

Discussion w/Clark Swanson of OrangeBoy

Minutes/Notes

10:30 am – 11:30 am

Thursday, July 2, 2020

MA 101C

Community Management

Engage customer where they are

Expand definition of who customers are/redefine segments

Without having to rely on site

3 lenses/ 1 prism to look thru:

- Equity
- Digital Strategy
- Lifestyle

Will have product in 3-6 months

3-6 months

Where do we need to be and how will we measure that?

Build a new foundation for library.

Look at customer grouping

Everyone is a library customer because everyone pays for that service.

- Will expand non-user clusters
- There are groups that shape our community including ad hoc groups

e.g. looked at protest groups in Columbus as examples

Measurement will be very important-intrinsic value future public good generated by the library.

GIS built around maps

Where current used live

- Non-active user live
- “alumni” live
- donors live

Look at those grouping and figure out what they want

- now have the opportunity to do whatever you want

If there were no public libraries and we were going to invent one, what would that look like?

e.g. What about pageturners?

Over next 2-3 years

1. Look at channels we deliver in – now’s the time to get rid of things people don’t love.
2. Look at organizational structure MS Teams is not the location of the OB business
We need to live in the MS Teams?
 - What are the sort of people we need?
 - What skills do we require?
3. Special requirement
 - Where do we need to be?
 - What will we do?
4. Financial requirements

We’re entering a new environment at speed. We will make mistakes, but we’ll learn and move on.

We must be flexible.

*can start next Tuesday

Clark will re-work proposal – cost the same

Condense down leadership discussion and speed process up

Planning Cycle

1. Triage – customer grouping maps – 1 month
2. Remediate – develop those at to yearly

3. Rejuvenate (New CEO) – develop new pathway

Can we do same – day delivery?

How do we recreate a library experience – out of doors?

Ultimately, hunger for social interaction.

How do we make this a way of life?

How do adapt facilities?

What are people willing to spend time and money on?

How do we keep customers?

We have to become relevant in their lives today.

How do you grow stickiness?

How do we go beyond digital content?

Pageturners and Digitarians view the community and the library differently?
(and themselves)

Are we doing things people deem important?

What's our digital (strategy? Meet w/Clark after maps are done). Ask
Imagemakers.

MS Teams – stock prices up

*we need to determine why/how MS Teams will work for us.

Plan for rest of 2020

Assignment for next Senior Director's Meeting:

- What services will we offer?
- How will we staff them?
- ? Unable to make out word.
- Training required?

Data Review from Robert