Libraries ~ the San José Way

GUIDING PRINCIPLES:

Customers First
Teach Customers
Reinvent Environments
Enable Staff

Snapshot: San José Public Library

| Circulation per capita: | 15.21 |
| Languages in collections: | 70+ |
| Operating Budget: | $39 million |
| Population Served: | 1,007,000 |
| Staff: | 372 FTE |
| Facilities: | 18 branches, 1 Main Library |
| Inventory: | 2,296,658 items |

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.
- Scheduled review of collections takes place annually based on community needs.

Increased Access to Electronic Resources

- Emphasis on e-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 & music, plus browsable ebooks.
- All staff are trained on self-directed service 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.
- Family Learning Center for emerging literacy help.

Customer Service

- All staff are 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 (like DVDs and new books) are shelved only by first letter or first digit to assist in fast turn-around in our Direct Shelving method.
- Volunteers partner to share knowledge and help us meet community needs.
- Staff promote a flexible, dynamic, entrepreneurial work environment.

Self-Service

- Self-check machines replace large circulation desks.
- Holds pick-up is self-service for customer convenience.
- All staff are able to troubleshoot self-checks and provide Greeter assistance.
- Staff are 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 facilitate the customer experience, always visible and available.
- Intuitive library layout for easy self-directed service and navigation.