



## Circulation is Up: Book Loss is Down!

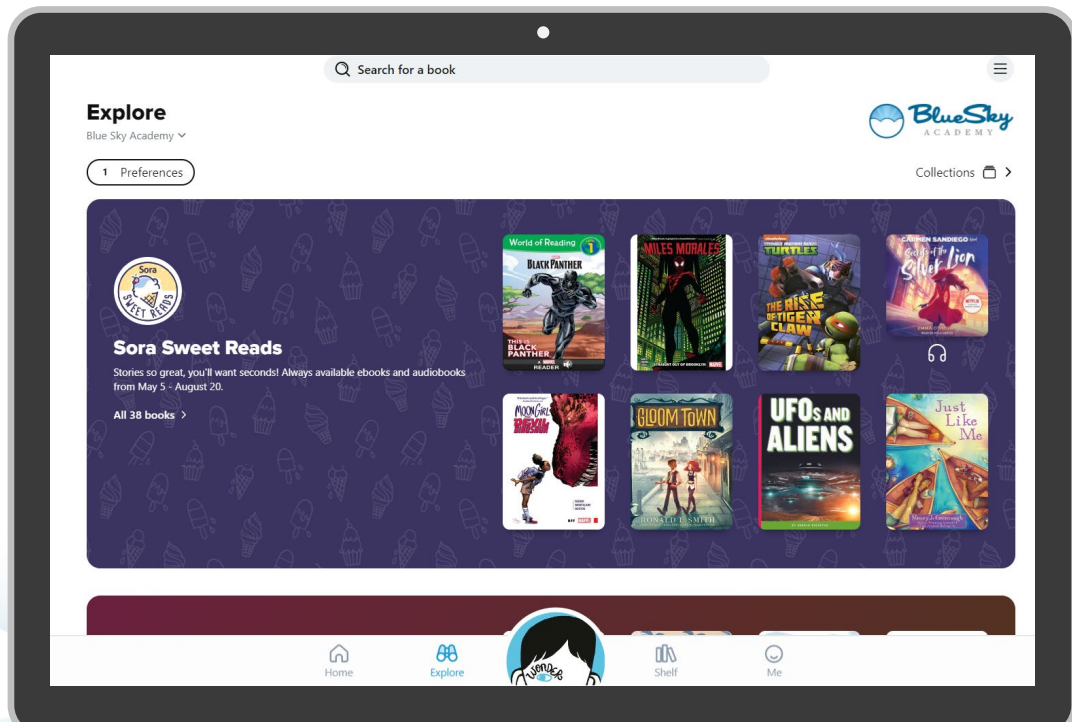
Melissa Hughes  
District Media Specialist  
Brownsboro ISD



**Sora**

The student reading app

# What is Sora?



## WHAT IS SORA?

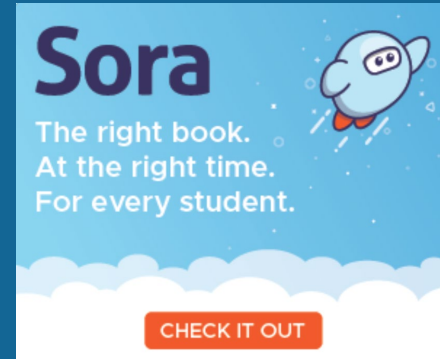
*Sora is the best way for students to access your school's digital collection.*

