ENGAGING WITH USER

KPI INDICATOR:
- BLIS HITS
- BORROWED BOOK
- NUMBER OF BORROWERS

MULTI – PRONGED STRATEGIES:
- MEETING WITH JOURNALIST 4 TIMES A YEAR
- “LE TOUR DE INFOLibNEWS” EVERY THURSDAY
- MINI CARNIVALS TWICE A YEAR
- ATTACHMENT PROGRAM WITH EDITORIAL DEPARTMENT
- READING DAY CAMPAIGN
- BLIS TRAINING 12 SESSIONS PER YEAR

KPI ACHIEVEMENT:

<table>
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<tr>
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<th>2017</th>
<th>2016</th>
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<tbody>
<tr>
<td>BLIS HITS (VISITORS)</td>
<td>144,788</td>
<td>122,871</td>
</tr>
<tr>
<td>BOOK BORROWED (UNITS)</td>
<td>3,618</td>
<td>3,161</td>
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IMPACT:
- Increase the utilization of InfoLibNews physically and visually
- Inculcate reading habits
- Enhance knowledge & writing value
- Collection awareness
- Increase the management confidence and support
- Excellence advertisements to users
- Access to information

http://infolibnews.bernama.com/