

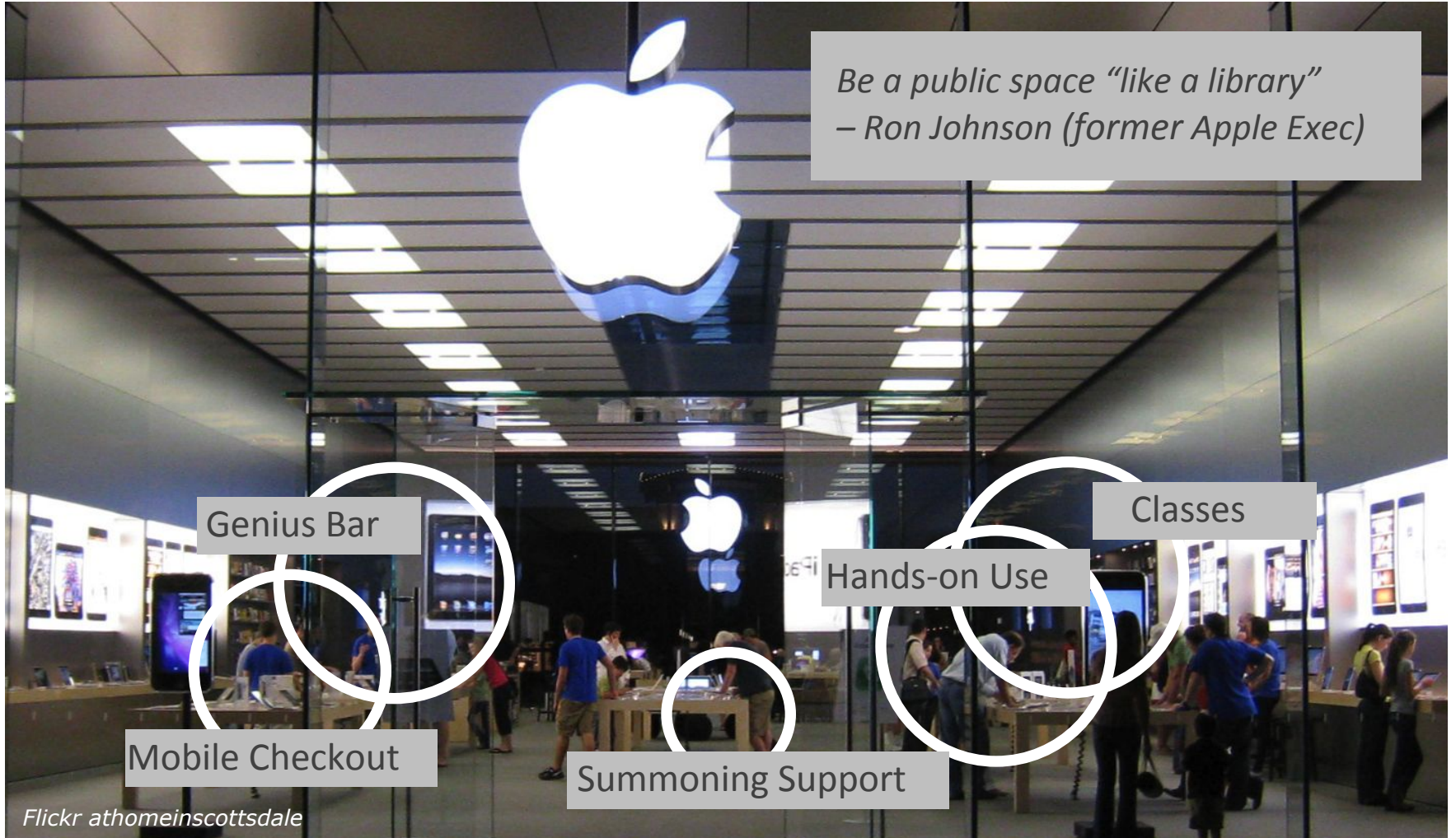
# Integrating spaces, services, and staffing