[soraapp.com](https://soraapp.com)  
or download the app

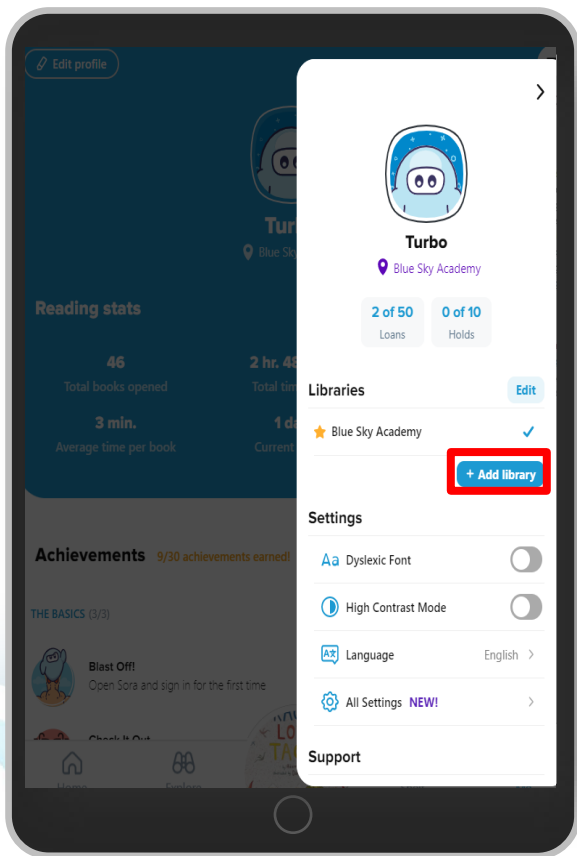


# Why We Choose Sora?

- ❖ Jack, James, Cara, and Judy!
- ❖ During the beginning of Covid we lost nearly \$7000 in books and due to Covid those losses were not recovered. Ouch!
- ❖ We made a decision to go digital contemplating not returning to face to face learning until later in the 2020-2021 school year.
- ❖ The initial investment was \$10,000.00 and as education would have it, we went back to full face to face learning in August, 2020 with only a handful of virtual students. However, due to quarantining books, we knew we had made the best decision for our students and launched Sora full force!



# What we love about Sora!



- Single-sign-on
- Multilingual interface
- Easy browse and borrow
- Title assignment capabilities
- Offline access
- Student reading data
- Public library digital collection access

# 2020-21 School Year District Enrollment: 2,544 From Aug 17, 2020 – June 8, 2021



Unique Users

**1,041**

(41% of Students)



Checkouts

**8,078**



Holds

**1,974**



Checkouts per student

**2.92**

**Circulation numbers were lower at the elementary level due to sign on issues until we could move to Clever (no longer available).**

