Road Map

- Envisioning the Library of Tomorrow
- From Storytelling to Storydoing
- Lunch
- Using Archetypes as a Storytelling Framework
- The Power of Storytelling
Brands essentially exist in our memory.
Source: Workshop Exercise

- Books
- Computer Resources
- Audio books
- Books
- Computer Access
- Internet
- Electronic Resources
- Free WiFi Materials
- 24/7 Bathrooms
- Refuse
- Refuse
- Community Neighborhood Resource
- Open to all
- Free
- Free
- Free
- Fun
- Storytime
- Kids Programs
- Service
- Knowledgeable staff
- Customer service

Today, we believe the public associates us with...
We believe the public sees the librarian today as a friendly and knowledgeable helper.
The Power of Storytelling
Human minds rely on stories and on story understanding, making sense of, remembering architecture as the primary road map for and planning our lives.

Science now proves of the power of Story
Three stories... from my life. That's it. No big deal. Just college graduation. This is the closest I've ever gotten to graduating from college. Truth be told, I never finished universities in the world. I never graduated from one of the finest universities in the world. I never graduated from Stanford. And I'm honored to be with you today at the Stanford Commencement Address.
People don't buy things.

They buy the story about the thing.
Stories deliver on emotional needs we all share
...but the story we tell ourselves is that we behave rationally
The story that drives our behavior

System 1 Thinking
- Involuntary, automatic responses

System 2 Thinking
- Rational justification
- Conscious deliberate thought

Successful brands use two modes of thinking:

- No more tears
- Fast & Slow
Maya Angelou

them feel. I never forget how you made you did. But people will said. People will forget what you will forget what you
Good stories stay relevant in two ways...
As a result, something new comes to be.
Have a plot (something happened!)
Have characters we care about. Something is at stake.
Happen in a particular time and place.
Have a beginning, middle, and end (Aristotle).

Good Stories...
What was your "New Normal?" (End)
What was your "Explosion?" (Middle)
What was your "Normal?" (Beginning)?
What was it you wanted? What was at stake?
What is the time and place of your story?

What's Your Personal Story?
Archetypes as a Storytelling Framework
Some stories are universal
themes of human life emerge from the basic psychic dispositions that form the innate universal pre-conscious Archetypes.
Archetypal Stories
Archetypal stories deliver on our deepest emotional needs.
Strong brands tell one archetypal story.

Economic Value

Higher

66%

Added
Today

Who is YOUR Library?
At your table, choose a card that represents your library today.

(15 min.)

EXERCISE
Which archetypal story do you believe

- Caregiver
- Mentor
- Ruler
- Explorer
- Creator
- Regular Guy
- Rebel
- Wizard
- Lover
- Jester
- Hero
- Innocent

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

(15 min.)

EXERCISE
Which archetypal story would you like your library to be telling in 5 years?
Cool Ideas from 2015 Library Vision & Innovation Conference
The little things you do matter more than the big things you say.
Anythink Colorado
Collaborative Community Art Project: This is Who We Are
Training Day at the Denver Museum of Nature & Science

Anythink Colorado

Led to "The Anythink Tunnel" at the Library

Interactive experiences at "Experience Zones" at the Library

Seeking ways to create more participatory experiences

Entire Library staff of 130
Ice Cream Carts for Books, crafts & snacks
Signed up families with library cards in diverse neighborhoods
Denver Public Library
By their favorite banned books comedians gave performances inspired Seattle's favorite drag performers and nightclub 21-8-over event hosted at local favorite banned book Dress up as a character from your Seattle Public Library Books in Drag
Rebranding Campaign with Community and library.

