

The 21st-Century Library: Building on Customer Relationships

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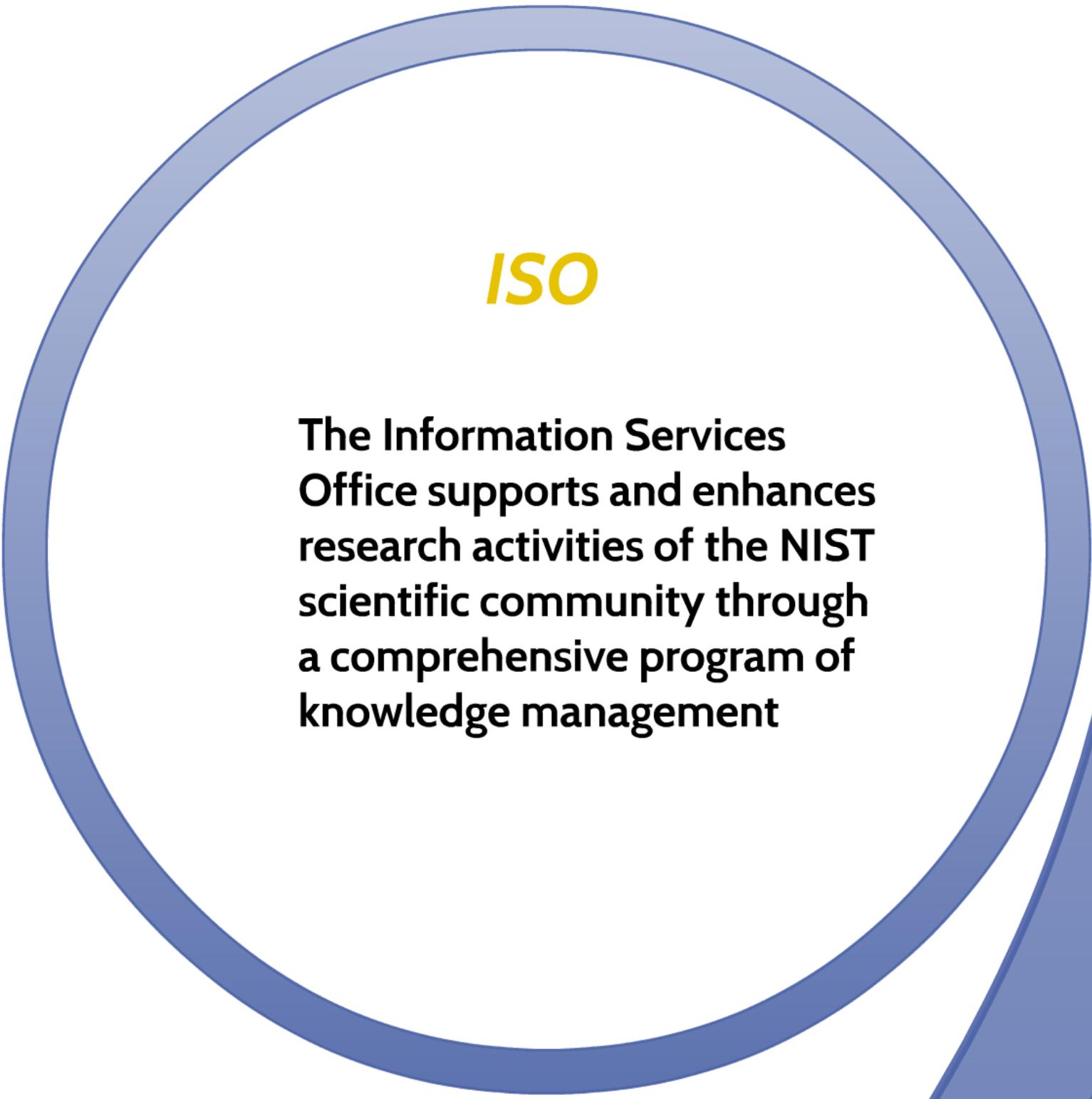
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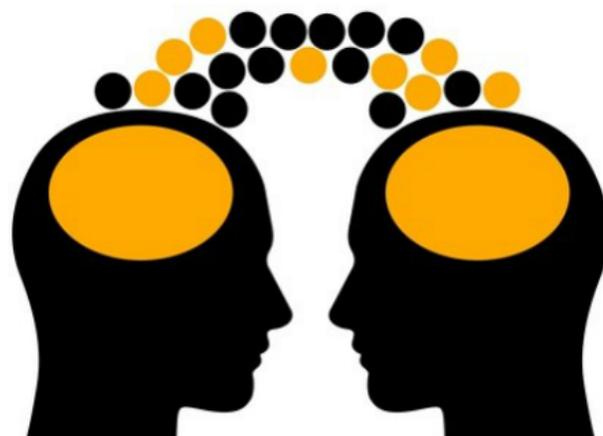
The Information Services Office supports and enhances research activities of the NIST scientific community through a comprehensive program of knowledge management



