

Staff Talking Points

(These talking points were developed so that all staff would have a shared understanding of what changes are occurring, on both macro and micro levels, and why. If the staff has a shared understanding of the changes they will offer a consistent message to the public.)

Movies & Music

- New DVD collection due to Merchandising Project (1000+ items)
- Media is the first thing you see on entering the building
- This area merchandises the lesser known items the library has
- It's unexpected
- Provides the biggest bang for the buck on entry
- All circulation increased when moved near the front door

Marketplace

- Space to highlight new and popular books for all ages
- Children, young adult, adult, large print
- Fiction and nonfiction
- Shelves kept "full" with a mix of cover out and spine out display
- Books displayed on end caps
- Room for special displays
- Requires regular upkeep
- A messy shelf means success
- Redefined what we consider new
- Fiction had to go back 2-3 years to keep shelves full
- Nonfiction more selective in what we display. Tends toward general interest, popular titles, browseable
- Connects with other areas of the library- Media, audiobooks, special collections, children's, café
- Current arrangement is not the first one we came up with
- In nonfiction, we don't include travel unless it's general interest
- It's a meeting area for the staff in the morning and functions as a community space
- To allow space for seating (people missed the "Meet me at the center of the library" convenience)
- After we first set this up, it needed several reconfigurations
 - To provide an open view to the back for the Internet Café
 - To allow more gondola space for popular collections
 - We interfiled some less popular categories (i.e. Science Fiction is interfiled with Fiction)
 - To allow more space for people to browse comfortably (or avoid "butt-brush" and allow for more "rear room")
- Slatwall on columns adds display space ... "Power towers"

Audio Book Avenue

- Provides more room for audio books
- Makes the collection more prominent
- Leads people further into the library
- Encourages browsing
- Allows more people to look simultaneously
- After we first set this up, it needed reconfiguration to create a better flow in the library
- We're reallocating funds to favor buying more audio books on CD, we buy books on tape selectively now.

Popular Interest Nonfiction

- We created 3 new collections --Computers, Home and garden, Colleges and careers

- We chose these areas because they are subjects that customers are interested in but tend to be spread out among several Dewey ranges
- Each collection brings together books, videos and multimedia kits
- To keep labeling to a minimum we used clear color coded labels over the spine label
 - allows for easy spotting on shelving carts
 - shelf reading is easier if items get back into in the main stacks

Internet Café

- Focus groups asked for it
- Adds panache
- New pretty space
- Adds two new services
 - Wireless network
 - Vending
- Increases the number of computers in the library by letting people link laptops to our network
- Daily newspapers are there
- Offers another meeting space in the library to gather and chat
- During installation, people were using the counter (even before the stools were there!)

Teen Zones

- Whole new look, non- traditional
- Uses different colors and acrylic shelving
- Moves teens out of the children's area
- Shows that teens are important to the library
- With covers out...books fly off the shelves
- Series are stacked together cover out ... some series are now checked out as a group
- Graphic novels displayed together is a plus
- Having everything together in one place is a plus
- Downside ... people still don't know quite where it is
- Teen magazines are due to come into the space
- Teen nonfiction will be shifted later to leave only popular nonfiction, not "homework titles"

Living Room

- Comfortable, open bright
- Visually pleasing with planters and couches
- Created out of recycled, reconfigured shelving
- Functions as a substitute for the former arrangement of "sofas in the center" of the library
- One of our show places of the project
- Quiet space
- Conducive to relaxing and reading
- Magazines now circulate
- We bought some new supplies:
 - new clear covers
 - new magnetic shelf labels & signs

Juvenile

Note: We discussed a number of alternative names, we finally determined nothing described this as well as Juvenile. It still works

- Red slatwall and gold paint set this area apart
- Fiction and nonfiction are now closer than anytime in the history of the library
- There's more quiet study area for homework

- We added an public access catalog
- Places juvenile media up front (DVDs, videos, audio books, CDRoms)
- In phase II - we'll separate out the paperback collection

Family Room

- Provides a huge, identifiable area for children where fun and noise are expected
- Shows we value children and family
- The largest single area of slatwall in the library provides display area to showcase the collection
- Allows for more discovery of the collection
- Paint, slat wall and shelf top colors brighten the space
- Comfortable furniture was taken from other areas in the library
- New area run adds a splash of color and excitement
- Painting the soffit sky blue adds visual appeal

Slatwall Display on Shelf ends

- Shows themed displays
- Showcases older materials
- Key to success: keep the display full
 - Use lots of acrylic hangers
 - Stack books 2-3 thick, so when one is taken another appears
- Allows for larger signage for shelf ranges
- Allows for special display signage
- Provides additional merchandising space
- Draws people into areas of the library they might not otherwise go
- Staff and do reconnaissance to large bookstores for ideas for displays.

Thoughts on Managing change with the public

- Provide talking points to the staff so they can talk positively about the changes
- Bookmarks to the public about the coming changes
- Post positive newspaper articles about the changes
- Have a large scale map with all the changes noted
- Ask the public to submit their impressions about the changes
- Use positive quote that people write on their response forms
- In talking with the public, remember to point out all the plusses that change will bring about
- Give the public time to come around, it's an ongoing process
- Listen and sympathize
- Some heavy library users had a hard time with the changes
- People tend to like to when they get the hang of it
- It's similar to the time when we changed from the card catalog to the online catalog
- Remember while you can't please everyone, staff need to present a united front showing that we're very excited about the changes.