

ALA

American
Library
Association

Telling your Library's most compelling story Summary Slides

June 24, 2016

 brandgarten

Sponsored by:  Demco

Road Map

- ▣ The Power of Storytelling
- ▣ Using Archetypes as a Storytelling Framework
- ▣ Lunch
- ▣ From Storytelling to “Storydoing”
- ▣ Envisioning the Library of Tomorrow





Brands essentially
exist in our memory



**Today, we believe patrons primarily
associate libraries with books**

What's the one word or idea that you believe the
average patron associates with the library today?
(Librarian Survey, N=14)

Internet

Daunting

Reading

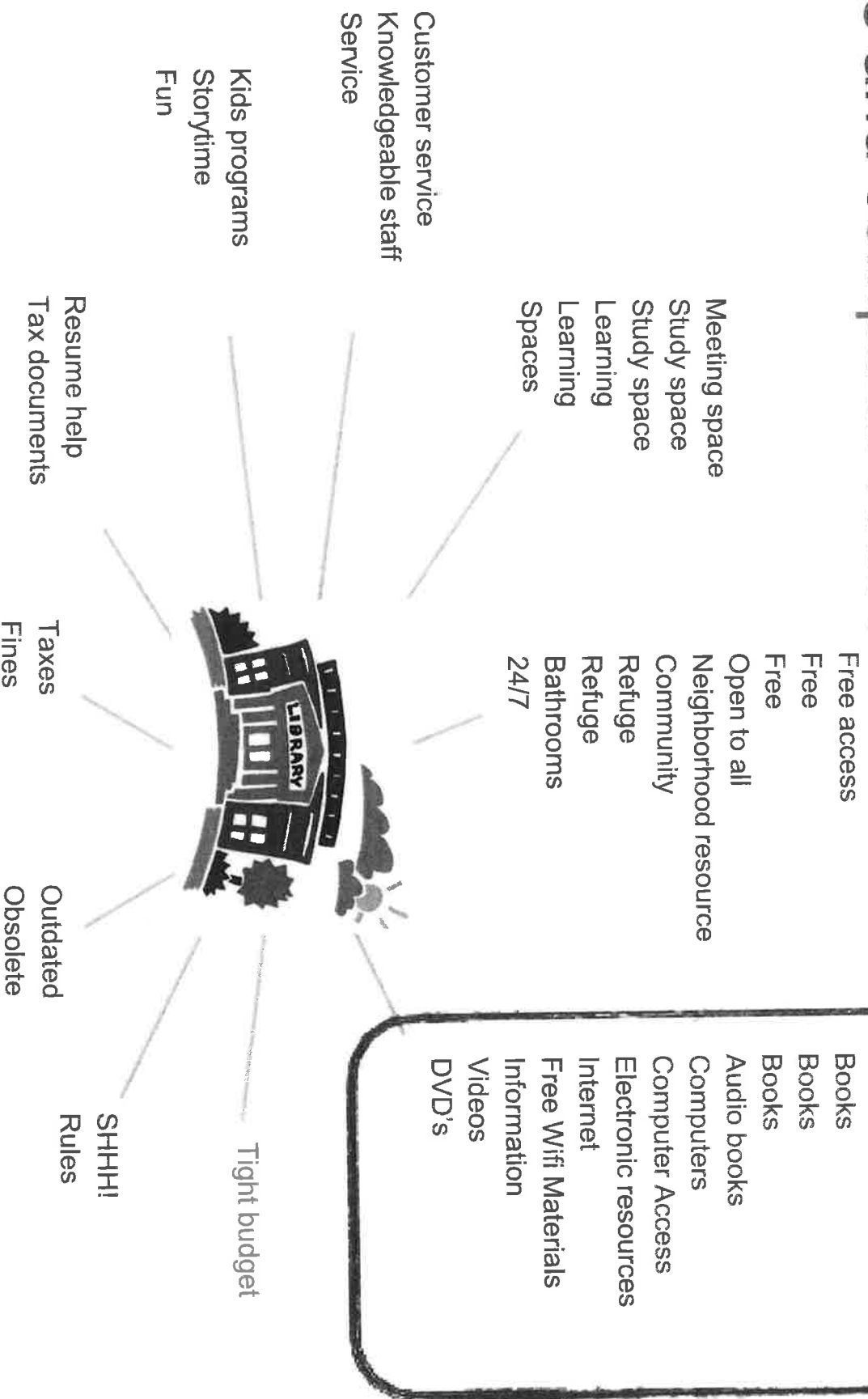
Enlightenment

Connection

Books



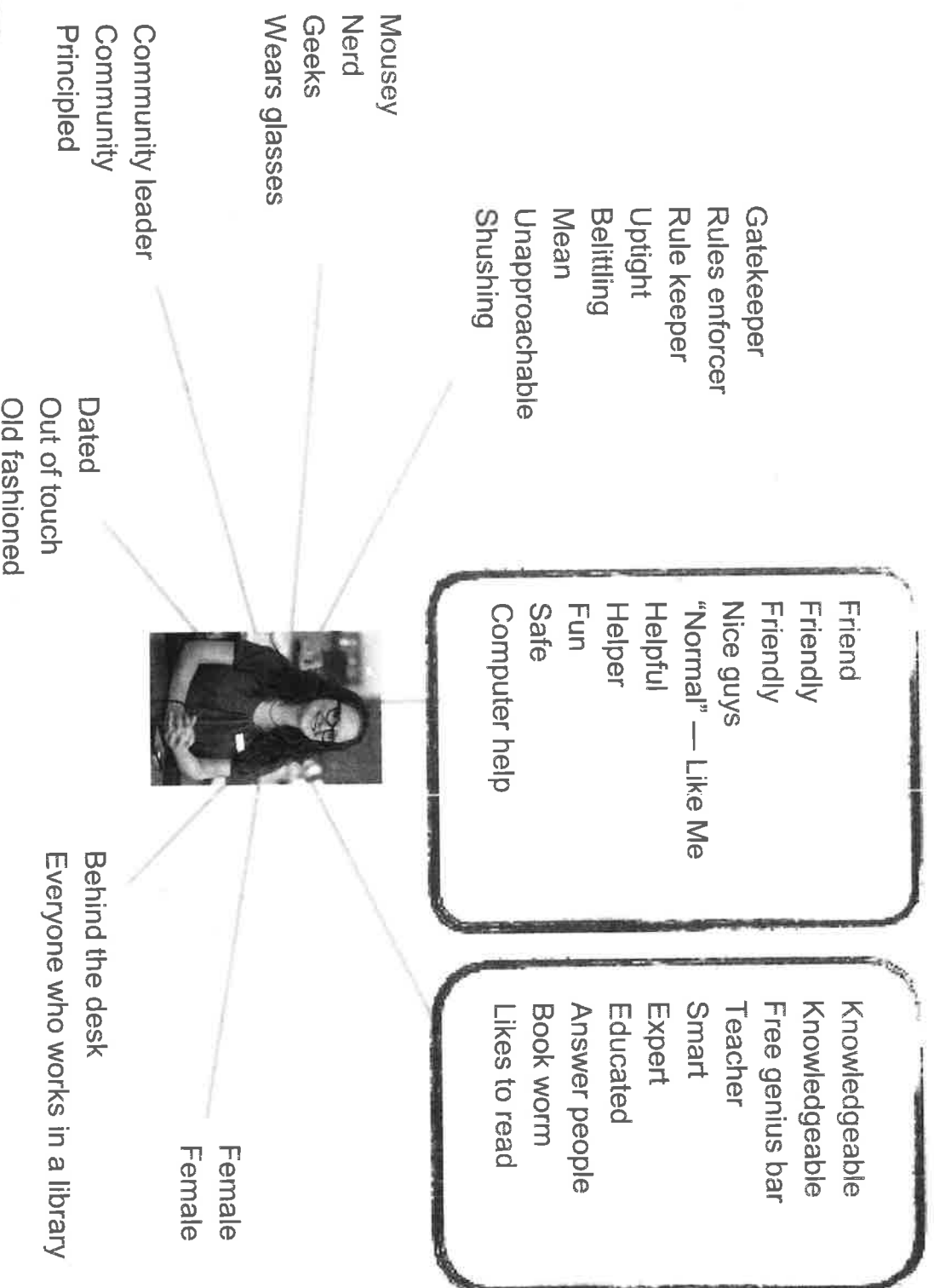
Today, we believe the public associates us with books and computer resources



Source: Workshop exercise



We believe the public sees the librarian today as a friendly and knowledgeable helper



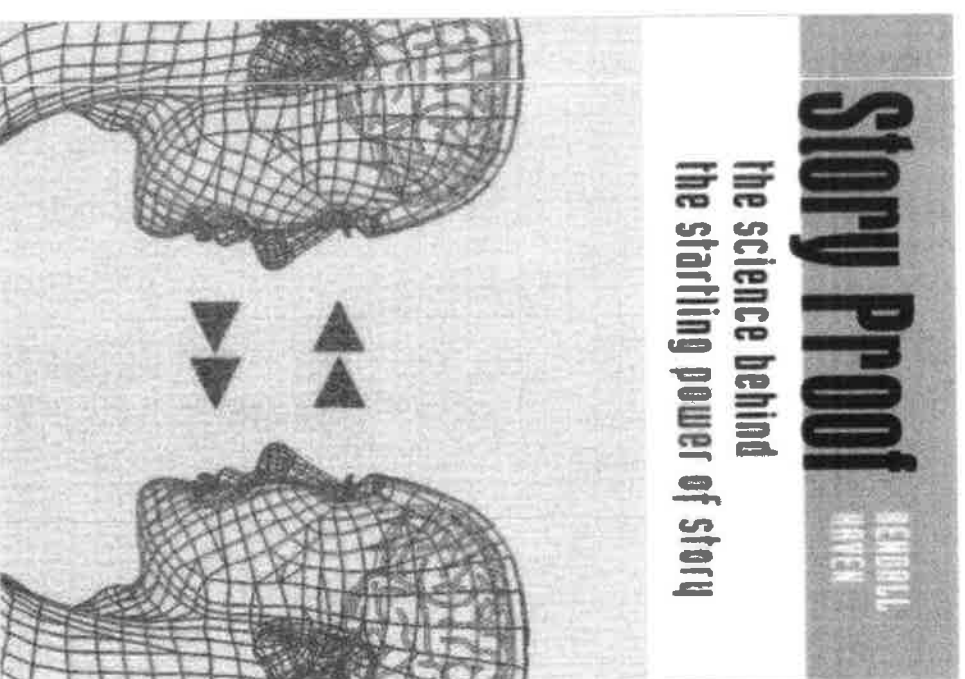
Source: Workshop exercise

The Power of Storytelling

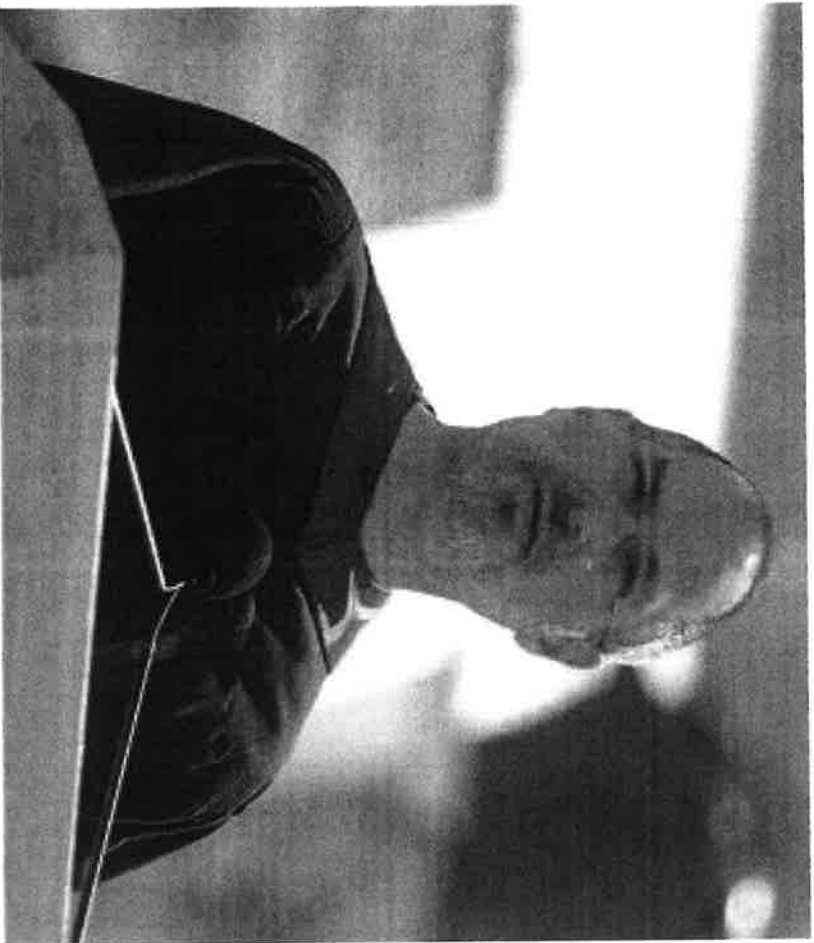


Science now proves of the power of Story

Human minds rely on stories and on story architecture as the primary roadmap for understanding, making sense of, remembering and planning our lives.



Steve Jobs' 2005 Stanford Commencement Address



I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation.

Today I want to tell you three stories from my life. That's it. No big deal. Just three stories...



