

Strategic Library Review: Strategy for action. Recommendations from the Community Forums, Task Force and Consultants

<p>Goals: To achieve best value for the district’s citizens, ratepayers and customers we need to:</p> <ul style="list-style-type: none"> ▪ Increase use and broaden the customer base ▪ Plan and respond to demographic growth and societal changes ▪ Develop a culture of innovation and customer service 	<p>Strategy: In order to achieve these goals we will focus on three areas:</p> <ol style="list-style-type: none"> 1. Improve effectiveness of current services 2. Expand digital services to deliver “a library in every pocket” 3. Strengthen the library’s position as a community hub 		<p>Outcomes:</p> <ul style="list-style-type: none"> ▪ Libraries contribute to and reflect the unique identity of their communities ▪ Libraries are valued as thriving community hubs of discovery and connection ▪ QLDC – recognised as a leader in innovative library service delivery
<p>Strategy</p>	<p>Improve effectiveness of current services</p>	<p>Expand digital services</p>	<p>Strengthen the library’s position as a community hub</p>
<p>Short term (1-2 years)</p>	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Free library membership for residents and ratepayers. ▪ Continue to ensure collections are varied across all formats (balance of books and digital) and include a good range and selection to meet local market ▪ Develop a promotions plan to ensure regular and consistent awareness of library in print, broadcast and social media. ▪ Introduce RFID with self check at larger libraries subject to a satisfactory business case. ▪ Continue to foster a culture where librarians and library staff are appreciated for their knowledge, skill and understanding. ▪ Up-skill staff to help customers with new technology and how to use it, e.g. how to use your eReader ▪ Get families, children, seniors etc. more involved with relevant programmes to connect with them including story time, storytelling, book club, speakers. <p>Consultants’ recommendations:</p> <ul style="list-style-type: none"> ▪ Streamline acquisition and stock management processes; implement shelf ready materials as appropriate in collaboration with CODC and Dunedin; use data to drive decisions on building stock profiles ▪ Introduce floating collections to reduce stock movement and increase turnover ▪ Undertake an annual, or biennial stock take of the collection ▪ Investigate and further analyse the value of the collection and the rate of depreciation on stock to determine an appropriate rate ▪ Simplify customer processes, e.g. Self help for check out and pickup of reserves, payment of charges via preloaded membership card ▪ Arrange focus groups of non users to determine what mix of services would encourage use ▪ Downsize service desks to make room for self-check ▪ Ensure library policies are available to public and staff on the internet/intranet 	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Free internet access and wifi in libraries. ▪ Subscribe to appropriate online reference offerings, including sources valuable to local business. ▪ Enable eResources to be available from home or mobile device to library members and free to anyone using in the library ▪ Implement single search across all books, magazines, eResources etc. that the library owns or subscribes for easy discovery of items (this will be possible with the move to Kōtui (recommendation 2.10 below). ▪ Increase eBook offering, including audio eBooks. ▪ Provide an eBook download service at all libraries. ▪ Increase public PCs to enable greater access to eCollections and information on the internet (note - may not need to replace after 3 years as bring your own device (BYOD) increases). ▪ Upgrade the Library Web presence and integrate with the catalogue <p>Consultants’ recommendations:</p> <ul style="list-style-type: none"> ▪ Move to the Kōtui consortium for management of the library’s core systems, including Collection HQ for improved stock management, Text/SMS notifications to customers ▪ Begin measuring and reporting on electronic use 	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Make existing library spaces are bright, attractive, accessible and welcoming including where possible to provide more seating for BYOD, reading/studying and activity space ▪ Earlier opening hours and some evening hours, more opportunities in evenings and weekends. Extending opening hours at Wanaka and Queenstown should be able to be achieved within existing staff budgets by opening at 9am. ▪ Develop series of ‘in-library’ promotions to broaden customers knowledge of services and products <p>Consultants’ recommendations:</p> <ul style="list-style-type: none"> ▪ Physical integration of Customer Services with Library where possible/appropriate ▪ Development of programmes that support adult reading, children’s reading development, digital skills
<p>Medium term (3-4 years)</p>	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Integrated membership card with other council services. (Members will still have choice and library membership will remain free) ▪ Actively follow up members who haven’t recently used (retention program) <p>Consultants’ recommendations:</p> <ul style="list-style-type: none"> ▪ Continually evaluate and balance demand for print and eBook resources (possible by year 10 that this may be 50/50 split) 	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Establish a position of Digital Services Librarian. ▪ Develop application for mobile phone to enable easy search, renewal, payment and download of material, and electronic membership card ▪ Maximise opportunities to push new reading lists to customers using RSS or other social media <p>Consultants’ recommendation</p> <ul style="list-style-type: none"> ▪ Investigate loan of eReaders and/or tablets for those who do not have their own. This may be a temporary 2-3 year requirement and could be achieved through sponsorship 	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Broaden the collections to include material in other languages (Collaborate with other libraries to provide); adult and children’s ESOL material, Te Reo ▪ Develop a new concept for library, cultural & technology centre – library as community hub that caters for all age groups ▪ Make improvements to programming (including book groups, author programmes, tie in with events, use local talent, evening special events) ▪ Expand house bound services where needed using volunteer couriers ▪ Strengthen local history collections through collaboration with volunteers and the Museum. Ideas include: oral history programme; establish Kete Lakes district to collect community and customer created material ▪ Encourage the set up Friends of the Libraries in other areas and; continue to work with friends groups on events <p>Consultants’ recommendations:</p> <ul style="list-style-type: none"> ▪ Extend opening hours at smaller libraries for an evening or a Saturday. ▪ Establish an asset management plan to include regular refurbishment of furniture and fittings to provide fresh and appealing public space. ▪ Gradually introduce moveable shelving (on wheels)

<p>Long term (5+ years)</p>	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Assess shelf check for smaller libraries as to need and benefit 	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Trial a Hacker space in one of the libraries with technology and tools for people to try out – this could be moved between the bigger libraries as a shared resource ▪ Develop new online service for business support; use profiling to push new resources and online sources to business using RSS or similar ▪ Seek funding to digitise unique local history resources 	<p>Joint recommendations:</p> <ul style="list-style-type: none"> ▪ Build new library at Frankton – to meet growth and population movement and look to include related facilities such as learning centre, café. New staff will be required for a Frankton Library. ▪ Develop plan to respond to growth in population. ▪ Sponsored vehicle kitted out with wifi, mobile reading and internet devices, relevant book and other physical media. Delivers to areas without libraries, e.g. Cardrona, Luggate, etc. <p>Consultants' recommendations:</p> <ul style="list-style-type: none"> ▪ Consider a new concept for central Queenstown focused on the youth and visitor demographic that is a destination and hub of cultural connection
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