

## **Delaware Libraries: Help us Dream Together About the Future of Delaware Libraries**

### **GROUP 7 Brainstorming Session: June 3, 2021**

*Offer your ideas about the future of libraries in Delaware over the next decade related to the topics below. What would libraries look like? What would they do? How will Delawareans engage? What are the beneficial outcomes libraries will realize?*

#### **CUSTOMER**

What steps can Delaware Libraries take to encourage more residents to use existing library services offered? How can we eliminate barriers that prevent or discourage library use? What services do partners suggest libraries should be offering?

People have no idea what we offer - we need to hire a professional marketing group/radio spots. People don't know we have streaming video, social services, etc. We have been advertising to the current users.

Power of virtual reach - virtual programming continues.

TV spot or commercial

Financial barriers - fines/fees - transportation - get rid of fines completely and remove fines currently in place - keep lost fines but negotiate lost fines if possible. Community service

Reading to remove fines.

School librarians - schools losing librarians. Outreach.

Accept credit cards at library book sales

Automa

Outreach Services talk to ALA to see what others are doing nationwide with bookmobiles, Covid outreach with bookmobile promoting other library services while providing services.

Programming that includes other languages depending on what's needed in the area - (Chinese immigrants - American slang).

More in collections in native languages.

Need staff to be part of civic organizations within the community - (not always/just the director) sports organizations/school board meetings.

Be visible in the community as much as possible (not just the director).

#### **PRODUCTS & SERVICES**

Are there new and/or different/emerging products or services that Delaware Libraries should consider offering through their libraries or directly to Delawareans? What services do partners suggest libraries should be offering?

## **ORGANIZATIONAL EFFECTIVENESS**

How can Delaware Libraries improve efficiency and effectiveness in serving Delawareans?  
What services do partners suggest libraries should be offering?

Discussion from Group:

- Automatic library card sign-up when someone moves to DE, i.e., like voter registration with drivers license
- Information with realtors, newborns in hospitals, retail stores/at the mall, universities/colleges
- Sussex looking at pop-up libraries - already do with bookmobile (vaccination mobile) - will be in Smithsonian travelling exhibit and book
- state/federal funding for new bookmobile

## **HUMAN RESOURCES**

How can Delaware Libraries ensure that they provide the best-trained, most highly-qualified customer-oriented staff possible? What services do partners suggest libraries should be offering?

## **LEADERSHIP & GOVERNANCE**

Are there ways that Delaware Libraries can improve the structure or way(s) of doing business that would increase the benefit(s) libraries and Delawareans enjoy? What services do partners suggest libraries should be offering?

## **FINANCIAL**

How can Delaware Libraries most effectively use limited funding to maximize the overall impact they have on Delawareans?