People don't buy things,
they buy the story about the thing



Stories deliver on emotional
needs we all share

Emotion drives choice



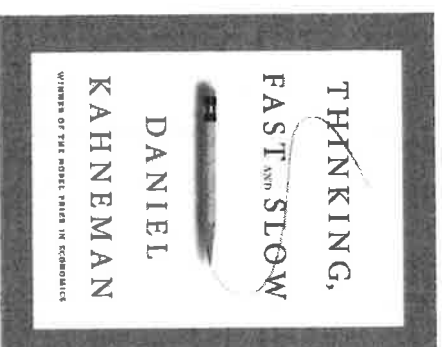
...but the story we tell
ourselves is that we
behave rationally



Successful brands use two modes of thinking

System 1 Thinking

- ▣ Involuntary, automatic responses
- ▣ Uses emotional shorthand



System 2 Thinking

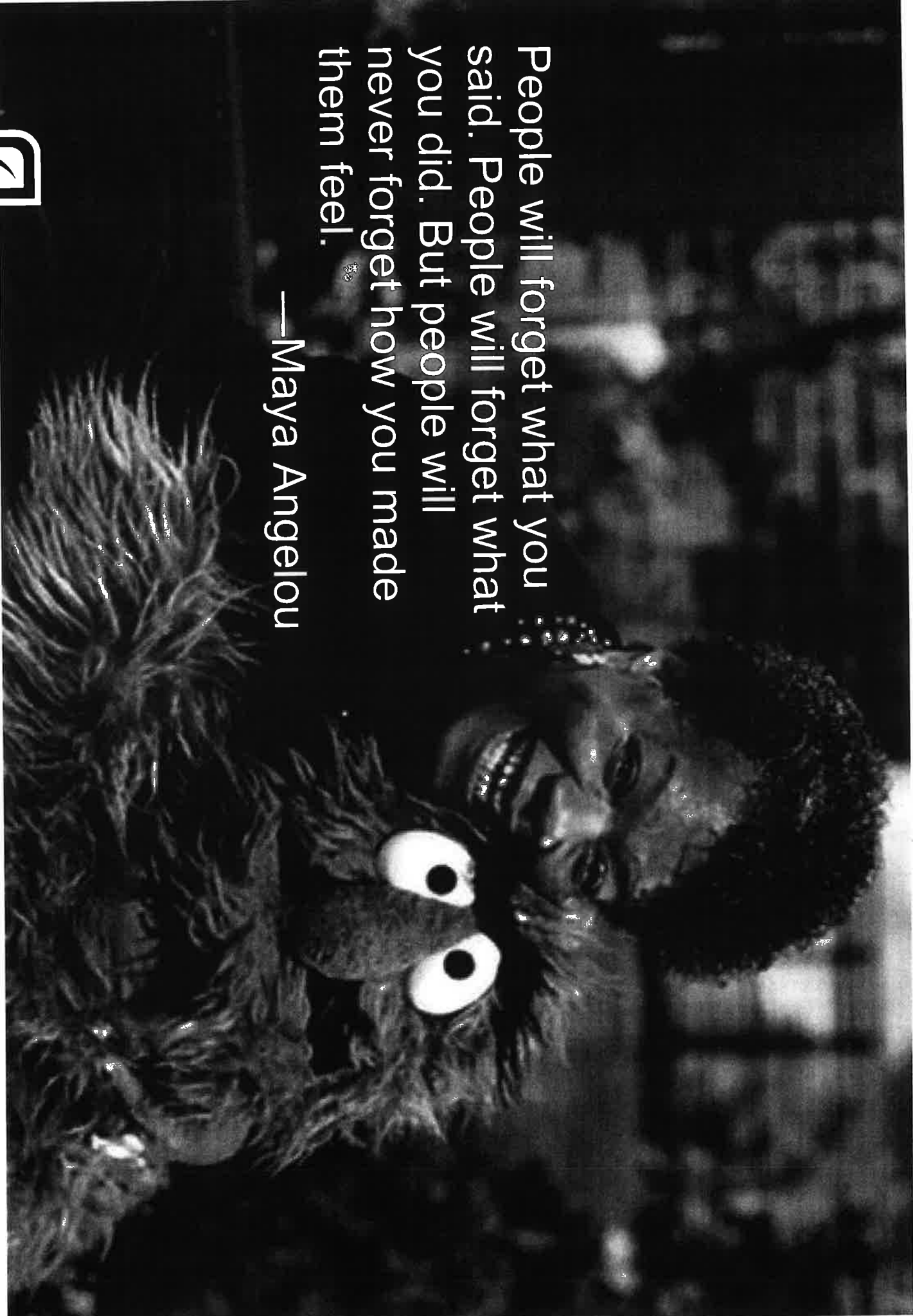
- ▣ Conscious deliberate thought
- ▣ Rational justification



The story that drives our behavior

The story we tell ourselves





People will forget what you
said. People will forget what
you did. But people will
never forget how you made
them feel.

—Maya Angelou



What makes a
story good?



Good stories stay relevant in two ways...



Timeless story never changes



Good Stories...

- ▣ Have a beginning, middle and end (Aristotle)
- ▣ Happen in a particular time and place.
- ▣ Have characters we care about. Something is at stake.
- ▣ Have a plot (something happens!)
- ▣ As a result, something new comes to be



Normal



Explosion



NEW
Normal



What's your personal story?

- ▣ What is the time and place of your story?
- ▣ What was it you wanted? What was at stake?
- ▣ What was your “Normal?” (Beginning))
- ▣ What was your “Explosion?” (Middle)
- ▣ What was your “New Normal?” (End)



Normal



Explosion



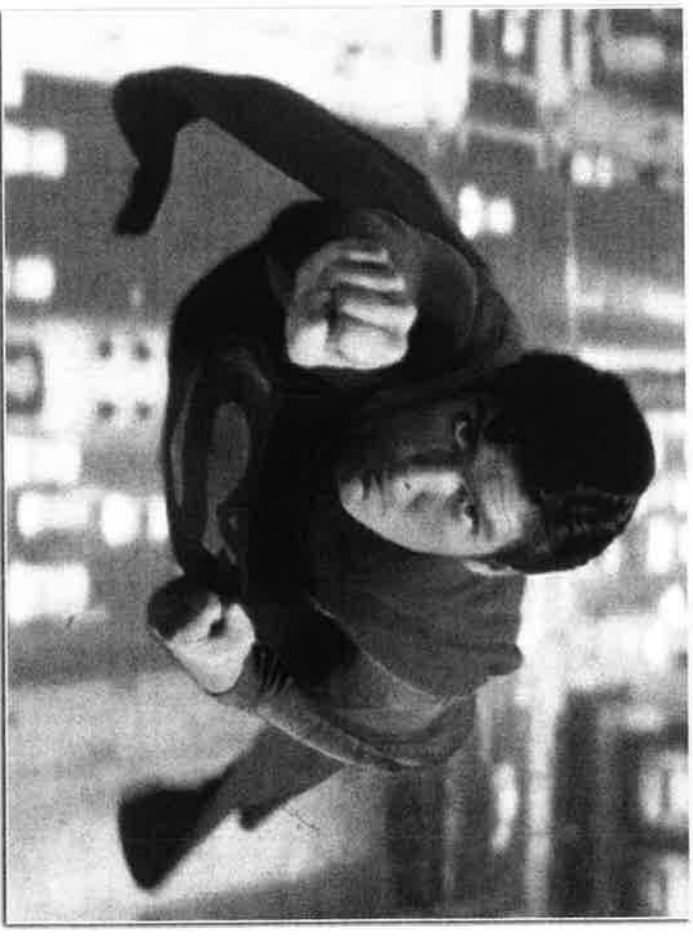
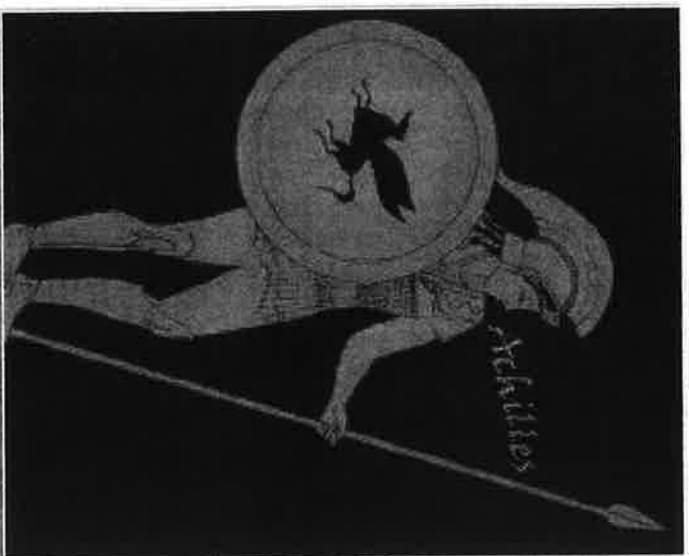
NEW
Normal



Archetypes as a Storytelling Framework

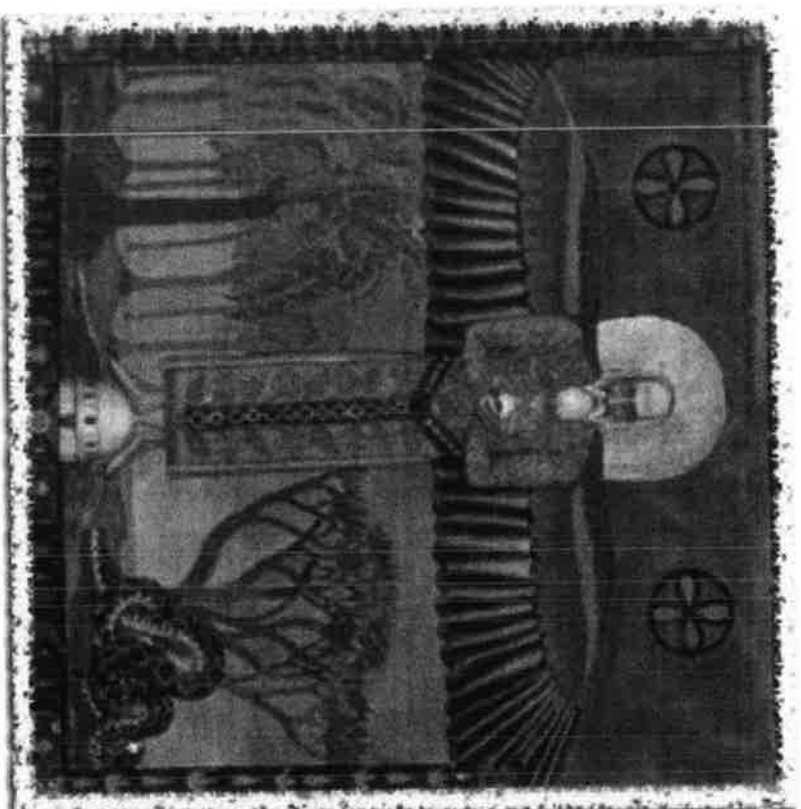


Some stories are universal



Archetypes

Innate universal pre-conscious
psychic dispositions that form the
substrate from which the basic
themes of human life emerge