New Tagline: Ideas Live Here

local agencies co-working at book + kits logo created by Hamilton, Indiana

New Logo / Campaign
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
Mission

workers to add literacy to their

Librarians training health care

hospital with books

All new moms went home from

Madison, Wisconsin

Children & Literacy
"Birth Gong"

...designed for people, not collections

...library of the future...designed over 10 years

...Scandinavia's largest library in the center of town

Aarhus, Denmark

DOK 1
Let's build our idea wall.
multimedia chapters includes their latto art through 4 tells the story of 24 veterans and together to create a media exhibit that several partner organizations worked StoryCorps project and two grants' Through an expansion of the community expression with the community share their creative and artistic provides a platform for veterans to sparked the basis for the project that many of them had tattoos which in the community around us that often we don't see their stories told who came home from war and noted in 2014/15 library was working with vets
care packages
Also included library SWAG in
books, CDs and DVDs
Base library is now up to 220
interested in
that soldiers were most
weeded, genres were gathered

When library collection was
Library on base only included 9
branch library
overseas mission from Wyoming
Sargent was deployed on

Middle East Military Library
Marketing and Communications
Clare Roccatoro, Director of
Evanston IL
Northwestern University Libraries

Presentation Lab

Display and care for the collection
highlight the techniques utilized to
showcase the items as well as
The Library Lab was a way to
expose to items
Wanted a way to bring more
artifacts found only at Northwestern
Campus has a collection of rare
Ken Harvey, Director of Communications
Snohomish and Island Counties, WA

Sno-Isle Public Library

TedX (Tedx Sno-Isle) over 41,000 have viewed on people live streamed the event.
Filled 700 seat facility, 1900
Speakers on various subjects put together a full day event with "Library Without Walls". Wanted to promote idea of Community Economically Sound Connected Communities and had strategic initiatives of relevant and transformational library looking for a way to be TedX Sno-Isle Librarians
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 in the city. Supports the community bike culture for both fitness and enjoyment. Come with basket, bike lock and key.
Barbara Boldt, Senior Associate Librarian/Cataloger
Dearborn, MI
University of Michigan - Dearborn

with a hairband and pencil
such as writing with a marker, binding a book
sometimes incorporates creative projects
usually partner with Michigan authors
promote elementary age children—go to schools to
an opportunity to interact with parents and
provides students in the Education Program
and writing for students in grades 3-5
Encourages literacy and a love of reading
the Uni of MI-Dearborn campus
Annual contest at the Michigan Library on
collaboration with the Literature Department
Engages multiple communities through

Young Authors' Festival
Michelle Jermy-Davis, Director
Alexandria Campus, VA
Northern Virginia Community College

Migration is Beautiful

Migration was supposed to be 2 weeks but due to overwhelming response it is now in a permanent location in the library.

Forced and positive discussion created a collage where stories were from colorful butterflies that students encouraged to tell theirs. We celebrated diversity and recognized International Education Week.

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

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

Cars for Kids
Laura Cole, Administrator
San Antonio, TX
Bexar County Digital Library

and bumper stickers
Library also used on temporary tattoos
QR code mascot became key to enter the
defined by walls or physical books
Wanted to convey idea that library is not
message since library is completely digital
Needed way to convey Read Anywhere
(as a quick response code (QR)
Using our Library mascot owl “Teholote”
Laura Cole, Administrator
San Antonio, TX
Bibliotech, Bexar County Digital Library

Immediately check out books
Register for a card, browse catalog and
Bus riders can access landing page to
Throughout the County
opportunity to establish digital presence
Bibliotech is co-branding and using this
Throughout fleet and facilities in 2015
VIA introduced free wireless Internet service
Metropolitan Partnership with Local Transit Authority, VIA
Launching in Fall 2016

Ride and Read Program
Introducing the Community to itself
Tied to the library's special initiative
through Latino Radio and TV stations
out of the library district, as well as
marketed at Festival Latino which was
at different branches
Other events also celebrated the month
Americans
Reading from the book of unknown
Highligted by Cristina Henriquez visit,
Prominente Hispanic Heritage Month
Participant at national event to

Latin-American Heritage Program
Legislative Library Day
Act in a mentor role and interact with students. Introducing cards were given to students who were being introduced to new residents. An overall class librarian resource was needed for new students. It was discovered that undeclared students did not have a specific librarian assigned. After being assigned, librarians had been more approachable. We wanted to make librarians more approachable.
They share their stories with other students. Program helped to tell the story of the library users, members of the Guitar club, Marketing, IT, Accounting & Finance—they all were.

