

LIBRARIES
AOTEAROA

PRESENTING TO
SLANZA 2015

Tuesday 29 September, 2015

INTRODUCING LIBRARIES AOTEAROA

BRAND LIBRARIES PROJECT

AIM: To create a strong, unified library “brand”, aimed at decision makers, which spells out the economic and social value of libraries in New Zealand.

PROJECT DELIVERABLES: Formulation of a strong clear libraries brand, that can be applicable to all sectors.



THE WORKING GROUP

Vye Perrone, Associate University Librarian, Collection Services, University of Waikato Library

Sandy Green, Library Manager, Masterton District Library

Amanda McFadden, Children's and Teenagers' Librarian, Tauranga City Libraries

Alison Wallbutton, Subject Librarian, Massey University Library

LIANZA support team: Laurinda Thomas, Wendy Macaskill & Joanna Matthew

BRR: Agency partners, Julian, Emma, Jules,

GOAL

Create an attitudinal shift to libraries and librarians, positioning them as an essential component in the future development of New Zealand society

“Great brands are built on clear vision, an engaging story, creative design and a united culture.”

THE JOURNEY



WHERE ARE WE NOW?
METHOD

Internal
21 interviews
17 library visits



External

3 focus groups
5 one on one interviews



School libraries:

School libraries are in a unique position to know their community from a curriculum perspective yet provide a necessary platform for exploration outside of these parameters

There is a growing threat that when new schools are built libraries won't be included (Whangaparoa School didn't initially install a library). The flip side - when new schools do install a library they have a blank canvas & the ultimate opportunity to embrace the future of libraries (Hobsonville Point School)

School librarians hold a strong position from a relationship perspective with regular contact and a uniquely neutral position in a child's life

Academic libraries:

Goals are very outcome focused, success being a key

There is a trend amongst new developments moving away from libraries as a stand alone entity, often they are a section of a larger 'community hub' offering a multitude of services in one destination

Libraries are losing their identity in the academic space as convenience becomes the key driver

There is a strong disconnect around the perception of librarians between people who engage and those who don't: "My best friend and angel"

WHAT WE FOUND OUT

Public libraries:

Wide differences between different libraries, coupled with higher numbers, has resulted in this being the sector where a loss of identity is most evident

In an effort to secure funding, future focused libraries are moving more towards the community hub model with libraries being a section within them

From a council perspective the message is to 'not oversell yourself'

There is an opportunity to really embrace the localism trend and empower neighbourhoods

Special libraries:

Special libraries often feel somewhat isolated within the profession, feeling their service proposition is slightly to the side of the other library sectors

A heavier reliance on interactions through technology, but the emphasis on personal relationships is still high


Key value lies in their ability to 'filter' and the time saving value they offer

The sector with the least freedom to tell their own story due to obligations of support for the parent organisation


Services are seemingly backed by a higher level of education and specialist knowledge

WHAT WE FOUND OUT


Students on libraries:



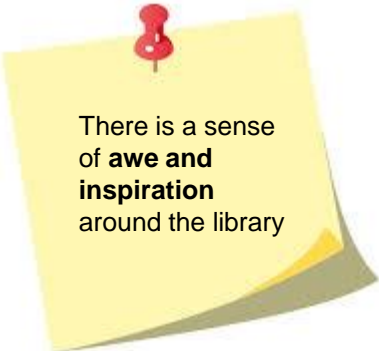
The space offers high value, especially quiet areas



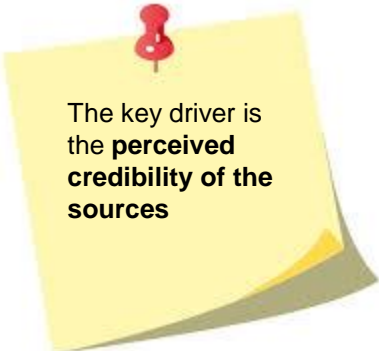
Convenience – or lack of is a key barrier to engagement