Archetypal Stories

WIZARD



EXPLORER



RULER



CAREGIVER



MENTOR



CREATOR



LOVER



HERO



REBEL



JESTER



INNOCENT



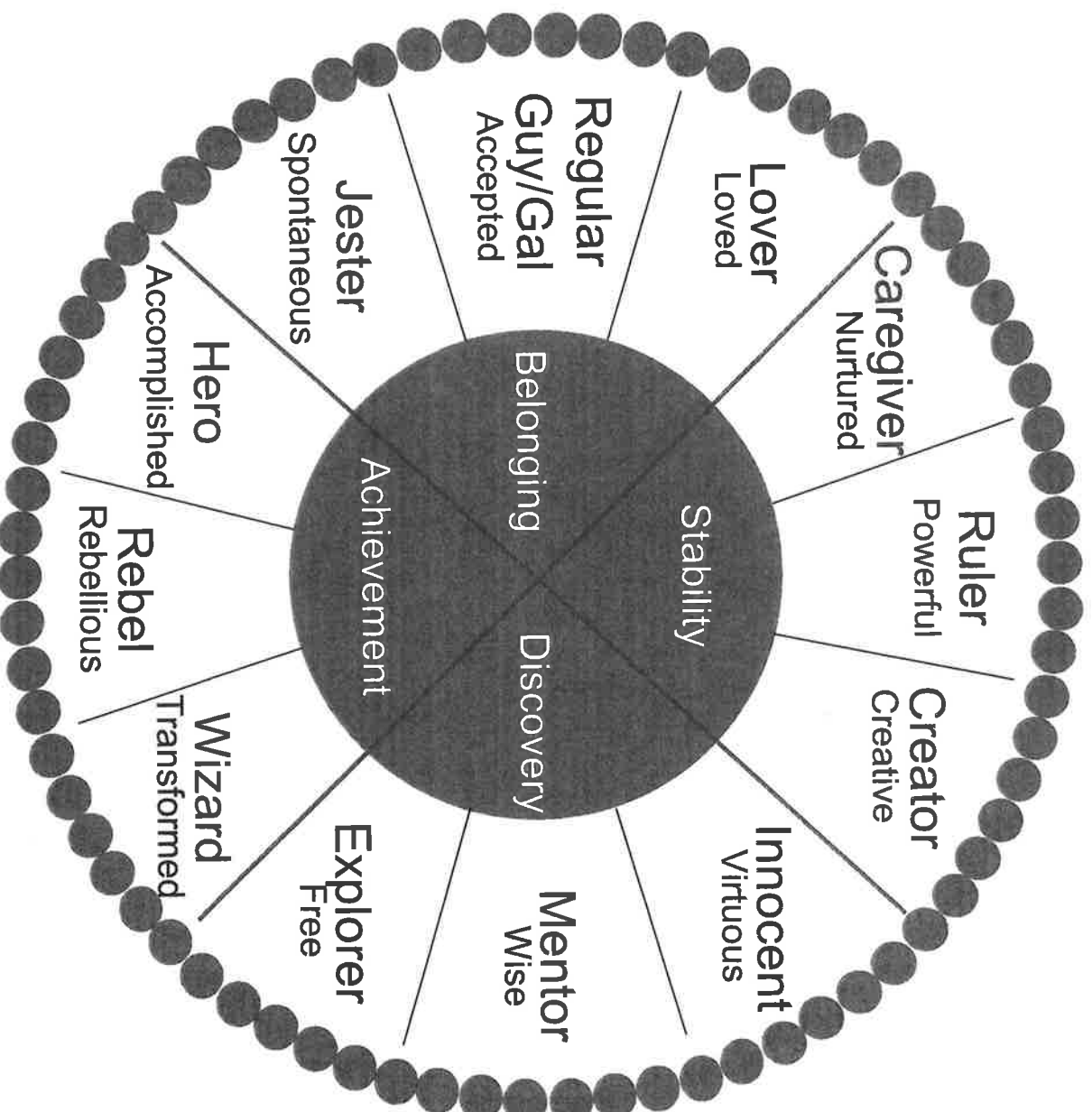
REGULAR GUY

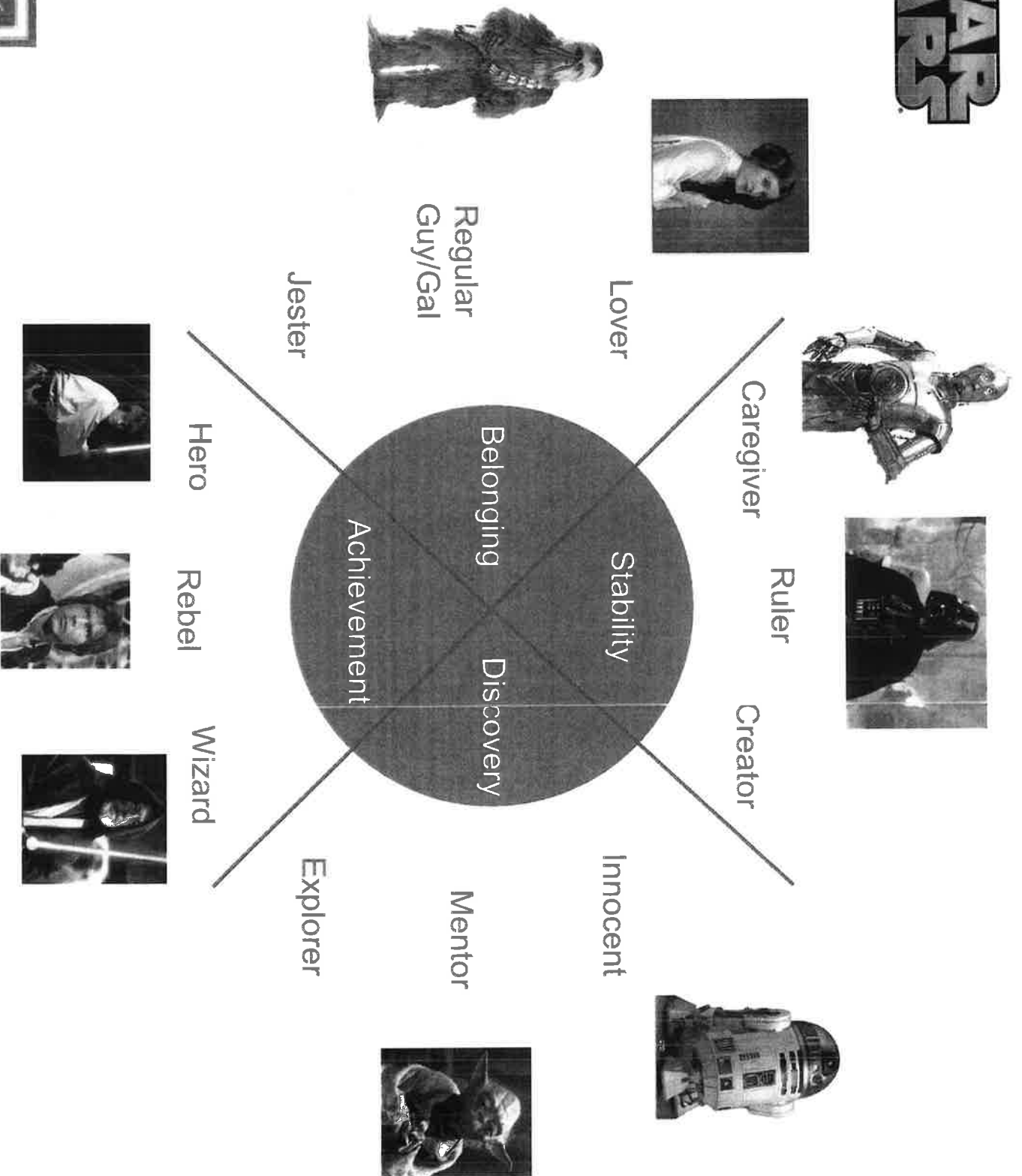




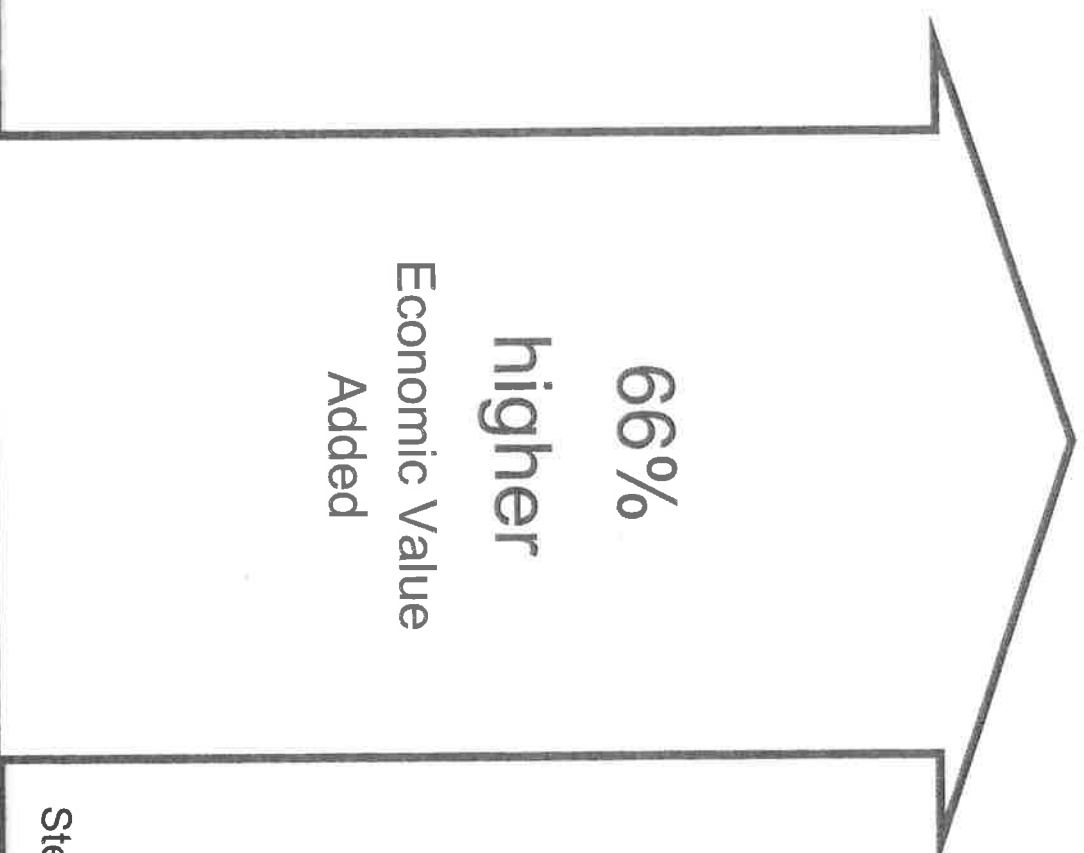
Archetypal stories deliver on our deepest
emotional needs

Archetypal Stories deliver on key emotions





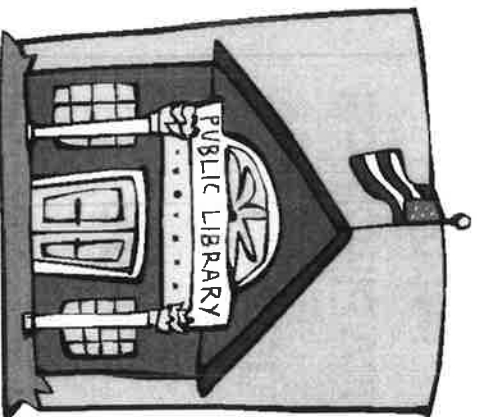
Strong brands tell ONE Archetypal Story



Stern Stewart\Young & Rubicam



Who is YOUR Library Today?



Today



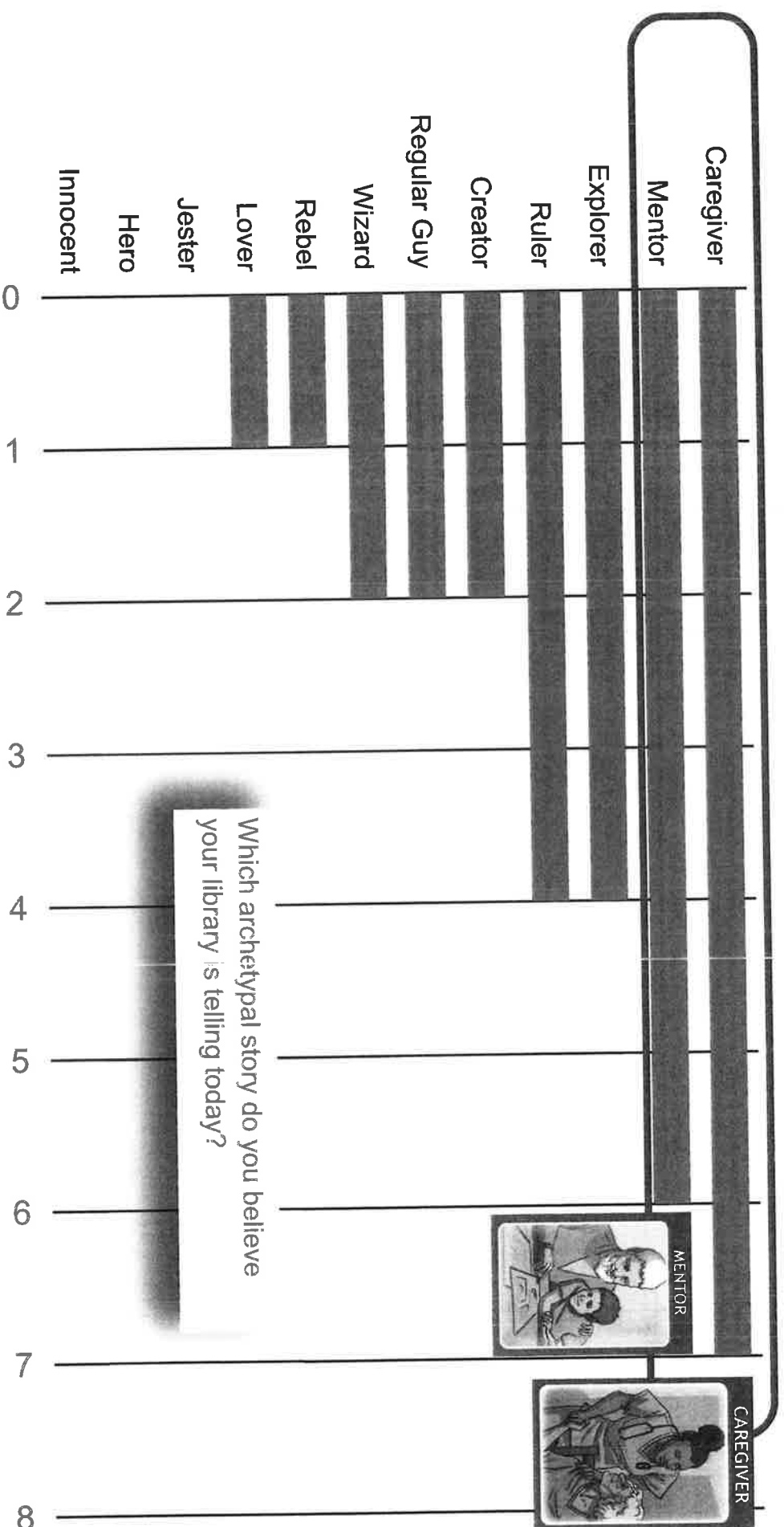
EXERCISE

(15 min.)

At your table, choose a card that represents your library today



Your library Today



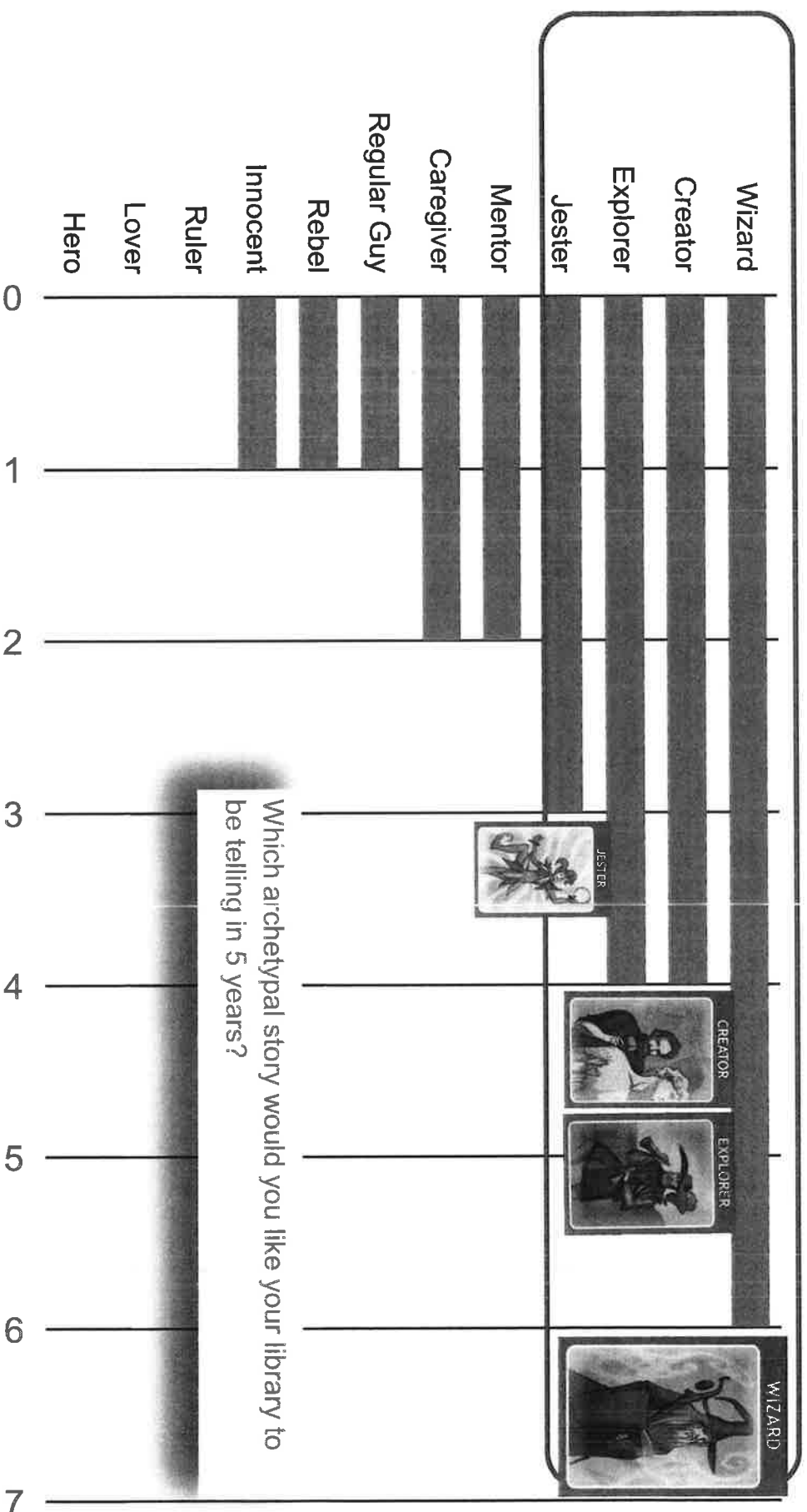
EXERCISE

(15 min.)

