



REPORT TO THE LIBRARY BOARD

MEETING DATE: JUNE 25, 2009

Session:	Public Session
Subject:	Service Excellence: Reference, Referral and Reader's Services: Status Report
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Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

Recommendation

It is recommended that this report be received.

Issue / Opportunity

The purpose of this report is to provide an update to the Library Board on the Library's Service Delivery Stream: Reference, Referral and Reader's Services (3Rs).

London Public Library strives to meet community needs and interests by providing relevant, quality Reference, Referral and Reader's Services (3Rs) within and beyond the library's physical space. In order to keep current in the ever-changing environment, staff actively research best practices, seek input, set clear direction and service standards. To ensure that staff are customer-service oriented, communicate effectively, are competent in understanding customer needs, have access to and are knowledgeable about resources, the 3Rs Service Excellence Team has designed a three year plan of action to achieve these goals.

Background & Review

A visioning day was held in 2007 with a group of staff from across the system. The outcome of this day was a *White Paper* that provided the creative base for LPL's *3R Service Standards and Guidelines and Roles and Responsibilities* (May, 2008). This document, developed by a team then led by Arlene Thompson, as the Public Services Coordinator responsible for 3Rs, outlines the Library's service philosophy, how we serve the public and expectations of all staff.

An implementation plan was developed to:

- Communicate service standards and performance expectations;
- Communicate roles and responsibilities; and

- Outline training and development.

During the Library's annual spring training period (Practicalities, May 2008) all Public Service staff participated in two staff designed and led training sessions: *3Rs: The Service* and *3Rs: The Tools*. This was an affirmation of LPL's commitment to customer focused, personalized, and proactive reference, referral and reader's services.

Since then, the 3Rs Service Excellence Team has developed service plans, deliverables and staff training. The three year plan allows a focus on one service per year:

Year 1: 2009 Celebrate the Reader

Year 2: 2010 Investigate Finding Out

Year 3: 2011 Focus on Referral.

Each service theme will include a service delivery and staff training element. Key library services and resources will be profiled and complimented by the development and delivery of core service training modules for staff.

This year the theme is *Celebrate the Reader*. As defined in the Service Excellence Model, Reader's Services connect individuals to books, CDs, DVDs and other formats that best match their reading, viewing, listening preferences and learning style.

LPL staff have been developing and delivering training to enhance staff skills to support delivery of Reader's Services to the public. Training and delivery of Reader's Services in 2009 includes:

- Searching 101: (January to May). Complete
- Introduction to Reader's Services: The Fear Factor (May to August). Underway
- Introduction to Reader's Services: The Tools (September to December)

The planning team will investigate new ways to engage public and staff in a Celebration of the Reader and Reading.

Additional initiatives of the 3Rs team include:

- Resource Lists: A variety of *If you like...lists* produced in print as well as *We recommend...featured* prominently online in the catalogue. New lists are under continual development.
- Book Displays: Enhanced book displays in locations supported by a staff edited Book Display newsletter with accompanying posters.
- Service Training: Participation in audio workshops and webinars provided by library associations (e.g. OLA, SOLS) and online vendors (e.g. NoveList)

Continuing steps:

In late fall 2009, a team will begin to develop service and training delivery ideas for the 2010 initiatives (Investigate Finding Out); and in late fall 2010, a team will explore ideas for the 2011 service delivery focus (Focus on Referral) and relevant staff training.

The *3Rs Service Excellence Team* will complete the three year plan as they continue to develop sustainable and responsive services and training for both public and staff.