Winning team included 3 students majoring in Kids competing came from different backgrounds.

Theme was "Everything is possible." Building bridges with students and the library, as well as among students. Program designed to create relationships with.

Singapore Institute of Management.

Mobile App Competition.
Susan Gibney, Marketing Manager, Toledo, OH, Toledo-Lucas County Public Library.

Classification
The Library of Congress

Worked to educate children on
Categories

Visual approach to demonstrate
what the library has to offer

Campaign to bring awareness to

Getting to Know

Know Your Library
Open up several room to include different types of buildings which also serves as circulation point.

Created point to welcome people as they entered the

presence to be more welcoming circulation and reference desks created more people transitional to small service points form large.

Library Makeover

Laura Mosher, Reference Librarian
West Point, NY
USMA Academy Library
Repair Cafe

To create needed parts, 3D printing is done on demand. People bringing items to be repaired are encouraged to stay. A number of stations are set up and local volunteers try to fix them. Patrons bring broken items in on a regular basis. The Community Engagement Event for Vancouver Regional Library District.

Fran Kendrick, Communications and Marketing Director
Vancouver, WA

Repair Cafe
Offer help reinforce what the library has to offer.

Will have bookmobile present to burger tie-ins and hand-written slips. Local burger chain and having

Planning to host a family night event at a

Has not yet occurred so still

Library Card Month Outreach event planned for Get a

Books and Burgers
Keep kids busy with hula hoops and other activities to
create a temporary play space. This would have a comfortable space to
bring kids during the hot summer months where they
want to have an indoor space. It is a flexible use space
outside of the main library area which
offered opportunities for new service
space. The 9800 sq ft space to 35,000 sq. ft.
Supermarket taking the library from a
New Library created in an old

Indoor Play Zone
Revising academic course syllabi to include a TPS focus can be used to deliver on-line or in-person TPS workshops, embed materials and content into broader programs or development programs. Incorporate training into existing education and professional programs set up to award grants to organizations wanted to Teachers with primary sources. Library of Congress recognized that education was needed.
Paula Laurita, Library Director
Athens, AL
Athens-Limestone Public Library

Limestone City Schools

Summer
Start libraries in the
Keep schools from needing
books
Summer reader book list
with the schools to circulate
Developed a partnership

School Book Partnership
Pattie Bringham, Development Director
Westchester Library System, NY

Programs in the Library

Professional development and art-making

Building of a national model for outreach,

The program was intended to support the

visual, performing and literary arts

present long-term residencies for seniors in

work with professional teaching artists to

Mini-Grants to WLSS libraries allow librarians to

and best practices for national demonstration

onsite and online training. Support materials

The Library systems will share information.

American Library Association

Collaboration with Lifelong Arts, Inc. and the

Leadership Grant which is also a

Library systems received an IMLS National

creative aging in New York State Libraries

Kind of program is a wonderful example.

I feel libraries are the greatest bargain and this
Program in the Library

Course provided prior to roll out of a new
Programs for adults and kids
Offer University of Fashion.com subscription
Sewing machines
3D Printers
Facilitates exploration of new ideas
Space for innovation lab
Moved to new space and set aside large
Development for librarians
Mission of training and professional
WLS supports 38 independent libraries

Empowering Libraries, Empowering Communities.

Librarian Training Space
Consider:

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

Customers' feelings about the library are formed

Identity is most important touchpoints where library
Staff Interactions

A replacement.

Ergonomic Meeting Rooms - Chairs in the meeting rooms that don’t break your back. Adjustable height podiums, cushions.

Operation Collaboration - Create spaces where users can choose how they interact with each other.

