

THE BASICS – MOVING FORWARD

UCSLD All-Staff In-Service

November 6, 2020
9 to 3:30



UMATILLA COUNTY
SPECIAL LIBRARY
DISTRICT

Strengthening our community libraries



PLEASE, SIGN INTO
THE CHAT –
NAME & LIBRARY

Agenda

Who We Are – Staying Well

- 🚶 9 AM – Introductions

Who We Serve

- 🚶 9:30 – Keynote – Customer Service with Susan Bower of Eastern Oregon Business Source
- 🚶 Please read the WebJunction Competency Index for the Library Field

How We Serve

- 🚶 11 – Accentuate the Positive – using customer service skills to analyze policies

Noon – Lunch

Who We Tell

- 🚶 1 – Advocacy with MaryKay Dahlgreen

What We Do

- 🚶 2:15 – Each library shares in 3 minutes or less what is happening in their library – Prepare a video, haiku, song and dance, brief PPT or Canva or...

Closing – Evaluation link

Meeting Guidelines

- ✧ We participate as equals
- ✧ There is no right or wrong
- ✧ We disagree with grace and tact
- ✧ We have fun
- ✧ We mute ourselves when we are not speaking
- ✧ We keep shared information confidential



WHO WE ARE –
STAYING WELL

Who We Are – Staying Well



INTRODUCE YOURSELF
YOUR NAME



YOUR LIBRARY
& YOUR POSITION



WHAT IS ONE THING
YOU'VE DONE TO
PRACTICE SELF CARE



WHO WE SERVE

Keynote

Customer Service

Susan Bower

Eastern Oregon Business
Source





HOW WE SERVE

Communicating Important Information

Accentuate The Positive

1. Explain the reason
2. Show empathy
3. Let the customer know what you can do
(offer an alternative solution)

Action	Policy/Procedures	Value
EXAMPLE: Your former 4th grade Teacher needs a card but doesn't have ID	EXAMPLE: You'll have to show your ID and proof of residence in order to get a library card.	In order to protect you and your identity, we need to see your photo ID and in order to have access to the wealth of resources in the Sage Consortium, we need to establish your residency.