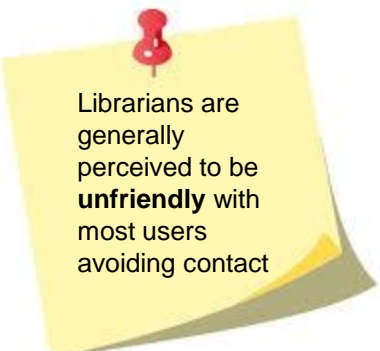
There is a desire and a need for personalisation with an expectation that services are targeted



There is a sense of **awe and inspiration** around the library



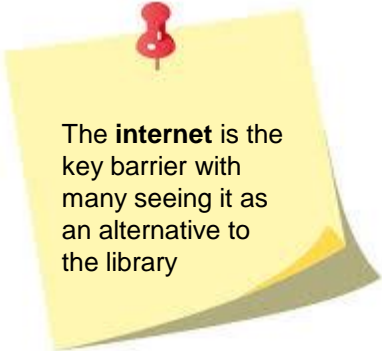
The key driver is the **perceived credibility of the sources**




Librarians are generally perceived to be **unfriendly** with most users avoiding contact

WHAT WE FOUND OUT


Working professionals on libraries:



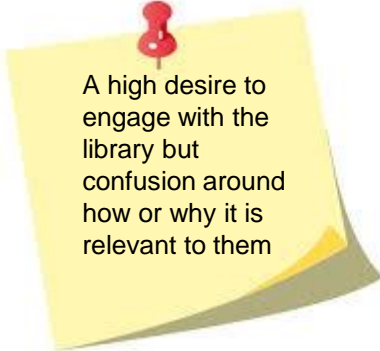
The **internet** is the key barrier with many seeing it as an alternative to the library



High non-use based on perceptions built around childhood or university memories




The library is seen as a break from reality and a rest from consumerism




A high desire to engage with the library but confusion around how or why it is relevant to them

WHAT WE FOUND OUT

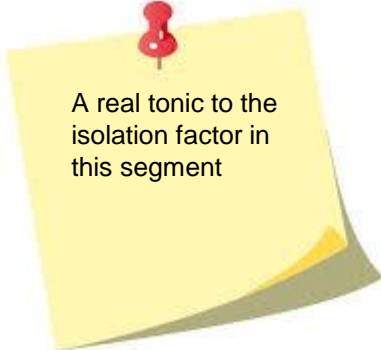
Retired on libraries:




Seen as an
**essential
community
service**




A sense of
belonging and
**participation in
community life**




A real tonic to the
isolation factor in
this segment



Most enjoy and
have embraced
the increase in
interaction within
libraries



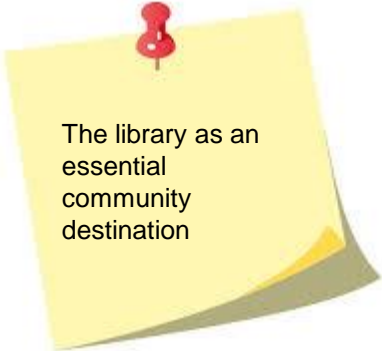
A few do miss the
quiet space




Seen as a tool to
keep the mind
healthy and
stimulated

WHAT WE FOUND OUT


Mothers on (public) libraries:




The library as an essential community destination




Mixed responses to librarians




Appreciate financial value of the library



High appreciation for the neutrality the library offers and the lack of judgement



Parenting information the only personal use



Library seen as the first place a child experiences a wider world beyond school

LIBRARIES AOTEAROA

Represents all NZ libraries. From school to academic, from public to specialist, we're one powerful network, able to guide our country on its journey to knowledge.

OUR VALUES

SIMPLIFYING COMPLEXITY

CONTINUALLY ADAPTABLE

CULTIVATING RELATIONSHIPS

LIFELONG LEARNING

BY COMMUNITIES, FOR COMMUNITIES

FAIR & JUST

IDEAS THROUGH CONVERSATION

ENRICHING INFORMATION

Value 1

Ideas through conversation

We believe personalised communication leads to unexpected inspiration.

