The 21st-Century Library: Building on Customer Relationships

Session C203, Computers in Libraries, March 9, 2016

Vicky Spitalniak
Katie Rapp
Stacy Bruss
NIST Reference Librarians
**NIST**

Founded in 1901, the National Institute of Standards and Technology is a non-regulatory agency within the U.S. Department of Commerce.

NIST's mission is to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.

**ISO**

The Information Services Office supports and enhances research activities of the NIST scientific community through a comprehensive program of knowledge management.
The Information Services Office supports and enhances research activities of the NIST scientific community through a comprehensive program of knowledge management.
Lab Librarian Program and the Research Library Board

- Successful long-term vehicles for outreach and collaboration
- Help the library to instill trust and build relationships
- Established mechanism for library to get customer feedback
Lab Librarian Program

- Each lab has its own designated librarian
- POC builds relationships within each lab
- Communicates library services and resources, based on individual lab needs
Research Library Board

- **Monthly meetings** with representatives from each lab
- **Two-way street:** library listens to their needs/they advocate for library
Planning Library Renovations

Updating our physical space to meet modern researchers' needs
The Two-Way Street in Action

- Draw on relationships that you have built!
- Keep key advocates in the loop
Team Activities

- To explore and recommend space design options
- Included multiple research angles
  - Archive journal holdings study
  - Library literature
  - Researching peer libraries
  - Local library site visits
  - Customer focus groups
- Recommendations reflect 21st Century researchers’ needs
Focus Groups with Customers

- Great way to connect directly with customers and respond to their needs
- Asked Library Board to identify potential focus group participants
Current Draws to the Space

- They ❤️ library staff!
- They need to get away from their desk
- Browsing the stacks... serendipity
Focus Groups = User Needs
Site Visits = Possible Solutions

- 24/7 space great, but need coffee!
- Provide various levels of quiet
- Maximize window seating and outdoor spaces
Nurture Customer Relationships

- Present updates to Library Board
- Share findings with focus group participants
- Communicate changes made or planned as a result of customer feedback
Innovating with Temporary and Pilot Programs

Try it you'll like it
Innovation Corner, 2013-

- Programs:
  - 3D printers
  - Data visualization computer
  - Emerging Tech Bar
- Library as a physical space and learning place
- Road shows – versatile lab librarians
Reading Room Upgrade, 2015

- Installed electrical outlets and reading lights
- Moved furniture to take advantage of windows
- Moved Info Desk... and liked it!
Presentation Practice Room, 2015-2015

- Temporary use: summer students for term-end presentation
- Full pilot: researchers not yet ready!
Building on Customer Relationships

- Relationships cultivated over time
- All feedback valued and responded to
- Major renovations will take years, but incremental changes are continuous
- Changes meet customer needs based on feedback
- Able to iterate, fail, make changes, re-iterate
Planning for the Future

• Work with library designers to plan the library space, with customer feedback informing our choices
• New data visualization wall in the works
• Lab librarians increasing outreach, bringing new services to the labs and library
• Lab librarians working with Research Library Board to bring in lab presenters and take library staff on lab tours
Questions?

Contact: Vicky Spitalniak
vicky.spitalniak@nist.gov