



Patron Point News

For Immediate Release

Brazoria County Library System (TX) launches with Patron Point

Dublin, OH - January 22, 2021 - Patron Point announced today that Brazoria County Library System of Angleton, Texas has launched its patron relationship management system to support the Library's strategic marketing efforts.

Brazoria County Library System (bcls.lib.tx.us) operates 12 branch libraries serving the communities of [Brazoria County, Texas](#). It maintains a collection of over 1.7 million items and offers patrons a wide variety of books, DVDs, magazines, newspapers, computers, events, homework help, and research assistance. BCLS also offers an eBranch which provides access to a wide variety of audiobooks, eBooks, comics, movies, music, and television and more.

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About Patron Point

Patron Point is the first of its kind patron relationship management system built specifically for public libraries harnessing data from a wide range of library systems including the ILS, ebook platforms, event/PC/room booking systems, databases and website to build a unified view of the patron's engagement with the library.

With Patron Point, libraries more fully engage their patron audience across multiple channels including email, website forms and pop ups, web widgets and social media tracking. Libraries can benefit immediately from a foundation of Proven Programs™ or create their own workflows that are customized to their unique user communities and needs. More information on Patron Point can be found on our [website](#)

Trademarks

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