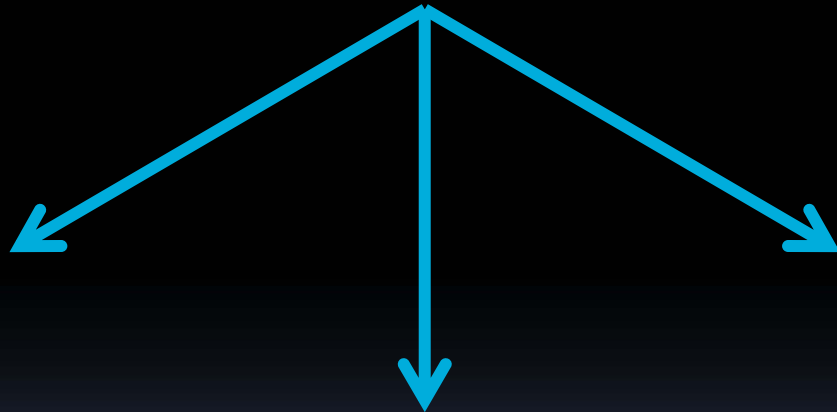




Bringing Talent Together

SCLA



TiF

CATS



Mobile Technology

Keeping up in a fast paced world...



Mobile Technology

~~Keeping~~ up in a fast paced world..



Mobile Technology

Catching

~~Keeping~~ up in a fast paced world..



We've heard our libraries should
be more like...

We've heard our libraries should
be more like...

- Big Business – Where our patrons are
“customers”

We've heard our libraries should be more like...

- Big Business – Where our patrons are “customers”



Creating
Your
Library's
Business
Plan

Definition of Patron:

Definition of Patron:

a person who is a customer, client, or paying guest, especially a regular one, of a store, hotel, or the like.

What if we viewed the library as a Hotel?

What if we viewed the library as a Hotel?



... and our patrons as Guests...

... and our patrons as Guests...



They already sleep here...

They already sleep here...



They already eat here...

They already eat here...



4ga9-2419 [RF] © www.visualphotos.com

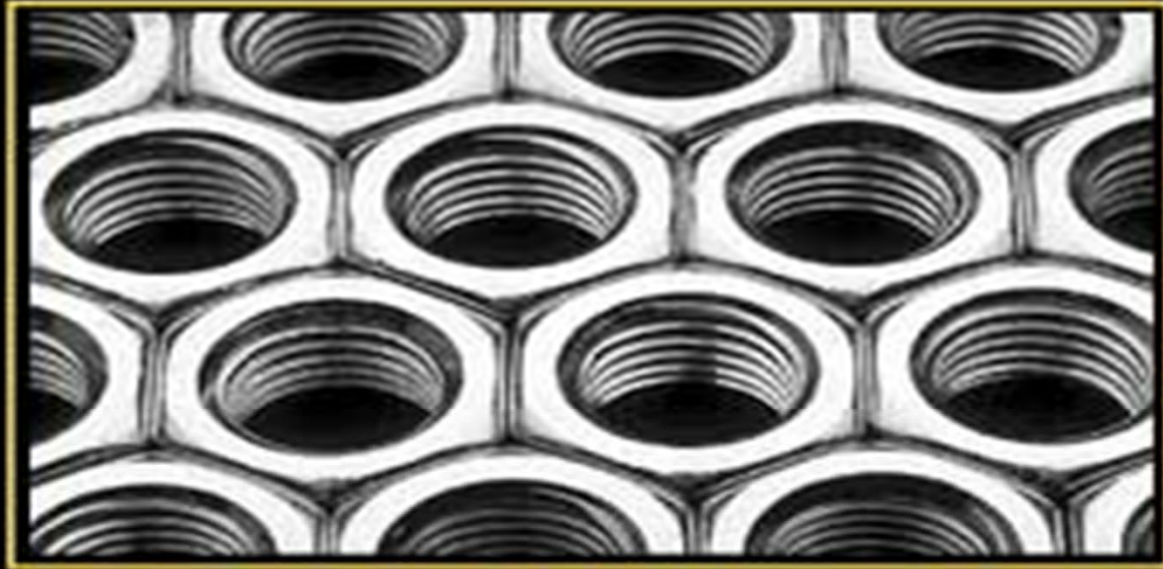
...and they leave the place a mess...

