Wood, Miller, and Knapp (2007) Beyond Survival: Managing Academic Libraries in Transition. Westport, CT: Libraries Unlimited.

Serving Students The Big Red Way <http://www.retain.unl.edu/GetToKnowMeBook.pdf> (pdf)

**What does it take to engage our users and engage our staff?**

* Make it easy/convenient (user and staff)
* Reward system/positive feedback
* Staff-shared sense of responsibilities
* Consistent training
* Personal connection
* Creating a positive memory
* Intuitive service (virtual)
* At user’s convenience
* Follow-up with patron
* Try to find solution – be concerned
* Close listening
* Focus on users
* Build personal relationships
* Give them what they want
* Be fast, accurate, clear
* Inclusivity – include student opinion
* Know and define their needs
* Feedback from user to improve service
* Speed of service – want it now
* Advertise services
* Adopting services they are already using
* Developing good relationships with faculty
* Offer to help by teaching, not doing for them
* Multiple venues to communicate – Meebo, You-Tube, LI110
* Student who work in areas of interest – quick resolution to problems
* Good communication between library department/staff
* Open house for department to learn what the library has to offer
* More reference training
* Campus faculty, Greek system, honor society
* Open house, games, food, prizes
* Students learn what we have to offer – media services
* Find out from students what they want
* Liaison roles for grad students
* Eliminate desk – get out and meet students develop relationship
* Staff development for students
* Find out more about what branches have to offer – Treasure Day
* Eye contact
* Take the time to walk-thru sign-up/find information
* Advertise other venues by word-of-mouth or displays
* Extra help in a crisis
* Empower staff to make decisions (as appropriate)
* Foster enthusiasm with each other and for what we are doing
* Feedback – positive between levels of staff
* Need info about user needs
* Network complimentary resources – link to original resources, adding new materials
* Give patrons a stake in the library
* Smooth patron’s path with service points that facilitate, not obfuscate or overwhelm
* Provide patrons with positive reinforcement for what they bring to interactions. Acknowledge their knowledge and expertise
* You-Tube as a training tool for LI110

**How to build loyalty?**

* Make sure they have a successful visit
* Listen
* Make it convenient
* Be available
* Enough equipment and software they want
* Reliability – computers, software, printers that work, consistent staffing, books on the shelf, links to resources that work consistently
* Go above and beyond
* Don’t give people the “runaround”
* Quick response
* Friendly marketing
* Treat as equals
* People vs. numbers
* Get to know loyal patrons
* Consistent contact
* Want to help vs. have to help
* Restructure reference desk
* Eye contact/greeting
* Build social aspect
* Offer incentive (punch card?), encourage frequent user points, more face to face through technology webcam
* Market our value in $
* Create/develop
* Give away t-shirts
* Rapid response to problems with personal follow-up
* Figure out a way to improve LI110 to build loyalty
* Make it convenient/easy – e.g. Digital delivery of journal articles to students
* We have regulars (in-person, virtual), ask them why they are repeat users and promote
* Trade-off doing too much vs. doing too little, need balance
* Make services as visible as possible, branding
* Take services to student groups such as Ref, writing help in dorms
* As much full-text online services as we can afford
* Provide individual service as much as possible, especially grad students and faculty, also contributions by faculty outside of library can be invaluable
* Offer services competently, consistently
* Offer extra help in crisis, “hand-holding” if necessary
* Take an interest in patron projects
* Attitude
* Repeated positive experiences
* Testimonials (reviews) from others
* Acknowledge impact of the bigger organization (ex. Fallout after Ayers)
* Social tagging
* Implement something immediately; don’t keep talking about this…
* Do a fine amnesty
* Be consistent so they know they’ll have a good experience every time they come in
* Branding – become cool as a place to be loyal to
* Get them young
* Appeal as existing groups
* Students create great relationships with one another, find ways to exploit
* Cute mascot