and senior citizen services.

COMPETING IN THE DIGITAL ERA

The library faced increasing competition from digital services like Audible and Amazon. To stay relevant, they expanded their digital offerings and ensured their website was an easy-to-navigate central hub for resources.

Streamline allowed the library to:

- Provide immediate website updates.
- Offer post-pandemic revenue sources like room rentals and digital memberships.
- Reduce dependency on third-party developers for website maintenance.



"Streamline completely transformed how we connect with our community. Our website went from an outdated, hard-to-manage platform to a dynamic, user-friendly hub where people can easily find the information they need. We've seen increased attendance, higher program participation, and a smoother workflow for our staff—all without increasing our budget. It's been a game-changer for us."

Jennifer Barton, Director