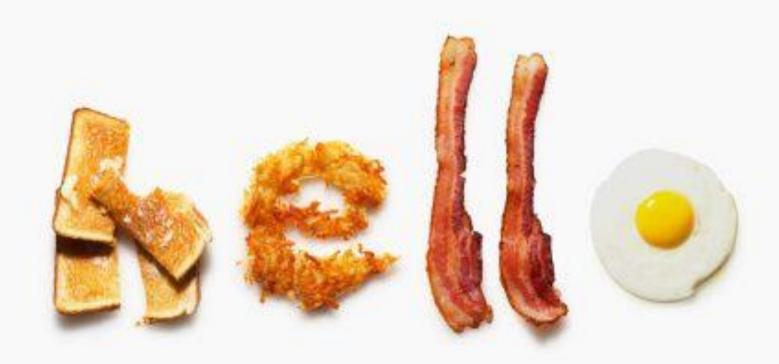
gelityi mages"



Hey YOU! You're Either <u>at</u> the Table or <u>on</u> the Menu:

IACRL Conference
Adopt, Adapt, Accelerate
March 16, 2012

Mary S. Konkel
Head of Technical Services

Debra J. Kakuk Smith
Reference Librarian, Health Sciences Liaison

College of DuPage Library

Hey YOU! You're Either <u>at</u> the Table or <u>on</u> the Menu: FRONT OF THE HOUSE

IACRL Conference
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Debra J. Kakuk Smith "Restaurant Manager"

Reference Librarian, Health Sciences Liaison
College of DuPage Library



RESTAURANT MPUSSIBLE

- "...save America's most *desperate* restaurants from impending failure in just **two** days with only \$10,000."
- "...Robert [Irvine] uses <u>creativity</u> and <u>resourcefulness</u> along with a lot of <u>muscle</u>"

First:

- conduct business assessment
- closely observe the staff and kitchen
- Identify weaknesses

Then:

- update the menu,
- implement aesthetic changes
- retrain the staff
- market to clients and community



RESTAURANT M/PUSSIFIE

How does it translate into "Library-land?"





- conduct business assessment
- closely observe the staff and kitchen
- Identify weaknesses

- update the menu,
- implement aesthetic changes
- retrain the staff
- market to clients and community





CONDUCT BUSINESS ASSESSMENT

- Review Library <u>mission</u>, <u>policies</u> and <u>procedures</u>
- Review <u>virtual</u> (e.g. Web) and <u>physical</u> presence
 - ✓ Are they up-to-date?
 - ✓ Do they meet the needs of the larger institution and community? (users)
- Review <u>budget</u> allocations
 - ✓ Appropriate for collection development?
 - ✓ Marketing?
 - ✓ Staffing?
 - ✓ Physical environment? (furnishings, lighting, signage, etc.)







CLOSELY OBSERVE THE STAFF & KITCHEN



PROGRAMMING NOTE:

"Executive chef,"

Mary Konkel, will address the "KITCHEN"

(Technical Services) in her portion of the presentation.





- Likat physical surroundings
- Note atmosphere and behaviors
- Observe service with "fresh eyes"
- See through the eyes of the community and your users





IDENTIFY WEAKNESSES

- Every moment is an opportunity
- Use "fresh eyes"
- Remember that intent doesn't always equal result
 - ✓ Q-TIP
 - ✓ Being positive/proactive is a choice
 - ✓ Being defensive and closed-minded is too
- Be honest not accusatory
- Identify original intentions behind identified "weaknesses"—find a different way!





IDENTIFY WEAKNESSES

Solicit feedback

- ✓ Anecdotal at service points
- ✓ Via web forms
- ✓ Library blog
- ✓ Social Media (Twitter, FaceBook)
- ✓ Short Surveys (paper and/or online)
- ✓ Feedback "boards" or tablets for users
- ✓ Direct observation
- ✓ "Eavesdrop" at institutional, departmental community, and student meetings



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What works?
What doesn't?
Fix what needs
fixing!





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- Mission Statement is reflective of the needs of institution and community
- Policies & Procedures reflect <u>current</u> practice
- Web pages are user intuitive

✓ Default to keyword or subject

✓ Easy navigation



gelityimages"



OPAC

- ✓ Report errors & duplicate records
- ✓ Add subject cross references
- ✓ Identify "alt" titles
 - "Red Book"
- ✓ Suggest local subject headings
 - eBook and Streaming Media



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Signage

- ✓ Positive
- ✓ User friendly
- Identify service points
- ✓ Promote desired behaviors (see "zones" in next section)





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- Collection Dev. & Weeding
 - Review circulation statistics
 - Assess physical collection
 - ✓ Compare existing holdings and materials budget to usage and Library mission



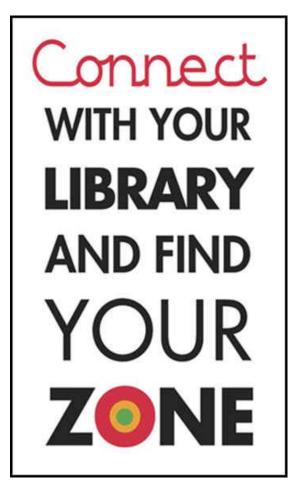
IMPLEMENT AESTHETIC CHANGES

- Rearrange\repurpose furniture
 - ✓ Honor traffic "flow"
 - Encourage positive behaviors
 - Create comfortable study spaces
- Signage
- Designate collaborative, quiet and silent "zones"





IMPLEMENT AESTHETIC CHANGES



Collaborative

- Active learning
- Converse in normal tones
- Short cell phone conversations permitted
- Phone set to "vibrate" or "manners" mode

Quiet study

- Occasional quiet discussion
- No prolonged conversations
- Cell phone usage not permitted

Silent study

- · Strictly for silent study
- No conversations
- No cell phones



http://www.cod.edu/library/about/zones.html



IMPLEMENT AESTHETIC CHANGES

INVOLVE Users!

