

Grasp the big picture

"Snapshot looked at data sources beyond the 2000 Census and really gave our administrative team and Board some interesting projections and analysis for discussion and planning over the next five years. The Tapestry Area Segmentation Profile provided in Snapshot is very enlightening and provides some unique insight into those who may be current library patrons and those who our library district may not be reaching either through our choice of communication channels or in our service delivery options. The use of maps and charts makes Snapshot easy to digest and visually significant at a glance."

-- Thomas Fay
Library Director
Henderson District Public Libraries

www.librarydecision.com

LIBRARYDECISION SNAPSHOT is a service that helps public libraries identify:

- >Demographic trends
- >Strategic issues
- >Constituent concerns

...with results presented in a brief report that includes an interpretive summary, analysis, hard data, and maps.

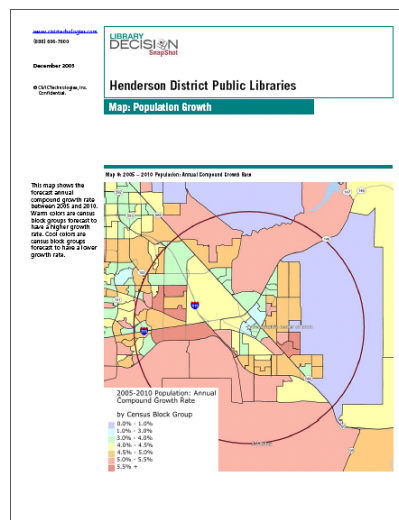
SNAPSHOT is designed to provide an understanding of the market or context in which your public library is situated. SNAPSHOT is used to characterize the social, political, and economic factors of the market or context in which your library operates.

>SNAPSHOT is a pre-planning tool that analyzes factors external to your library

SNAPSHOT will help tell you the true story of your community by presenting hard data and facts, thereby giving you a solid foundation for decision-making...from next year's budget allocation to engaging in just about any type of planning process -- strategic planning, master planning, scenario planning, marketing planning, or service delivery planning.

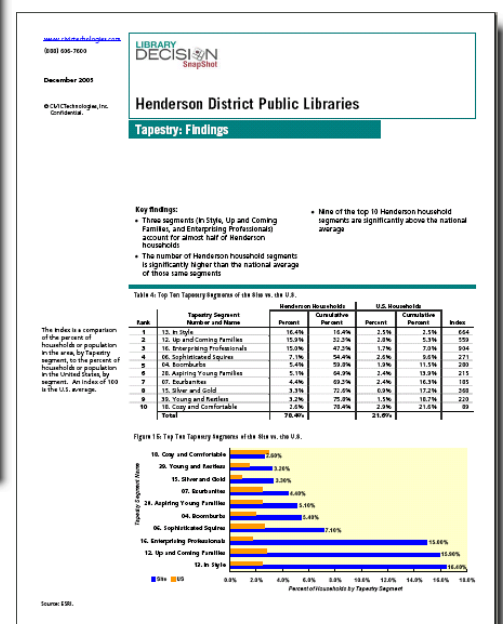
The hard data and facts presented in SNAPSHOT will help you to measure your library's "market potential"...that is,

>How well your library's objectives, strategies, and resources "fit" its context



See a case study at:

www.civicttechnologies.com/library/comsnap.html





The #1 planning tool for your library

SNAPSHOT features include:

External Analysis> the external analysis focuses on social, economic, and business trends with hard data derived from BusinessDecision, a CIVICTechnologies service for public libraries, including:

Benefits

- >Provides an immediate grasp of big picture issues facing your library.
- >Fast and inexpensive.
- >Quick reading report.
- >All the data you need in one place.
- >Gives you solid data and facts...a sound basis for making decisions to improve library service. No guess work here.
- >Provides a sound basis for planning and looking ahead.
- >Powerful communications with professional quality maps and reports that can be presented to elected officials, the library board, and the public.

- > **Market Profile:** a comprehensive report that provides an overview of key demographic attributes in your library jurisdiction including current-year estimates, five-year forecasts, Census 2000 demographic data and more.
- > **Business Profile:** an overview of businesses and employees in your local area.
- > **Consumer Expenditure Profile:** an overview of spending by category in your library's jurisdiction and a comparison to the national average for each category.
- > **Community Tapestry Market Segmentation Profile:** used by the nation's top companies to better understand their customers, the top 10 Tapestry market segments in your area will be ranked by household percentage and compared to their national counterparts.

Data sources> SnapShot uses the following data sources: BusinessDecision, ESRI Business Information Solutions, Census 2000, and ReferenceUSA.

Interview and presentation> to better understand your needs, we will interview library administrators on the telephone and present findings in a web conference.

Snappy Report> results are presented in a spare but snappy, easy to read report. One page one idea. Right to the point. Facts upon which you can base decisions for delivering more effective district library services.

It's easy to get started. Call Marc Futterman at (888) 606-7600

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CIVICTechnologies, Inc.
 1773 North El Molino Avenue
 Pasadena, CA 91104 USA
 Tel: +1.626.398.9800
 Fax: +1.626.398.9825
www.civicttechnologies.com

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