Reinventing Libraries for Next Generation of Library Users

La Loria Konata, Georgia State University

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La Loria Konata
Learning Commons Coordinator
Georgia State University Library
llkonata@gsu.edu ; lalonatagsu (IM)
http://www.library.gsu.edu/people/index.asp?ID=48
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
Conclusion and Recommendations

Go forth and prosper

• Customer Service
• Marketing/Branding
• Diversity