

THE LISTENING LOBBY

BLUEBERRY PUBLIC LIBRARY
PLEASANT HILL, CA

a fluid conversation with our community

"Libraries are shifting from a transactional model to partnership models."

-BRIAN MATHEWS, STEFANIE METKO & PATRICK TOMLIN
"EMPOWERMENT, EXPERIMENTATION, ENGAGEMENT:
EMBRACING PARTNERSHIP MODELS IN LIBRARIES" IN
EDUCAUSE REVIEW, 2018

EMPOWERING USERS

THE LISTENING LOBBY

"It starts with some questions: Whom do you reach well? Who uses your library passionately? Take care of them and keep them. Who doesn't use the library? Who in your community could benefit from access, services, assistance? Find them. Go to them, ask them what they want and need."

--Michael Stephens, "Reaching All Users"
in *The Heart of Librarianship*, 2016

BLUEBERRY PUBLIC
LIBRARY

GOALS & OBJECTIVES

GOAL: Blueberry Public Library will engage its community in a transparent, ongoing conversation so that it may provide the most relevant service to users & nonusers.

OBJECTIVE: Blueberry Public Library will solicit regular input & feedback from its users, both in the library & in the community, through The Listening Lobby, a set of interactive, dynamic feedback platforms that provide real-time data collection & analysis.

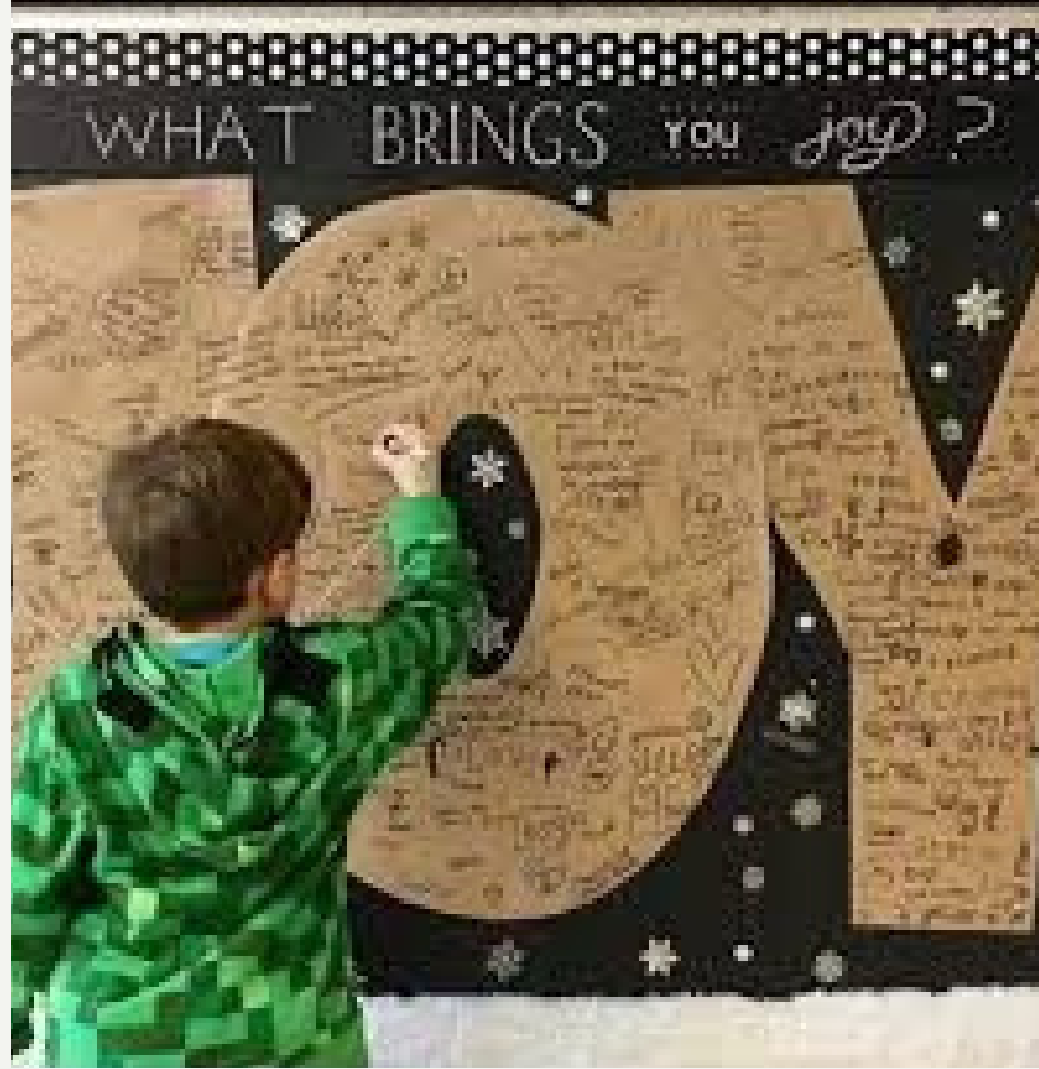


**BLUEBERRY PUBLIC LIBRARY
THE LISTENING LOBBY**

THE LISTENING LOBBY WILL INCLUDE THE FOLLOWING TOOLS SITUATED IN VESTIBULES NEAR ENTRY/EXIT POINTS:

- Exit surveys with HappyOrNot buttons
- Question of the Week on interactive touchscreens
- Digital whiteboards for community brainstorming
- Bulletin boards with prompts
- Collection boxes for visual yes/no tallies

**BLUEBERRY PUBLIC LIBRARY
THE LISTENING LOBBY**



something for everyone to engage with in the library & out in the community

feedback tools that are interactive, engaging, dynamic, technological & analog

HAPPY OR NOT BUTTONS & POLLING BOXES

Did you find the what you were looking for today?

Did you receive the help you needed today?

Do you like our new Teen Book Talks? Or our new Silly Stitches Sessions?

BULLETIN BOARDS

What are your challenges today that we could help solve?

If the library closed, what would you miss?

Today I learned...

WHITEBOARDS

What do you wish the library could offer you for free?

What are some things on your library wishlist?

If you could design the perfect library, what would it include?

TOUCHSCREENS

Tell us what in your life is most important to you right now?

What would bring you into the library?

Have you ever wondered what your library can do for you? Take a tour & tell us what you liked best.

Ask us anything.

Interactive map: Where do you go to unwind, to have fun, to connect?

**Sample prompts for The Listening
Lobby inspired by Casey & Savastinuk's
Library 2.0**

ACTION BRIEF BLUEBERRY PUBLIC LIBRARY WILL:

CONVINCE

Pleasant Hillians, both library users & nonusers,

THAT BY

engaging regularly with our interactive "listening lobby" in our library, out in the community & on social media

THEY WILL

co-create library services & programs

WHICH WILL

truly meet their needs in indispensable ways

BECAUSE

our library's mission is grounded in community collaboration to connect users to information, ideas & each other.

LET'S LISTEN

"All over the world, libraries are adapting to meet their communities' needs"

-Pam Sandlian-Smith

What to expect from libraries in the 21st century, TEDxMileHigh, 2013

"Library 2.0 ...empowers library users by giving them the opportunity to assist in the creation and content management of services. This can be accomplished through current and potential user feedback, as well as through offering of services that rely on active input."

-Michael Casey & Laura Savastinuk

Library 2.0, 2007, p. 6

"This kind of listening takes care and energy"

-Nethra Samarawickrema & Yuri Zaitsev

Lab for Listening, *The Power of Listening* presented at the

PLP Future of Libraries 2021 Conference



THE LISTENING LOBBY MISSION



To give users and nonusers a voice in shaping responsive, participatory library services & programs through an open, transparent, ongoing conversation facilitated by The Listening Lobby.

COLLABORATION IS OUR CORNERSTONE

In order for our library to remain relevant and add value to our community, we need to develop collections, services and programming that is responsive to the ever-changing needs of our community. The Listening Lobby is our attempt to engage in responsive, real-time, ongoing analysis of what matters in our users' lives. We want to take the temperature of our environment with every user interaction and we want to learn about our nonusers by engaging them wherever they are in our community.

As Michael Stephens said in his 2019 book *Wholehearted Librarianship*, "The library should be human. The library should be there for users. The library should be built by involving users every step of the way. And the spaces and places within our walls should reflect those values" (p. 21). Blueberry Public Library is committed to making our library the best place for our people. We know that listening is the first step. As David Weinberger wrote in Chapter 5 "The Hyperlinked Organization" of *The Cluetrain Manifesto*, "to have a conversation, you have to be comfortable being human—acknowledging you don't have all the answers, being eager to learn from someone else and to build new ideas together" (Hyperlinks Subvert section, para 24). We are eager create new user-centered services and programs together with all Pleasant Hillians.

Libraries typically rely on patron surveys and focus groups for feedback on programs and services. The Listening Lobby is a reinvention of these traditional feedback modalities. The following is a list of other nontraditional feedback methodologies.

Contests: Klein, L. (2015). Giving to Get: Using Contests to Gather Patron Feedback. *Public Libraries Online*.

