

So . . . what do I do now?



A WORK PLAN FOR THE DIRECTOR OF A RURAL &/OR SMALL PUBLIC LIBRARY



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by

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First things first ...

.... get a cup of tea/coffee (hot or iced) and some chocolate chip cookies

- Read *Everything I Need to Know I Learned from a Children's Book*. Anita Silvey, ed. Roaring Brook Press, 2009.
- Read *Rules for Aging: A wry and witty guide to life* by Roger Rosenblatt. Harcourt, 2000.
- The Five Things We Cannot Change . . . and the Happiness We Find by Embracing Them* by David Richo. Shambhala, 2006.
- Browse through *Thriving on Chaos* by Tom Peters. Knopf, 1987.
- And watch **Kansas Libraries: You Belong Here** and **The Library Cheer** for inspiration and to reenergize.

Peter Drucker has said that,

“Managers only get credit for two things: innovation and marketing.”

This handout is designed to be used with the

Rural & Small Library Directors' Tool Kit web site <http://rurallibrarydirectors.pbworks.com>

A [SUBJECT] designation below indicates the section where the document can be found in the Tool Kit.

- Determine to be the DIRECTOR of the library: are you NICE?
 - Review the principles of Servant Leadership: <http://www.greenleaf.org/whatissl/> and read: *The Servant as Leader*. Greenleaf Center, 1991.
 - The director & staff must believe in and support the principles described in the *Library Bill of Rights, Freedom to Read, Freedom to View, and Statement of Professional Ethics*.
 - Keep handy access to the **Rural & Small Library Directors' Tool Kit**
 - Purchase *Introduction to Public Librarianship* by Kathleen de la Pena McCook. 2nd ed. Neal-Schuman, 2011 for your work desk reference shelf.
 - Join the state library association.
 - Join the **Association for Rural and Small Libraries** <http://arsl.info>
 - Join **United for Libraries** <http://www.ala.org/united/about>
 - If a member of ALA, subscribe to **American Libraries Direct**.
 - Think about how to report on library's community services: check PLA's **Project Outcome**, designed to help public libraries measure and interpret their impact on the community. Read **Project Outcome – Looking Back, Looking Forward** and **Moving Toward Outcomes**.
 - Develop a process and information for an Annual Report - [template](#) in [FINANCES].
- Visit with library trustees and staff and Friends about the process: get them involved.
 - Purchase *Trustees as Servants* by Robert Greenleaf, 1991, for each board member.
 - Purchase *The Complete Library Trustee Handbook* by Sally Gardner Reed. ALA, 2010.
 - Create a Teen Advisory Board and Establish a teen seat on the Board of Trustees (if allowed by local law - if not, establish an advisory position).
- Help establish and encourage a Friends of the Library group.
 - Review **Tool Kit for Building a Library Friends Group** from the Friends of Tennessee Libraries (FOTL) <http://tinyurl.com/BuildingLibraryFriendsGroupToolKit>
- Establish Customer Focus groups - survey on what inhibits service; how to improve service.
 - Change (extend) hours for more public accessibility.
 - Read **The Community-Led Libraries Toolkit** [MARKETING & PUBLIC RELATIONS].
 - Read *Library Makeovers Draw Seniors: Public places aim to become inviting senior spaces, offering Wii as well as books:* <http://www.aarp.org/personal-growth/life-long-learning/info-05-2011/library-makeovers-draw-seniors.html>
- Visit with city/county manager and Chamber of Commerce director about life in the community:

What's happening in the community?
- Review the Community Stakeholders list in **Understanding the Community** [SERVING THE COMMUNITY] - choose 3 to 6 **Stakeholders** to visit first.
 - Read **Value & Vision** by Joey Rodger.
 - Visit leaders/groups you selected, particularly homeschoolers.

