

GROUP 1

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

Join our brainstorming session during June 3 and come prepared to offer your ideas about the future of libraries in Delaware over the next decade. 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?

- Open houses with personalized invitations to welcome new users
- Personalized engagement/reengagement with event attendees and other new or infrequent library users
- Many families are reluctant to use technology first (e.g. online registration) so in person events can lower barriers
- Specialized programs for specific groups (e.g. Latino-specific events) need to be planned for and with that group
- A lot of what we are talking about is Marketing- DDL has a great design team, but, for example, if all 'Summer Reading' fliers looked the same, same brand. DDL's design@lib.de.us goes directly to the design team at DDL.
Ideas - if it was an editable PDF we could customize locally (or in any editable format)
- Engagement at events- if we do not engage with patrons at events, it is a lost opportunity (anecdotal example- not knowing that one library card works at all DE public libraries - can return items at any location).
- Maybe a Google Doc form (request customization)

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?

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?