

Creating the Customer-Driven Library

Ch. 7-9 Notes

Chapter 7

- Library classification systems need to be consistent.
- No library staff member's individual goals can take priority over meeting the needs of customers.
- OCLC has established a consistent set of cataloging requirements which are good and bad:
 - Good: Consistency among library catalogs around the world.
 - Bad: May not reflect individual library policies and practices.
- To make library catalogs more user-friendly:
 - Include book jacket
 - Reviews
 - Author biographies
 - "Customers who like this also liked" section
 - Clear bibliography links to other sections and keywords
 - Table of contents
- Cross-train employees so that customer needs can always be met.
- Train student staff in "a formal program with a well-defined body of knowledge to be mastered."
 - Give written directions with laid out competencies
 - 90 day probationary period

Chapter 8

- Customers six basic sensory needs:
 - Need to be informed
 - How to find their way around easily.
 - Obvious traffic pattern.
 - Need to be entertained
 - Have a variety of activities to do
 - Previewing videos, listening to CDs, viewing art
 - Fun color scheme
 - Customers need to get a good buy
 - Have popular items on display and easy to find.
 - Customers need fast service
 - Make a clear path so they can check-out quickly.
 - Customers need to feel safe
 - Well-maintained building.
 - Laminate emergency exit signs and other signs.
 - Well-lit parking lot.

- Customers need to feel special
 - Have someone smile and greet people within 10 feet of entering the library.
- Librarians and staff multi-task today so they're very busy.
 - However, you need everyone to be comfortable interacting with the public.
- High ceilings can be welcoming to let light in and low ceilings over reading areas is cozy.
- Color is important.
 - Colors can be relaxing or energizing.
 - Match color scheme to activities to take place in that room/section.
 - Colors look different depending on the lighting and time of day.
 - Patterns look muted and become one shade from a distance.
 - Related shades of color work well together.
- Get rid of clutter and unused equipment.
- Cleanliness
 - VERY IMPORTANT
 - Staff stops seeing the building after awhile so they don't see it from a patron's eyes.
 - Carpeting: protect it by high-pile matting outside the library to catch dirt.
 - Clean spills ASAP.
 - Clean restrooms regularly.
- Working with custodial staff:
 - Don't isolate them. Make them a part of the team.
 - Spend time with the cleaners and find out what they do.
 - Make a list of tasks that need to be performed and check up on them occasionally.
 - Keep an eye on custodial supplies and equipment purchases.
 - Become familiar with union contracts, labor laws, and know what custodians can and cannot do.
 - If staff sees custodial problems, have them tell the custodian's boss.

Chapter 9

- Exhibits should not only be enticing to get materials circulating, they should also meet the library's other goals such as educating and informing.
- Patrons generally browse instead of search.
- Customers will check out books that are on display and that look new even if they're not.
- Replace jackets and cases when they get dirty.
- Qualities of a good display:
 - Color
 - Look at an appealing book jacket to get ideas on what colors work well together.
 - Colors have moods.
 - Paint
 - Construction materials
 - Lightweight foam, compressed cardboard, etc.
 - Fabric

- Carpet
- Paper
- Ceramic and vinyl tile
- Grass mats
- Netting
- Straw rugs
- Rope
- Pebbles and Rocks
- Hay
- Sand
- Props:
 - Set a theme up! Beach! Opera! Horror!
- Display cases:
 - Change exhibits every 6-8 weeks
 - Plan your exhibits a year ahead of time
 - Use the Internet to see what other libraries display.
 - Use striking fonts, dramatic lighting, and color.
 - Take photos of your display cases and use them as press releases and on the website.
 - Look at *Chase's Calendar of Events* for lists of all sorts of holidays and celebrations you can create displays for.
 - Hang a colorful sign over it to draw attention