# space



Flickr athomeinscottsdale

# space + services



*Be a public space "like a library"  
– Ron Johnson (former Apple Exec)*

Genius Bar

Classes

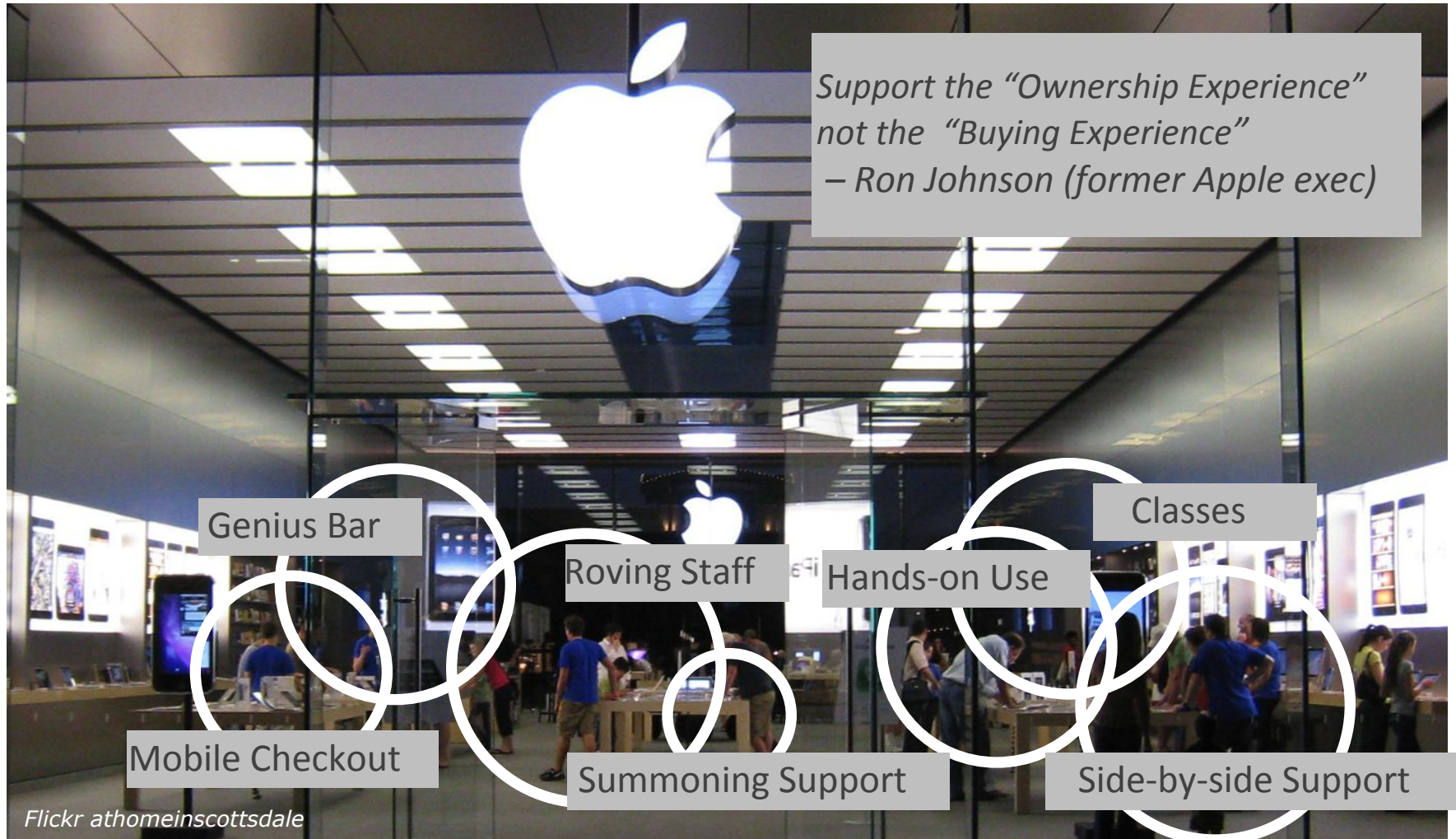
Hands-on Use

Mobile Checkout

Summoning Support

Flickr athomeinscottsdale

# space + services + staffing

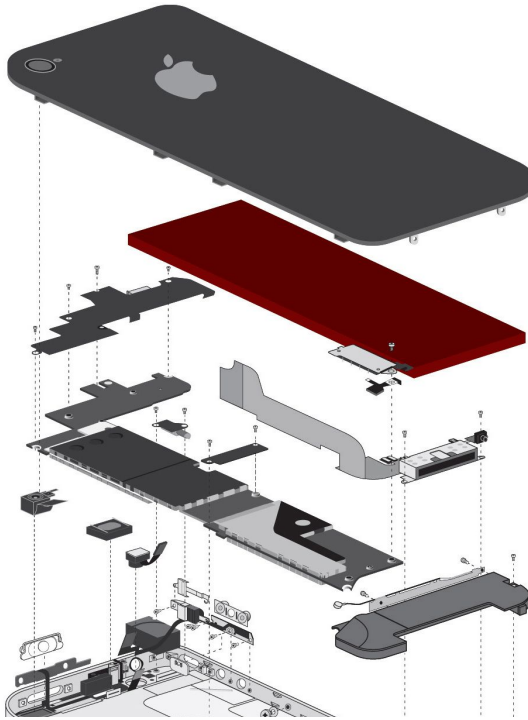


**Our thesis:**  
**space, services, and staffing**  
**must be thought about**  
**together.**

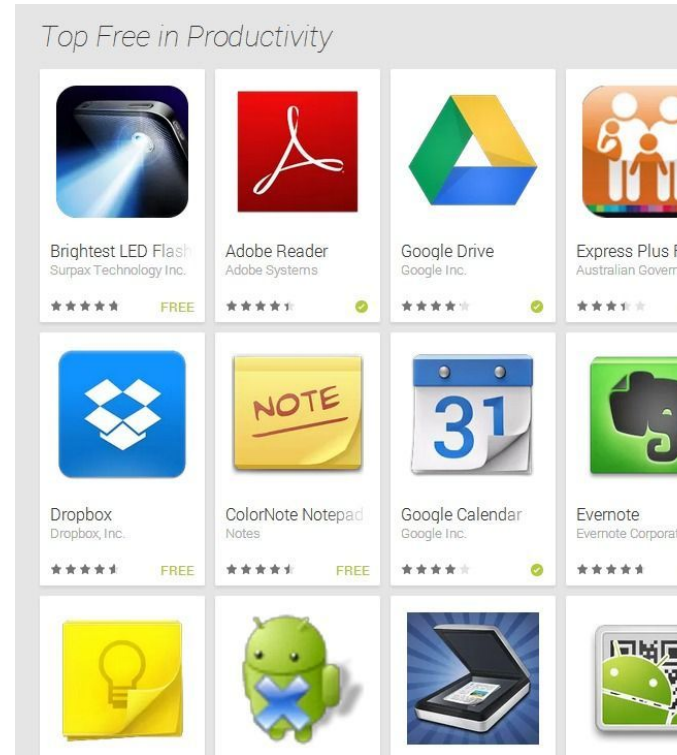
# integrating space and services

space  
hardware

services + staffing  
software



+



# some symptoms of misalignment...

We had to **cut back on our hours** because the building is larger than we can afford to run...

Students are always going to the **“wrong place” to get help** so we have to send them to the other desks...

Our most **experienced staff** are **bogged down** answering routine questions like printing...

We had to put **additional staffing** here because of the way the library space was designed...

