

The Library of the Future

-LIBRARY MARKETING IN MODERN SOCIETY-

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Introduction

This module called Best Practice from Sweden within the area of Library Marketing in a Modern society is supposed to be given as a webinar or a seminar. This module can either be taken separately or together with the three other modules in the area of Library Marketing in a Modern society.

The module consist of 5 cases from the library world in Sweden. They show different ways of turning libraries to new modern communities using specific aims.

Focus

The focus in this module is to learn about how the Swedish modern libraries developed during the last years and discuss around these 5 cases, addressing how such changes could impact other libraries. This module will also give the chance for the participants to learn more about each other's view of the reference libraries and give them the opportunity to exchange thoughts around the different questions introduced for each case.

Module design and previous knowledge

This module is designed to be held as a webinar or as a seminar. It suits very well to have an open chat or a video/phone conference.

To be able to make the discussion interesting it is recommended to read about the five suggested cases before the webinar/seminar.

Schedule

This is the recommended time schedule.

Best practice SWEDEN	Case 1-5	PowerPoint webinar/Seminar	Analysis-Discussion	4-8 h
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Material

The presentation Best Practice from Sweden Future Library 2014



Best Practice from
Sweden Future Liba

The below links will give the trainer and the participant introduction to the five cases.

Case1 Stockholm library, e-books

<https://biblioteket.stockholm.se/en/language/english-engelska>

http://www.svd.se/opinion/brannpunkt/e-bocker-odesfraga-for-bibliotek_5890239.svd

<http://www.dn.se/debatt/lat-biblioteken-bestamma-antalet-utlan-av-e-bocker/>

Case 2 Kulturhuset, Stockholm “A room for children” & “tenthirteen”

<http://kulturhuset.stockholm.se/Rum-for-Barn/>

<http://kulturhuset.stockholm.se/TioTretton/>

Case 3 Cooperate to become a modern library

<http://futuraibibl.wordpress.com/>

Case 4 Blog success Chalmers Library

<http://blog.lib.chalmers.se/>

<http://blog.lib.chalmers.se/category/marknadsforing-2/>

Case 5 Library Customer Development

<http://nybibliotekswebbhj.wordpress.com/2010/06/28/vara-personas/>

<http://blog.lib.chalmers.se/2012/05/14/vi-presenterar-vara-tre-personor-sofia-david-och-maria/>

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Trainers instruction

An educational idea behind the design of this module is that important way in which participants learn is with and from each other. A key element is therefore the discussion around the five cases and the predefined questions. The participants interact with each other and with you around the module topics.

The trainer's role in this module is to give an overview of the five case stories and open up the discussion between the participants using the questions. Discuss the 5 cases in the group and think of how you can use the cases in your own library organization.

The group size is suggested not to be more than 7 persons.

The trainer's role is to:

- moderate the seminars (or webinars): support the participants' learning
- encourage the participants to introduce themselves on the learning platform (unless everyone already knows each other) (15-30 minutes)
- answer questions and monitor discussions on the learning platform (the group can decide on voluntary discussions) (time depends on amount of questions and discussions)
- assess the course in the following ways:
 - keep track of active participation in the webinars/seminars

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Training preparations

Prepare one presentation around the five cases using the attached presentation Best Practice from Sweden Future Library 2014. You find it in section material.

Make sure the participants have read about the five cases before the webinar/seminar. Below you find a short introduction to the five cases. Prepare the questions with relevant issues for the participants.

Case 1 Stockholm library, e-books

E-books are very common in the USA but in Sweden there is still a lot marketing to do to sell e-books. Even though libraries do offer e-books, there is a discussion with the media houses around the business model. In Stockholm library a new business model, "The Stockholm Model" has been introduced together with two publishing houses. The library can use the e-books as many times they want for a subscription fee and on the same day the e-book is released. The fee for using e-books is a very high expense for the Swedish libraries and it is they don't have a big enough budget for having a fully open e-book library. This is regulated in some cases by only allowing people to lend two e-books in a week. Discuss how e-books are used in your library/country/area and who is the major e-book customer? Are e-books the future most common way of reading/learning/searching?

