Our Place: New Frontiers in Meeting Needs
April 22, 2015 | 1pm-4pm
Memphis Hilton | Southeast Ballroom B

Schedule

1:00 pm-1:05 pm Welcome
1:05 pm-2:25 pm PANEL 1
   IT/Reference Collaboration: Can Two Departments Share the Same Space?
   Pam Dennis and Robert Rose, University of Memphis
   Library-Land Boldly Explores New Frontiers
   Regina Lee, Tennessee Technological University
   The Role of a Library Liaison in a Merged Division
   Jennifer Ott and Wendy Trenthem, Rhodes College

2:25 pm-2:40 pm Break
2:40 pm-3:55 pm PANEL 2
   Change: Community Involvement brings Staff Empowerment
   Linebaugh Public Library System Case Study
   Carol Ghattas, Linebaugh Public Library
   Everything in its Place: Google Maps for Libraries
   Rachel Scott and Anna Neal, University of Memphis
   Sustain a Book: Recycling Books for Art & Function
   Deborah Babb, Christian Brothers University

3:55 pm-4:00 pm Wrap-up

Panel Descriptions

PANEL 1

IT/Reference Collaboration: Can Two Departments Share the Same Space?
Pam Dennis and Robert Rose, University of Memphis

The University of Memphis Libraries RIS Desk and the IT Desk, both located in the University Libraries Learning Commons, combined their service points this semester to provide a more efficient and meaningful service to users on campus. The pilot program promotes a more cooperative desk that combines the technology skills of the existing IT Desk with the reference and scholarly expertise of Libraries faculty and staff while simultaneously solving staffing problems faced by both desks.

Library-Land Boldly Explores New Frontiers
Regina Lee, Tennessee Technological University

Over the past year or so, several groups on campus have partnered with the library to establish cutting edge technological experiences for students and faculty. The Volpe Library is providing its expertise in supporting learning outside of the classroom and is reconfiguring space to best serve students.

The presentation will provide a brief description of each endeavor, approximately 6 entities outside the library, and how the library benefits from these partnerships with other academic units on campus. Tennessee Tech is one of very few universities, and the only one in the state, to have a VisCube in the HIVE (Hybrid Immersive Visualization Environment).

The Role of a Library Liaison in a Merged Division
Jennifer Ott and Wendy Trenthem, Rhodes College

Several college campuses are merging or have merged library services and information technology in order to provide a cohesive unit for service and support. Since 1999, Rhodes College has had a merged Library and IT division, and now information professionals play many different roles (researcher, instructor, collection developer, IT support, and liaison). At Rhodes, the Information Services Librarian position was created to service the needs of the academic departments and the campus as a whole. The liaison duties of this position involve collaboration with faculty, communication, and relationship building. Learn how this role has changed over the past fifteen years, and how it continues to evolve in a small liberal arts college.
Panel Descriptions cont.

PANEL 2

Change: Community Involvement brings Staff Empowerment | Linebaugh Public Library System Case Study
Carol Ghattas, Linebaugh Public Library
Since coming to Linebaugh in 2011, Carol Ghattas has been constantly aware that things needed to change in order to better meet the needs of their community, but it was not until the entire system went through a new strategic planning process under the leadership of Sandra Nelson, that she found the empowerment she longed for to bring effective change.

What made the difference for Linebaugh? The new strategic plan was based on recommendations from a group of community stakeholders, so Carol was able to tell staff: We're doing this, making these changes because this is what our community wants.

Everything in its Place: Google Maps for Libraries
Rachel Scott and Anna Neal, University of Memphis
Google Maps are ubiquitous. Libraries and other institutions increasingly use this platform to generate interest in collections and engage users. This presentation describes successful implementations, illustrates how Google Maps can enrich library services, discusses the process of creating the Memphis Music Venues map, and concludes with a demonstration.