MySpace - Create many personalized nooks and crannies around the library, include shelves and couches.

Space Interaction - many different channels to interact with the users - Skype, FaceTime

Touch Screen Navigation - end caps on stacks with Siri or Cortana-style voice activation for way finding or reference.

Library Navigation - Comprehensive way-finding program; excellent lighting, clear signage, and an “Answer Kiosk.”

Caregiver Ideas

and human (within bandwidth restrictions)

Picture Site - Every library website page devotes more space to graphics than to text. Make it more emotional

Physical, physical challenges and first languages

Holistic Library Programming - Every programming cycle will include programs for people with different learning

Programs/Website Resources

Caregiver Ideas (cont.)
Staff Interactions

Students - let them see themselves in the space.

Open & Welcome Entry - Encourage further exploration. Easy entry to soft seating & collaborative spaces. Reflects the

Adaptive Person-Centric Space - Fun, colorful, playful, bright. Can be changed around depending on the need to create

Athrium Room - On side of DR in the middle of the library. Glass ceiling and walls with winding brick pathway. Benches,

Unexpected Angles - The library can take you to surprising places.

Physical Space

Support Stage - Learn the arts through activity spaces for preschool and school age kids to discover performing arts

Ball Pit - Fill the lower mezzanine with balls to make a giant ball pit for exam relief or maybe all the time.

Jester Ideas
Select and institute the best ones, giving the patron credit for the idea.

What's your definition of Fun? - User survey of Library patrons asking them for fun program ideas.

Virtual Bulletin Board - Readers Advisory - The Library connects you

Interaction

Enriched through knowledge and positive emotion based on the richness of the interpersonal

Person-centric Programs - Each program is relevant, fun and inspiring. People that attend are

Books Alive - Read a popular children's book, then create and perform a play about it.

Comic Book Swap - Facilitate a user comic book swap meet

Culture Fest - Host a Culture Festival of the Month

Stand-up Comics - Stand-up night with local comics. Include Kid comedy night

Programs/Website Resources

Jester Ideas (cont.)
Friendly Guide - Starr 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.

- For Super Vision - needs the eye of Sherlock Holmes, pinch of Marvel Comics & a dash of JK Rowling.
- Spell Spells & Recipes - Starr creates a spell with "ingredients" in the Library. EX: For Super Vision - needs the Spell Spells & Recipes
- Wizard Guides - Starr dressed as wizards (hat, cape, wands). They are available to guide users on their journey.
- Lit-Bit - A tracker for reference transactions counting the number of times patrons learn or see something new.
- Social Media Evangelism - Invite program participants to share pics and comments on social media.

Start Interactions

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

Physical Space

Wizard Ideas
Personal Web Wizard - Customer friendly site with large search bar. Let me help you find what you are looking for.

Text of titles, testimonials, recommendations and bios of users with Library materials.

Homepage Rollings & Testimonials - Large banner space showing the new titles, easy search and secondary banner rototyping.

Books & Bobbins - Needle craft making space with sewing, quilting, knitting and other hobbies.

Kitchen Wizards - Kits that allow STEM experiments in the home.

Extravagant for inspiration, not so focused on the newest web architecture, but the aspirational message.

Aspirational-based website - Aspirational website that gives people a sense of reach in their learning. Look at crossover or related to libraries that transform or change. Examples: Books that become birds, computers that walk.

More Than Meets the Eye - Program that takes the root idea of transformations to have participants of all ages devise objects

Website Check-in - Have a concept where users "check-in" on social media to win a prize.

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.

New World Station - online collaboration - brainstorming collaborative portal to solve problems and make the world/community

Reminder App - Reminder text messages sent automatically to users. This offering has quadrupled lean attendance at

Programs/Web Resources

Wizard Ideas (cont.)
President and founder of Brandgarten
30 years of brand building experience
Former VP Marketing, Johnson & Johnson
Expert in using emotional insights to build brand strategy

Fritz Grutzner

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