Keeping Up the Hype: Maintaining Library Relevance and Prominence after the Change Wears Off

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Proactive as often as we are reactive
Background and Agenda

- Adapting to information needs
- Strategies for growth
- Keeping up the hype
Signs it’s Time to Adapt

- Trends
- Innovation
- New institutional mission
- Stagnant usage
The Hype Cycle

- Similar to process mapping
Growth

- New communication streams
- Say yes
- Integrate Knowledge Management
- Access the “buzz”
- Identify partnerships
Capture the Growth Story

- Capturing the right statistics
- Prioritize activities
- Granularity - quantitative and qualitative

...Tell Your Story
Results

- Visibility
- Integration and partnership
- Trust
- Growth
- Start the Hype Cycle again!
Pain points

- The right resources
- All-staff buy-in
- Staying visible
- Planning
Cycling back

• CONTINUE
  ▫ Efficiency everyday
  ▫ Traditional information skills
  ▫ Improving high value products

• LOOK FORWARD
  ▫ Say yes!
  ▫ New questions
  ▫ Formally introduce a new services

• LOOK BACK
  ▫ Organizational structure
  ▫ Format
  ▫ Communication
  ▫ Prioritize out
Take Aways

- Customer engagement
- Department evolution / staying ahead of the curve
- Focus on value and growth