

# Libraries ~ the San José Way

## GUIDING PRINCIPLES:

Customers First  
Teach Customers  
Reinvent Environments  
Enable Staff

### Snapshot: San José Public Library

Circulation per capita:	14.8
Languages in collections:	50+
Operating Budget:	\$29 million
Population Served:	973,973
Staff:	366 FTE
Facilities:	18 branches, 1 Main Library
Inventory:	2,182,119 items

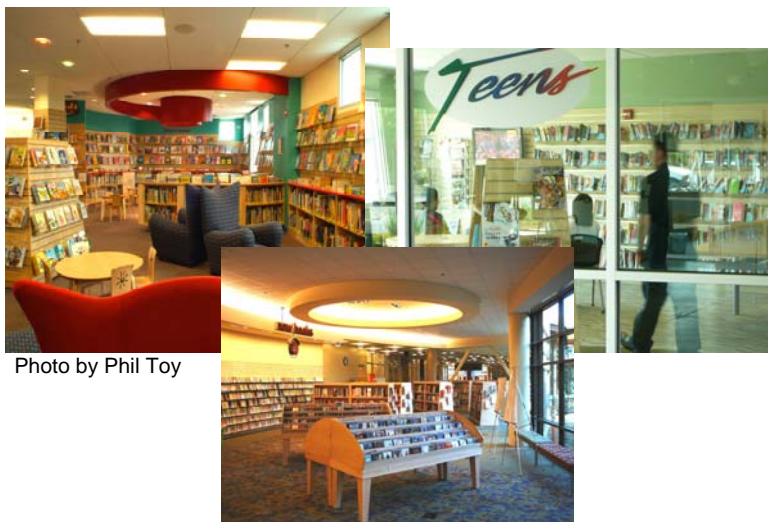
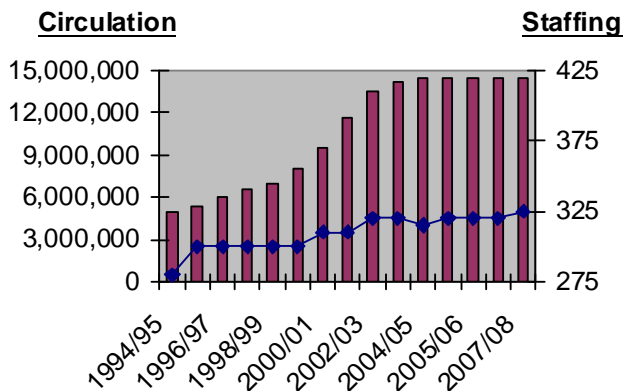


Photo by Phil Toy

## Collection Management

- Print reference collection reduced to emphasize electronic collections, databases, online training.
- Web management by subject specialists.
- Emphasis on popular materials, media and families in branches with central resource "warehouse" collection retrievable on demand.
- Use of technology to manage collections: e.g.: customized electronic lists used for collections inventory.

## Increased Access to Electronic Resources

- Emphasis on electronic reference sources including databases, ebooks & Internet resources.
- Increased number of PC stations more conveniently located throughout the library.
- Ask Now live online reference assistance 24/7.
- Downloadable ebooks & audio books, plus browsable ebooks.
- All staff is trained on self-directed service electronic kiosk to teach customers how to search for items, reserve a computer, apply for a card, renew items, pay fines online, and monitor their accounts.

## Bookstore Look and Feel

- Bountiful displays of books and media
- Popular, high turnover collections displayed in the "marketplace"
- Use of retail-like fixtures
- Food and drink available
- Community gathering place
- "Third Place" promotion

## Programs

- Daily programming provided by highly trained staff, volunteers, and community partners.
- Weekly Internet & word-processing classes and tutoring for all ages.
- Homework Center 4 days per week.
- Family Learning Center for emerging literacy help.

## Customer Service

- All staff is cross-trained for seamless public service delivery; basic reference, storytime, Internet training.
- New roles for staff on the public floor, assisting and teaching customers.
- Librarian's role is evolving to include designing, training, supervising and coaching staff.
- Backroom duties reduced to allow more direct customer service by all staff.
- High Interest collections shelved in browsing order -- only by first letter, first number, e.g. Adult New Books and DVD to assist in fast turn-around in our *Direct Shelving* method.
- Volunteers partner to assist with storytime, tutoring, shelving, reserve lists, and book sales.
- Staff promotes a flexible dynamic entrepreneurial work environment.

## Self-Service

- Self-check machines large circulation desks.
- Holds pick-up is self-service for customer convenience.
- All staff is able to troubleshoot self-checks and provide Greeter assistance.
- Staff is on the floor where the customer is, using the Single Service Point as a rendezvous point with customers. Staff maintain the Marketplace, merchandise collections, and facilitates the customer experience, always visible and available.