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Building A Better Library Experience: Redefining Access Services

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Building A Better Library Experience: Redefining Access Services

Access Services Conference 2013

November 8, 2013
Outline

- GVSU Library Environment
- Motivation & Change in Focus
- Workflow Analysis & Access Services Transformation
- Service Blueprinting

Photo credit: James Haefner; Architect: SHW Group
Access Services in 2010

Head of Access Services

- Pew Ops Manager
  - Staff (6)

- Reference Manager

- ILL & Document Delivery (1)
  - Course Reserves (2)
  - Service Desk & Stacks (7)
Collaboration & Innovation

- Organizationally one department, but functionally separate – Identify overlap
- Develop a better understanding and appreciation of all processes performed by all members of the TIS Division.
- Shift from tasks to outcomes
- Shift from library-centric to user-centric
- Identify opportunities for efficiencies
- Identify opportunities for change
Changing the Focus

**WHAT**
- Checkout/Checkin Books
- Answer Questions
- Open/Close Library
- Checkout/Checkin Books
- Connect Users to Info
- Using Technology

**HOW**
- Resource Sharing
- Training
- Collaborating
- Patient Interaction
- Facility Management
- Determine Policies
- Shelve Read
- Facilitate Retrieval and Use
- Update Patron Records

**WHY**
- Why do the GVSU Libraries exist?
- What purpose do the GVSU Libraries serve?
- Why did you choose to work at one of the GVSU Libraries?
- Why should people care about the GVSU Libraries?
Changing the Focus

WHAT
- Checkout/Checkin Books
- Answer Questions
- Open/Close Library
- Update Patron Records

HOW
- Resource Sharing
- Using Technology
- Connect Users to Info
- Patron Interaction
- Facilitate Retrieval and Use
- Facilitate
- Retreival and Use
- Open/Close
- Library
- Update Patron
- Records
- Answer
- Questions
- Open/Close
- Library

WHY
- Community is important
- Ideas are important
- Thinking is important
- Learning is important
SUCCEESSFUL STUDENTS

Training
Collaborating
Determine Policies
Shelve Read
Patron Interaction
Using Technology
Connect Users to Info
Facilitate Retrieval and Use
Update Patron Records
Answer Questions
Open/Close Library
Checkout/Checkin Books

SUCCESSFUL STUDENTS

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Guiding Principles

- Decisions will be user-driven (i.e. the WHY);
- Open and on-going communication throughout process;
- Although some processes may be combined or changed, some activities may still best be implemented separately;
- Think not only about the tasks to be done but also about broader system-wide workflows.
High Level Processes & Workflows

- Access or Ownership of GVSU Library Resources (16 steps)
- Non-collection Library Services (20 areas)
- Lending GVSU Library Resources (9 steps)
- Access to non-GVSU Library Resources (13 steps)
Access or Ownership of Resources

**Order**
1) Request Item
2) Receive Request
3) Ensure Appropriateness of Request
4) Determine method for acquisition
5) Order
6) Accounting

**Process**
7) Receive
8) Payment
9) Cataloging & Metadata
10) Make Available

**Access**
11) Notify requestor or user
12) Use and access
13) Borrower interaction

**Manage**
14) Maintenance and Inventory
15) Recording, Management & Analysis
16) Collection Management
Establishing Transformation Areas

- Front of the house vs Back of the house
- Efficiency
- Eliminate Barriers & Obstacles
- Administrative
- New Service and Program
Tell us How

- Issue
- Group Leader
- Group Members
- Context
- Expected Outcome
- Expected Date for Completion

---------------------------------------------

- Recommendation for getting expected outcome
- Implementation Plan
- Requirements
Outcome

- Began to implement changes to workflows, procedures and policies in Fall 2012
- Reviewed and updated position description for all Staff
- New management position
- New organizational structure
Access & Delivery Services

- Collection Retrieval, Inventory & Maintenance
- Mail Services, Shipping & Receiving
- ILL & Document Delivery
- Course Reserves
- Digitization
- Provide services all hours we are open
- Everyone (staff & students) is cross-trained
User Experience

- Unified Service Desk
- Patron interaction
- Customer service
- Assessment & evaluation of services and spaces
- Marketing & Outreach
- Building Security & Safety
- Opening/Closing of the Library
- First Tier Research Consultation
- Tours & Program/Event Support
- Service Design
Service Design

- Service design is a process that examines the relationship between those who use a service and the service environment.
- By focusing on and making improvements to the points at which users interact with other people or the environment, service design enables an organization to run smoothly, provide the best service to its users, and reduce the kind of situations that can generate complaints.
Building a Service Blueprint

- The identification of the service process, that is supposed to be blueprinted
- The identification of the user segment or the customers that are supposed to experience the service
- Picturing the service from the user’s perspective
- Include staff members that provide on-stage and back-stage services
- Will represent the two key components of service – how it’s experienced and how it works
Service Blue Print Components

Physical Evidence

User Actions

LINE OF INTERACTION
Onstage/Visible
Contact Employee Actions

LINE OF VISIBILITY
Backstage/Invisible
Contact Employee Actions

LINE OF INTERNAL INTERACTION
Support Processes

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Library Self-Service Hold Shelf

**Physical Evidence**
- OPAC
- Email
- Book Shelf & Staff
- Book, Label, Sign
- Staff, Selfcheck, Sign
- Kiosk & Display

**User Actions**
1. Place Request
2. Notification
3. Locate Hold Shelf
4. Locate Book
5. Determine Checkout Method
6. Checkout w/Self Check Machine

**Line of Interaction**
- Onstage/Visible
- Contact Employee Actions

**Line of Visibility**
- Backstage/Invisible
- Contact Employee Actions

**Line of Internal Interaction**
- Support Processes
- ILS
- Staging Director
- ILS
- Process Request
- Self Check System

**Support Processes**
- ILS
- Staging Director
- ILS
- Process Request
- Self Check System
Pain Points & Follow-up

Multiple “Request” buttons
  ▪ Meeting to decide authentication
Usability of Requests
  ▪ Blueprinting/usability testing
Unsuccessful notifications
  ▪ Future blueprinting
Wayfinding Signage
  ▪ Explore options with Library Administration
Greeting & Assisting
  ▪ Remind student assistants about the importance of proactively assisting patrons by the hold shelf.
Thank You!

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Resources

- Simon Sinek’s Golden Circle
  http://www.startwithwhy.com/

- Learning Space Toolkit
  http://learningspacetoolkit.org/

- WEAVE: Journal of Library User Experience
  http://weaveux.org/

- Piano Stairs, “Thefuntheory.com” – An initiative of Volkswagon
  http://www.thefuntheory.com/

- Service Design Tools
  http://www.servicedesigntools.org/

- Leveraging Service Blueprinting to Rethink Higher Education
  By Amy L. Ostrom, Mary Jo Bitner, and Kevin A. Burkhard