At your table, choose a card that represents the story you would like your library to tell in 5 years



Your library in 5 Years



The background of the slide is a dark, charcoal grey color with a prominent, organic texture. It resembles the surface of rough paper, stone, or perhaps a close-up of a tree trunk, with numerous fine, irregular lines and creases creating a sense of depth and tactile quality. The lighting is slightly uneven, with some areas appearing marginally lighter than others, enhancing the textured effect.

Cool Ideas

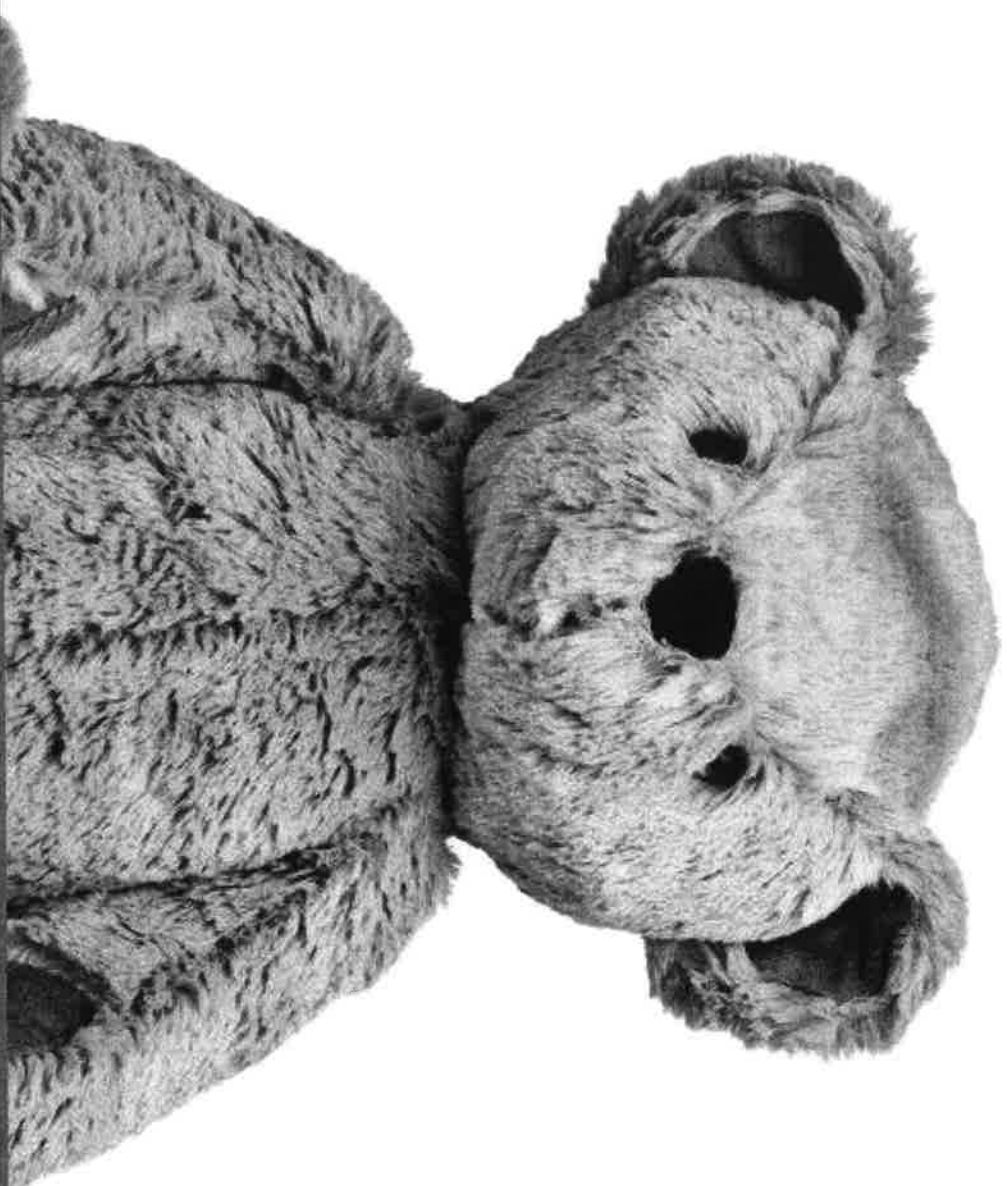
from 2015 Library Vision & Innovation Conference

From Storytelling to “Storydoing”



The little things you do
matter more than the big things you say

HYATT®



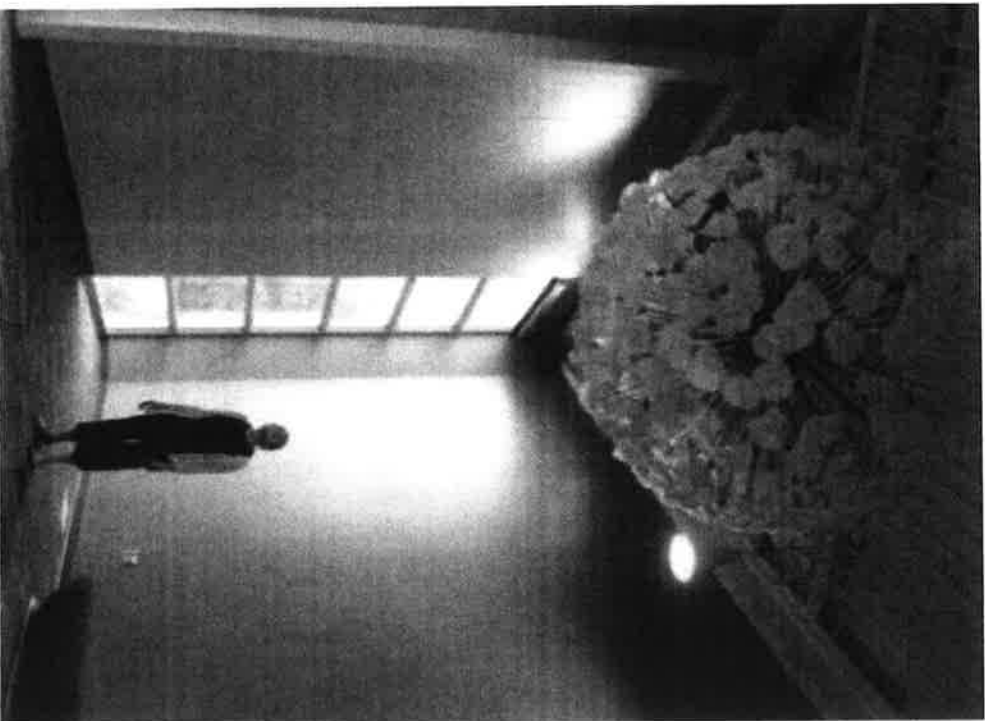


anythink™

A REVOLUTION OF RANGEVIEW LIBRARIES



Collaborative Community Art Project: This is Who We Are Anythink Colorado



- ▣ Interactive installation by paper artist Helen Hiebert
- ▣ Large “dandelion” sculpture made of 300 handcrafted paper “wishes” from community
- ▣ Motion-activated audio featuring recordings of wishes



Training Day at the Denver Museum of Nature & Science Anythink Colorado



- ▣ Entire Library staff of 130 participated
- ▣ Seeking ways to create more interactive experiences at library
- ▣ Led to "experience zones" at library
- ▣ Led to "The Anythink Tunnel"



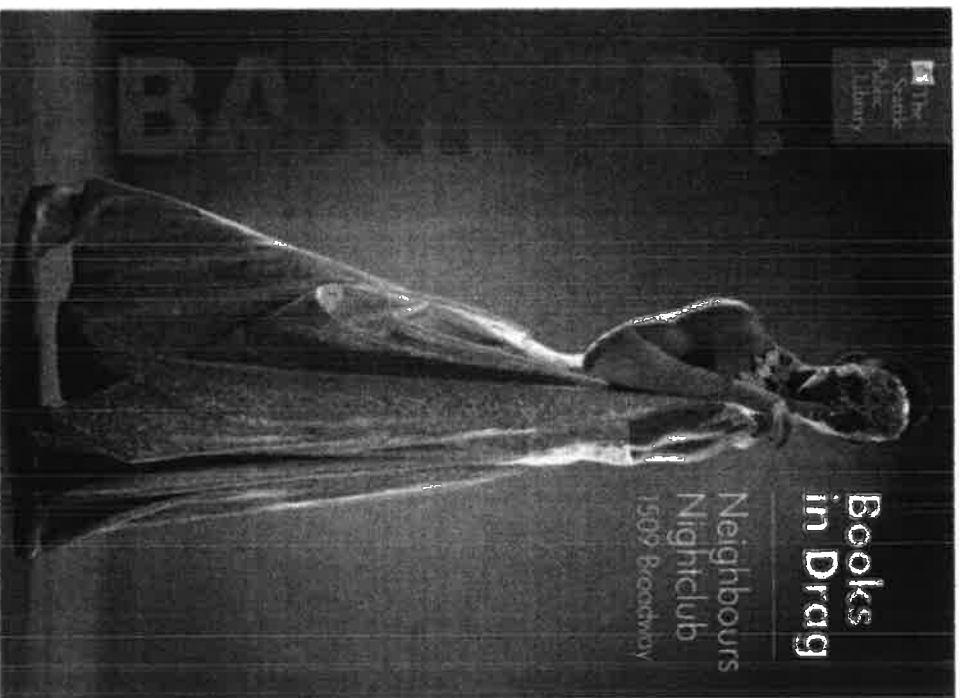
Ice Cream Carts for Books Denver Public Library



- ▣ Ice cream carts repurposed for books, crafts & snacks
- ▣ Signed up families with library cards in diverse neighborhoods



Books in Drag Seattle Public Library



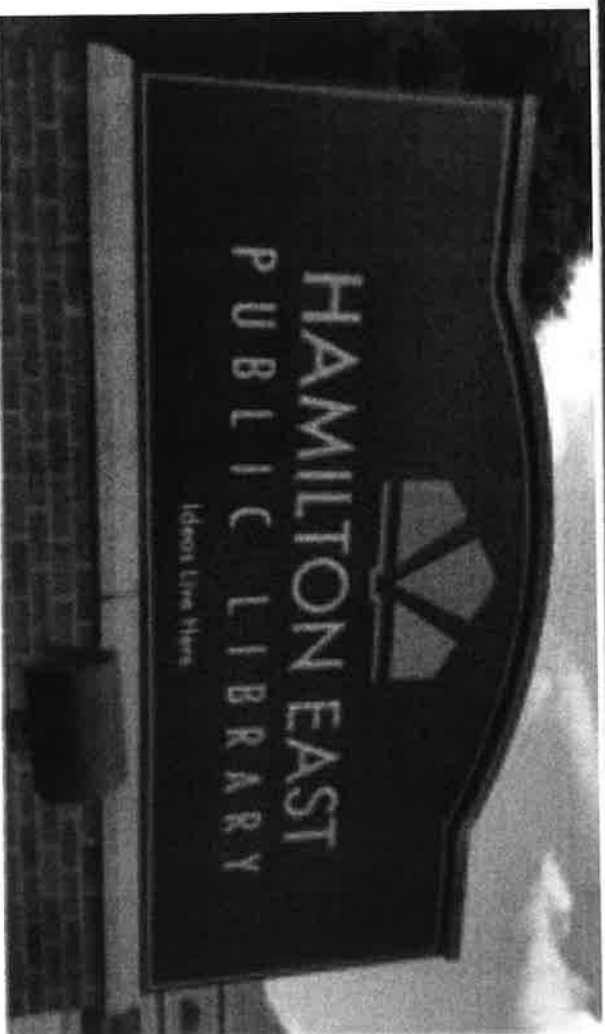
- ▣ Dress up as a character from your favorite banned book
- ▣ 21-&-over event hosted at local nightclub
- ▣ Seattle's favorite drag performers and comedians gave performances inspired by their favorite banned books



New Logo / Campaign Hamilton, Indiana



- Book + Kites logo created by local agencies co-working at library for rebranding
- New tagline: Ideas Live Here
- Relaunch with community and paper kites



Alice in Artland Outdoor Craft Fair Craighead County/Jonesboro, Arkansas

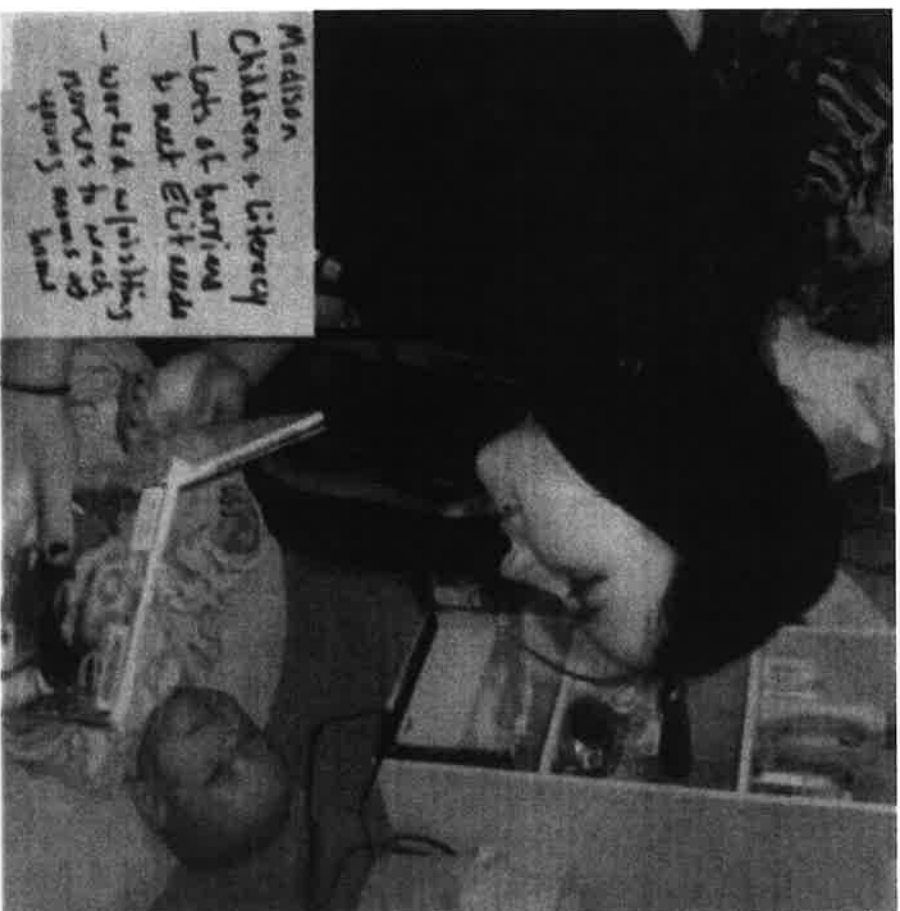


- ▣ All activities were “Alice in Wonderland” Themed
- ▣ Live music, games, food and crafts, + 40 local artists
- ▣ Focal point for non-profits to inform community



