



Third Chapter News

For Immediate Release

Press contact: Gene Shimshock

gene@thirdchapter.com

650.678.2443

Topeka and Shawnee County Public Library Selects Patron Point™

New marketing technology enhances library's efforts to tell its story to new users.

Dublin, OH - November 30, 2017 - Third Chapter Partners announced today that the Topeka and Shawnee County Public Library (TSCPL), Topeka, KS, has selected its marketing service, Patron Point, to better inform its users.

"We want to welcome new library members the first day they get their library card," says Gina Millsap, TSCPL Chief Executive Officer. "Third Chapter's Patron Point service will introduce them to free resources they may not be familiar with and share key messages about the library."

Patron Point is a totally new patron relationship management system that produces web-driven marketing programs. Combining user demographic and activity-based data with marketing automation technology, Patron Point delivers a new level of personalization capability to library marketing. Libraries can benefit immediately from a foundation of pre-defined programs managed by Third Chapter. In addition, libraries can develop their own workflows that are customized to their unique user communities and needs.

With Patron Point, a library can:

- Drive a more personalized digital patron experience;
- Increase its visibility into virtual and non-circ patron activity;
- Seamlessly connect to the ILS for key operational data; and
- Make its marketing more engaging and cost-effective.

A pdf of this press release can be found [\[here\]](#).

For more information on Patron Point, download the [Patron Point Fact Sheet](#).

About the Topeka and Shawnee County Public Library

The Topeka and Shawnee County Public Library (<https://tscpl.org/>) is a landmark library that features the Alice C. Sabatini Gallery, Millennium Café and Chandler Booktique. Located in the heart of Shawnee County, the library serves more than 96,000 registered borrowers with 2.1 million total circulation. The library offers state-of-the art technology, programs that encourage learning and reading, accessibility services addressing the needs of older readers and persons with disabilities, and reference and research tools. Professional exhibits from the library's permanent art collection (the oldest in the city) as well as traveling exhibits draw nearly 20,000 visitors annually. In 2016, the library was internationally recognized as the GALE/LJ Library of the Year.

About Third Chapter Partners

Third Chapter Partners (www.thirdchapter.com) is a marketing technology consultancy that believes libraries can do great marketing. Our practice is to apply modern marketing techniques and technologies to help libraries

make their marketing more effective. We have offices in Ohio and California. Follow us on our [blog](#) or at [@thirdchapter](#).

Trademarks

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