

**FROM TRADITION TO TRIAL:  
SPECIAL LIBRARIES  
(AND ALL THE REST OF US, TOO)!**

MARKETING  
BUDGETING  
QUALITY/VALUE  
COLLABORATION



VIABILITY AND SURVIVAL

It is no longer “enough” to simply  
“do our work,” even when we are providing  
comprehensive, outstanding service and care  
24/7/365

MARKETING—VISIBILITY—  
BEING WHERE OUR PATRONS ARE—  
AND BRINGING THE LIBRARY TO THEM

- RESOURCES (both new and traditional)
- SERVICES (“everything”)
- ACCESSIBILITY (on-site and remote)

- ACCREDITATION WITHIN OUR ORGANIZATIONS DEMANDS THAT OUR LIBRARIES BE FULLY COMPLIANT WITH ALL LIBRARY STANDARDS SET BY THE ACCREDITING BODY, INCLUDING SERVICES, RESOURCES (BOTH PRINT AND ELECTRONIC), PLANNING, AND BUDGETING.

- BUDGETING: DOING MORE WITH LESS--  
LIBRARY STAFF AND SERVICES ARE  
INDISPENSABLE ...

BUT OFTEN DISPOSABLE

- CLIENTS NEED AND REQUEST MORE OF  
EVERYTHING: DATABASES, NEW BOOKS,  
JOURNALS, ORIENTATION AND INSTRUCTION

HOWEVER... PRODUCTIVITY INDEXES  
DETERMINE FTE'S AND BUDGET FOR NON  
CLINICAL DEPARTMENTS—INCLUDING—AND  
ESPECIALLY-- LIBRARIES!

## TECHNOLOGY IS BOTH ALLY AND ENEMY

RELIABILITY OF DATA—GETTING BEYOND GOOGLE:

- Rapid access to accurate information and the need to know—for both professional and “everyday” patrons: versus the time, care, talent, and training needed to conduct database searches with the highest quality and most reliable resources

- AND THE HOST OF OTHER CHALLENGES  
CREATED BY PROVIDING COMPUTERS AND  
RESOURCES TO YOUR PATRONS—Privacy of  
information, plagiarism, inappropriate photos,  
problem-patrons

- COLLABORATION WITH OUR LIBRARY  
COLLEAGUES—ACROSS LIBRARY-TYPES—

WITHOUT GEOGRAPHICAL AND PHILOSOPHICAL  
BOUNDARIES

- PROVIDES ENLIGHTENMENT,
- COST-SAVINGS AND EFFICACY,
- STEWARDSHIP OF RESOURCES,
  
- AND AN OUTSTANDING IMAGE OF COOPERATION AND VALUE TO OUR COMMUNITIES AND CORPORATIONS

- A CONTINUAL MISSION TO BE
  - CREATIVE
  - RESOURCEFUL
  - ENTHUSIASTIC
  - COLLABORATIVE
  - VIGILANT

- SERVICE AND EXCELLENCE AND A PASSION FOR OUR ROLE AS LIBRARIANS REMAIN OUR HIGHEST AND MOST CRUCIAL PRIORITIES AND GOALS.