- ✓ PHYSICAL
- ✓ DIGITAL
- ✓ LIBRARIAN



Value 2

Cultivating relationships

We build the trust
needed to develop
lasting relationships.

- ✓ PHYSICAL
- ✓ DIGITAL
- ✓ LIBRARIAN

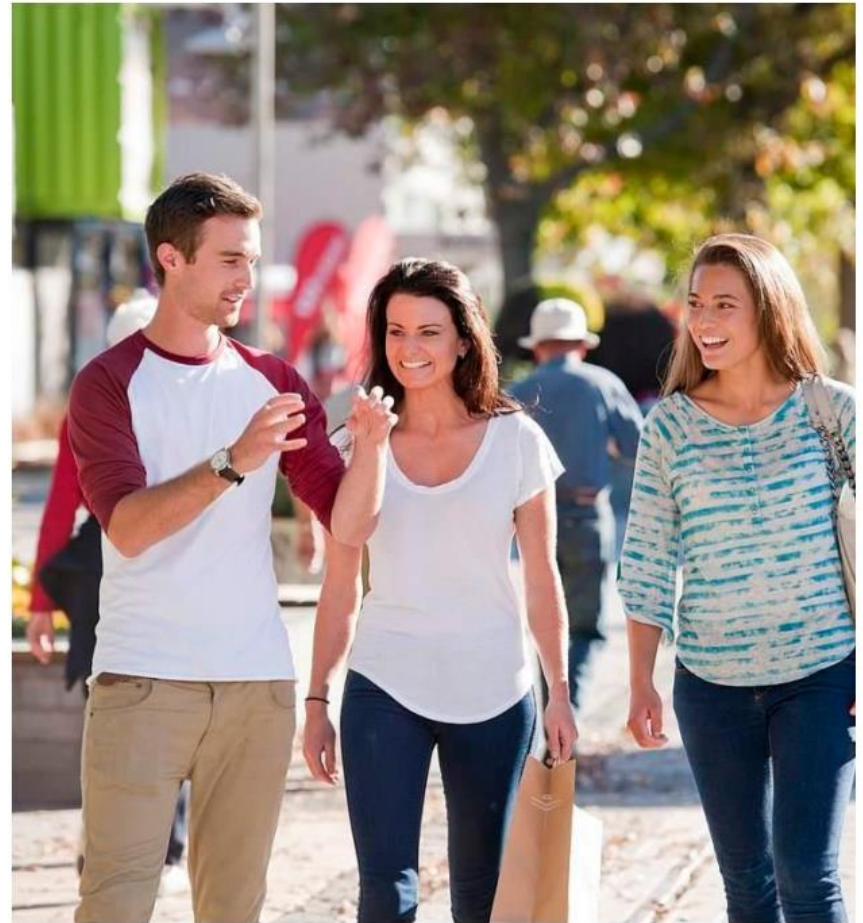


Value 3

By communities, for communities

Every library in New Zealand is driven by the needs of the community it belongs to.