ISO

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Lab Librarian Program and the Research Library Board



- Successful **long-term vehicles** for outreach and collaboration
- Help the library to instill trust and **build relationships**
- Established mechanism for library to get **customer feedback**

Lab Librarian Program

- Each lab has its own **designated librarian**
- POC **builds relationships** within each lab
- **Communicates library services** and resources, based on individual lab needs



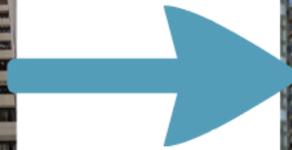
Research Library Board

- **Monthly meetings** with representatives from each lab
- **Two-way street:** library listens to their needs/they advocate for library



Planning Library Renovations

Updating our physical space to meet modern researchers' needs



The Two-Way Street in Action

- Draw on relationships that you have built!
- Keep key advocates in the loop

LOOP
IN THE

The logo consists of the word 'LOOP' in a bold, dark grey sans-serif font. The second 'O' is replaced by a magnifying glass icon with a dark grey handle and a blue circular lens. Inside the lens, the words 'IN THE' are written in a white, bold, sans-serif font. The background features several light blue and dark blue triangular shapes pointing outwards.

Team Activities

- To explore and recommend **space design options**
- Recommendations reflect 21st Century **researchers' needs**



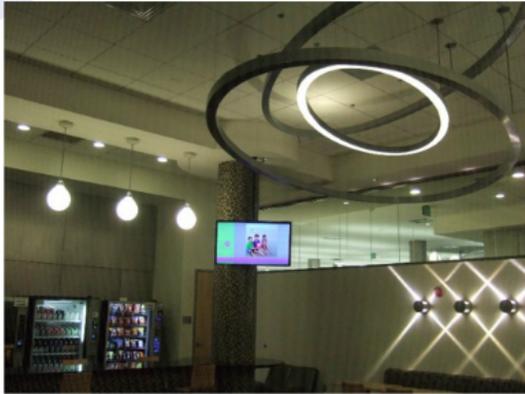
Focus Groups with Customers

- Great way to **connect directly with customers** and respond to their needs
- **Asked Library Board** to identify potential focus group participants



Focus Groups = User Needs

Site Visits = Possible Solutions



Nurture Customer Relationships

- Present updates to **Library Board**
- Share findings with **focus group participants**
- **Communicate** changes made or planned as a result of customer feedback



