Raising the Innovation Bar for Services & Librarians

Terry Beck, Information Services Manager
Christa Werle, Public Services Project Manager
Raising the Innovation Bar for Services & Librarians

Christa Werle, Public Services Project Manager
Idea Management & Strategic Innovation

Terry Beck, Information Services Manager
Information Services Project
Pop Quiz!
About Sno-Isle Libraries: Where?

- Island and Snohomish counties
- 700,000 residents
- 2,260 sq. miles
More About Sno-Isle Libraries

- 21 locations
- 460+ employees
- $48+ mil budget
- 1+ mil items, 9.1 mil circ
- Wide mix of service areas
  - Suburbs
  - Rural
  - Island
  - Tribal lands
Outcomes Based Measures and Evaluation

What is an outcome measure in public library services?

Because our services are customer-centered, our services are determined and evaluated by the perspective of our customers. The success of our activities, services, and programs are measured in changes for our customers. For example: increased skill, increased knowledge in how to do something, increased knowledge about something, a changed in life status (employment, education), or a change in behavior or attitude.

How do I write one?

We do what? For whom? For what benefit? Answer those questions and VOILA - You've got an purpose statement based on outcome measurement & evaluation!

What are some specific examples?

10 hits/month avg.
Idea Management
Idea Management:
Idea Management:

Submit Your Idea

Peer Review

Manager Review

Strategic Review

Decision Articulated
Idea Management

Anyone and everyone.
98% staff participation.
Learning from Ideas

Successes to date:
- Submitted (292)
- Implemented (58)
- Selected (24)
- Vendor Enhancement Requests (11)
- Referred (9)

We can better support:
- Programming
- Facilities

*figures as of 10/7/2015*
Implemented
Referred
Strategic Innovation is simply doing something in a new or different way with intent.
“Communities need order to thrive and cooperate since where there is chaos and disorder there is distrust and withdrawal.”

-David Brooks, Syndicated Columnist
Information Services Project, 2014
Reference Statistics
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

- Librarians, not managers
- 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
  - Convening 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
  - Entrepreneur/small 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
• 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
- Total = **582** = statistically significant!
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

Tied for 2nd:

2. Conducting personal research regarding a health topic
2. Conducting academic level research
2. 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

- 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
Information Services Definition

- Information services is the interaction that takes place when staff provides, introduces, and/or instructs customers with resources that meet their personal, professional, or community based needs.
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
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 staff in a community library</td>
<td>Paraprofessional</td>
<td>Librarian</td>
<td>Lead Librarian</td>
</tr>
<tr>
<td>Awareness</td>
<td>Introduce</td>
<td>Instruct/Identify</td>
<td>Analyze/Create</td>
</tr>
</tbody>
</table>
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
And in November

We survey our customers again via:

- Website
- Email to stakeholders
- No paper!
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
- Convening 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
  - Entrepreneur/small 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
Friday, November 6, 2015 • 9 a.m. - 5:30 p.m.
Edmonds Center for the Arts • Plus many simulcast viewing sites
Q & A

Terry Beck
Information Services Manager
tbeck@sno-isle.org
360-651-7016

Christa Werle
Public Services Project Manager
cwerle@sno-isle.org
360-651-7160
Thank You!!!

Raising the Innovation Bar for Services & Librarians