- ✓ PHYSICAL
- ✓ DIGITAL
- ✓ LIBRARIAN

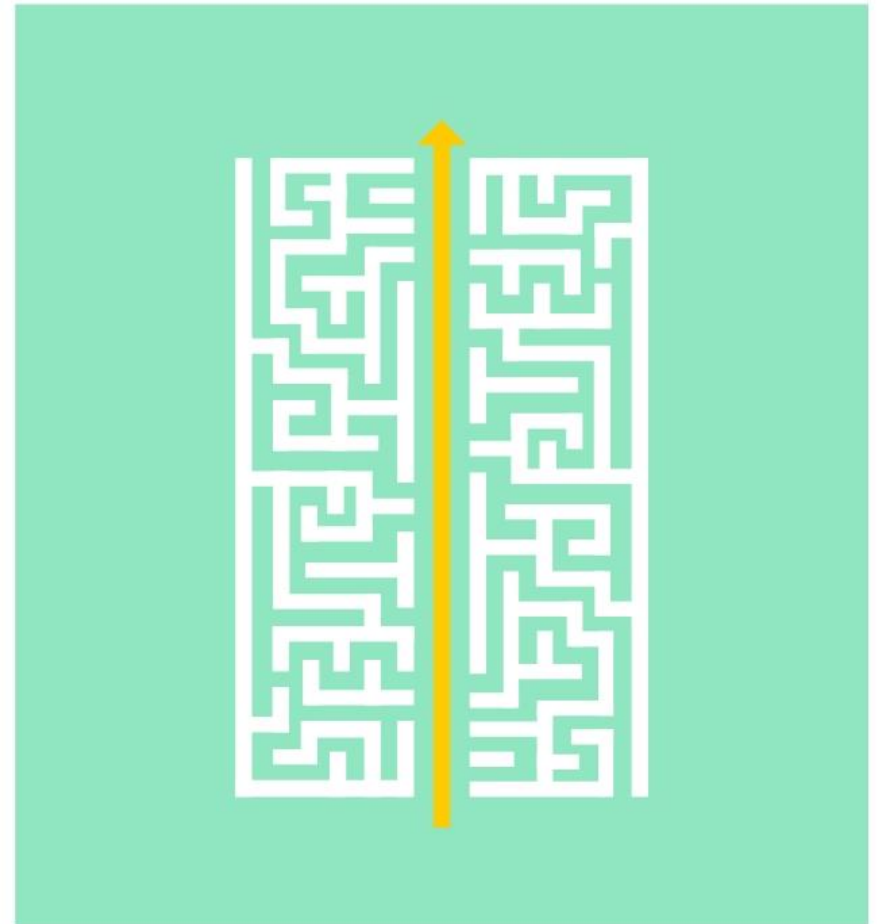


Value 4

Simplifying complexity

We specialise in navigating through the ever increasing information world.

✓ LIBRARIAN



Value 5

Continually adaptable

Our platform of services, tools and resources are continually adapting to meet changing needs.