Sustain a Book: Recycling Books for Art & Function
Deborah Babb, Christian Brothers University
Inspired by Claremont College’s re:book contest, we initiated a similar contest in spring 2014 called Sustain a Book: http://libguides.cbu.edu/sustainabook. This contest, open to students, Faculty, and staff, invited participants to make something new (artistic, functional, or both) out of old, unwanted books and paper. This contest brought attention to the library and our sustainability efforts and encouraged creativity from our community.
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**IT/Reference Collaboration: Can Two Departments Share the Same Space?**  
*Pam Dennis and Robert Rose, University of Memphis*

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*Regina Lee, Tennessee Technological University*

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*Jennifer Ott and Wendy Trenthem, Rhodes College*

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## PANEL 2

**Change: Community Involvement brings Staff Empowerment**  
*Linebaugh Public Library System Case Study*  
*Carol Ghattas, Linebaugh Public Library*

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IT/Reference Collaboration: Can Two Departments Share the Same Space?

CULS Pre-Conference - Memphis, TN

Pam Dennis

Robert Rose

April 22, 2015
*New Writing Center*
New Combined Desk
Libraries Service Desk Pilot Program

Cody Behles, Pam Dennis, Robert Rose, Shundra White

The University Libraries RIS Desk and the IT Desk, both located in the University Libraries Learning Commons, seek to combine their service points to provide a more efficient and meaningful service to users on campus. The proposed pilot program laid out in this brief summary will see a more cooperative desk that combines the technology skills of the existing IT Desk with the reference and scholarly expertise of Libraries faculty and staff while simultaneously solving staffing problems faced by both desks. Having analyzed previous reports on the subject of library service points, and having considered recent attempts on the subject, we would like to recommend the following option for this pilot:

The RIS Desk and the IT Desk staff should combine and be placed at the current RIS desk area. The current IT desk and surrounding area should be converted into a “technology sandbox” - a place where students can be provided with hands-on access to the latest technology on campus. This area, which would be outfitted with the necessary equipment for student collaboration, would serve as a new type of space on campus that contextualizes technology with research principles regardless of discipline. The combination of the RIS Desk and the IT Desk will provide a more seamless integration of campus resources, while creating opportunities for creative responses to information access and research assistance questions that the current desk arrangements prevent.
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**IT Staff**

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*Joint staffs*
Training sessions are being set up for the times listed below in Room 225. Each session will be two hours in length and material presented will be identical. If additional ideas are presented at one of the meetings, I will accumulate that information and make sure everyone has it. Please plan to attend one of these meetings so we are all on the same page. You are welcome to attend as many meetings as you’d like.

- Friday 9th 10:00am-noon
- Friday 9th 2:00pm-4:00pm
- Monday 12th 10:00am-noon
- Tuesday 13th 1:00pm-3:00pm
- Wednesday 14th 10:00am-noon
- Thursday 15th 3:00pm-5:00pm

*Cross-Training
January 2015*
a. Both teams are trained to provide libraries and technology services.
b. Guest computer access
c. Research assistance
d. Mini consultations

*Combined services*
WELCOME TO THE TECHNOLOGY SANDBOX

*New Technology Sandbox*
Welcome! Click on the icons below to learn more about technology tools and resources in the University Libraries. Please contact us if you have specific questions or would like more information.

**Technology Lending**

- Laptops Available
- STEM Tech
- Cord Lending
- Projector Lending
- Calculators

*Technology*
a. Office Supplies (limited)
b. 3-4 desktop workstations with software demos
c. Technology pamphlets and instructional resources
d. 3D printer
e. Charging station
f. Kiosks playing videos on new technology
This Semester in the Sandbox...