LUNCH

See you at 12:58 PM



WHO WE TELL

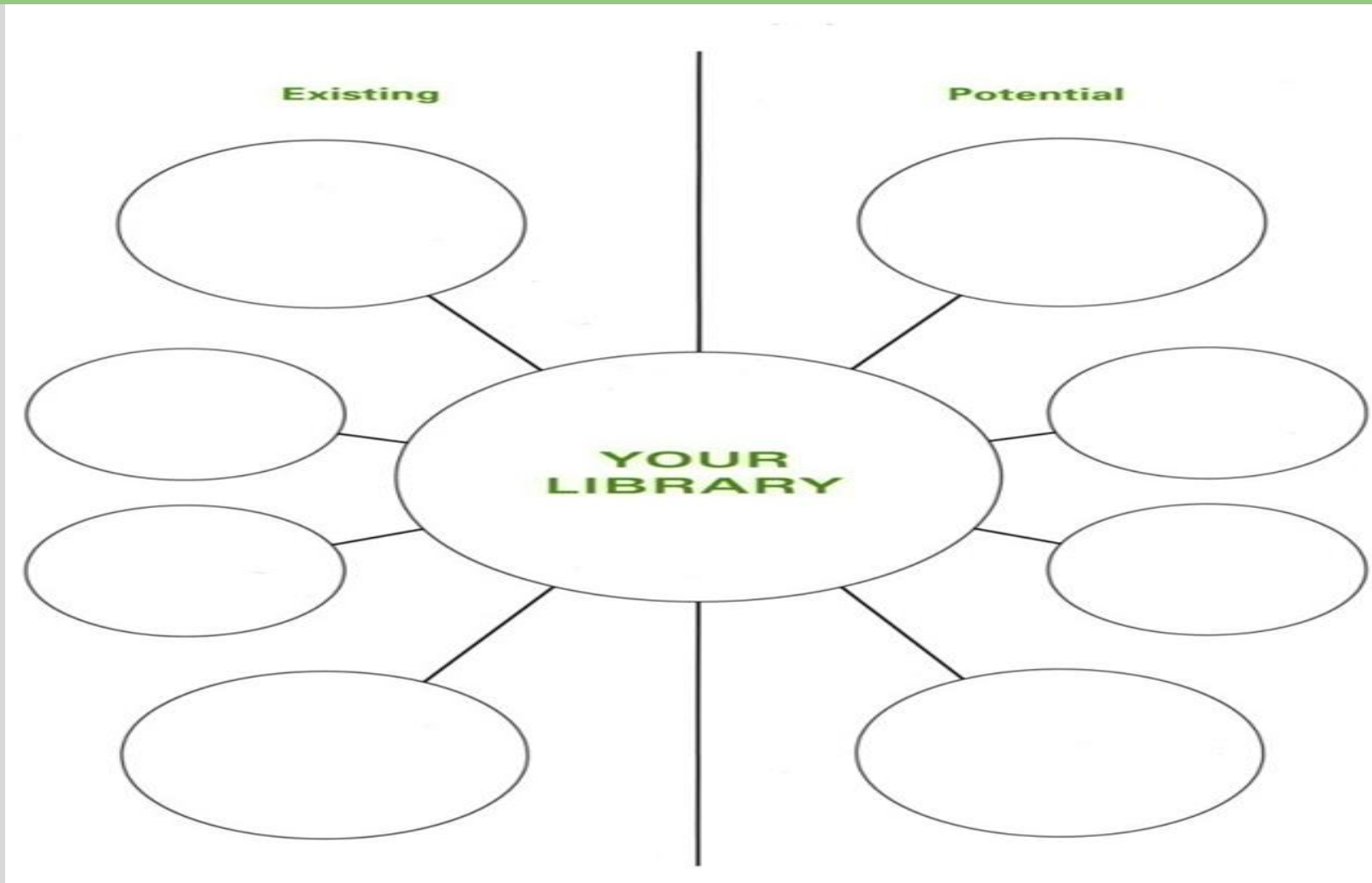
Advocacy



Advocacy – Telling your Value

- Laying the Groundwork
 - Community engagement
 - Public awareness
 - Data on the value of libraries
 - Impact measures
- Activity:
Relationships with Stakeholders

Relationships with Stakeholders



Creating Events They Want To Attend

- Create the idea
- Identify the process for inviting
- Who is attending from your organization
- Draft the request
- Follow-up

Constituent Communication

- Impact
- Personal Story
- Reasons

Building Relationships

- Attend a town hall or community meeting
- Invite official to the library
- Meet with official
- Build relationships with staff

Effective Stories

- The Want
- The Opening
- Paint the Picture
- The Struggle
- The Discovery
- We Can Win
- The Button



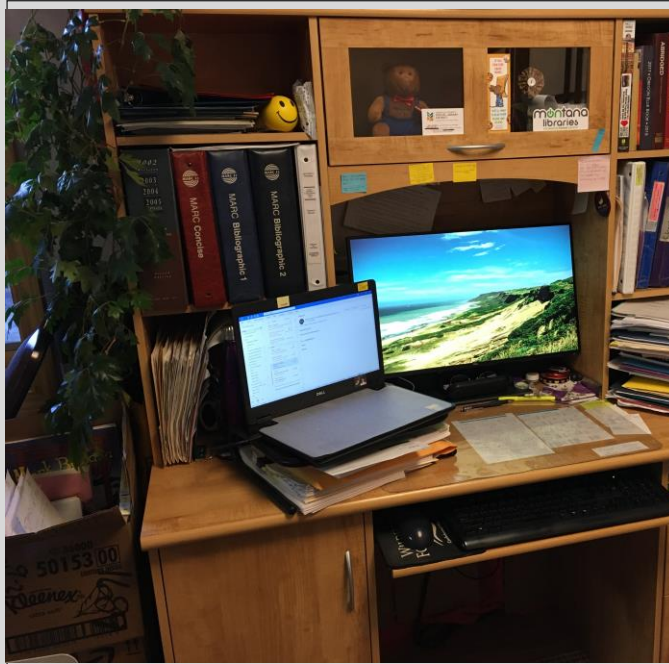
WHAT WE DO

Libraries Tell Their Stories



What is happening at your library?

Share your Story



PERS
Planning
Sage Literacy LEO
Budget Storytime Zoom
Billing Cataloging Training
Libraries Provide Countywide
Board & Spreadsheets Reading
Payroll Mentoring
Library Take Off! Email
Minutes
OLA





CLOSING & EVALUATIONS

Thank You!