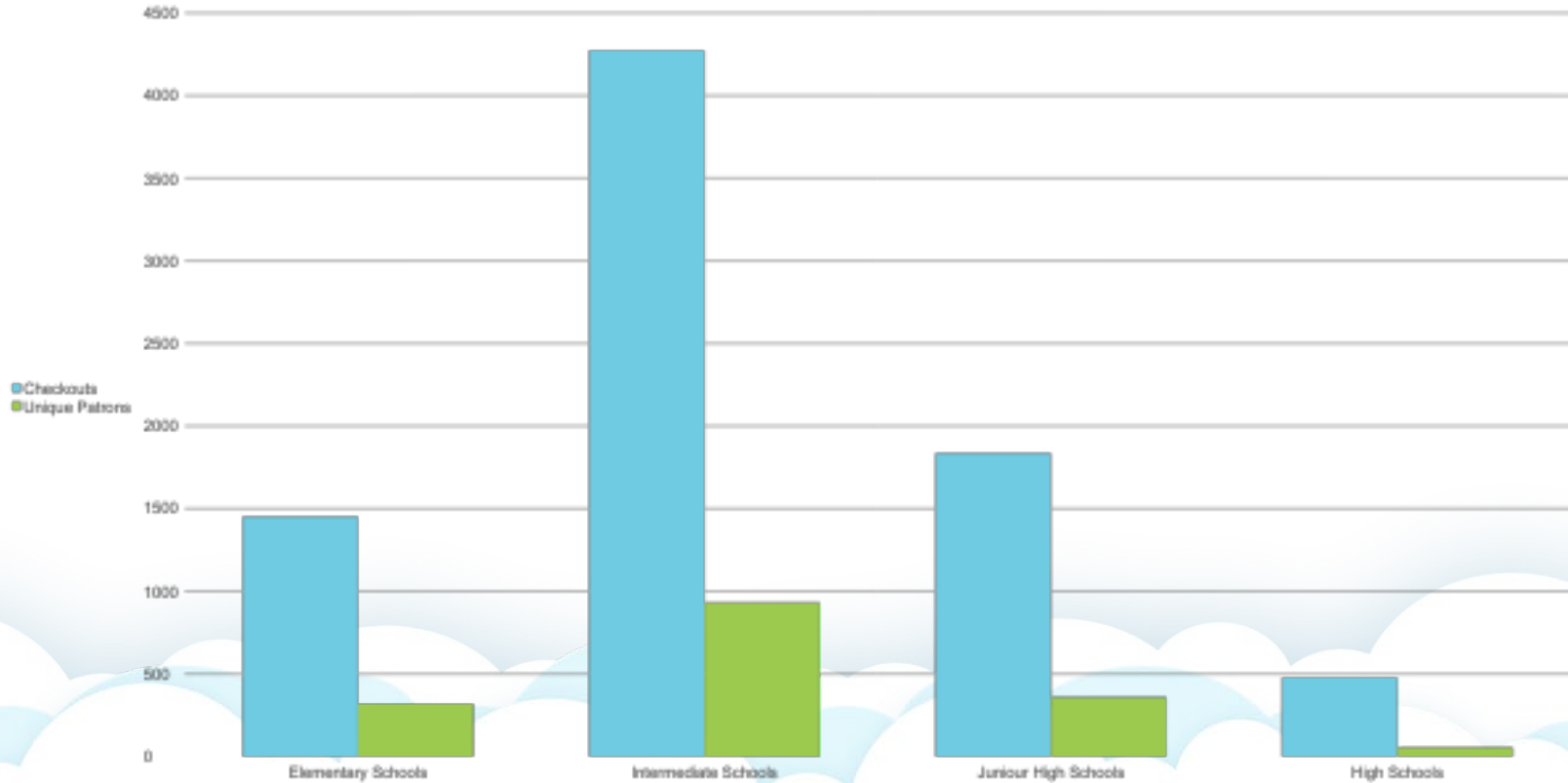
**Intermediate and Jr. High students were in right away!**

**Data showed that high school students were actually checking out books!**



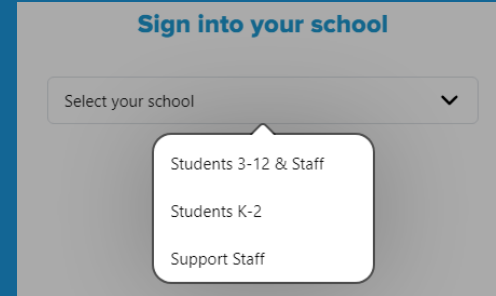
# Checkouts by campus type

From Aug 17, 2020 – June 8, 2021



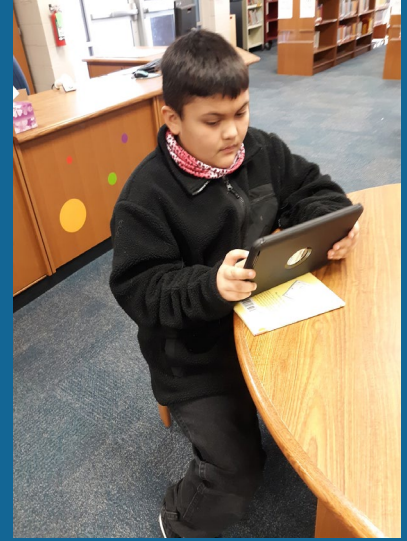
## Better Login Choices

- ❖ Moving away from Clever and to Google Logins was hard on our littles so we set up the simple login feature for grades PreK-2.
- ❖ Everyone else now uses the Google Login
- ❖ Support Staff were not allocate an account through the import so we set up a special login for them too!