We **don't really know** what our services are or how effective our delivery is...

# challenges to space/service integration

*Service design and assessment face three big challenges: ineffective assessment instruments / processes, lack of user-centered approach, and separated design processes.*

## *Poor assessment*



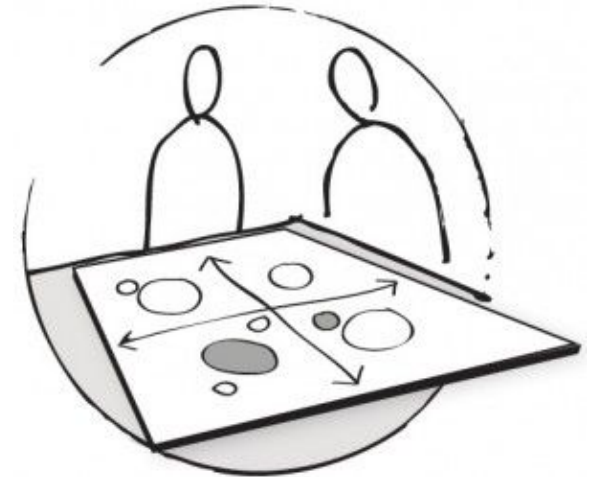
*Assessment and design not linked, lacking measures of impact, and not measuring the right things*

## *Not user-centered*



*Lacking user-centered emphasis and tools and using mostly linear process instead of an iterative one*

## *Process silos*



*Determined through separate processes, with different people, different budgets, at different times*



# trends impacting integration

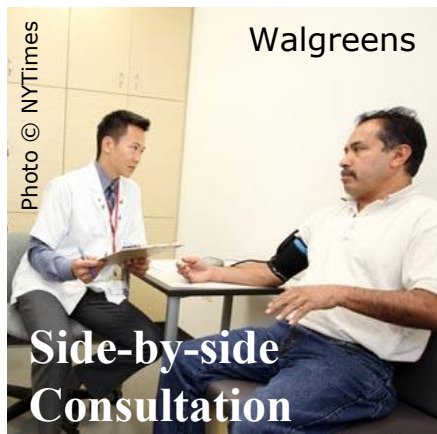
*Technology and cultural changes are reshaping services, affecting a range of industries and activities.*



Customers expect access and the ability to make transactions wherever they are, with their devices or devices you've lent to them.



