Library Transformation Tips
Free and Low Cost Ways to Transform Your Library

Today's successful libraries are taking the opportunity to re-think "the way they've always done it," think outside the box, and transform service and environments for their customers. The libraries that are thriving and will continue to survive into the future have realized the positive impact of involving their users and non-users in the transformation and creating libraries that meet their customers' needs and expectations. This translates into creating highly accessible, comfortable, welcoming, and sustainable library environments.

Staffing	✓ Implement an updated service model (e.g., roving service or an active, not passive, service model) ✓ Get staff (not just the director and/or youth librarian) out into the community to promote the library, provide instruction, etc. This should be a regular duty, not just once a year. ✓ Reduce service desk size and/or move to a consolidated service point (i.e., information and circulation services and staff at one desk) ✓ Implement a "reference/research by appointment" service ✓ Locate a greeter/concierge (staffed by volunteers) at key service point(s)
Customer / Patron Involvement	✓ Understand your customers, their needs, and expectations through conducting focus groups, surveys, and community meetings. ✓ Actively educate customers about the possibilities for today's libraries. Use visuals in your discussion process to help illustrate ideas and get feedback. ✓ Partner with organizations outside library walls and engage volunteers to extend service
Collection	✓ Conduct a collection analysis and turnover report and then weed the physical collection. Continue to analyze every 6 months and make weeding a regular practice. ✓ Once weeded, remove shelving units and/or lower shelving heights to open up the space and opportunities for other needed services and spaces. ✓ Create a "Popular Library" by locating all high interest items (e.g., new materials, DVDs, etc.) together near the entrance of the library. ✓ Create innovative displays to entice browsers. Include a combination of face-out and spine-out merchandising. ✓ Re-think signage and wording throughout the library. Make sure signage is customer-friendly, not full of jargon, scaled appropriately, and simple. ✓ Cancel expensive reference databases with low ROI and reallocate funds to other key areas that will increase service and impact the greatest number of people.
Layout & Decor	✓ Eliminate the clutter and eliminate visual chaos! Clear desks, take down posters, etc. Move to digital signage (even low cost digital picture frames will do the job). ✓ Re-think the layout of the entire library and reallocate space to services that will increase use ✓ Rearrange furniture ✓ Add a fresh coat of paint. Choose a variety of coordinating colors that are appropriate for difference areas and age levels. ✓ Add table and/or floor lamps to improve lighting and create a more welcoming vibe ✓ In public libraries, zone the children's area by developmental stage from early childhood (ages 0 – 5) to young school aged (ages 6 – 9) to pre-teen (ages 10 -12) and create a separate area for teens that is appropriately sized for you**r** population
Technology	✓ Offer technology classes (e.g., technology how-to, hardware petting zoo, etc.). Create a tech education program that has volunteers and high school students teaching classes as created by staff. ✓ Provide easy plug-in for people bringing in their own devices (phones, laptops, etc.) ✓ Promote collaborative computing (i.e., space for more than one person per computer)