

SirsiDynix
SuperConference 2008

April 6-8 • Detroit, Michigan

Executive Track: Table Group Results



SirsiDynix SuperConference, April 8, 2008

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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.

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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 Ourself – 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
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The banner features the SirsiDynix logo in the top left, followed by the text 'SuperConference 2008' in a large, bold, white font. Below this, a dark purple bar contains the text 'April 6-8 • Detroit, Michigan' in white. The background of the banner is a stylized, abstract illustration in shades of purple and pink, depicting a person's head and shoulders in profile, with a computer monitor and keyboard visible in the foreground.

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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).
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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.
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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
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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.
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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.
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The banner features the SirsiDynix logo in the top left, followed by the main title 'SuperConference 2008' in a large, bold, white font. Below the title, the dates 'April 6-8' and location 'Detroit, Michigan' are listed. The background is a purple gradient with faint, stylized illustrations of a person's face and a car's interior.

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THE TOP FIVE:

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

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

- Develop
 - Train
 - Excite
 - Retire
-

Open to the World

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

- RFID
 - Self Check
 - Pocket Circ
 - Align Policies
-

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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
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