<http://publiclibrariesonline.org/2015/07/giving-to-get-using-contests-to-gather-patron-feedback/>

Open Source Survey Software: Angell, K. (2013), "Open source assessment of academic library patron satisfaction", *Reference Services Review*, 41(4), pp. 593-604. <https://doi.org/10.1108/RSR-05-2013-0026>

Social Media: Lewter, B. & Profit, S. (2017). Talk Back with Yik Yak? Exploring User Engagement via Anonymous Social Media in an Academic Library. *Journal of Web Librarianship*. <https://doi.org/10.1080/19322909.2017.1406835>

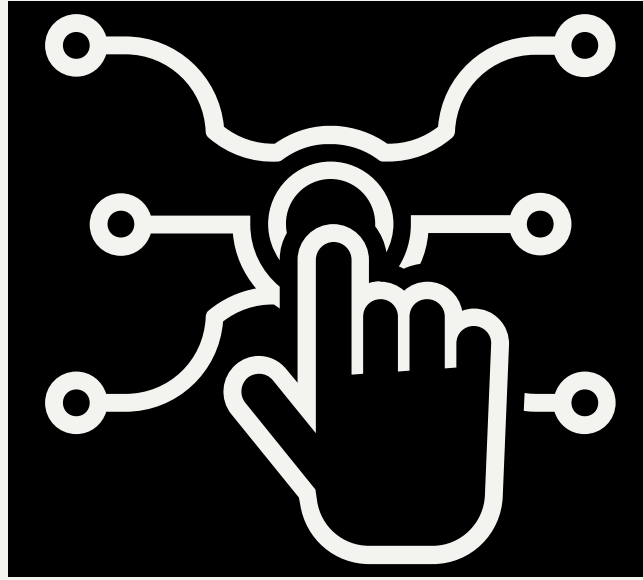
Interactive Touchscreens: Boekesteijn, E. (2011). DOK Delft takes user generated content to the next level. Tame The Web Blog. <https://tametheweb.com/2011/02/15/dok-delft-takes-user-generated-content-to-the-next-level-a-ttw-guest-post-by-erik-boekesteijn/>

Participatory and Reflective Practice Models:

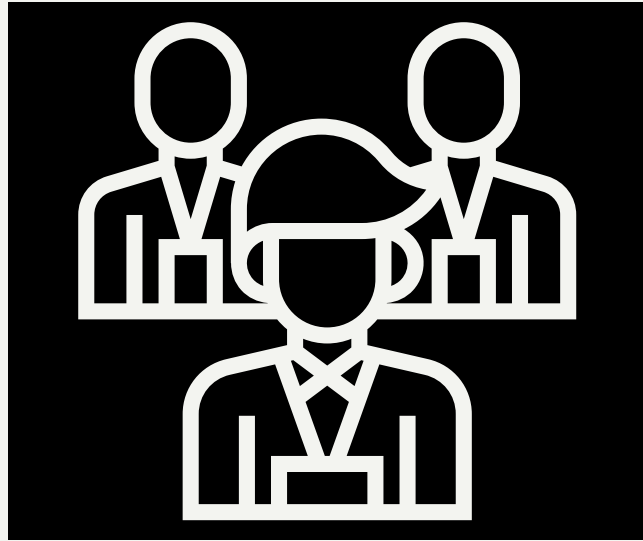
Casey, M. & Savastinuk, L. (2007). *Library 2.0: A guide to participatory library service*. Medford, N.J: Information Today.

Stephens, M. (2016). *The Heart of Librarianship: Attentive, Positive, and Purposeful Change*. ALA Editions.

Stephens, M. (2019). *Wholehearted Librarianship: Finding Hope, Inspiration, and Balance*. ALA Editions.



\$5,000 grant funding for purchase & installation of technology in library lobby and in high-traffic community locations by Outreach Coordinator & Media Specialist



10 hours over 2 months of staff training on prompt creation, programming, maintenance, data analysis & program evaluation



2+ hours weekly promotion across all platforms, including in print at the library, on the website social media platforms, as well as by word of mouth

RESOURCE ALLOCATIONS

BLUEBERRY PUBLIC LIBRARY
THE LISTENING LOBBY

JANUARY-
FEBRUARY
2022

Acquisition, setup &
training

MARCH-MAY
2022

Implementation with
weekly content
updates & monthly
data analysis

JUNE

Data analysis &
program evaluation;
revisions & redesign
as needed

ACTION STEPS & TIMELINE

BLUEBERRY PUBLIC LIBRARY
THE LISTENING LOBBY

"One of the things that we always need to keep thinking about it how we can connect with our users, find ways to be present in their lives, and let them know what we can do for them."

-Michael Stephens,
Reaching All Users in
*The Heart of
Librarianship*, 2016



THE LISTENING LOBBY

"Giving library users a participatory role in the services that the library offers—and the way those services are used—goes a long way toward making sure that the library is directing services to customers who will actually use them. By including nonusers in our service-creation process, we can be reasonably sure we are crafting services they will actually use."

-Michael Casey & Laura Savastinuk
Library 2.0, 2007