- ✓ PHYSICAL
- ✓ DIGITAL
- ✓ LIBRARIAN

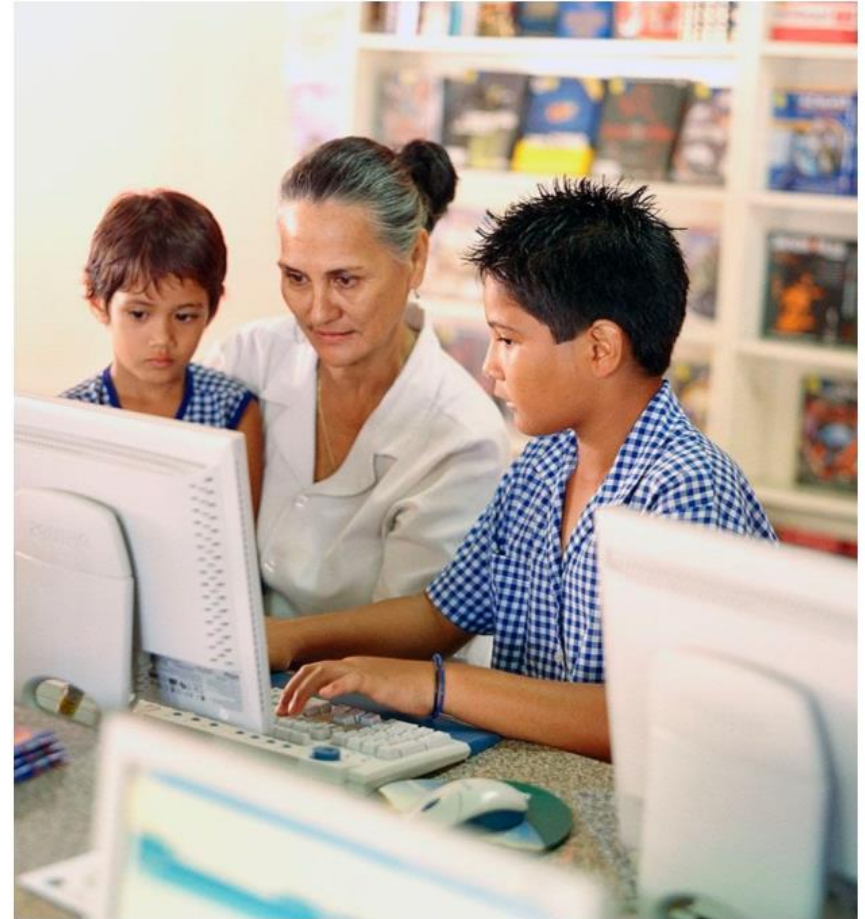


Value 6

Lifelong learning

We have the capacity to touch people at every point in their life, being there for communities as they grow.

- ✓ PHYSICAL
- ✓ DIGITAL
- ✓ LIBRARIAN



Value 7

Fair & just

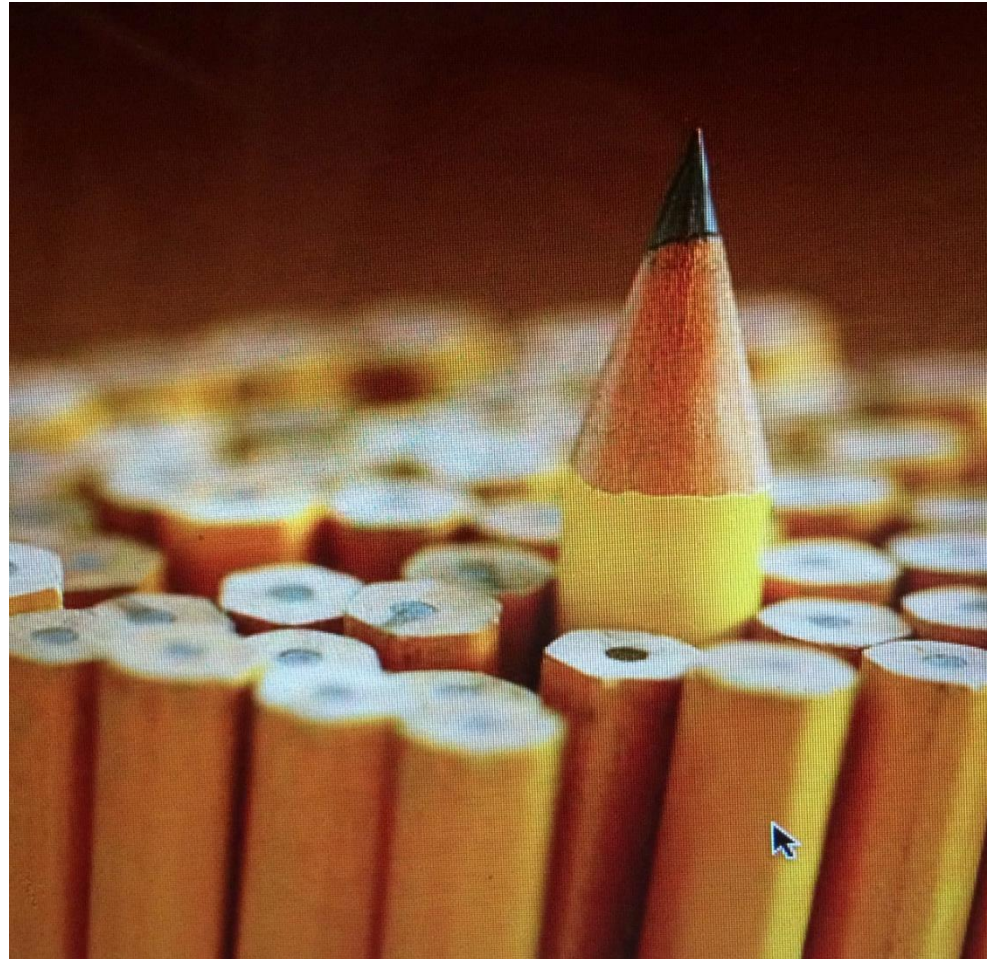
Our services are open
and accessible to all
with no hidden agenda.

