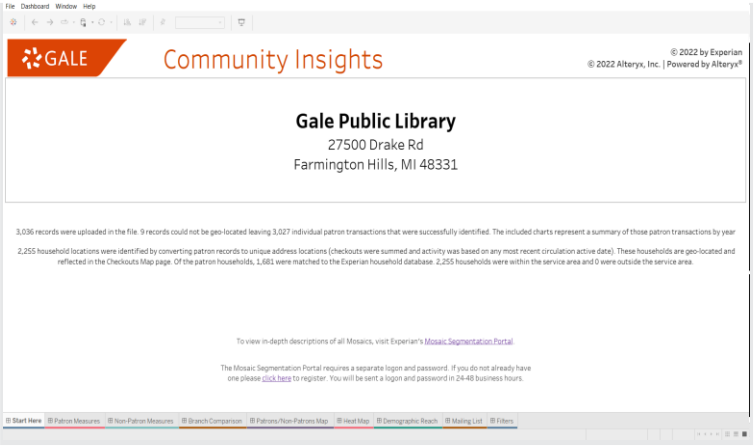
GALE ANALYTICS TIPS

Reconnect with Patrons Using Gale Analytics

The COVID-19 pandemic has forced numerous libraries to rethink in-person services as many library patrons cannot visit physical buildings and may be difficult to reach. Using ***Gale Analytics***, you can target library outreach by creating a custom mailing list/email list of your library patrons who have not used your resources since March 2020.

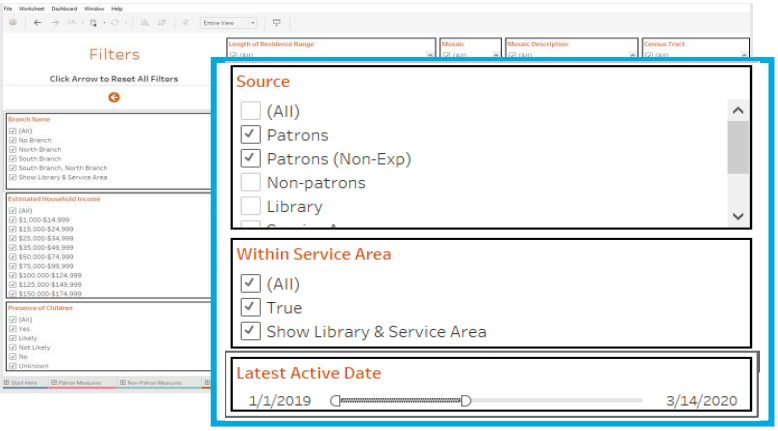
STEP ONE:

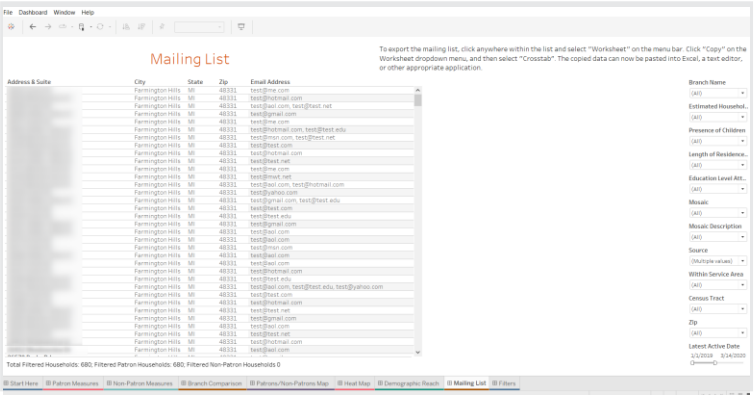
Open Tableau Reader and pull up your Community Insights dashboard.



STEP TWO:

By using the **Last Active Date** filter, you can specify a range of dates in which your patrons were last active at your library. In this example, the dates filtered range from 1/1/2019 – 3/14/2020. You'll also want to filter by selecting **Patrons** and **Patrons (Non-Experian).** You can find these options on the **Filters** tab.



STEP THREE:

Navigate to the **Mailing List** tab to view your custom mailing list with patron addresses and email addresses, originally uploaded from your library's ILS. You can also download this list and export it to Excel by clicking **Worksheet -> Export -> Crosstab to Excel**. The total number of patrons filtered will show in the bottom lefthand corner. Now, the contact information found in this spreadsheet can be used for targeted library outreach.