Case 2 Kulturhuset, Stockholm "A room for children" & "tenthirteen"

This case is also from Stockholm. In the center of town there is a culture house, Kulturhuset. In the early 2000, they opened a specialized library called "Rum för barn" (A room for children). It was designed for a defined customer segment, families with small children. The focus was not only the books, but also the design of the rooms and facilities for both children and parents. Today there is also a ten to thirteen room where focus is on doing a community for older children /"bokslukaråldern", book worms. The use of digital media is much higher and the activities are not only to get children to read books it is also a place to hangout. Discuss these two ways of make different service for different customer segments. How could this look like in your library?

Case 3 Cooperate to become a modern library

This case is a good example of the change that libraries are going through using methods from the business world. It also reflects the difficulties to change the understanding and mind-set in staff when focus is taken from the books/information to the customer and their need. The major challenges were that both core values and service as well as the ways of working changes. Discuss from your point of view how changes in your library service and core values would affect you?

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Case 4 Blog success Chalmers Library

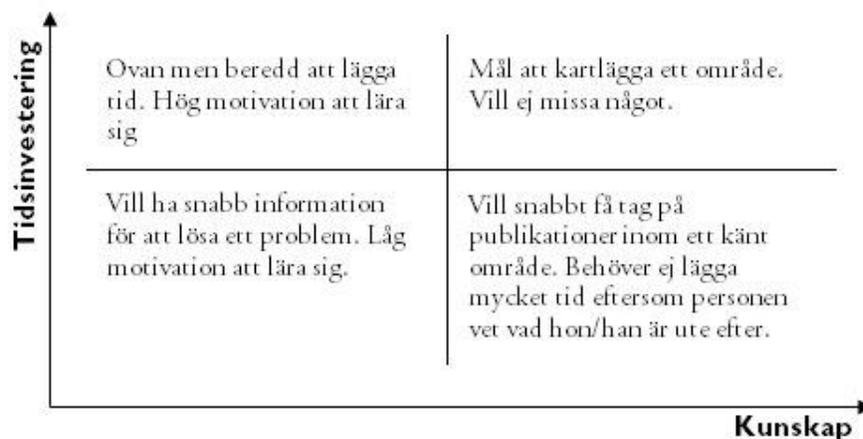
Best practice in using social media. A very common way to start using social media is blogging or using Facebook, Instagram and Twitter. Chalmers Library has been very successful in their way of using a blog. Discuss your possibilities to use a blog to communicate and what this blog could be about and who should write in it and to whom it should be written for.

Case 5 Library Customer Development

Finding your “Personas” The library in Jönköping developed their personas eg is their target group identified as persons that visit their library. This year Chalmers also presented their three personas. Discuss if this way of defining customer, is a good way? Who would be your “personas”? Can you use the Jönköping way to define your personas?

“In marketing and user-centered design, **personas** are fictional characters created to represent the different user types within a targeted demographic, attitude and/or behavior set that might use a site, brand or product in a similar way. Marketers may use personas together with market segmentation, where the qualitative personas are constructed to be representative of specific segments. The term persona is used widely in online and technology applications as well as in advertising, where other terms such as *pen portraits* may also be used.” Wikipedia

The Jönköping way finding their personas was based on the below matrix. The y-axis is the how much time the person would invest in learning and the x-axis is knowledge.



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Learning outcomes

This module is built to achieve the following areas of knowledge:

- Best practice from Sweden
- Inspiration and possibility to compare with the participants own experience

After completing the module, the participant will be able to

Learning Outcomes	
Knowledge	Skills
...Analyze and conclusions of 5 cases of Best practice from Sweden	
Be familiar with best practice from Sweden	Analyze and draw conclusions about the solutions presented in the 5 cases

Module Assessment/Certificate

The module contains one webinar/seminar

The successful participant is expected to have concluded the following tasks in a satisfactory manner:

1. Active participation in the webinar/seminar discussions.
'Active' is defined as having contributed to the groups' discussion and/or made presentations.

Prepare a Certificate to Module 4 Best Practise in Sweden (not mandatory)

Evaluation

We assume there is a general template for evaluation the module that you can use.