- DO NOT** ask what the library could do for them or attempt to tell them what the library can do – this is a fact-finding conversation about what *they are doing*.
- Listen to find out:
 - What are they doing ?*
 - What kind of information do they need?*
- Re-examine your list . . . then **Let Your Imagination Wander** [SERVICES & PROGRAMS].
- Identify what library support resources would be helpful for those leaders/groups.
- Prioritize the items on your list: do the top 3 in the next six months.
- Revisit those folks whose priorities you chose and let them know what's now available.
- Visit with the local **newspaper editor**: talk about his perception of life in the community.
 - Discuss possibilities of a library column, library supplement.
 - Advertise in community supplements.
- The library director must spend at least **10%** of work time outside the library building . . .
 - Begin to attend city/county and economic development committee meetings regularly.
 - Library should join the **Chamber of Commerce** >>> then attend meetings.
 - Gather information about community development projects.
 - Get on the mailing list for local government notices, minutes, etc.
 - Review the **25 Ways Your Library Can Support Small Business** [SERVICES & PROGRAMS]
 - Establish a **Job Seekers Information Center** and/or a **Business Information Center** at the library, in the chamber of commerce office and/or the cooperative extension office.
- Develop a working relationship with the **County Extension** agents.
 - Distribute Extension publications in the library.
- Visit a large book store and browse through its organization carefully.
 - Find another library director or retailer to visit: complete the **Checklist for Image** audit [FACILITIES], especially checking signage and overcrowded shelves.
 - Take steps to make the needed changes and improve signage – external and internal.
 - Take a dated inventory of your collection . . . weed ruthlessly as you go. Use **The CREW Method** [COLLECTION MANAGEMENT].
- Determine “What is our Library?”
 - Read about the previous *Library Journal's* **Best Small Library** winners. 2012 Award: <http://lj.libraryjournal.com/2012/01/managing-libraries/best-small-library-in-america-2012-the-independence-public-library-ks/#finalists> 2016 Award: http://lj.libraryjournal.com/2016/01/awards/culture-convener-best-small-library-in-america-2016/#_ Best small library past awards: <http://lj.libraryjournal.com/awards/past-winners/#small>
 - Read ICMA's **Strategies for Public Libraries** [STRATEGIC PLANNING].
 - Read **Aspen - Rising to the Challenge 2014 Report** [STRATEGIC PLANNING].
 - Read **Aspen - Action Guide for Re-envisioning (Jan 2016)** [STRATEGIC PLANNING].
 - Read **Re-Envisioning Public Libraries**
 - Create a Vision Statement (how library wishes to be perceived by the public – what it wants to *become*).
 - Write a Mission Statement (defines the *purpose*, library's reason for being in business)
- Develop a Marketing Plan.
 - Read **Marketing the Small Library (Kansas)** [MARKETING & PUBLIC RELATIONS].
 - Develop a Customer Service Statement.
 - Design an identifying logo and tagline (a branding statement that captures in a few words the essence of your library service): type “rural library logos” or “public library logos” into Google Images search box.
 - Have coordinating stationary and business cards printed.
 - Develop “**elevator talk(s)**” (less than a minute) about happenings/services at the library. “If you can't explain it simply, you don't understand it well enough.” - Albert Einstein
 - Make your restrooms sparkle. “I am serious that this is an idea to improve a dealer's (or any retail business's) profitability.” - John Wyckoff
 - Offer library cards to non-residents who work in the community.
 - Remember Will Rogers' admonition: “Get someone else to blow your horn and the sound will carry twice as far.”
- Create a brochure and bookmark about library services, location, hours, and staff.
 - Provide service brochure for new customers - provide library info for welcome wagon.
 - Check “library clip art” in Google Images search box.
 - Determine other spots in the community where brochure could be left for pick-up.

- (Join a co-op for) Purchase and rotation of audio books and use of e-books: “eBooks are not the future, they are the now.”
 - Read **E-book Business Models for Public Libraries (ALA)** [FINANCES]
- Hire a technology coordinator – preferably a sixth grader.
 - Install an automated system for holdings search, reserves by computer.
 - Develop a web page, preferably connected with local government. Check: **Building the Digital Branch: Guidelines to Transform Your Website** by David Lee King, *Library Technology Reports*. [Developing a Library Web Site.docx](#)
 - Review this TechSoup webinar: **Library Websites on a Budget**.
 - Check with local schools about computer use and training.
 - Include the **Kansas Digital Book eLending, Kansas Online Databases, Talking Books, C-SPAN’s BOOK-TV, National Institutes for Health** as links on your web site.
 - Go wireless inside the library building.
 - Purchase iPads, ebook readers, and video players (PlayAways) for lending.
 - Establish Facebook and Twitter pages, but only if you have a steady monitor.
 - Create a video about the library for YouTube: [samples of videos](#).
- Review **Recommended Websites for Research** and **Reference Resource Center (Tennessee)** [COLLECTION MANAGEMENT].
- Prepare pathfinders or information kits on hot topics: local community projects, genealogy, local history, local agency resources, business resources.
 - Check out the over 430,000 guides in the **LibGuides Community**.
 - Check the resources in the **Internet Public Library** (not being updated).
 - Review resources available through the **Digital Public Library of America**.
- Sponsor a “Love My Library” or “Our Library is - ” promotion and ask customers (or just kids) to write down what they love about the library on a heart or posterboard. Post the hearts everywhere.
- Allow food and drink (make sure you use lids for the drinks).
- Set up coffee, tea brewing (even iced) area.
- Make sure you add more trash cans around the library when you allow food and drink.
- Install vending machines.
- All staff should wear name tags - using a lanyard or magnetic back.
- Allow videos to be returned in book drop.
- Involve customers in selection.
 - Purchase **The Book Page** for public distribution.
 - Check the **National Film Registry** as video buy list. <http://www.loc.gov/programs/national-film-preservation-board/film-registry/complete-national-film-registry-listing/>
- Install a drive-up window to return and check-out materials.
- And always keep in mind Maya Angelou’s words: “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Find and read each of the following:

- “Click! The Feminization of the Public Library; Policies and Attitudes Make Men the Great Unserved” by Carol Hole. *American Libraries*. December 1990. pp.1076-1079.
- “Serving Men Better” by Marylaine Block. *Library Journal*. 1 March 2001. p.60.
- ➡➡➡➡➡** Interlibrary loan and read through *A Handbook of Retail Promotion Ideas* by David D. Seitz and *Communicate! A Librarian's Guide to Interpersonal Relations*. Anne J. Mathews, ALA, 1983.
- Customer Service and Innovation in Libraries* by Glenn Miller. Highsmith, 1996.
- Why We Buy: The Science of Shopping* by Paco Underhill. Simon & Schuster, 2000.



Be a hen, not a goose



Enjoy the work !