

**MAKING RESEARCH COLLECTIONS ACCESSIBLE AND RELEVANT TO
THE GENERAL PUBLIC: THE SCIENCE, INDUSTRY AND BUSINESS
LIBRARY (SIBL) EXPERIMENT**

<i>Termin :</i>	1. Juli 2003 (Beginn :10:00 Uhr – Ende : gegen 16:00 Uhr)
<i>Ort :</i>	Berlin
<i>Veranstalter :</i>	Initiative Fortbildung für wissenschaftliche Spezialbibliotheken und verwandte Einrichtungen e.V. in Zsarb. mit der Checkpoint Charlie Stiftung

Die Initiative Fortbildung ... e.V. bietet im Zusammenhang mit der Verleihung des John-Jacob-Astor-Awards einen Workshop mit der diesjährigen Preisträgerin an. Er findet in englischer Sprache statt, entsprechend erfolgt die Ankündigung :

A decade ago, senior management of The Research Libraries of The New York Public Library (NYPL) launched a planning project to integrate the collections and staffs of two premier research units (Science/Technology and Economics/Public Affairs) with the resources and staff of a central circulating unit of NYPL's Branch Libraries system. The resulting Science, Industry and Business Library (SIBL) was designed to reach new constituencies and function as an economic engine for the New York metropolitan area.

This day-long workshop will offer an in-depth exploration of the planning, implementation, and continuous revision of SIBL's client-centered services. Seven years after opening to the public and in a post 9/11 economic environment, three case studies will suggest how SIBL continues to offer signature service to a new kind of library user even with greatly reduced funding and staff.

Workshop attendees will learn how to:

- Motivate and maintain ongoing buy-in from staff at all levels
- Monitor customers' changing needs
- Exploit technology for internal administration and communication as well as for customer service provision and promotional efforts
- Design and deliver public training and public education programs for the generalist based on high end resources
- Develop partnerships from among library peers, professional and trade associations, non-profits, and government agencies

WHO SHOULD ATTEND

- Managers of any type of library that wishes to extend services and create an expanded customer base
- Library educators with a particular interest in sensitizing future library managers to the importance of delivering client-focused, signature service

Working agenda

Morning session:

PLANNING FOR SIBL

- Determining Mission
 - Why and how to combine sci-tech, business, and public policy disciplines?
 - Why and how to combine reference-only and lending functions?
 - Why need to realign collection building and access enhancement priorities?
- Creating a New Kind of Staff
 - Three-year foundation grant to re-tool staff and develop new customer service and organizational teamwork behaviors
 - Developing cross-training models for divisions and units using all levels of staff, including managers
 - Roving assistants: meeting needs of customers at “point of use”
- Attracting and Serving Traditional and New Clienteles
 - Focus groups of regular users to determine where SIBL needed to improve
 - New target constituency: small business owners and entrepreneurs
 - Using (over-using?) technology as a lure to new populations of users
 - Library as place: developing programs/services that position SIBL as a venue for professional networking

IMPLEMENTING PLANNED DECISIONS

- Ongoing cultivation of staff to minimize staff resistance
 - Developing new position descriptions
 - Team environment
 - Internal communications
 - Experimenting with service point schedules
 - Deploying volunteers in new ways
- Progressive and continual “tweaking” of services to meet changing demands
 - New access, reference and (even) technical services respond to customer input
 - Continual expansion/re-orienting of public training program (55,000+trained)
 - Creation of after-work practitioner workshops for the layperson

Afternoon session:

SIBL SEVEN YEARS LATER

- Snapshot of SIBL 2003
 - Funding reductions from both the private (individual/foundation/corporate sector) and public (city, state, federal) sectors
 - Full time and part-time staff reduced 20% from 1996 levels
 - General Book Fund anticipating reductions
 - Slight reduction in walk-in customers
 - Expanded but re-directed and re-defined services
 - Re-purposing and re-cycling of effort and outputs
- CASE STUDY ONE: Electronic Resource Access Re-defined
 - Expansive use of IT in a public setting is reformulated
 - Less emphasis on and support of communication functions (email,Chat)
 - More emphasis on and promotion of subscription e- resources
 - Increase in customized training for groups
- CASE STUDY TWO: Public Training Program Re-focused
 - Downsizing of general web skills training
 - Emphasis on science and business resources
 - Outreach to educational, professional, trade groups
 - Experiment with virtual and point of use training
- CASE STUDY THREE SIBL's New York Small Business Resource Center (Smallbiz) Website Reconceptualized
 - Developed via private partnership, subsequently appropriated by city government agencies
 - Static features, currently updated, maintained "on a shoestring" by SIBL staff
 - With new partners will expand to more dynamic, interactive online platform

SIBL will strive to make proactive and effective customer care its priority even if current fiscal realities persist, as predicted, for the next 5-7 years. A client-centered focus, we have learned, makes for a more engaged staff, supportive public, and effective partnerships which can be leveraged in a constrained environment.

Referentin : Kristin McDonough, NYPL, Science, Industry and Business Library, New York

Teilnahmegebühren : entfallen, da der Workshop anlässlich der John-Jacob-Astor-Award Verleihung angeboten wird

Anmeldung : bis spätestens **6. Juni 03** bei Evelin Morgenstern – Initiative Fortbildung ... e.V. – c/o ZLB –
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