

Georgia State University

From the Selected Works of La Loria Konata

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Reinventing Libraries for Next Generation of Library Users

La Loria Konata, *Georgia State University*



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Reinventing Libraries for Next Generation of Library Users

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Diary of a mad woman



The Need for Reinvention

When in Rome, do as the Romans

- Millennials
- Technology



The Library's Response to Customer Demands

If you can't beat 'em, join 'em

- Change in Services
- Building Transformations
- Metasearch



“Reinventing” Customer Service and Reference

The customer is always right

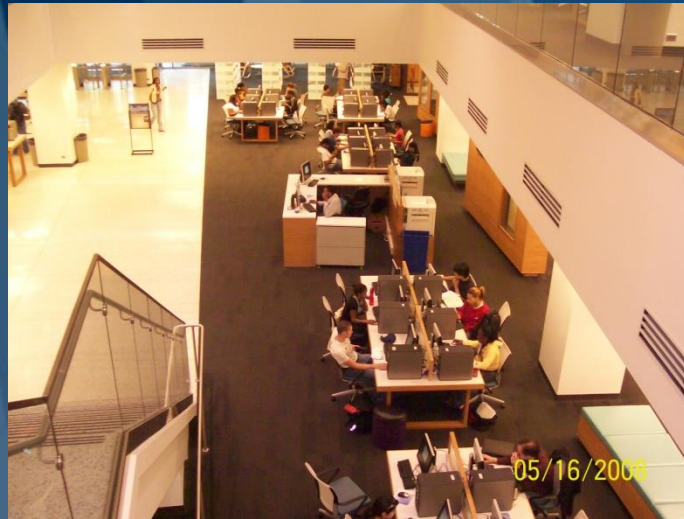
- Customer Complaints
- Mystery Shopper
- Marketing



Marketing Success in Libraries

If you build it, they will come

- Liaisons
- Third Place
- Change in function



New Strategies for Marketing Services

Give them what they want

- Develop relationships
- Website redesign
- Comment forms
- [Marketing plans](#)
- What's our business?

Will this little girl be able to read
your work when she grows up?



She will if your work is in PantherSpace
Georgia State University Library

Conclusion and Recommendations

Go forth and prosper

- Customer Service
- Marketing/Branding
- Diversity