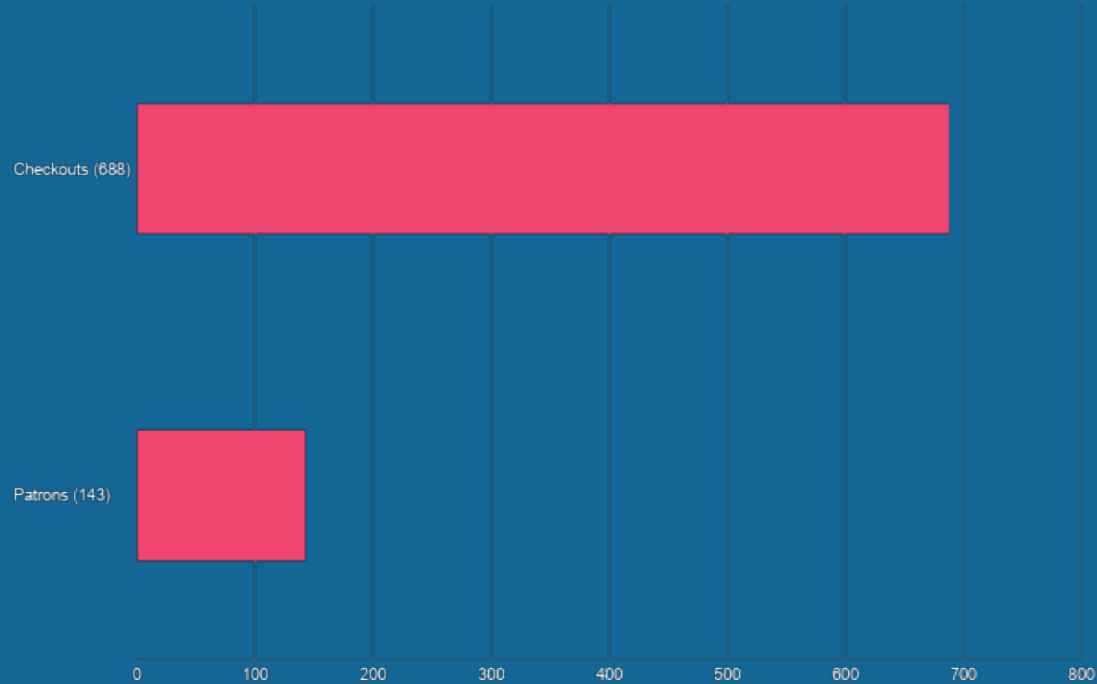
**We connected with our public library and saw even more circulation with a wider variety of books including audio books.**



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# Public Library Usage Northeast Texas Digital Consortium From Aug 17, 2020 – June 8, 2021



# Last call to enter the raffle!

# This Year is Different

## Sora Checkouts

September 736

October 466

November 446

December 289

January 433

498

Unique users this school year

2,877

Checkouts  
this school year

379

Holds this school year

20.99 min.

Average time spent reading –  
last 30 days

11/2021

Latest curation

12/10/2021

Most recent purchase



Public Library CONNECT  
483 checkouts this school year  
(From 79 patrons)