Children & Literacy

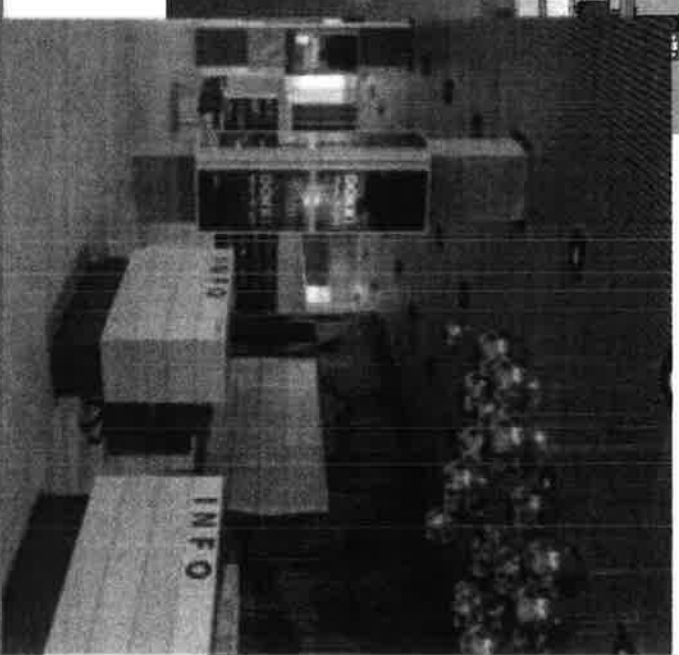
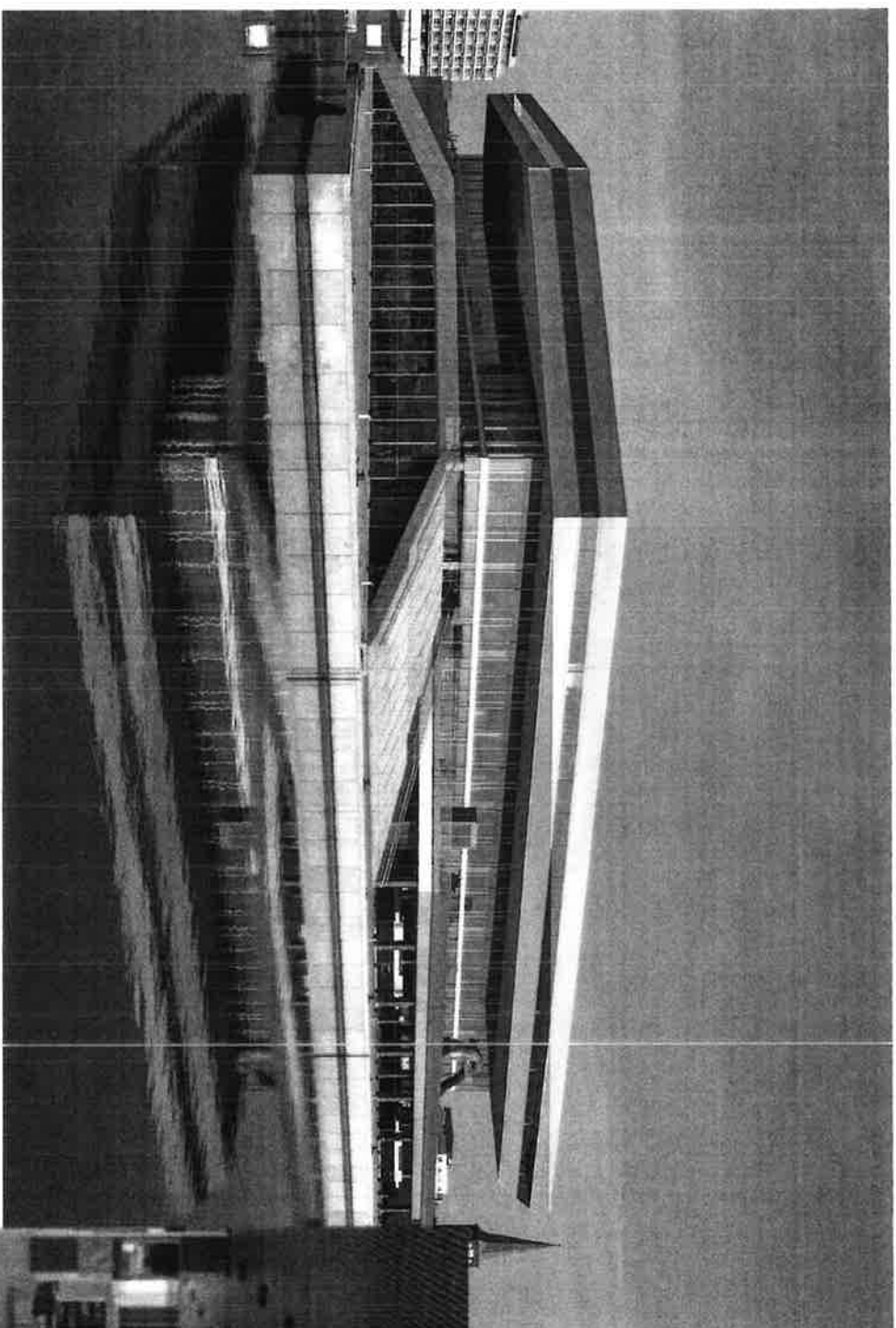
Madison, Wisconsin



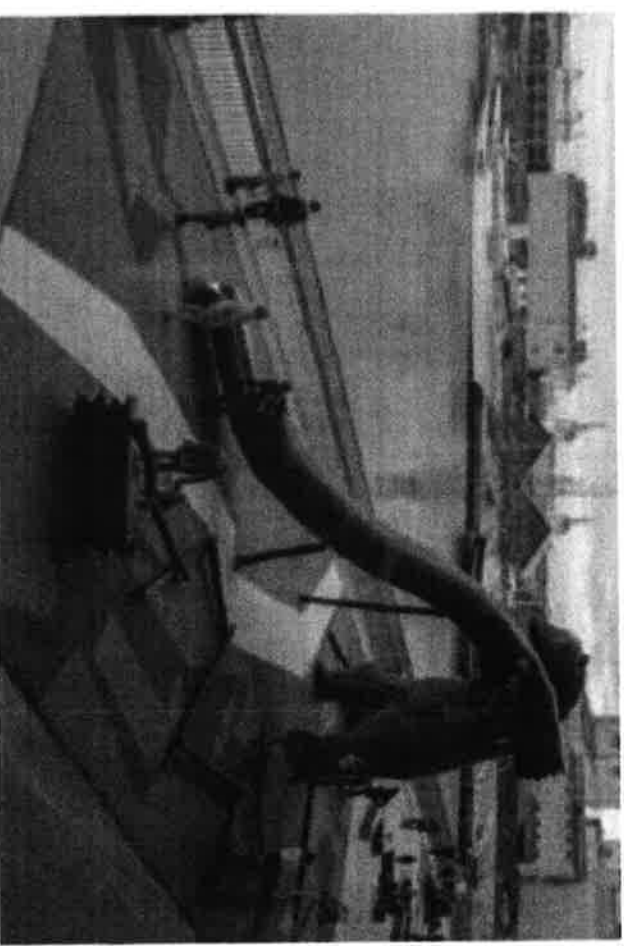
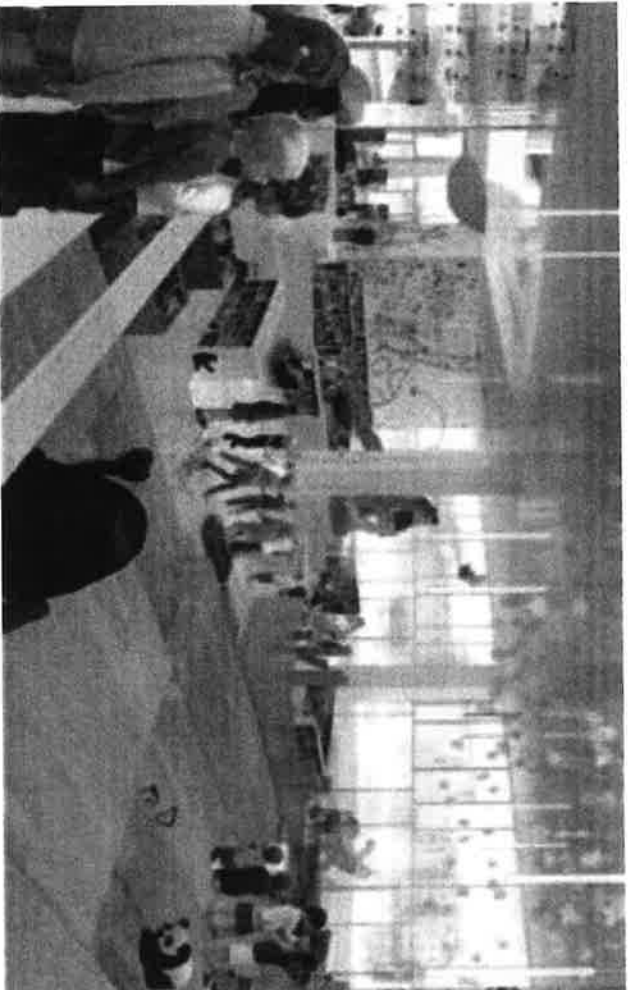
- ▣ All new moms went home from hospital with books
- ▣ Librarians training health care workers to add literacy to their mission



Dokk 1 Aarhus, Denmark



Dokk 1 Aarhus, Denmark



- ▣ Scandinavia's largest library in the center of town
- ▣ "Library of the future" designed over 10 years
- ▣ Designed for people, not collections
- ▣ "Birth Gong"





Let's build our Idea Wall

WarInk.com



In 2014/15 library was working with vets who came home from war and noted that often we don't see their stories told in the community around us

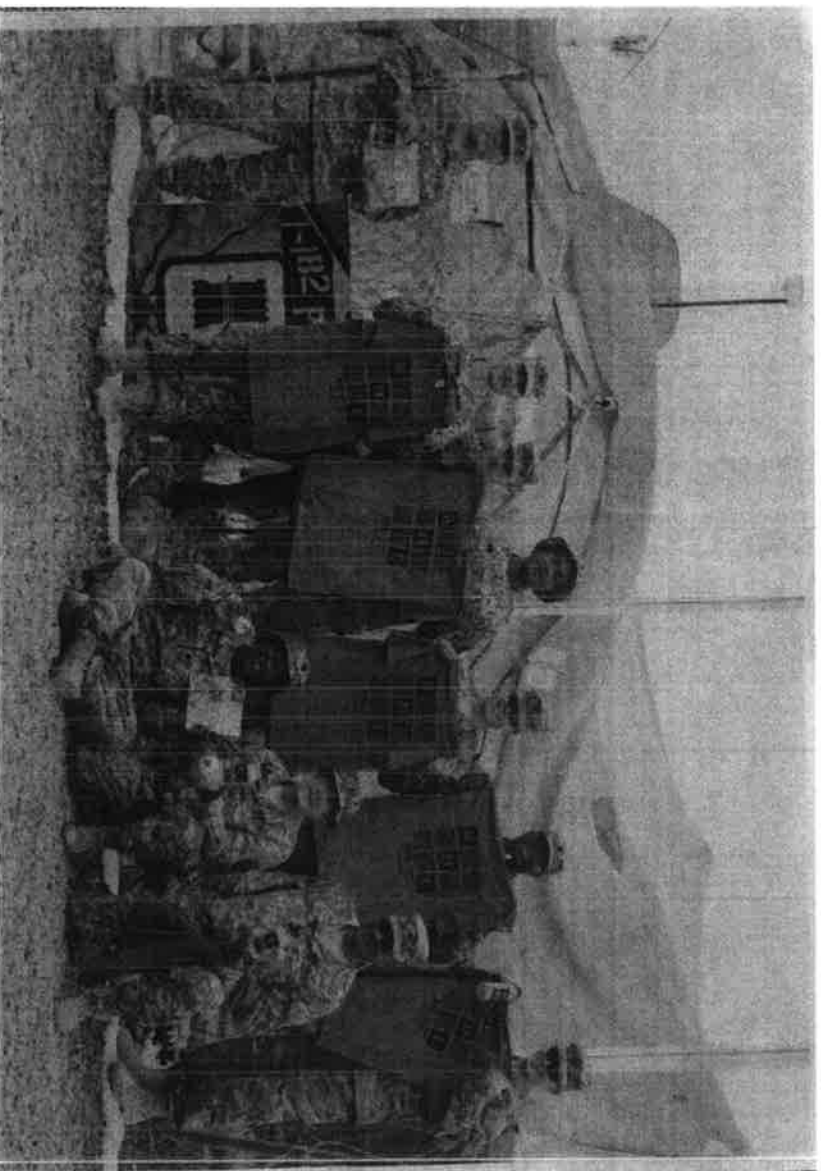
Many of them had tattoos which sparked the basis for the project that provides a platform for veterans to share their creative and artistic expression with the community