This semester the University Libraries will offer two GIS Stations for students to experiment with. Please come by and try out the stations and let us know what you think. Softwares available to you include:

- ArcGIS
- Map Box
- GrassGIS
- GeoDA
- QGIS
- Need GIS training? Contact us for free online courses

Design Station

The University Libraries will provide two stations for design. This includes 3D CAD as well as conventional graphic design. Programs available to users include:

- NX9
- AutoCAD
- Blender
- Inkscape
- Adobe Creative Suite
- Corel Painter

Data Science

Two Data Science Stations will be included in the Sandbox and will include softwares for analyzing large data sets. These stations and the GIS stations are currently located on the same PCs. Programs available to users include:

- AquaData Studio
- Sci2
- Pajek
- Anaconda
- SCAVis
- Gephi
- Google Refine
- Cytoscape
*Future Sandbox Addition*
* Robert Rose
* Local Tech Support Provider II
* 678-3659
* rwrose@memphis.edu

* Pam Dennis
* Learning Commons Coordinator
* 678-4566
* pdennis@memphis.edu
Hi, I’m Pam Dennis and this is Robert Rose. We’d like to tell you about how we have successfully combined our IT and Reference desks.

When I interviewed at the University of Memphis 5 years ago, I saw two desks. One said Reference and Information Services and the other said Learning Commons Technology Desk. I assumed, since I would be Learning Commons Coordinator, that both were under Learning Commons management. However, I learned quickly that they were two separate desks under two separate departments, though the Library administration had wanted originally wanted the desks combined.

So, 5 years later, we now have a Writing Center in the library on one side of the Reference Desk, and (Slides 4 and 5) and a combined desk with a Reference person on one side and an IT person on the other.

Between our areas is a dual monitor set-up so that we can interact with our students while teaching them to use our resources. We can set up passwords for ILL and RefWorks, and reset passwords when students have forgotten them right on the spot.

We first wrote a proposal with members of both groups participating. We described our mutual problems of staff shortage and how the combination would provide better service – no more pointing to other desks. And we created a LibGuide at libguides.memphis.edu/helpdesk so we could include some information.

We included contact information for both sides.

Then we offered 6 chances for personnel of both departments to learn about the other.

On the IT side we explained how to reset passwords, how to change toner, how to buy more paper online, etc.

On the Reference side, we looked at basic databases, online catalog, logging in guests, and checking out Ready Reference.

I also included Library of Congress Classification and Dewey numbers (for children’s books) for quick reference.

In the old IT space, we are now creating a Technology Sandbox.

So, now we have a Writing Center, combined information desk, and a technology sandbox – a true Learning Commons, providing one-stop assistance for our students.

Have you all done something similar? Are there questions?
Library-Land Boldly Explores New Frontiers

Regina Lee
Tennessee Tech University

TLA Pre-Conference
Our Place: New Frontiers in Meeting Needs
April 22, 2015
What Do We Do Now?
How Can Libraries Remain Relevant?

- Re-program ourselves
- Re-tool the library
- Offer “neutral” space for new initiatives
- Think out of the box!
TTU Library “Partners”

- iCUBE
- TTU Maker Space – IDLI
- Centralized tutoring
- Learning Support Program
- Center for Teaching & Learning Excellence
- Innovation Institute
- Digital Media Lab
- Information Technology Services
- Media Production Studio
Viscube

• Large-scale

• Multi-wall

• Immersive virtual reality system
Gov. Haslam and Dr. Soni explore inside the heart

Commissioner Boyd in the Viscube
Oculus Rift

3D visual
Head-mounted
Virtual reality
New app created
iCUBE

Projects

Work Space
TTU Maker Space – IDLI
(Innovation Discovery Learning Institute)

Provide support for innovation and entrepreneurial activities
Centralized Tutoring

Now in the Library!
Learning Support Program

Provides:
• Academic support
• Learning assistance in writing, math, reading
• COMPASS testing for placement
• Success Center liaisons

Staffing:
• Coordinator
• 4 Faculty Support
• 3 Adjunct Instructors
Center for Teaching & Learning Excellence

- Assist faculty with implementation of pedagogical techniques
- Assist faculty with teaching and learning technologies
Innovation Institute

To foster effective and innovative use of technology
Digital Media Lab

- Provides up-to-date, state-of-the-art technology
- For students
- Digitally create projects
ITS – Information Technology Services

Provide:

• Computer resources
• Computer services
• Maintain lab computers and printers
• Technology for student use (check-out)
Media Production Studio
Other Library Interests

• Art Award from Library Art Committee
Advantages to EVERYONE

• Centrally located on campus
• Serves objectives of integrating innovation and entrepreneurship into the curriculum
• Showpiece for recruiting
• Attract external support
• Supported by all College units
Advantages to the Library

• Stay better informed of University projects and research
• Get to know more University colleagues
• Higher visibility of Library and its role
• Higher gate count
Disadvantages to the Library

- Less room for print books and journals
- Less study space for students
- Loss of over 16,000 ft.$^2$ for other ‘partners’
- Fewer parking spaces around library
Resources to Learn More...

