Raising the Innovation Bar for Services & Librarians

Terry Beck, Information Services Manager
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We knew that we couldn’t keep operating this way

- Reference stats were down
- Job descriptions were confusing
- Staff and supervisors couldn’t differentiate positions
- Staff were starting to work outside their job classification
Make better use of our highly educated and trained librarian staff

- Desk schedules
- Outreach to schools
- Service to small business/entrepreneur community
- Build literate and economically sound communities
VALUES
Our values are:
- Free and equal access to the library
- Freedom to seek, receive, and share information
- Power of community and culture
- Literacy and learning
- Stewardship of public resources
- Respect for individuals

PURPOSE
Our purpose is to create an informed citizenry by:
- Ensuring free and equal access to information and ideas
- Championing early literacy
- Supporting lifelong learning
- Providing space to think, meet, work, and create
  - Convenering people for public discourse

SNO-ISLE LIBRARIES
2014 - 2016

STRATEGIC FOCUS
We will build:
- Literate Communities
- Early literacy
- Information and communication technologies
- Literacy
- Economically Sound Communities
- Entrepreneurial/business support
- Workforce readiness
- Connected Communities
- Resident/Library interaction
- Civic engagement

CORE SERVICES
In keeping with our values and purpose, we will:
- Lend library materials at no direct cost to customers
- Offer expert information and research assistance
- Provide access to information and communication technologies
- Provide resources of value to our customers
- Present early literacy storytimes
- Maintain safe, welcoming public spaces
- Coordinate programs addressing community needs and interests
- Deliver library services where they are needed
But what do our customers want/expect?
Information Services Project Survey

Customer Survey

• It had to be short
• It had to use as much “non-library” language as possible
• Avoiding “You’re wonderful”

• Staff had to understand the why and the how
• Building heads lead us to stakeholders
• Paper was possible, but costly
Bringing staff along

- Building heads and stakeholders
- Who’s on the list
- Tip: Be cautious when you survey educators via their school or institution email during the summer
Our results

- Web link 354
- Community Contacts 176
- Paper survey in community libraries 52

582!
How important is it to get assistance? Weblink to survey

1. Selecting a book to read
2. Finding information for a hobby
3. Learning to use different library resources
How important is it to get assistance?

Community Contacts

1. Selecting a book to read
2. Learning to use different library resources
3. Learning to use various technologies
How important is it to get assistance?
Paper survey

1. Selecting a book to read
   TIE
   Conducting personal research regarding a health topic
   Conducting academic level research
   Learning to use different library resources
Other—the unregulated text box

- Collection suggestions
- Marketing suggestions
- Building suggestions
- Staffing suggestions
Staff survey

- In the building they’d like to see:
  - Virtual buttons on computers to ask for in-person assistance
  - Concierge-directed services to send customers to the right staff person (in-person triage or greeter)

- Outside the building they’d like to see:
  - Expansion of Sno-Isle Libraries app to connect customers with an Information Services staff person
  - Work with schools to offer supplementary information services to students and staff to cover service gaps
What does Information Services include?

- Building
- Circulation
- Communication
- Content Creation
- Continuing Education
- Library Services & Resources
- Policies
- QuestionPoint
- Readers’ Advisory
- Reference/Information Services
- Teaching/Curriculum Development
- Technology
- Website
And all of this led to Informed Change

- CE requirement for all librarians
- Adoption of “the grid”
- Lead Librarians for Business Services, Readers Services, Public Computing, Data Analysis Librarian
- Information Services Statement of Service
- All-librarians meeting (no supervisors)
- Training Plan
- Mentoring
- Contact Center
- Availability (0800 until close of business day, 7 days a week)
- Annual customer survey
# The Grid for Information Services

<table>
<thead>
<tr>
<th>Basic Customer Service</th>
<th>Information Service</th>
<th>Research</th>
<th>Specialist</th>
</tr>
</thead>
<tbody>
<tr>
<td>• All Public Services Staff</td>
<td>• PSAII &amp; III</td>
<td>• Librarian</td>
<td>• Lead Librarian</td>
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<tr>
<td>• LA II</td>
<td>• TA and Information Assistant Branch Manager</td>
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<tr>
<td>• SPSA</td>
<td>• BCS</td>
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### Should know...

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Introduce</th>
<th>Instruct/Identify</th>
<th>Analyze/Create</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Service Staff within the Information Service Tier incorporate competencies included in the Basic Customer Service</td>
<td>Information Service Staff within the Research Tier incorporate competencies included in the Basic Customer Service and Information Tiers as well as those identified in the Research Tier.</td>
<td>Information Service Staff within the Specialist Tier incorporate competencies included in the Basic Customer Service, Information, and Research Tiers as well as those identified in the Specialist Tier.</td>
<td></td>
</tr>
</tbody>
</table>
And in November

We survey our customers again via:

• Website
• Email to stakeholders
• No paper!
Questions, need for documents?

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