From Patrons to Customers
Applying Academic Library Principles in the Public Library

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Speakers

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Points of Discussion:

- Community Crossover Demographics
- Implementing Change
- Encouraging Librarian Growth
Bad Libraries build collections, good Libraries build services, great Libraries build communities – R. David Lankes
Understanding Service Area Needs

**Public Libraries**

Traditionally, Public Libraries designate a scope for community audience.

Will undergo materials reconsideration as brought to attention by the community.

Traditionally, does not review Demand Driven Acquisition.

**Academic Libraries**

Depending on the type of college and location, Academic Libraries may have crossover with the Public Library audience.

Academic Libraries will present several ways, such as surveys and webforms, to gain demand driven acquisition.
Collaboration Between Institutions

- Public Library card signup sessions
- Respected venue sharing for events
- Joint venture outreach

Some public and academic libraries have a significant crossover in service demographics. There may be opportunity for collaborations of big data gathering to understand the collective populations.
New Project Pursuits

- Academic Libraries will often use any employee to research and apply for grants.
- Public Libraries tend to have one or two employees who do grant applications.

Public and Academic Libraries may be able to pursue grants jointly.
Academic libraries are often bound by consortium decisions regarding their ILS.

Public Libraries are more free to subscribe, or abandon products as the need arises. For public libraries, the cost effectiveness of a product is more essential. Finding one product to handle a variety of needs (ex. Printing, PC management, lending, etc.) is generally the most sustainable and cost effective means.
Implementing change
Decision making in academic libraries

Academic freedom – intellectual discourse

Formal (sometimes informal) proposal

Task force/working groups, and committees
Decision making (cont.)

Data collection

Engage stakeholders

Pilot - then assess
Takeaways for public libraries

- Foster a bottom up approach.
- Encourage gathering meaningful feedback and ideas.
- Try to carve out time for inquiry through data collection: lit reviews, surveys, peer institutions, stakeholder opinion, etc.
- Consider a soft launch or pilot.
- Measure results to determine tabling or expanding.
Talent acquisition in academic libraries

- Search committee formed
- Implicit bias training
- Phone screening for top applicants
Talent acquisition (cont.)

Prior day dinner

Day long interview process

Committee debrief
Takeaways for public libraries

- Add additional components to interview day, such as a presentation.
- Implicit bias training for decision makers.
- Additional hiring autonomy for the people working directly with the candidate.
Academic to Public: Encouraging Librarian Growth

Positions

Professional Requirements

Sharing Knowledge
Positions

Librarian Positions

Career Development

Service + Performance
Professional Requirements

- Present
- Publish
- Research
- Serve
- Conference
- Alternative
Sharing Knowledge

- Share > Librarian knowledge
- Expand > Professional skills

Mentor
Cross Train
Intern
THANKS!

Any questions?

You can email us at:

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