To build community, increase utilization, and encourage participation, events and activities need to be programmed for members and the public alike.



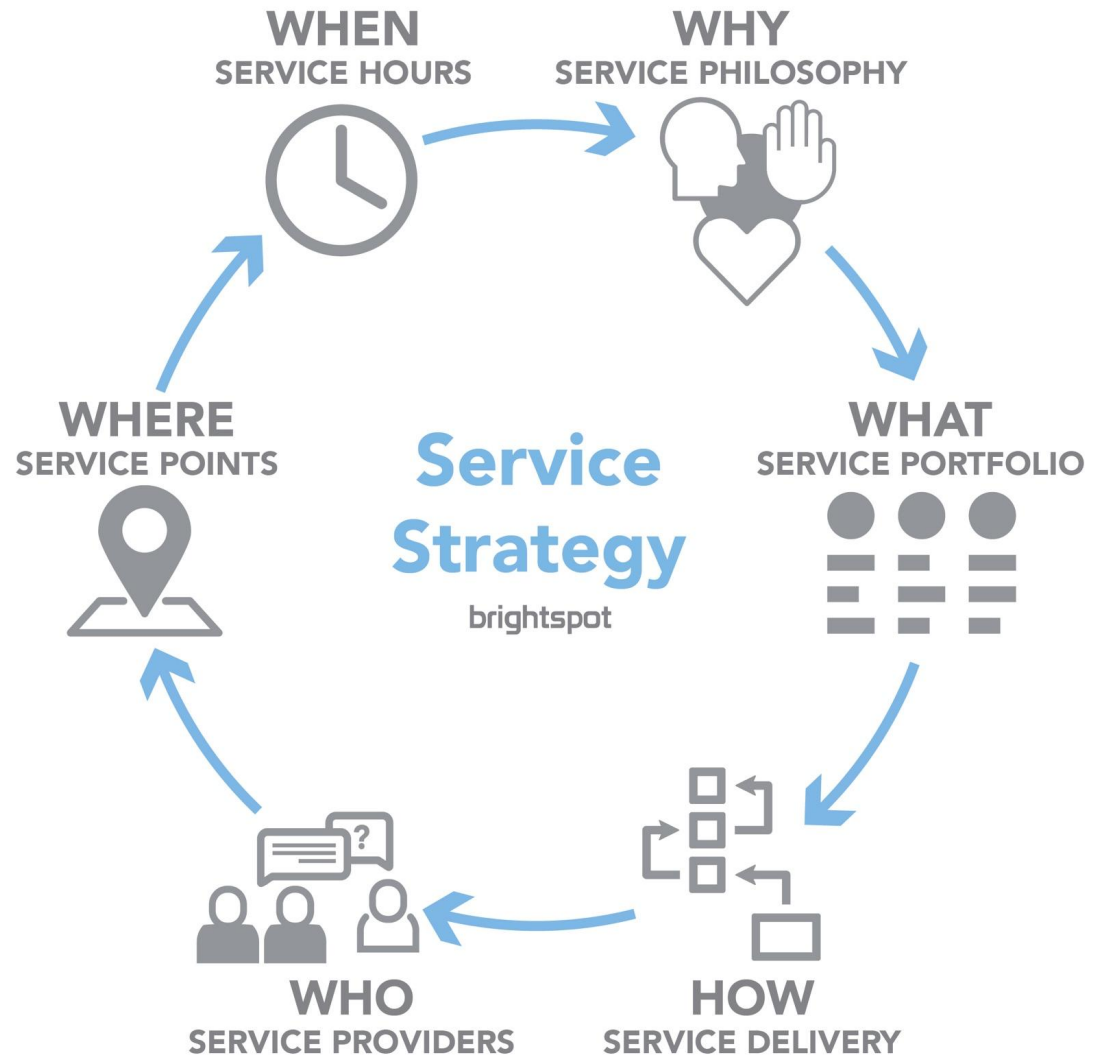
Services move from transaction to consultation as more can be done online and the need to connect with customers increases.