Innovating with Temporary and Pilot Programs



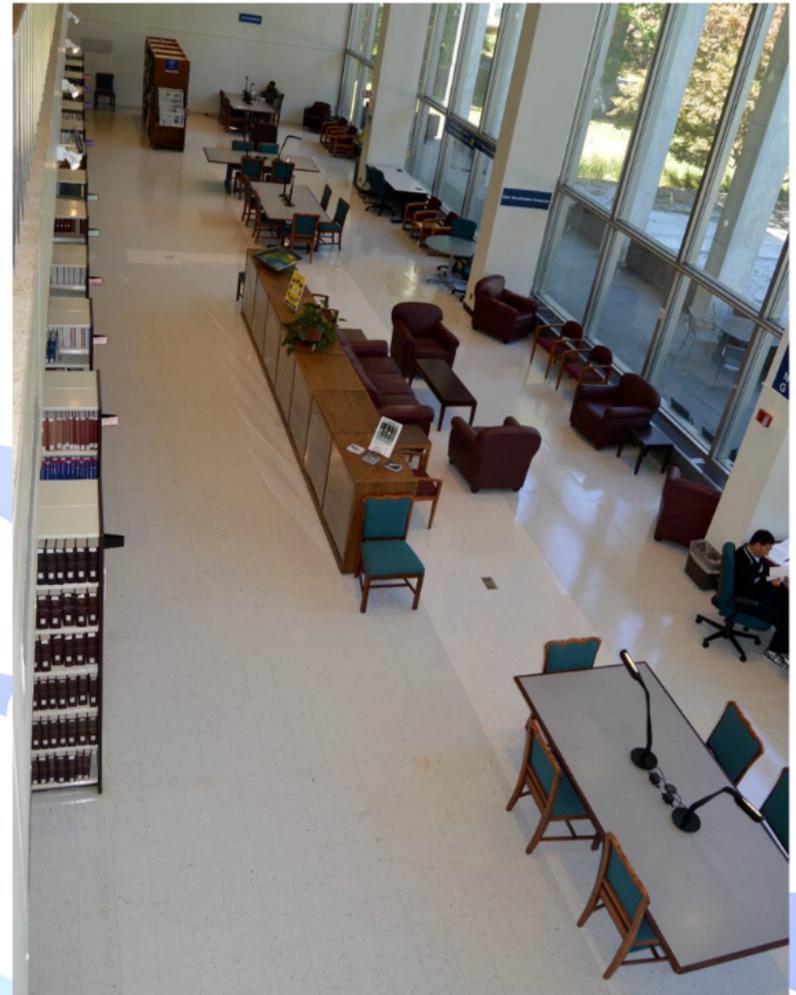
**TRY IT
YOU'LL LIKE
IT**

Innovation Corner, 2013-

- 3D printers, data visualization computer, and more
- Library as a physical space and **learning place**
- Road shows - **versatile** lab librarians

Reading Room Upgrade, 2015

- Installed **electrical outlets and reading lights**
- **Moved furniture to take advantage of windows**
- **Moved Info Desk... and liked it!**



Presentation Practice Room, 2015-2015

- Temporary use: **summer students** for term-end presentation
- Full pilot: researchers **not yet ready!**



Building on Customer Relationships

- Relationships cultivated over time
- All feedback valued and responded to
- Major renovations will take years, but **incremental changes** are continuous
- Changes meet **customer needs** based on feedback
- Able to **iterate**, fail, make changes, re-iterate

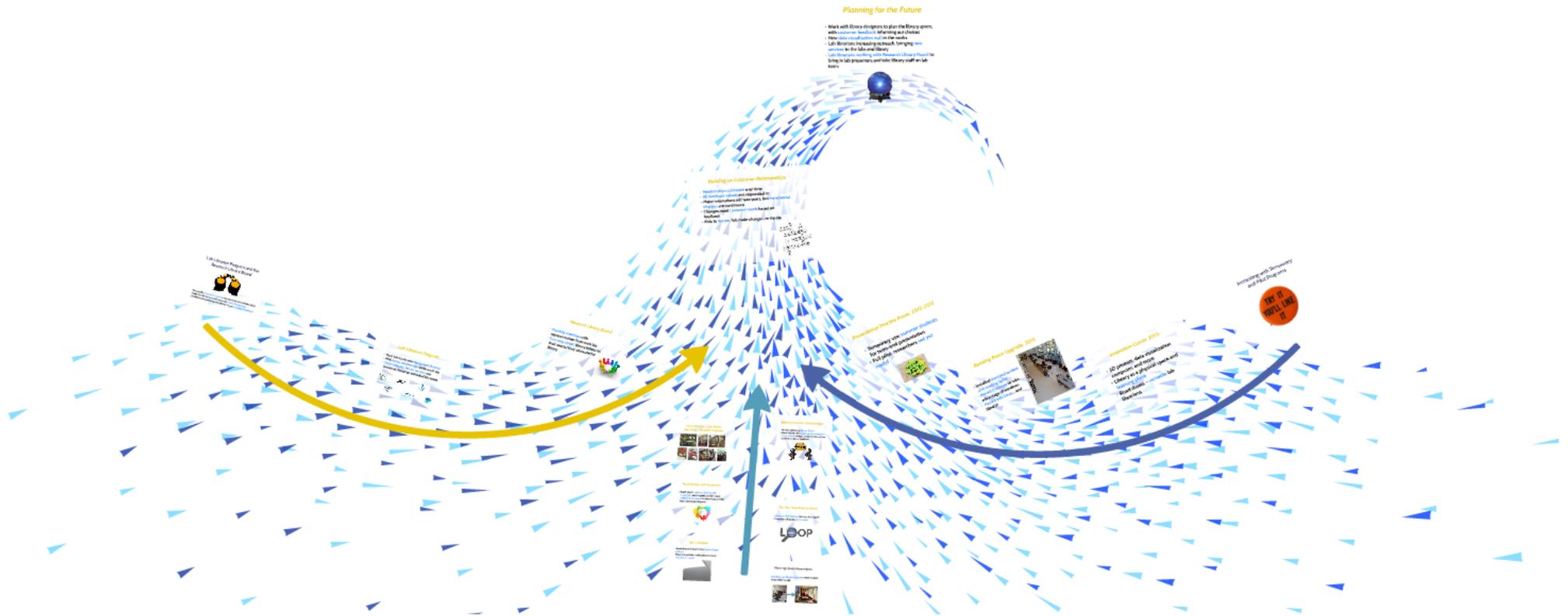


Planning for the Future

- Work with library designers to plan the library space, with **customer feedback** informing our choices
- New **data visualization wall** in the works
- Lab librarians increasing outreach, bringing **new services** to the labs and library
- **Lab librarians working with Research Library Board** to bring in lab presenters and take library staff on lab tours



Questions?



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