Through an expansion of the StoryCorps project and two grants, several partner organizations worked together to create a media exhibit that tells the story of 24 veterans and includes their tattoo art through 4 multimedia chapters

Santa Clara County Library,
Santa Clara County, CA
Chris Brown, Deputy County Librarian



Middle East Military Library



- ▣ Sargent was deployed on overseas mission from Wyoming branch library
- ▣ Library on base only included 9 books
- ▣ When library collection was weeded, genres were gathered that soldiers were most interested in
- ▣ Base library is now up to 220 books, CDs and DVDs
- ▣ Also included library SWAG in care packages

Kent District Library,
Comstock Park, MI
Lance Werner, Director



Presentation Lab



- ▣ Campus has a collection of rare artifacts found only at Northwestern
- ▣ Wanted a way to bring more exposure to items
- ▣ The Library Lab was a way to showcase the items as well as highlight the techniques utilized to display and care for the collection

Northwestern University Libraries
Evanston IL
Clare Roccaforte, Director of
Marketing and Communications



Tedx Sno-Isle Libraries

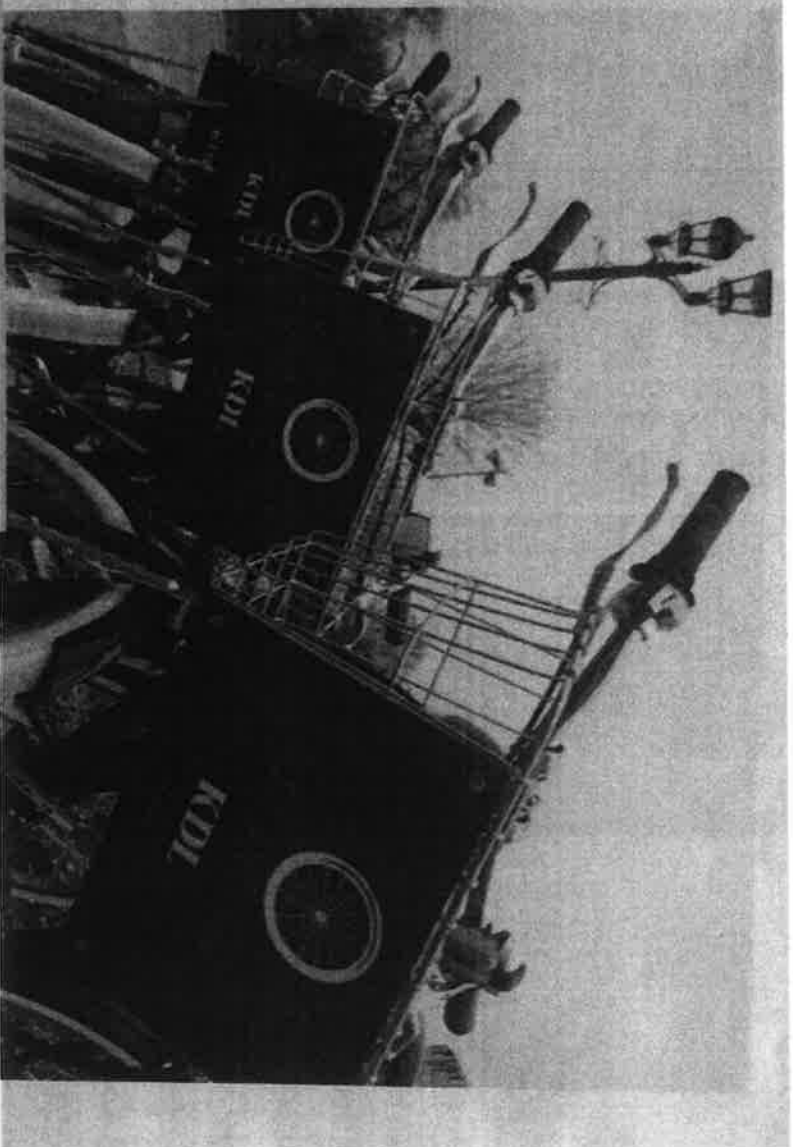


- ▣ Library looking for a way to be relevant and transformational within the community
- ▣ Had strategic initiatives of Connected Communities and Economically Sound Communities
- ▣ Wanted to promote idea of “Library without Walls”
- ▣ Put together a full day event with speakers on various subjects
- ▣ Filled 700 seat facility, 1900 people live streamed the event, over 41,000 have viewed on Tedx (Tedx Sno-Isle)

Sno-Isle Public Library,
Snohomish and Island Counties , WA
Ken Harvey, Director of Communications



Books & Bikes



- ▣ Kent County has an extensive bike trail system and a partnership with Grand Rapids Bike
- ▣ Bikes known as KDL Cruisers are now available for checkout at 16 branch libraries
- ▣ Supports the community bike culture for both fitness and enjoyment
- ▣ Come with basket, bike lock and key

Kent District Library,
Comstock Park, MI
Lance Werner, Director



Young Author's Festival

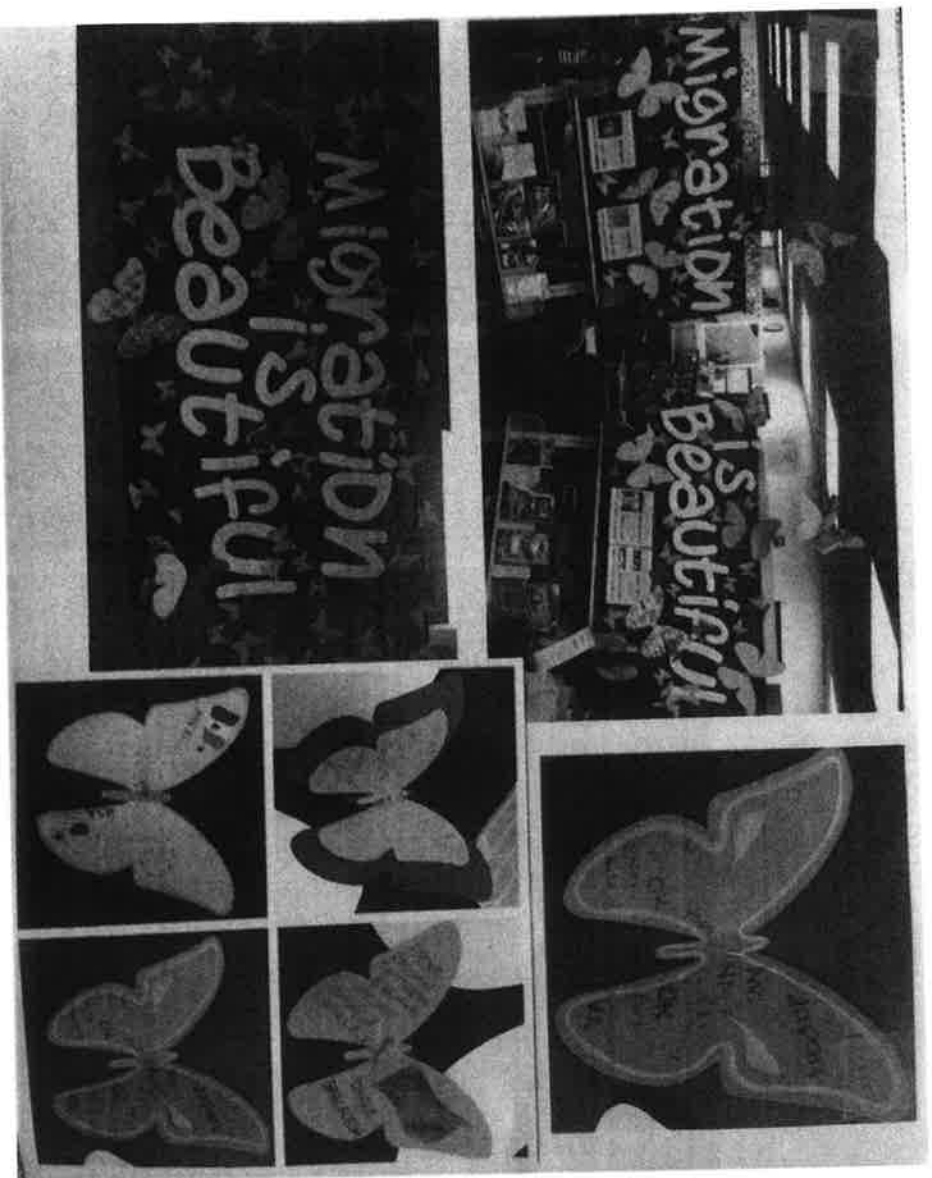


- ▣ Engages multiple communities through collaboration with the literature department
- ▣ Annual contest at the Madigian Library on the Univ. of MI-Dearborn campus
- ▣ Encourages literacy and a love of reading and writing for students in grades 3-5
- ▣ Provides students in the Education program an opportunity to interact with parents and elementary age children—go to schools to promote
- ▣ Usually partner with Michigan authors
- ▣ Sometimes incorporates creative projects such as writing with a ukulele, binding a book with a hairband and pencil

University of Michigan - Dearborn,
Dearborn, MI
Barbara Bolek, Senior Associate Librarian/Cataloger



Migration is Beautiful

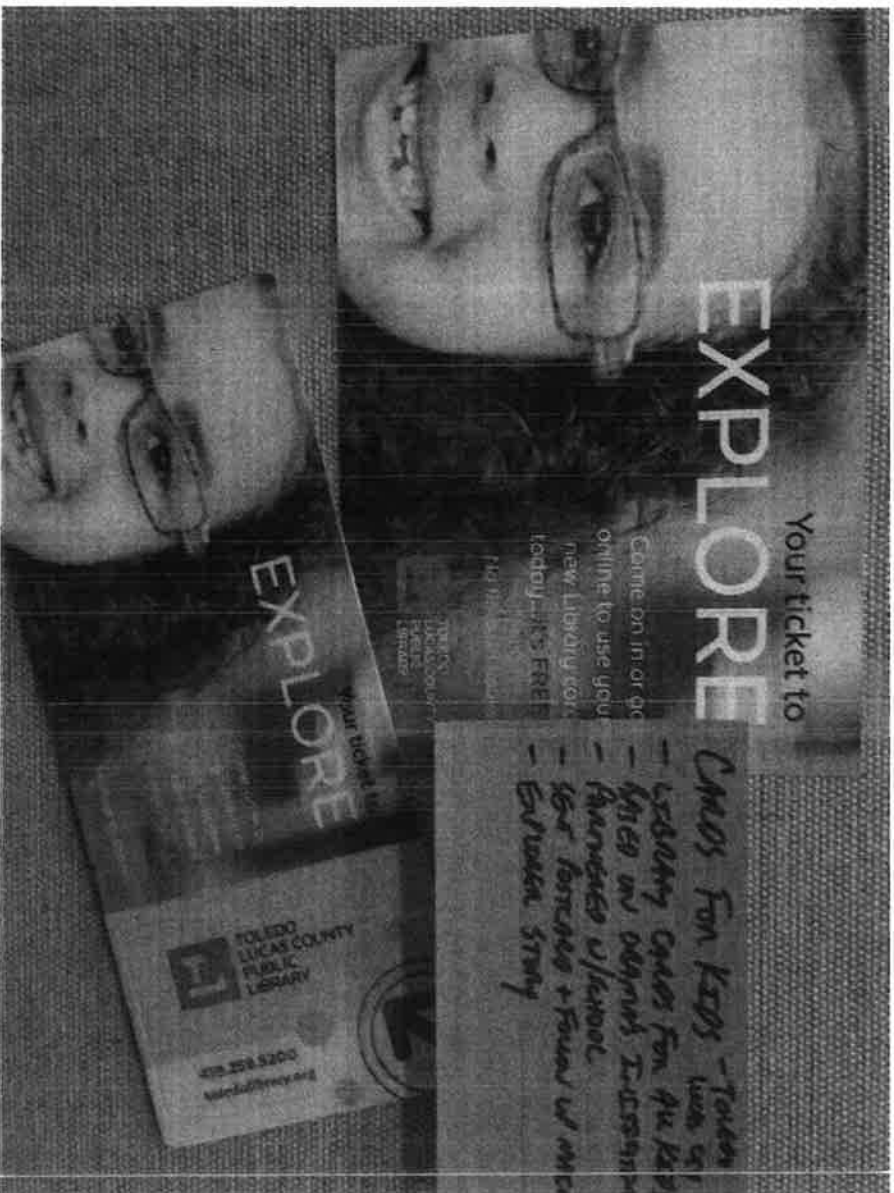


Northern Virginia Community College,
Alexandria Campus, VA
Michelle Jerney-Davis, Director

- ▣ Program conducted during International Education Week
- ▣ Celebrated diversity and recognized that we are a modern day Ellis Island with refugees, Community College is where they learn English and trades
- ▣ Students encouraged to tell theirs stories and acknowledge where they were from on colorful butterflies that created a collage
- ▣ Framed a positive discussion on immigration
- ▣ Was supposed to be 2 weeks but due to an overwhelming response it is now in a permanent location in the library



Cards for Kids



Toledo-Lucas County Public Library,
Toledo, OH
Susan Gibney, Marketing Manager



- ▣ Goal to get library cards to all kids in the city
- ▣ Based on Obama's Connected initiative
- ▣ Partnered with the schools to promote reading
- ▣ Sent an initial postcard that invited people in and let them know what to expect from the library
- ▣ Second mailer included punch out library card that was ready to be activated
- ▣ Removed fines on Children's books to make the library friendlier and more accessible

Bibliotech Digital Library



- ▣ Using our library mascot owl "Techolote," as a quick response code (QR)
- ▣ Needed way to convey Read Anywhere message since library is completely digital
- ▣ Wanted to convey idea that library is not defined by walls or physical books
- ▣ QR code mascot became key to enter the library-also used on temporary tattoos and bumper stickers

Bibliotech, Bexar County Digital Library
San Antonio, TX
Laura Cole, Administrator



Ride and Read Program



- ▣ Launching in Fall 2016
- ▣ Partnership with local transit authority, VIA Metropolitan
- ▣ VIA introduced free wireless Internet service throughout fleet and facilities in 2015
- ▣ BiblioTech is co-branding and using this opportunity to establish digital presence throughout the county
- ▣ Bus riders can access landing page to register for a card, browse catalog and immediately check out books

Bibliotech, Bexar County Digital Library
San Antonio, TX
Laura Cole, Administrator



Latin-American Heritage Program



- Participated in national event to commemorate Hispanic Heritage Month
- Highlighted by Cristina Henriquez visit, reading from The Book of Unknown Americans
- Other events also celebrated the month at different branches
- Marketed at Festival Latino which was out of the library district, as well as through Latino Radio and TV stations
- Tied to the Library's Strategic Initiative "Introducing the Community to Itself"

Delaware County District Library,
Delaware County, OH
George Needham, Director

LATINO MEXICAN AMERICANS

500 YEARS OF HISTORY



Legislative Library Day



- ▣ Legislators met with librarians at the Georgia Council of Public Libraries Public Library Day on Jan. 27th
- ▣ Gives staff trustees and supporters from across the state the opportunity to meet informally with their officials
- ▣ Team took 3D printed hand produced in their library to share with legislators
- ▣ Used as a talking point for advocating for more books and digital materials & equipment
- ▣ Legislators learned more about the library

Cobb County Public Library System,
Marietta, GA
Helen Poyer, Library Director



Class Librarian

Meet Elisa Alvaro, librarian for the class of 2019



When Northwestern students are told, “We have a librarian for you,” it’s not an overstatement every class and every major has an assigned librarian familiar with its needs. There are also librarians dedicated to entire class years. For first-year students—the class of 2019—it’s Elisa Alvaro.

