



**OWWL
LIBRARY
SYSTEM**

Mango Languages and ASL Inside Usage Analysis Three-Year Performance Review (2023-2025)

Analysis Period: 2023-2025

Date: July 25, 2025

Executive Summary

Mango Languages has demonstrated strong growth potential, achieving excellent cost efficiency in 2024 with usage increasing 65.7% while maintaining a competitive \$2.10 cost per session. However, 2025 data reveals concerning usage decline that presents both challenges and opportunities for strategic intervention in 2026.

Key Findings:

- Peak performance in 2024: \$2.10 per session across 7,478 total sessions
 - 2025 projected decline to 2,937 sessions, raising cost per session to \$5.34
 - ASL Inside shows limited adoption but growing utilization rate
 - Mobile usage continues to grow, representing nearly half of all sessions
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Investment Overview

Annual Costs:

- Mango Languages: \$11,025
 - ASL Inside (added 2024): \$4,650
 - **Total Annual Investment:** \$15,675
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Usage Analysis

Three-Year Performance Trends

| Year | Total Sessions | Cost per Session | Year-over-Year Growth |
|-------|----------------|------------------|-----------------------|
| 2023 | 4,513 | \$2.44 | — |
| 2024 | 7,478 | \$2.10 | +65.7% |
| 2025* | 2,937 | \$5.34 | -60.7% |

**2025 figures are projected based on year-to-date data through July*

Platform Usage Distribution

The platform demonstrates strong cross-device appeal, with mobile usage steadily increasing:

2024 Platform Breakdown:

- Web sessions: 3,987 (53.3%)
- Mobile sessions: 3,491 (46.7%)
- ASL sessions: 132 (1.8% of total)

2025 Trends:

- Continued mobile growth to 45% of usage
- ASL utilization increased to 4.9% of total sessions

Cost Efficiency Analysis

Mango Languages Performance

The service achieved its best cost efficiency in 2024 at \$2.10 per session, representing a 14.2% improvement from 2023 despite the addition of ASL Inside costs. This demonstrates strong value delivery when usage levels are robust.

ASL Inside Evaluation

ASL Inside presents a mixed performance profile:

- **2024:** \$35.23 per session (132 sessions)
- **2025 projected:** \$32.29 per session (144 sessions)
- Low absolute usage but increasing as percentage of total activity

2025 Usage Decline: Analysis and Implications

The projected 60.7% decline in 2025 usage requires a strategic response. Potential contributing factors include:

- **Seasonal patterns:** Language learning may show academic year correlation
 - **Marketing gaps:** Reduced promotion following strong 2024 performance
 - **User awareness:** New patrons may be unaware of the service
 - **Interface changes:** Platform updates may have affected user experience
 - **Competition:** Alternative language learning options may be drawing users away
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2026 Strategy

Primary Objective: Targeted Promotion Campaign

Based on the analysis, an intensive 2026 promotion strategy to capitalize on the service's demonstrated potential and address current usage challenges might be helpful.

Promotion Strategies

1. Multi-Channel Marketing Approach

- Social media campaigns highlighting success stories
- Library newsletter features and tutorials
- Staff training for active recommendation at reference desks
- Promotional materials in multiple languages reflecting community demographics

2. Programming Integration

- Host "Mango Monday" language learning sessions
- Partner with ESL programs and citizenship classes
- Create language conversation groups using Mango as a foundation
- Develop summer reading program tie-ins for language learning goals

3. Community Outreach

- Partner with local schools for student language credit programs
- Connect with immigrant services organizations
- Collaborate with local businesses needing multilingual staff
- Engage with cultural organizations and international groups

4. ASL Inside Specific Promotion

- Partner with deaf and hard-of-hearing community organizations
- Promote during Deaf Awareness Month and National ASL Day
- Create learning cohorts for group motivation
- Develop programming around ASL storytimes and events

Success Metrics for 2026

Target Goals:

- Return to 2024 usage levels: 7,500+ total sessions
 - Achieve cost per session below \$2.25
 - Increase ASL Inside utilization to 300+ sessions annually
 - Maintain mobile usage growth trajectory
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Investment Justification

Despite 2025 challenges, Mango Languages represents strong value for our System:

Strengths:

- Proven ability to achieve excellent cost efficiency (\$2.10 per session in 2024)
- Strong user growth potential (65.7% increase 2023-2024)
- Cross-platform accessibility meeting diverse user needs
- Unique ASL offering serving specialized community needs
- Professional-quality language instruction at scale

Strategic Value:

- Supports community equity and inclusion initiatives
- Enhances library relevance for diverse populations
- Provides measurable impact for board reporting
- Complements other educational programming

Conclusion and Next Steps

Mango Languages has demonstrated exceptional potential for cost-effective service delivery. The 2024 performance of \$2.10 per session across nearly 7,500 sessions proves this resource can provide outstanding value when properly promoted and utilized.

The 2025 decline, while concerning, presents a clear opportunity for strategic shifts. With focused promotion efforts in 2026, we project the service can return to peak performance levels while establishing sustainable usage patterns for future years.