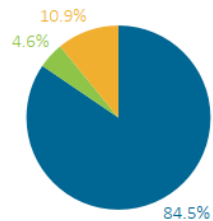


Student Dashboard

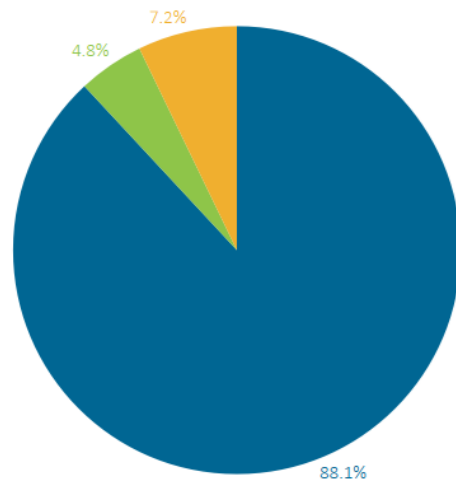


## Format

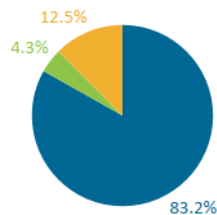
### Units purchased



### Activity



### Unique titles purchased



eBook

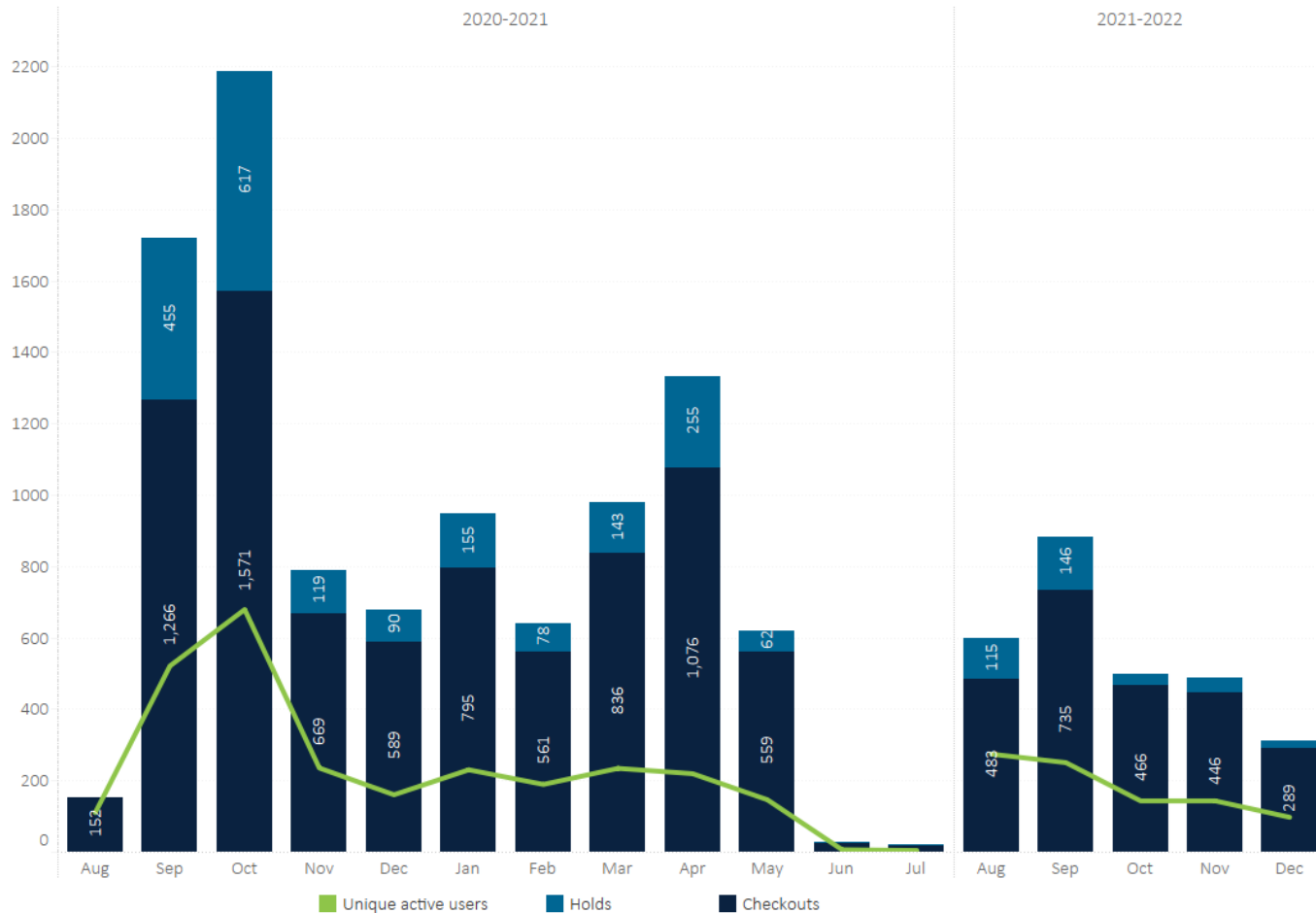
Read-along

Audiobook

### Details

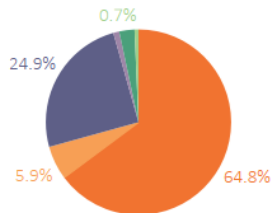
Format	Total activity	Student requests	Holds	Copies purchased	Checkouts per copy	Checkouts	Spend (USD)	Cost per checkout
eBook	11,623	0	2,166	889	11	9,457	\$11,761	\$1.24
Read-along	627	0	89	48	11	538	\$611	\$1.14
Audiobook	946	0	87	115	7	859	\$2,465	\$2.87
<b>Grand Total</b>	<b>13,196</b>	<b>0</b>	<b>2,342</b>	<b>1,052</b>	<b>10</b>	<b>10,854</b>	<b>\$14,837</b>	<b>\$1.37</b>

## Total activity and unique active users

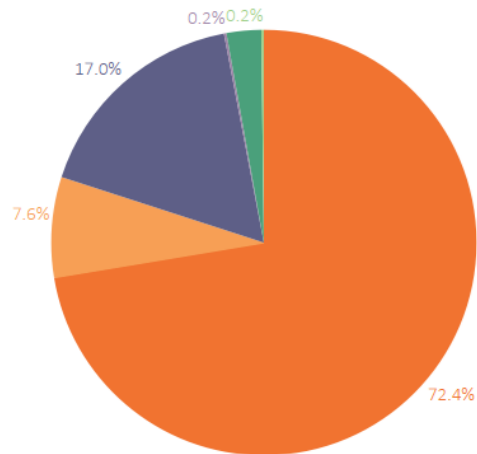


## Audience

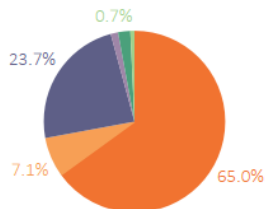
### Units purchased



### Activity



### Unique titles purchased



■ Juvenile Fiction  
 ■ Juvenile Nonfiction  
 ■ Young Adult Fiction  
 ■ Young Adult Nonfiction  
 ■ Adult Fiction  
 ■ Adult Nonfiction