To enable convenience, usability, and efficiency, services are being co-located in integrated hubs offering “one-stop-shopping.”

# service strategy

To think through services, consider your philosophy (why), service portfolio (what), service delivery (how), service providers/partners (who), service points (where), and service hours (when).



# integrating spaces, services, and staffing

## The Integrated Space Planner

The Integrated Space Planner is a tool to help institutions think holistically about their spaces, their service offerings related to those spaces, and their staffing for those services.

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**1. Inputs:** What are your institution's goals from your strategic plan or master plan? How will these spaces and services help achieve them? What are the critical user and/or staff needs?

**3. Next Steps:** How might you prototype or pilot your ideas? What might the challenges be? How could you overcome them? What are the key next steps?

## 2. Spaces, Services, and Staffing

Space/Function <i>What is the name of the space you are thinking about improving or creating?</i>	Goal and Users <i>Who is this space for and what are you trying to achieve? What need is it fulfilling?</i>	Access <i>Who can access this space, when can they access it, and with what assistance (if any)?</i>	Service Offerings <i>What services will be provided w/in the space or related to it? How will it be activated?</i>	Service Delivery <i>How will these services be delivered (ad hoc vs. by appt, group size, F2F vs. digital)?</i>	Staffing and Skills <i>Who is providing the service and what are the key skills they'll need to succeed?</i>	Relationships <i>What other spaces/service are related? How will people and materials flow? Key partners?</i>	Assessment <i>How will you measure the effectiveness of this? What will you do with the data?</i>
Example: Makerspace	Provide a shared, neutral space for students to work on projects	Any currently enrolled student or faculty can enter between 9am and 9pm	Design consultation 3d printing Lasercutting Soldering Project storage Events (i.e. workshops)	Short consults ad hoc 30mins+ consults appt Service point w/in space Online FAQ Online project showcase	Technical knowledge of equipment and software Trouble-shooting Team "matchmaking" Communications Facilitation	Supplies from loading dock and service elevator Adjacent exhibit space Adjacent lounge space	usage of equip/software Posting of projects # of cross-dept proj involvement of affinity groups (eg makerclub)
Space/Function 1							
Space/Function 2							
Space/Function 3							

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## 1: Inputs

**3. Next Steps:** How might you prototype or pilot your ideas? What might the challenges be? How could you overcome them? What are the key next steps

## 3: Next Steps

## 2. Spaces, Services, and Staffing

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Space/Function 1							
<b>#2a Spaces</b>							
Space/Function 2							
Space/Function 3							

## 2b: Services and Staffing considerations for those spaces

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**Activity:**  
**Integrated Space Planner**

# activity: step 1 (20mins)

*Let's practice!*

1. Pick 1 to 3 spaces from Joan's presentation
2. Complete steps 1 and 2 in the worksheet, individually or in a group if you came with one
3. You have 20mins!
4. We'll discuss as a group

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**2. Spaces, Services, and Staffing**

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# possible spaces....

Consultation

Short & long term project work

Informal conversation

Workshops

Classes

Reception areas

Work areas for fellows

Staff

Project displays

Media production

Publishing activities

Digitization

Visualization walls

Data services

Makerspaces

Innovation

Augmented/virtual reality

Specialized hardware – plotters, scanners, dual monitor computers

Specialized software – GIS, statistical analysis, visualization, games

## **activity: step 2 (20mins)**

*Let's discuss at your tables!*

Reflect on your experience completing the first two sections of the Integrated Space Planner, consider:

1. What challenges did you encounter as you completed the sheet? Something you didn't know? Something you need to think more about? Other?
2. As you think ahead to creating / updating these spaces and the services and staffing that go along with them?



# activity: step 3 (20mins)

*Let's keep going!*

1. Complete step 3 on the worksheet (“next steps”)
2. Make any revisions you'd like to Steps 1 and 2 based on the discussion at your tables
3. You have 20mins...

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Space/Function 1					
Space/Function 2					
Space/Function 3					

## **activity: step 4 (25mins)**

*Let's discuss as a whole group!*

Reflect on your experience completing the Integrated Space Planner, considering:

1. Who might be the key partners (outside of your library organization) to create, operate, and activate these spaces?
2. How might you overcome resistance to change – within your library, your partners, and your users?
3. How might you test and pilot some of the space, service, and staffing ideas you're considering?

**Closing thoughts....**  
**(insert Joe slides?)**