- ✓ PHYSICAL
- ✓ DIGITAL
- ✓ LIBRARIAN



Enriching Information

We provide context
to support sound
decision making



Equity for enquiring minds.

We steer the journey from information to knowledge based on each individual's specific needs

People first

Each journey starts with listening. Using a trained mind and a trained ear, it's dialogue that creates understanding and sparks imagination. That's why the personal touch is so essential. It's the invaluable difference made by our librarians and it all starts with a conversation.



Expert guidance

Libraries and librarians are on the vanguard of something new. In a world overflowing with data and reference material, stored in many forms and with endless pathways to explore, libraries have assumed a new importance.



Navigating change

Few journeys are straightforward. There are always twists and turns, unforeseen obstacles and changes of plan. The path to knowledge is no different, so adaptability is second nature to us. We take changes in technology, society and education in our stride.



Knowledge networks

As we empower individuals towards knowledge, we strengthen communities and build power back into the Libraries Aotearoa network. With a hub in every community within New Zealand, Libraries Aotearoa is a knowledge network with the personal touch needed for national reach.



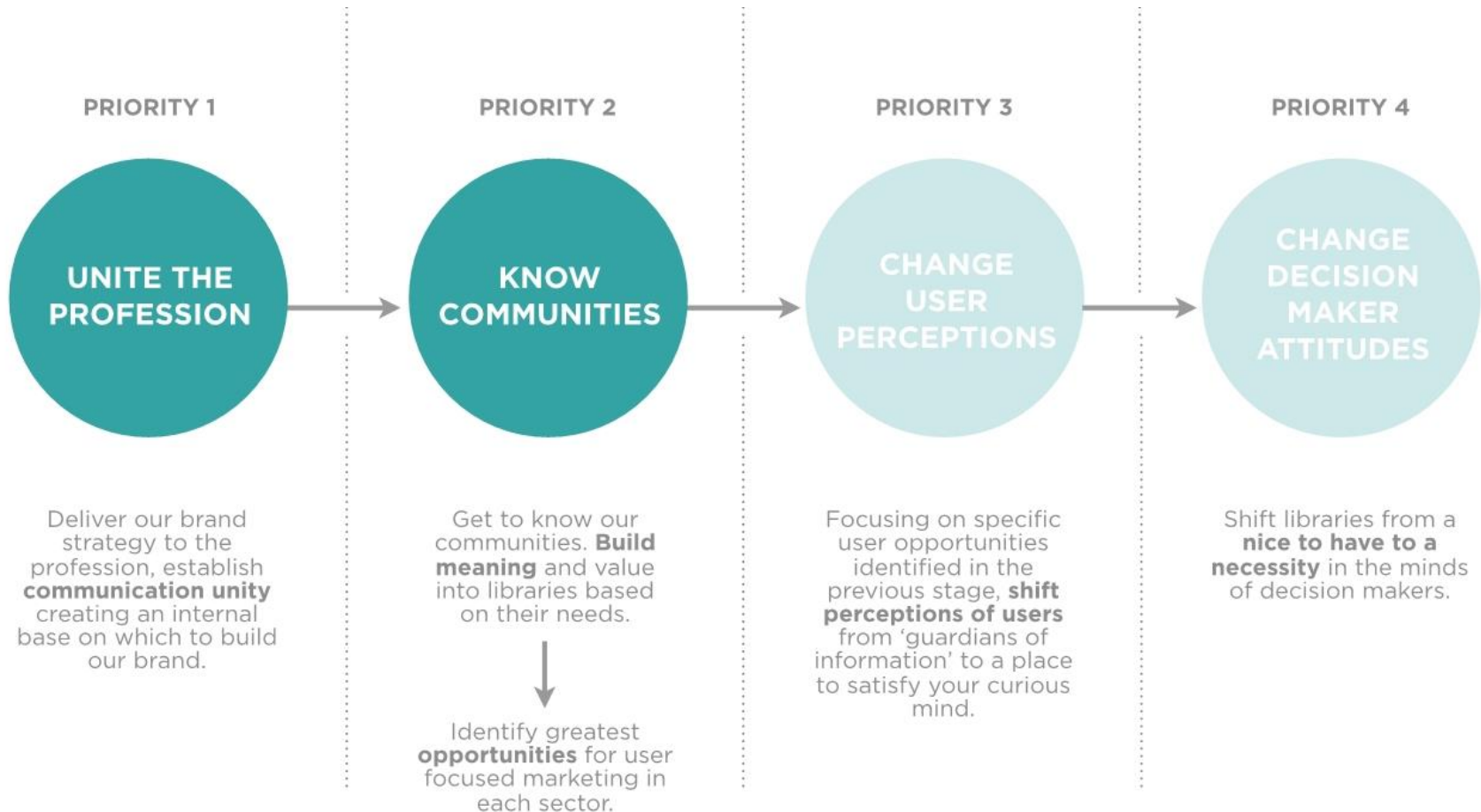
NEXT STEPS

We want to ensure libraries and librarians have a relevant place in the future of New Zealand society

To achieve that:

- We support libraries to meet the needs of their communities. We have developed community engagement tools that will assist libraries in ensuring they are correctly identifying and meeting their community needs. We will be supporting our librarians as they roll out these engagement tools.
- We make sure decision makers understand the importance of their libraries. We are working to develop an ATL marketing campaign.

Marketing Plan Objectives and Priorities

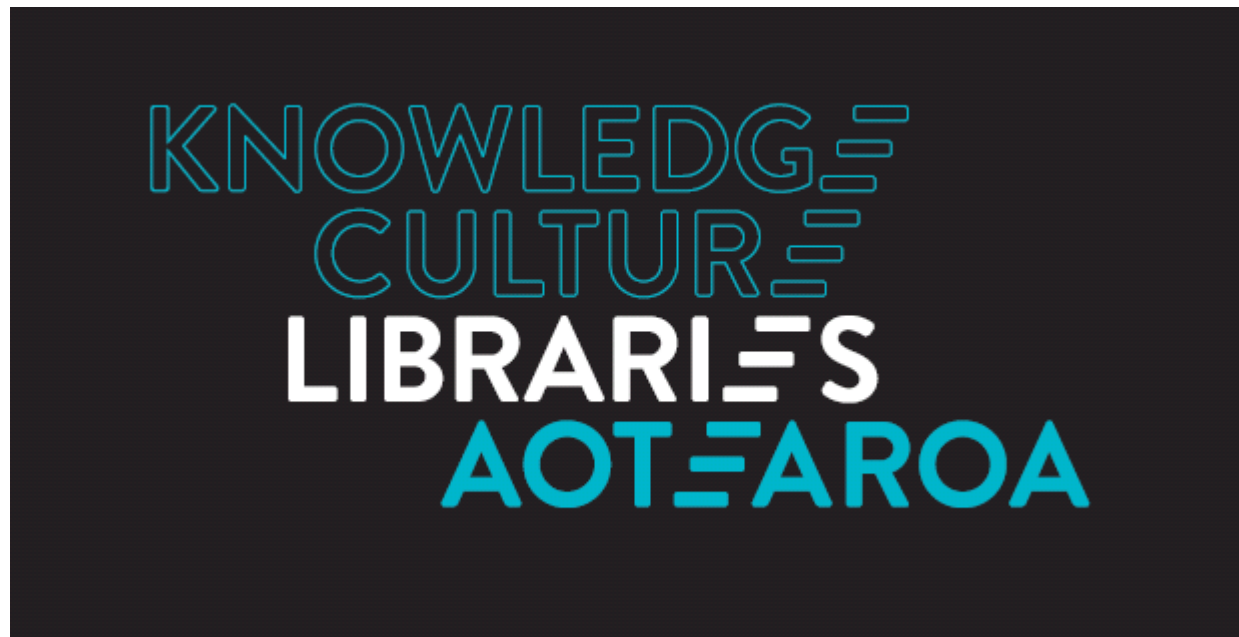


Using the designs



Using the brand

LIBRARIES
AOTEAROA



Using the branding



THANK YOU