...and they leave the place a mess...



In One Word...

In One Word...



CONSISTENCY

Ironclad rules are always unacceptable.

In One Word...



CONSISTENCY

Ironclad rules are always unacceptable.

Every Patron "EXPERIENCE" should be the same...

{ THE EXPERIENCE STOPLIGHT }



DISAPPOINTING

the experience didn't meet my expectations

GOOD

the experience met my expectations

WOW!

the experience exceeded my expectations

“The Patron Experience”

Focus...

Let's Go Deeper...





Eppo van Nispen



Eppo van Nispen
- Inspirational Speaker and Library
Advocate





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- Inspirational Speaker and Library Advocate
- 2010 ALA Keynote Speaker
Washington, D.C.

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"To Infinity & Beyond"





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DOK Library Concept Center – Delft, (The Netherlands).



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- They wanted a real mission, not a gray one. He wanted to go to "Infinity & Beyond", to become "a better friend than Google"



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- They wanted a real mission, not a gray one. He wanted to go to "Infinity & Beyond", to become "a better friend than Google"
- "All we need, is more courage to do what must be done - to make deep changes in the culture of library that will allow us to connect with our library's users. That connection is the only way libraries will continue to exist in the post-Google world".



Mobile Services – Technology effects every area of service in our library.



Mobile Services – Technology effects every area of service in our library.

What mobile services do we provide?



Mobile Services – Technology effects every area of service in our library.

What mobile services do we provide?

How do the patrons use them?



Mobile Services – Technology effects every area of service in our library.

What mobile services do we provide?

How do the patrons use them?

Are they being used to the potential of the service?

Quick Question...?

Quick Question...?

Are we modeling our
services to our patrons?



Quick Question...?

Are we modeling our
services to our patrons?

Or...



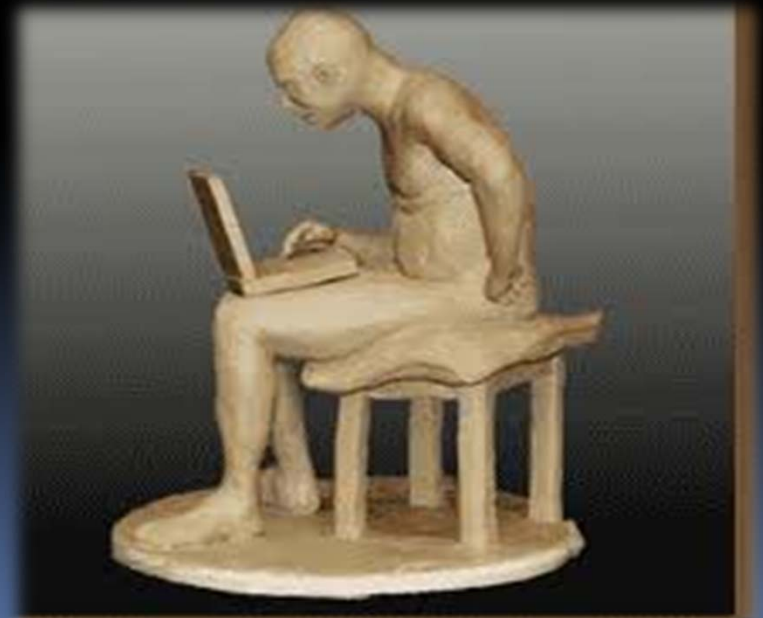
Quick Question...?

Are we modeling our
services to our patrons?



Or...

Our patrons to our services?



We Need...

We Need...



VISION

We Need...



VISION

For Our Libraries...

We Need...



VISION

For Our Libraries...

What Could Our Libraries Become???



VISION

- You can make the difference that your library needs to “catch up”



VISION

- You can make the difference that your library needs to “catch up”
- You are “investing” in your patrons



VISION

- You can make the difference that your library needs to “catch up”
- You are “investing” in your patrons
- The Patrons have already “invested” in us
They are depending on us...



Bob Johnson

bob@portjefflibrary.org