Executive Track:
Table Group Results

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This Room Is Equipped With

Edison Electric Light.

Do not attempt to light with
match. Simply turn key
on wall by the door.

The use of Electricity for lighting is in no way harmful
to health, nor does it affect the soundness of sleep.
Top Strategies to Make Your Library More Open

• 1. Kiosk Branches / Lockers (Automated)
• 2. Manned Micro-branches (small focused collections)
• 3. Online presence – better web, Facebook, MySpace, Advertising, Merchandising, podcasting
• 4. Analyze Ourselves – personality profiles, internal focus groups, etc. – process examinations (“Hot” shelves)
• 5. Utilize Tech (RFID, Self-check, etc.) to free up staff for other work – even using W8 to create – no frills Circ self-check.

• Bonus: Partnerships – schools, civic orgs, each other, for-profits/not-for-profits, colleges & universities
Top Strategies to Make Your Library More Open

• 1. Facebook – Teen librarians to Teens, Librarians to Librarians, Employees to community.

• 2. Jet Propulsion Laboratory Story Hour – communicate sans digital resources – marketed on the Internet

• 3. Open Libraries (Cecil MD) garnered more funding. Open areas of libraries with few staff.

• 4. Eliminating barriers in policies

• 5. Get rid of the worry tank, laptops circulating to patrons for in-house use. Calculated risks

• 6. Create a climate where staff can fail
Top Strategies to Make Your Library More Open

• 1. Pushing the website and links to it.
• 2. Positioning the library staff to assist folks / open the doors /
• 3. Attitude adjustment of politicians and funders / advocate “We aren’t Marion”
• 4. Ruthless weeding / house cleaning to create people space / community commons
• 5. Customer surveys – using e-mail to ask questions of customers (i.e. Fairfax County’s monthly e-mail re: resources and services.)
Top Strategies to Make Your Library More Open

• 1. Expand open hours / days for physical

• 2. Virtual libraries

• 3. Reallocate staff hours (i.e. business open during a.m. /Kids in school / so more staff available) visit clubs, groups, businesses.

• 4. More efficient marketing (method people see/hear...collaboration of for-profit i.e. pro bono advertising). Insert telephone book / newspaper / bills Win iPod, door hangings *non-users, specific non-users ID and focus/target.

• 5. Encourage retirement so we can bring in new blood as change agents.

• Bonus: Nightclub dancing in the stacks with band and disco ball.

• Library kiosks – library where people are (i.e. malls)
Top Strategies to Make Your Library More Open

• 1. Early retirement for technophobes or convert to functional Luddites.

• 2. Match collections and services with identified needs.

• 3. Dialogue with the traditionally unserved. Information where they are. Focus groups, Listening sessions.

• 4. Library seen as a place to have innovative programs or cross-population events or programs that benefit multiple groups of people such as 5th grade science and math magnet class in library or dual credit high school classes.

• 5. Identification and digitization of unique collections for greater access.
Top Strategies to Make Your Library More Open

1. Partnerships between types of libraries and schools on different levels.
2. Grant to put search box on community organization pages.
3. Library tool bar
Top Strategies to Make Your Library More Open

• 1. Review / revise policies and procedures to reflect current needs.
• 2. Develop strategies to educate dignitaries to value of libraries and other personnel.
• 3. Discover needs of community and develop strategic plans to meet those needs and develop partnerships.
• 4. View staff vacancy as an opportunity to implement change.
• 5. Adapt physical space as service needs change.
Top Strategies to Make Your Library More Open

1. Library 2.0 to get staff engaged in new technologies. Offer program to public, include “Library Genius T-shirt upon completion.

2. Going out and talking to all groups and community. Also encourage staff / public to share stories.

3. Partnership with schools to offer library cards to all students.

4. “Library Champions” yard signs upon completion of summer reading, (Unite community).

5. Single sign-on / authentication of software, online library card application.

6. Programming as core service. Work closely with funders / city / etc. to be the cultural center of the community.

7. Partnership with museums; use library card to check out museum pass.

8. Let teen patrons create MySpace and Facebook for library.

9. Have staff person that can sign for deaf patrons.

10. More languages for website.
THE TOP FIVE:

1. Physical Space
2. Staffing
3. Web Technologies
4. Collection Technologies
5. Community Development
Open Physical Space

• Align Shelving & Public Space
• Weed/develop collections
• Kiosks/ micro branches
• Open Hours/Locations/ Virtual
Open Staff Doors

- Develop
- Train
- Excite
- Retire
Open to the World

• Web Technology Tools
  • Web 2.0
  • Virtual Access
• Unique Collections
• Multilingual Support
Open Access – Collection Technology

• RFID
• Self Check
• Pocket Circ
• Align Policies
Open Communities: Community Development

- Programs
- Marketing
  - Community Leaders
  - Administration Leaders – Professors
- Partnerships
  - Schools
  - University & Colleges
  - Museums
  - Non-profits
- Customer Interaction - Teens/Adults/Seniors/Students/Professors/Employees
  - Email/Text Messaging
- Customer Development
- Social Networks – Facebook - Web2.0