### Details

Audience	Total activity	Student requests	Holds	Copies purchased	Checkouts per copy	Checkouts	Spend (USD)	Cost per checkout
Juvenile Fiction	9,553	0	1,744	682	11	7,809	\$9,523	\$1.22
Juvenile Nonfiction	1,003	0	192	62	13	811	\$825	\$1.02
Young Adult Fiction	2,244	0	398	262	7	1,846	\$3,570	\$1.93
Young Adult Nonfiction	26	0	0	11	2	26	\$166	\$6.37
Adult Fiction	345	0	8	28	12	337	\$660	\$1.96
Adult Nonfiction	25	0	0	7	4	25	\$95	\$3.80



## Why the Decline? Marketing and Modeling

- ❖ Until something becomes a staple, a habit, you have to keep reminding them it's there.
- ❖ The Marketplace and Sora Representatives can help with this!
- ❖ Future Plans: We are planning a big marketing campaign for February to get the numbers back up! Also, we are encouraging campus media specialist and teachers to model the use of Sora in the classrooms.

# Take-a-Ways

Sora is easy to use and the Sora Team will help you make it work for your district.

Alternative choice for students that have fines or lost books so you don't lose anymore!

Connection to Public Libraries for additional access.

Simultaneous access.

Great Reports.

Tons of Training via video and webinars!