- Library website: [www.tntech.edu/library](http://www.tntech.edu/library)
- TTU Maker Space (IDLI): [https://www.tntech.edu/engineering/research/idli/ttu-maker-space](https://www.tntech.edu/engineering/research/idli/ttu-maker-space)
- Innovation Institute: [https://www.tntech.edu/institute](https://www.tntech.edu/institute)
- Media Production Center: [https://www.tntech.edu/univadv/ocm/mpc/](https://www.tntech.edu/univadv/ocm/mpc/)
THANK YOU for your time and interest!

Regina Lee
Tennessee Tech University
rlee@tntech.edu
The Role of a Library Liaison in a Merged Division

Jennifer Ott, MLIS
Wendy Trentham, MLIS
Rhodes College

Thank you!
Questions?
The Role of a Library Liaison in a Merged Division

Jennifer Ott, MLIS
Wendy Trenthem, MLIS
Rhodes College
Rhodes College

4 year private, undergraduate college
Approximately 2000 students
Residential campus
Paul Barret, Jr. Library

Opened in 2005
Library and IT joined forces in 1999
Joint Library/IT Division

Same Vice President
Shared office space
Weekly meetings with Library/IT
Library Liaisons at Rhodes

Began in 2010
5 Liaisons
Away from the desk, onto campus
Build bridges
Collaborate with faculty AND staff
What do liaisons do?

Meet with department chairs

Provide teaching/instruction, technology advice

Provide instruction to students
Work as Instructional Technologists (when needed)

Provide support for teaching & communication technologies

Assist grant committees

And lots of other things.....
Challenges

Ensuring the same level of service

IT assistance increases, awareness of library decreases

Participation and understanding
Meaningful collaboration

Better understanding of IT, student needs, AND library needs

Cohesive effort to resolve problems
Facilitate innovative teaching and technologies

Promote digital scholarship

Lead efforts for information fluency

Vision of college and higher ed to be prepared for future changes
Thank you!

Questions?
OUR PLACE: LINEBAUGH PUBLIC LIBRARY SYSTEM

Community Focused Change

Carol Ghattas 2015
5 Branches

Linebaugh Public Library – Main Branch
Myrtle Glanton Lord (MGL) Branch
Eagleville Bicentennial Public Library
2011 – The Way We Were

Children’s area

Circulation and front entrance

Second Floor
Incremental changes for the good:
New Reference Desk
Computer lab
Office space
Strategic Planning for Results
Community Driven Strategic Plan

- Attractive and welcoming places with space
- Free high-speed access to Internet
- Preschool love of books and reading
- Stimulate imaginations of children
- Teens and adults able to explore topics of interest
- Teens and adults access to popular material – all formats
Need for CHANGE!

Weed, weed, weed
Signage and verbiage

- Names for desks
- Kinds of signs
- Getting rid of “NO” signs
Painting on a budget
Our bright foyer!
Desks, desks and more desks!
Space

Larger programming space made by moving Easy shelves

Space made with removal of Reference shelves
Space
Staff Buy-In

- Motivational books and speakers
- Free gifts and incentives
- Staff Development day
- Talk & Listen, Listen & Talk
Other changes...

- Collection HQ
- Wandoo Reader
- Patron oriented collection
- Evaluating holdings/circ ratios
Are we done? NO!

The KEY:

Focusing on the community’s desires

The RESULT:

Value of library increases as those needs are met
Contact:

Carol Ghattas, Branch Librarian
Linebaugh Public Library, Murfreesboro, TN
cghattas@linebaugh.org
Linebaugh Public Library System has been serving Rutherford County since 1948. Our current service area is close to 250,000.

