

# Library Spaces That Keep You Coming Back 2017

Created by Kimberly Bolan and Associates

Services | Facilities | Strategies

Rethinking Libraries

## 21st Century Library Services and Transformation

with Kimberly Bolan Cullin, MLS  
Library Evolutionist & President of Kimberly Bolan & Associates, LLC

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

Royal Grammar School in Guildford, England  
Photo Credit: David Jeffrey

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

# We've been fine until now.

Why change?

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

INTERIOR OF CLAPP MEMORIAL LIBRARY, BELLCHERTOWN, MS, 1905

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

Bowling was a popular pastime with men and women at the Carnegie Library in Homestead and drew a number of spectators, as seen in this undated photograph. (Courtesy of Carnegie Library of Homestead.)

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

# Library Spaces That Keep You Coming Back 2017

Created by Kimberly Bolan and Associates

Rethinking Libraries

Project Completed by: Kimberly Bolan & Associates and Union Studio Architects

Kimberly Bolan & Associates, LLC | www.rethinkinglibraries.org

Rethinking Libraries

	Definitely	Maybe
<b>Offer programs to teach people, including kids &amp; senior citizens, how to use digital tools</b> such as computers, smartphones & apps	80	16
<b>Have more comfortable spaces</b> for reading, working and relaxing	57	30
<b>Buy 3-D printers and other digital tools</b> to allow people to learn how to use them to make different kinds of objects	50	37
<b>Move some print books &amp; stacks</b> OUT OF public locations to free up more space for things such as tech centers, reading rooms, meetings rooms & cultural events	24	40

Source: Survey conducted March 7-April 4, 2016. "Libraries 2016" PEW RESEARCH CENTER

Kimberly Bolan & Associates, LLC | www.rethinkinglibraries.org

Rethinking Libraries

## America's Education

Population Age 25 and Over by Educational Attainment

Percent

1940 '50 '60 '70 '80 '90 2000 '10 '17

U.S. Department of Commerce  
Economic and Statistics Administration  
www.bls.gov

Kimberly Bolan & Associates, LLC | www.rethinkinglibraries.org

Rethinking Libraries

U.S. Department of Commerce  
Economic and Statistics Administration  
www.census.gov

Kimberly Bolan & Associates, LLC | www.rethinkinglibraries.org

Rethinking Libraries

## Only 1 in 4 people have read an e-book

Print books continue to be more popular than e-books or audiobooks

54% of U.S. adults who say they have... in the previous 12 months:

Read a book in any format: 74% (2011), 74% (2012), 70% (2014), 73% (2016), 74% (2018)

Read an e-book: 17% (2011), 13% (2012), 14% (2014), 12% (2016), 18% (2018)

Read an audiobook: 1% (2011), 1% (2012), 1% (2014), 1% (2016), 1% (2018)

Source: Pew Research Center. © P. C. 2018

www.pewresearch.org/fact-tank/2018/03/08/only-one-in-five-americans-now-listen-to-audiobooks/

Kimberly Bolan & Associates, LLC | www.rethinkinglibraries.org

Rethinking Libraries

## Change is great. You go first.

Kimberly Bolan & Associates, LLC | www.rethinkinglibraries.org

Rethinking Libraries



Fear of being first =  
"follow the leader"

Is this fish heading  
in the right direction for  
your community?

Image credit: [https://www.ted.com/playlists/140/how\\_leaders\\_inspire](https://www.ted.com/playlists/140/how_leaders_inspire)


Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)




Rethinking Libraries

Do you know enough to ask enough?

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)




Rethinking Libraries



Questions?

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)



Rethinking Libraries

Services  
Facilities  
Staffing

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)



Rethinking Libraries

Traditional Practice  
Reactive Service

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)



Rethinking Libraries

**Best Practice: Proactive Service**






Photo credits: <https://rethinklibrary.wordpress.com/2013/10/09/what-makes-good-customer-service-167/> (left)  
<http://www.professionalsnetwork.wordpress.com/> (right)

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)



Rethinking Libraries

### Best Practice: Proactive Service

PERSONALIZATION FIX

94% of organizations believe personalized experience will be critical for future marketing success.

72% of marketers don't know how to use personalization in their marketing campaigns.

<https://www.slideshare.net/subhakarao/10-trending-digital-marketing-stats-in-2015>

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

Traditional Practice

## Staff-Driven & Architect-Driven Spaces

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

### Best Practice: User-Centered Spaces

Plan, Research, Design, Adapt, Measure

USER

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

Traditional Practice

## Quiet & Confined Staff

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

Rethinking Libraries

### Best Practice: People People


# Hire for Attitude and Train for Skill

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)


Rethinking Libraries

## My challenge to you...

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

 Rethinking Libraries

# How are you going to instill a mindset of user-centered evolution at your library?



Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

 Thank you



Kimberly (Kim) Bolan Cullin | [kim@rethinkinglibraries.org](mailto:kim@rethinkinglibraries.org)

WEB: [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)

TWITTER: [kimbolancullin](https://twitter.com/kimbolancullin)

FLICKR: [www.flickr.com/photos/kimbolan/collections](https://www.flickr.com/photos/kimbolan/collections)

Kimberly Bolan & Associates, LLC | [www.rethinkinglibraries.org](http://www.rethinkinglibraries.org)