“I’m a friendly face for new students,” Alvaro said. “The class librarian can help new students navigate library resources, connect them with subject specialists, and answer any question about the library.”

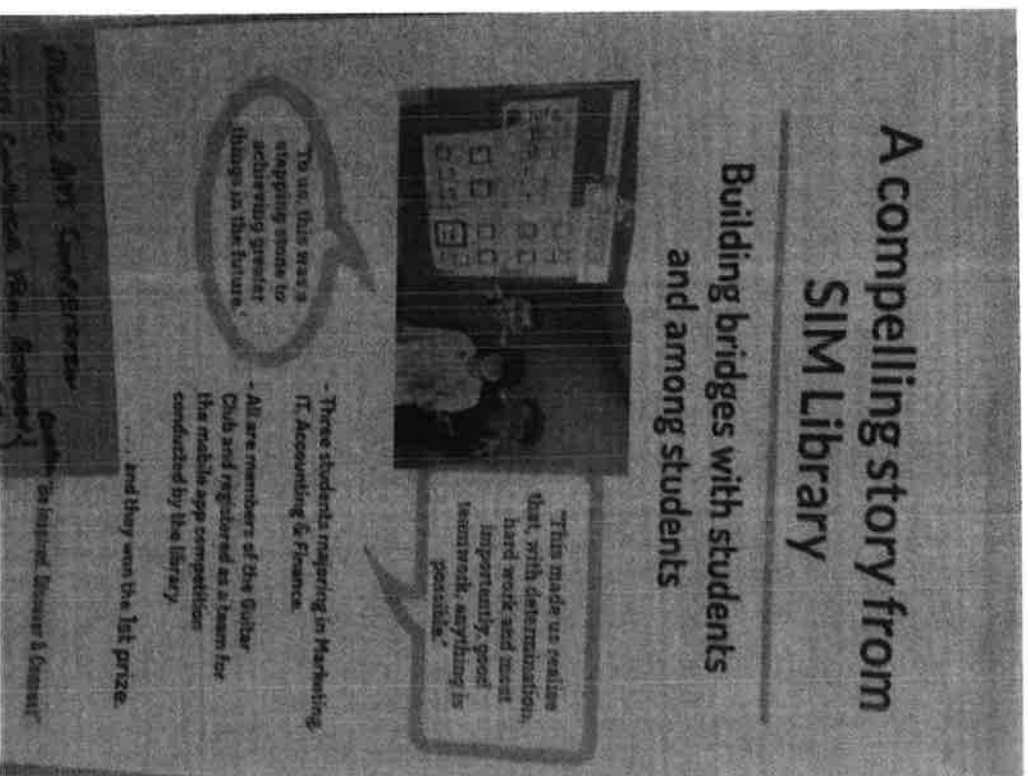
Alvaro is also the dedicated librarian for chemistry, physics, and astronomy. She received a PhD in organic chemistry from the Université de Complutense de Madrid. She enjoyed scholarly communication so much that she added a library science degree from Indiana University.

“The class librarian is especially important for students who are undecided about a major,” Alvaro said. “We want them to know that we have them covered and that there is someone in the library desk and to them.”

- ▣ Wanted to make librarians more approachable
- ▣ Librarians had been assigned for freshman students in declared majors as a resource
- ▣ It was discovered that undeclared students did not have a specific resource
- ▣ An overall “class librarian” was introduced for new students
- ▣ Trading cards were given out with librarian’s photos and info
- ▣ Act in a mentor role



Mobile App Competition

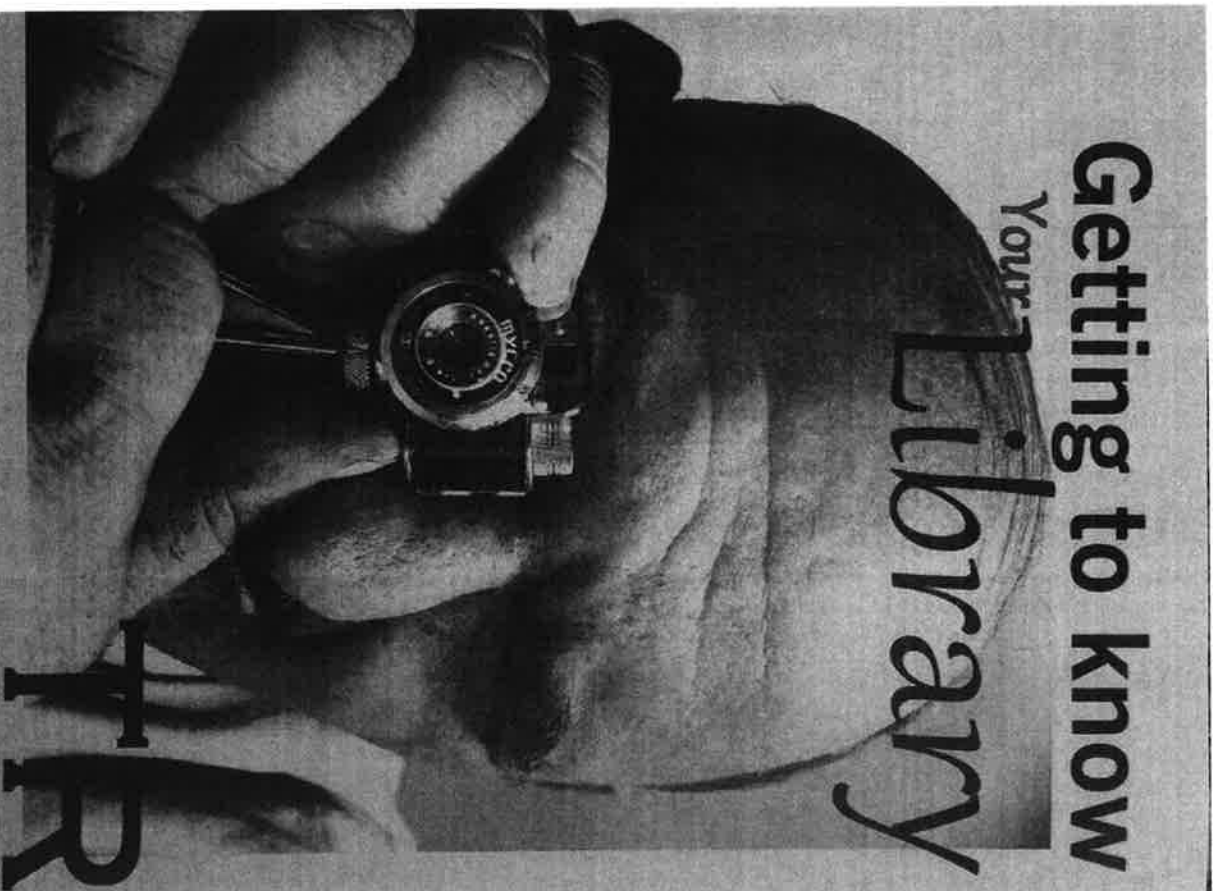


- ▣ Program designed to create relationships with students and the library, as well as among students
- ▣ Theme was “Everything is Possible”
- ▣ Kids competing came from different backgrounds
 - ▣ Winning team included 3 students majoring in Marketing, IT, Accounting & Finance—they all were members of the Guitar club
- ▣ Program helped to tell the story of the library users
- ▣ They share their stories with other students

Singapore Institute of Management,
Singapore
May Tan



Know Your Library

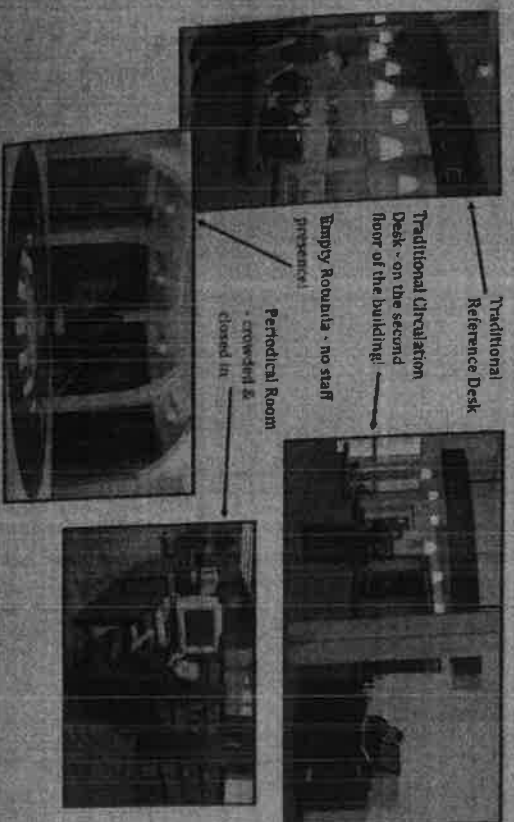


- ▣ Campaign to bring awareness to what the library has to offer
- ▣ Visual approach to demonstrate categories
- ▣ Worked to educate children on the Library of Congress classification

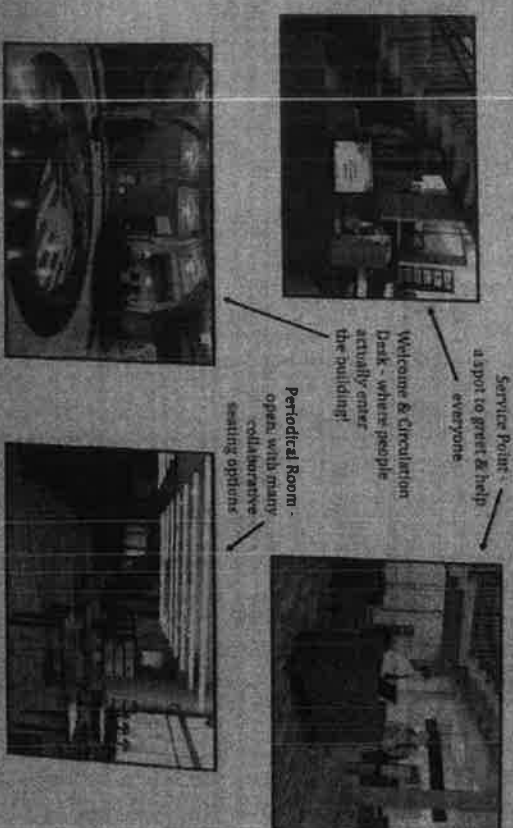
Toledo-Lucas County Public Library,
Toledo, OH
Susan Gibney, Marketing Manager

Library Makeover

USMA LIBRARY SERVICE FLOORS - BEFORE



USMA LIBRARY SERVICE FLOORS - AFTER



US Marine Academy Library,
West Point, NY
Laura Mosher, Reference Librarian

- ▣ Transitioned to small service points from large circulation and reference desks-created more “people presence” to be more welcoming
- ▣ Created point to welcome people as they entered the building which also serves as circulation point
- ▣ Opened up periodical room to include different types of work spaces and collaborative seating options



Repair Café



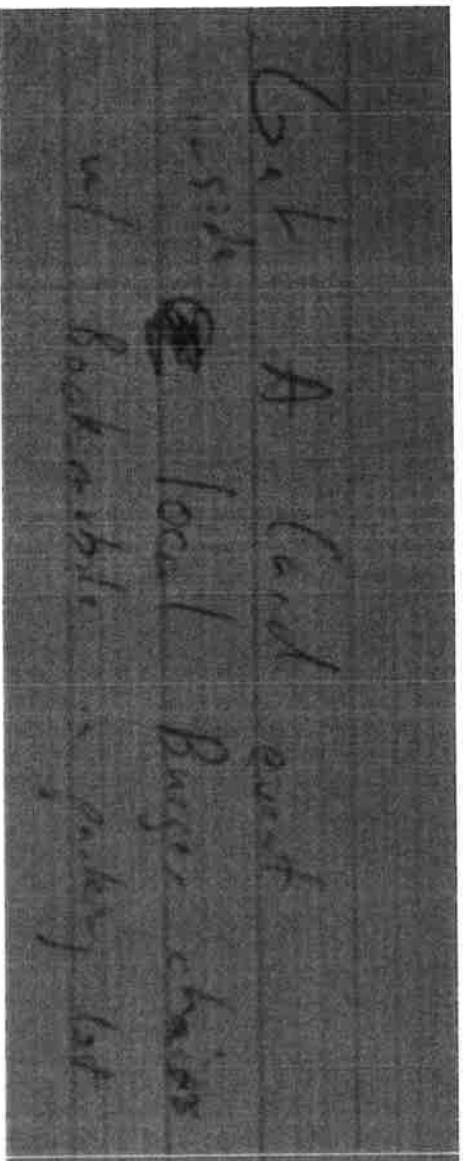
- Community engagement event offered on a regular basis
- Patrons bring broken items in and local volunteers try to fix them
- A number of stations are set up for different types of projects
- People bringing items to be repaired are encouraged to stay with their item while it is being fixed
- 3D printing is done on demand to create needed parts

Fort Vancouver Regional Library District
Vancouver, WA

Tak Kendrick, Communications and Marketing Director



Books and Burgers



- Outreach event planned for Get a Library Card Month
- Has not yet occurred so still finalizing name and activities
- Plans include hosting event at a local burger chain and having burger tie-ins and handwritten slips
- Will have Bookmobile present to help reinforce what the library has to offer