4 Branches:
- Linebaugh – Main Branch, which I manage. We’ve been in our current building since 1992.
- Smyrna – 2nd largest branch, which has been in their current facility since 1999.
- Myrtle Glanton Lord or MGL – Is contained within a community center in low-income part of town since 2004.
- Eagleville – Shares building with a community center in rural area. 2006.
- Bookmobile – Our mobile branch that has 30 stops over 5 days a week, including preschools, nursing homes and senior centers. Running since 2003; newest vehicle since 2005.

I came into this system in 2011, knowing the longtime positive reputation of the library. I soon realized that as the county was going through massive growth and change, the library was still operating on traditional foundations and buildings needed to be updated and become more accommodating to public needs and wants.

In 2012, I had the privilege to attend a PLA boot camp lead by Sandra Nelson and June Garcia. I began to see the secret to what our system needed – community led change and killing sacred cows. While I was able to begin implementing some of this in my own branch on a small scale, it was not until our Director and Board agreed to hire Sandra to lead us through a new strategic planning process that things really got rolling.

I cannot in a short time go through all of this process, but you can read much of it in Sandra’s book, Strategic Planning for Results. The basic premise is that strategic planning begins with what the community wants for itself. So, we had a group of about 18 leaders and individuals from our community meet in two sessions to look at what they wanted for our county in the next five years. Then they chose and prioritized library service responses, which were eventually narrowed down to five for us to focus on. (One of the service responses translated into two goals).

**It’s not what the library wanted to do for the community but what the community wanted FROM the library.**

Here is our strategic plan that was approved by our Library Board, Library Foundation and 2 Friends groups:

1. Everyone will have attractive and welcoming places to meet and interact with others or work independently on personal projects.
2. Everyone will have free high-speed access to the resources and services available through the Internet.
3. Preschool children will have programs, services, and materials designed to help them develop a lifelong love of books and reading.
4. Children will have programs and materials that stimulate their imaginations.
5. Teens and adults will have the skills and resources they need to explore topics of personal interest.
6. Teens and adults will enjoy timely access to popular materials in current and emerging formats.

What did this mean for us at Linebaugh?

1. We needed to weed – and weed we did
   a. Got rid of our Reference section
      1) Not being used
      2) We needed the space
   b. Have weeded all collections and discarded materials that are not checking out in 3 years, along with other criteria.
      1) Will reduce ANF by at least 50%
      2) Makes shelves look fresher, not as crowded
      3) Able to remove shelving to make space in different areas

2. Looked at signage and verbiage
   a. Names for desks – what do patrons understand? What is more welcoming?
   b. Began to use vinyl signs: more friendly, easier to see and remove when need to change
   c. Getting rid of the “NO” signs as much as possible. Allowing drinks now all over library.

3. Paint on a budget
   a. Can’t paint it all at once? Paint a gallon at a time!
   b. Smyrna branch is launching a fundraising campaign for new carpet and paint.
   c. Don’t be afraid of color!

4. Desks, desks and more desks!
   a. Linebaugh, Smyrna and Eagleville are all getting new front desks
   b. Board is approving this money because it’s part of our Strategic plan!

5. Space
   a. With our new desk, we will be eliminating a bottle neck, and opening up our entrance.
   b. Children’s area is flipping collections and moving shelving to make more space for programming.
   c. Upstairs, we are removing ANF shelving to make two new portable classroom areas for community meetings.
   d. Board Room – Removing old board table and replacing it with smaller, flexible tables to better utilize space.

Do we have staff by-in?

1. For the most part yes!
   a. Staff members were given the book, *The Energy Bus* by Jon Gordon.
   b. We had John Huber, with Lean Library Management come and talk to some of our staff and help us with installing a new self-service holds system.
c. The Director and Managers have all been talking up the positives of change.
d. Our Staff development day allowed staff to further flesh out the strategic plan with Sandra Nelson, which helped give them ownership of the process and empowerment to face and implement change.

