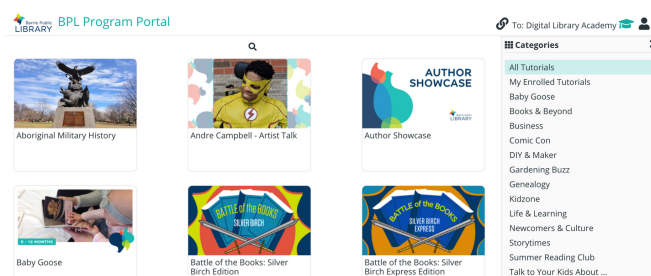# Barrie Public Library
Case Study

Before Niche Academy...

Most on-boarding and instruction at Barrie consisted of a single sheet of paper filled with information, and while there were attempts made at creating online video tutorials, most never ended up making it to the website. They also tried uploading to YouTube, but didn't like the idea of having to send users to a third-party site.

Barrie is known for its popular in-person programs, especially its children's story times, book chats, and craft sessions, but due to the pandemic, these events faced being cancelled, so a large percentage of in-person programming was moved online.

With Niche Academy...

Barrie is using their online academy for both patrons and staff, to assist with on-boarding and instruction. Now they have tutorials consisting of brand new types of media. Barrie Public Library is currently working on creating a more structured training program for staff and is using Niche Academy to do so. Now, with a whole team of people who can create videos and tutorials, Barrie can focus on expanding into a wider variety of tutorials and instruction.

Barrie was not only able to continue offering popular events to their patrons, but they have also seen an increase in participation that is more than double what it was before. The decision to move programming online has resulted in Barrie seeing record participation due to the convenience and ease it provides patrons. In-person events brought in just over 10,000 patrons in 2019, but with online events, Barrie's participation numbers in 2020 were over 28,000!

"Having subscribed now to Niche Academy, it takes away some barriers because it means that there's a place where this training can go, and there are some tools that would allow me to easily create ... and easily update training ... and push it out to either staff or the public."

-Chris Streets, E-Services Librarian at Barrie Public Library