"CONNECT" activities

- ✓ Beginning of each semester
- ✓ Staff information/greeters
- ✓ **CWYL** T-shirts
- ✓ Library print materials

SWEEPS week

- √ Twice a semester, throughout days
- ✓ ALL staff involved
- ✓ Carry policy/procedure guides & zone brochures







Customer Service...

Customer Service...



CUSTOMER SERVICE!



-R V I C E





- Uniformity of service
 - ✓ Staff KNOW "menu" items
- Speak with a unified voice backed by "Menu" items
- Address behaviors not individuals
- Don't take things personally





Uniformity of service

- ✓ Staff operate with a common understanding of policies, procedures, & behavioral expectations
- ✓ Know how to utilize and teach the OPAC



CROSS TRAIN between departments

- ✓ Promotes unity and better support
- ✓ Internal training sessions update staff on service areas, resources, pertinent internal/external events and influences
- ✓ Consider internal & external training sessions on dealing with difficult people
- ✓ Enhance communication



Other training opportunities

- ✓ Email Library "tips" to staff (content varies)
- ✓ "Library Training Week" with various activities
- ✓ Library in-service day (or half day)
- ✓ Interactive online sessions (e.g. use Adobe Connect)
 - Record for later viewing
- Research Guides



Other training opportunities

- ✓ Workshops
 - Outside Vendors demo databases
 - Subject specialists (internal experts)
 - Recorded for later viewing
 - Post streaming links and handouts on Intranet



Other training opportunities

✓ Intranet

- Course assignments
- Library class/course notes
- Library teaching tips/class outlines
- Library class handouts
- Policies, procedures
- Meeting minutes
- announcements





MARKETING

- Newspaper Ads (e.g. COD's Courier campus newspaper)
- Scrolling marquees/signs & TV screens across campus (indoor & outdoor)
- Local papers—events section
- Emails to students & college employees
- Buttons/links in Blackboard & on Student & Employee "portal pages"





MARKETING

- Physical bookmarks, pens, magnets, stickers, handouts
- Librarian outreach/instruction to students and faculty
- Social Media (Twitter, YouTube, Facebook, Flickr)
- RSS feeds
- Library booth/display at school fairs and special events



Restaurants succeed by improving the way they...

Make Bake Plate Present Promote







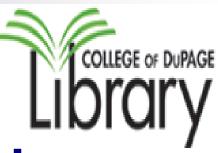


Hey YOU! You're Either at the Table or on the Menu: THE/KITCHEN

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March 16, 2012

"Chef" Mary S. Konkel
Head of Technical Services
College of DuPage Library





Technical Services Kitchen

5 Units; 1 Department Head

8 staff (4 FT; 4 PT); 75 student hours

- Acquisitions
- Cataloging
- Periodicals
- Processing
- Standing Orders



Be Proactive

Right Sizing and Staffing

- Staff smartly
- SWOT analysis
- Reorganize when it is the right thing to do
- Power in current and exit staff interviews
- Recruit and retain student assistants

Build/Utilize Your Assessment Toolkit a.k.a. Pantry

- Analyze statistics; conduct usage studies
- Comparison shop
- Use vendor tools/services when cost effective



Cultivate

- Cross-Train Staff and Students
 - Acquisitions and Processing do DLC copy cataloging
 - Acquisitions supports gift pre-catalog searching
 - Processing releases items for circulation
 - Standing Orders adds & transfers volumes
 - Book/AV Processing students cross-trained
 - Staff & students support database maintenance
 - Staff & students support discard & recycling
 - Reference assists w/ periodical usage statistics
 - Circ as T.S. partner w/ minor repairs, record updates

.

Be Relevant

- Vend smarter and less "primarily"
- New model for ACQ; Order only if IN STOCK
- Internet a primary Tech Services resource tool
- Vary floor plan; Change it up & keep it moving
- Seek feedback; Share expertise outside Dept.
- Utilize MS Office tools
 - Excel for budget, accounting, supplies, usage stats, renewals, cost comparisons
 - Publisher for signage, binder, spine, cover titles

Add Value

- Database Maintenance
 - Dead authors/artists/musicians
 - Country of publication/dates missing
 - Dead links; redirected URLs
 - Missing/Found; Missing/Never replaced>OCLC updates
 - Enhance/Add contents notes, subject headings, titles
 - Call Numbers for Periodicals/Microforms
 - Periodical/Microform holdings verification; LDR updates
 - Awards notes i.e. Caldecott, Newbery
 - "Dummy" item records for e-resources licensing







- "Download" your APS; Analyze, Prioritize, and Systematize your services and activities
- Focus on the resources you have
- Practice continuous improvement
- Use technology wisely
- Productivity with quality is key
- Communicate decisions and actions





- Involve staff and students
- Minimize "we can't" or "we've always" behavior
- Let go if doesn't necessitate T.S. attention
- Promote activities and celebrate successes
- Visit the competition and take field trips
- User is a driving force
- Technical services is a public service!









TIME FOR US TO PACK OUR KNIVES AND GO HOME

Visit our Web site http://library.codlibrary.org/IACRLoffthemenu



Questions





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