Other changes:

1. We’re including Collection HQ to help with reports and collection development.
2. We’re adding Wandoo Reader for online registration of Summer Reading and other programming.
3. We are focusing on patron requests much more in our purchasing and looking very closely at Holdings and Circulation ratio of items.

Are we excited? Yes, are we done? No! We’re only three months into our Strategic Plan, so still have a long way to go! We’re excited to see how our numbers look in the next few years.

The key in this is focusing on the community’s desires and as those needs are met, our value increases in their eyes.
Everything in its Place: Digital Maps for Libraries

Anna Neal – Head, Music & Branch Libraries
University of Memphis
Rachel Elizabeth Scott, ILS Librarian
University of Memphis
Why Maps?

• Maps engage users.
• Maps contextualize services and collections.
• Maps provide visual information and content for text-heavy webpages.
Maps of Facilities

- Static or interactive.
- Contextualize locations.
- Links for enhanced information.
U of M Floor Plan
Metropolitan Museum of Art
Tours

- Virtual and on-site
- Audio
- Multimedia
- AR
- CGI
ArtLens
Cleveland Museum of Art
After Dark
Tate Museum, London

The Visitation, by Jacob Epstein
German Traces in New York City
Story and Song Maps

- Offer interactivity.
- Combine text, audio, AR.
- Provide a place-based narrative.
- Focus on a subject and tell a complete story.
Folk Songs for the Five Points
Lower East Side Tenement Museum
Folk Songs for the Five Points
Lower East Side Tenement Museum

About Folk Songs

Folk Songs for the Five Points is a celebration of cultural diversity and change, using "folk songs" as a metaphor to explore immigration and the formation of identity in New York’s Lower East Side.

The project isn’t about absolute answers or clear definitions. We are celebrating the unexpected richness that confronts you at every turn – from the many languages of Canal St to the endless complexity contained in words like “immigrant” and “folk song”.

From Chinese chuigushou to Russian chestuhkas and Mississippi blues, musical forms and rituals are a key way in which communities articulate both personal experience and multiple layers of social meaning.

Hover over the dots to find out more about the Lower East Side and the ideas behind the Folk Songs Project.
QR = AR on a shoestring?

- Inexpensive.
- Requires little training, technology.
- Enhances user experience with expanded content.
- Adds value to library displays.
- Promotes more effective use of library collections.
Memphis Music Venues

Venues in Memphis and Shelby County where live music is featured or which have historical value in Memphis music history. All changes saved in Drive.

Individual styles:
- B.B. King's Blues Club
- Blue Note Bar & Grill
- Blues City Cafe
- Center for Southern Folklore
- Handy Park
- Mr. Handy's Blues Hall
- Rum Boogie Cafe
- Wet Willie's
- Wild Bill's

Map showing locations of these venues in Memphis.
Memphis Music Venues

- W. C. Handy House Museum
  - Home of "Father of the Blues" W.C. Handy, moved to Beale Street from its original location. Handy lived in Memphis 1909-1918, when he moved his publishing company to New York City. While in Memphis, Handy wrote and published "Memphis Blues."
Questions? Discussion?

Everything in its Place: Digital Maps for Libraries

Anna Neal – Head, Music & Branch Libraries, University of Memphis
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Sustain a Book
Recycling Books for Art and Function

Deborah Babb
Electronic Services Librarian
Plough Library, Christian Brothers University
Sustainability
We could totally do this.

Contest Logo & Theme

Sustain a Book

Breathe new life into an old book.
Nuts & Bolts

- Entry guidelines
- Submission form
  http://libguides.cbu.edu/sustainabookform
- Prizes
Promotion

• Libguide http://libguides.cbu.edu/sustainabook
• Blog post
• Signs/Posters
• Twitter, Instagram, Facebook
• Pinterest page http://bit.ly/sustainabookideas
• Emails and word-of-mouth
• CBU Connection weekly newsletter
Everyone’s a Winner!
Second Year – Even Better!
Looking Forward

• Rebranding – new logo
• Collaborate with academic depts & student groups
• Categories & judging criteria