Fort Vancouver Regional Library District
Vancouver, WA
Tak Kendrick, Communications and Marketing Director



Indoor Play Zone



Athens-Limestone Public Library,
Athens, AL
Paula Laurita, Library Director



New library created in an old supermarket taking the library from a 9800 sq. ft. space to 35,000 sq. ft. space



Gave opportunities for new service offerings



Pre-function space was created outside of the main library area which is a flexible use space



Wanted to have an indoor space during the hot summer months where parents, grandparents and caregivers would have a comfortable space to bring kids



Created a temporary Play Space for children 6 & U with pools filled with balls, hula hoops and other activities to keep kids busy



Teacher Training with Primary Sources



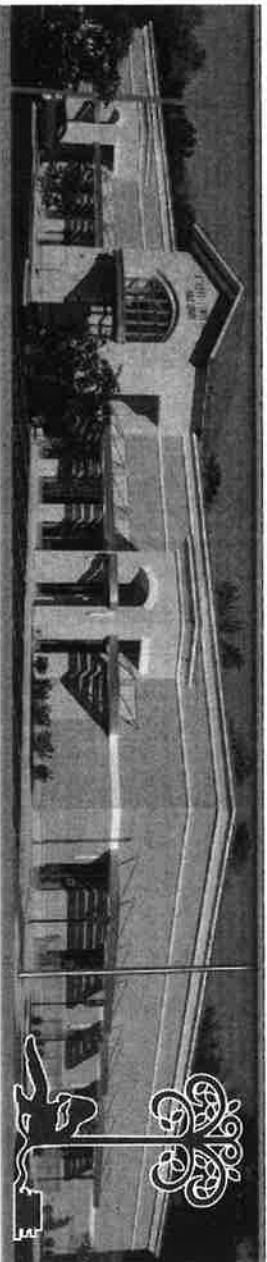
- ▣ Library of Congress recognized that education was needed on how to teach with primary sources
- ▣ Program set up to award grants to organizations wanted to incorporate training into existing education and professional development programs
- ▣ Can be used to deliver on-line or in-person TPS workshops, embed materials and content into broader programs or revising academic course syllabi to include a TPS focus

Library of Congress
Washington, D.C.
Cheryl Fox, Collections Specialist





School Book Partnership



- ▣ Developed a partnership with the schools to circulate summer reader book list books
- ▣ Kept schools from needing to staff libraries in the summer



Athens-Limestone Public Library,
Athens, AL
Paula Laurita, Library Director



Creative Aging in New York State Libraries

"...I feel libraries are the greatest bargain and this kind of program is a wonderful example."

JOHN C. HART MEMORIAL LIBRARY (SHRUB OAK)



4 library systems received an IMLS National Leadership Grant which is also a collaboration with Lifetime Arts, Inc. and the American Library Association

The library systems will share information, on-site and online training, support materials and best practices for national dissemination Mini-grants to WLS libraries allow librarians to work with professional teaching artists to present long-term residencies for seniors in the visual, performing and literary arts Grant program was intended to support the building of a national model for outreach, professional development and art making programs in the library

Westchester Library System, NY

Patricia Bringham, Development Director



Librarian Training Space



Empowering libraries. Empowering communities.

Westchester Library System, NY

Patricia Brigham, Development Director

- ▣ WLS supports 38 independent libraries
- ▣ Mission of training and professional development for librarians
- ▣ Moved to new space and set aside large space for innovation lab
- ▣ Facilitates exploration of new ideas
 - ▣ 3D Printers
 - ▣ Sewing machines
 - ▣ offer university of fashion.com subscription
- ▣ Programs for adults and kids
- ▣ Courses provided prior to roll out of a new program in the library



Ideas to begin telling our new library story



JESTER



WIZARD



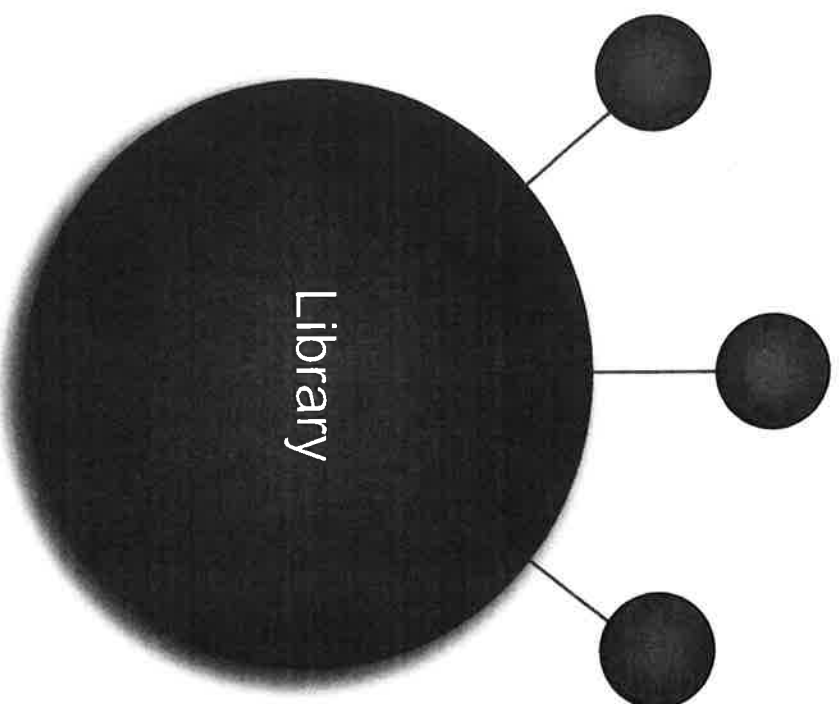
CAREGIVER



Identify 3 most important touchpoints where Library “Customers” feelings about the library are formed

Consider:

- Physical Space Experience
- Staff Interactions
- Programs/Website resources
- Entry Experience
- Social Media Experience
- Experience with Library Programs
- Community Experience



Caregiver Ideas



Caregiver Ideas



Physical Space

- ▣ Library Navigation - comprehensive way-finding program: excellent lighting, clear signage and an "Answer Kiosk."
- ▣ Touch Screen Navigation - End caps on stacks with Siri or Cortana-Style voice activation for way finding or reference.
- ▣ Space Interaction - many different channels to interact with the users - Skype, FaceTime
- ▣ MySpace - Create many personalized nooks and crannies around the library, include fireplaces and couches
- ▣ Operation Collaboration - Create spaces where users can choose how they interact with each other.
- ▣ Ergonomic Meeting Rooms - Chairs in the meeting rooms that don't break your back. Adjustable height podiums, couches & fireplaces.

Staff Interactions

- ▣ What are we working on today? - Instead of asking How can I help you? or What do you need? Ask open ended questions that engage users more
- ▣ Relaxed - Not Rushed - Help people feel the library provides them with "Me Time"
- ▣ Roaming Reference - Ref Librarians move around to engage users
- ▣ Slow Reference - Spending time with users to help them more.
- ▣ Force Multipliers - Create a personal librarian program
- ▣ Subject Specialists - Show care for user needs by having specialists for various topics on staff.
- ▣ I Love Cadets - Ensure that staff at all service points are genuinely happy to see and help our main user population.
- ▣ Mandatory Eye Contact - All staff are taught and expected to make brief eye contact with library users
- ▣ Automatic Scut Work - Robots to pull ILLS; Shelving? Free up human staff





Caregiver Ideas (Cont.)

Programs/Website Resources

- ▣ Holistic Library Programming - Every programming cycle will include programs for people with different learning styles, physical challenges and first languages
- ▣ Picture Site - Every library website page devotes more space to graphics than to text. Make it more emotional and human (within bandwidth restrictions)
- ▣ Scout - More options for using our discovery tool. Not just keyword on the first page of website.



Jester Ideas



Physical Space

- ▣ Ball Pit - Fill the tower mezzanine with balls to make a giant ball pit for exam relief or maybe all the time.
- ▣ Puppet Stage - Learn the arts through activity spaces for preschool and school age kids to discover performing arts through music, plays and performance dance.
- ▣ Unexpected Angles - The library can take you to surprising places
- ▣ Atrium Room - On side of DR in the middle of the library. Glass ceiling and walls with winding brick pathway. Benches, tables & chairs, small trees, flowers, birds, for reading and study.
- ▣ Adaptive Person-Centric Space - Fun, colorful, playful, bright. can be changed around depending on the need to create an inspiring and warm atmosphere.
- ▣ Open & Welcome Entry - Encourage further exploration. Easy entry to soft seating & collaborative spaces. Reflects the students -- let them see themselves in the space.

Staff Interactions

- ▣ Director of Fun - or Chief Jester title for the library director or an new position.
- ▣ Costume Days - All staff dressed in costumes related to holidays and special events
- ▣ Discover the Arts - Staff provides instruction/guidance through reading, music& dance. Hip & energetic
- ▣ What To Read Today? - Interactive experience on entry. The library takes you where you want to go.
- ▣ Congratulate New Students - Many have overcome obstacles to attend college. Validate their commitment. Congratulate them for taxing such a positive step. Celebrate their accomplishments.
- ▣ High Fives - Staff gives high fives all around the library throughout the day.
- ▣ Spirit Day - Daily Jokes, Staff in costumes. Easy going, expressive, kind. Create positive energy and fun in all things that they do.





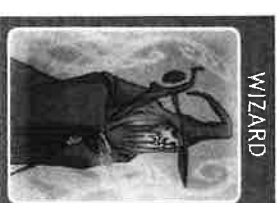
Jester Ideas (Cont.)

Programs/Website Resources

- ▣ Stand-up Comics - Stand-up night with local comics. Include Kid comedy night
- ▣ CultureFEST - Host a Culture Festival of the Month
- ▣ Comic Book Swap -facilitate a user comic book swap meet
- ▣ Books Alive - Read a popular children's book, then create and perform a play about it.
- ▣ Person-centric Programs - Each program is relevant, fun and inspiring. People that attend are enriched through knowledge and positive emotion based on the richness of the interpersonal interaction.
- ▣ Virtual Bulletin Board - Reader's Advisory - the library connects you
- ▣ What's your definition of Fun? - User survey of library patrons asking them for fun program ideas. Select and institute the best ones, giving the patron credit for the idea.



Wizard Ideas



Physical Space

- ▣ Wonder Wall of WOW! - High tech, high touch interactive wall resource in the library
- ▣ Ratings & Reviews - Digital display with customer reviews of library programs outside the library to raise awareness of the programs and experiences. Tied to social media.
- ▣ The Wizard's Familiar - Rumba-like robot that carries a few Lucky Day titles as it zooms around the floor
- ▣ Neon Threshold - To show you're going into a new transforming space. Use neon to draw attention and wonder.
- ▣ Open and Airy - Neutral colors and no clutter. Welcome desk indoors.
- ▣ Explore, Discover, Create - Open space with interactive stations. With new technologies and software. Creative "play space" and materials.

Staff Interactions

- ▣ Social Media Evangelism - Invite program participants to share pics and comments on social media
- ▣ LIT-BIT - A tracker for reference transactions counting the number of times patrons learn or see something new.
- ▣ Wizard Guides - Staff dressed as wizards (hat, cape, wands). They are available to guide users on their journey.
- ▣ Staff Spells & Recipes - staff creates a spell with "ingredients" in the library. Ex: For Super Vision - needs the eye of Sherlock Holmes, pinch of Marvel Comics an a dash of JK Rowling.
- ▣ Friendly Guide - Staff offers assistance and education to empower users in an experience versus doing it for them. User would be called the "Seeker" and the Librarian would be the Advisor/Guide/Channeler



Wizard Ideas (Cont.)



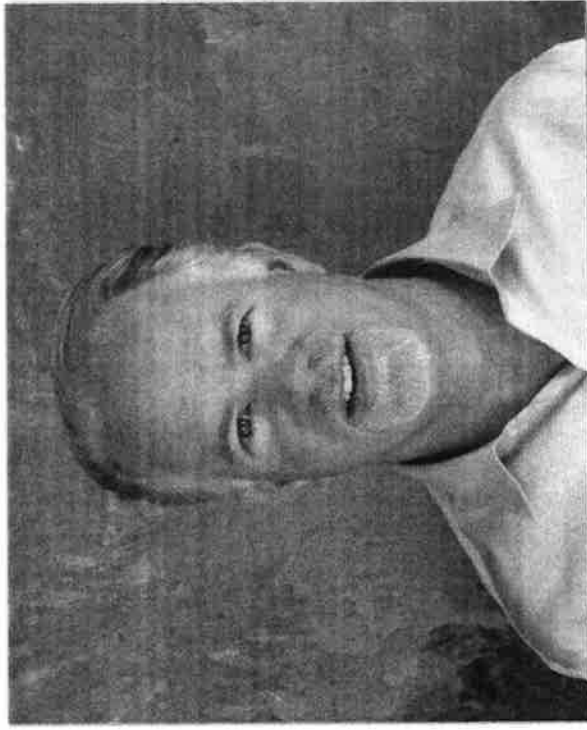
Programs/Web Resources

- ▣ Reminder App — Reminder text messages sent automatically to users. This offering has quadrupled teen attendance at events in libraries currently using it.
- ▣ New World Station - online collaboration - brainstorming collaborative portal to solve problems and make the world/community a better place. Tied into learning and resources at the library
- ▣ Heuristic Search - e.g.: How do I fix my car? The database learns as it goes - like Siri. A curated search engine for the library.
- ▣ Website Check-in - Have a contest where users “Check-in” on social media to win a prize.
- ▣ More Than Meets the Eye - Program that takes the root idea of transformers to have participants of all ages devise objects related to libraries that transform or change. Examples: Books that become birds, Computers that walk.
- ▣ Aspiration-based website - Aspirational website that gives people a sense of reach in their learning. Look at crossfire or extreme gyms for inspiration. Not so focused on the newest web architecture, but the aspirational message.
- ▣ Kitchen Wizards - Kits that allow STEM experiments in the home
- ▣ Books & Bobbins - needle craft making space with sewing, quilting, knitting and other hobbies
- ▣ Homepage Ratings & Testimonials - Large banner space showing the new titles, easy search and secondary banners rotating text of ratings, testimonials, recommendations and pics/selfies of users with library materials.
- ▣ Personal Web Wizard - Customer friendly site with large search bar. “Let me help you find what you are looking for.”





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