

California State Library FY 2014 / 2015 Library Services and Technology Act Final
Program Narrative Report

Reference #	8339927
Status	Complete
Project Title	Reinventing the 21st C Library
Grant Award Number	40-8384
Choose grant project start date	2014-07-01
Choose grant project end date	2015-06-30
Library/Institution	Entrepreneurs by Design
Director First Name	Jessica
Director Last Name	Munro
Title	Founder & CEO
Street Address	1588 Hanchett Ave
City	San Jose
State	California
Zip Code	95126
Director Phone Number	6503873812
Director Email Address	jess@ebydesign.org
Choose the library/organization type	Other (describe), Design education & training
Project Director First Name	Jessica
Project Director Last Name	Munro
Project Director Title	Founder & CEO
Street Address	1588 Hanchett Ave
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Please choose one goal in the California State Library LSTA Five Year Plan 2013 - 2017 that best describes the project.	Goal 2: 21st Century Skills

<p>Project Abstract</p>	<p>Our goal was to deeply train core teams of librarians from four Bay Area libraries (Oakland, Berkeley, Contra Costa County and Alameda City) in design thinking methodology that supports a human-centered approach to identifying and developing new services and programs for their library users and to attract new users into the library. Each library crafted a focused question with a target user group from the community, such as “How might we engage new residents to make the library the town “greeter””? Through a series of five workshops, core teams were equipped with the skills to conduct ethnographic interviews and subsequently engaged over 170 community members to discover their hopes and needs.</p> <p>The core teams a set of innovative community-facing service delivery solutions or new programs for which they ran ten different prototypes or pilot events to explore further with community members.</p> <p>The project culminated in a train-the-trainer event, in which the core team became ambassadors of the design thinking methodology to their fellow library staff by co-leading a training for a broader set of library staff from the four locations. Over the course of the project, over 200 library staff had exposure to the methodology.</p> <p>Each of the four libraries is moving forward to implement one of their new programs or services for a wider audience.</p>
<p>List any important outcomes or findings from your project. What changes occurred in your target audience's skills, knowledge, behavior, attitude, and/or status/life condition?</p>	<p>Our core teams of librarians described a shift in how they tackled problems within their day-to-day context. They adopted a “Yes AND” brainstorming mindset that helped them build on the ideas of others and reach greater consensus than critiquing or tearing apart the ideas of others. They gained fluency with “prototyping” solutions to get feedback from users before launching a new program or service at scale without testing. They built their skills of ethnographic interviewing and became more likely to engage users in meaningful conversation about their hopes and dreams.</p>
<p>Briefly describe the importance of the outcomes or findings.</p>	<p>The core teams culminated their skill-building through co-leading a design thinking training event for their peers, which put all of the skills and mindsets they had learned throughout the year into practice.</p> <p>They were excellent instructors and it was clear they had internalized the skills!</p>
<p>What methods were used to determine your outcomes or findings. Choose all that apply.</p>	<p>Other (describe), training event co-led by library core teams</p>

Based on outputs, outcomes and/or other results, explain any significant lessons learned from these findings for either the State Library or others in the library field.	<p>The importance of deeply engaging users (and non-users) beyond surveys to get to the underlying hopes and needs of library constituents.</p> <p>The potential to save a great deal of time and money in rolling out new programs, by first prototyping and testing a program in its smallest form first (such as putting up a booth at a farmer's market and having long-time residents record their top advice for new residents to inform what kind of service the library might provide to new residents).</p>
Do you anticipate continuing this project after the current reporting period ends?	Yes
Please describe why.	Each library selected one of their prototypes or pilots to move forward with and implement. They each received a small grant to get them started in this process.
Do you anticipate any change in the level of effort?	Yes
Please briefly describe any changes in the level of effort. Include information as to whether you intend to use LSTA, local or inkind funds.	As there will not be a designated number of expected hours for the library core teams, participation will be purely at will.
Do you anticipate any change in the project's scope?	Yes
Please briefly describe the changes in the project's scope.	The project was focused on teaching the skills and methodology of design thinking. The ongoing work will focus on implementing a program or service putting into practice those skills.
Do you anticipate any other changes in the project?	No
ADDITIONAL MATERIALS You can attach to this report any supporting documents relating to outcomes, outputs or other information that you believe will add to the report.	Reinventing-21stC-Library-pilots-2015.pdf (603k)
Project Intent - choose ONE	Institutional Capacity - Improve the library workforce
SUBJECT OF INTENT: Select no more than THREE subjects.	Library Infrastructure & Capacity - Library skills, Library Infrastructure & Capacity - Programming & event planning, Library Infrastructure & Capacity - Outreach & partnerships
Amount of Grant Award	100000.00
Amount of Grant Expended	100000.00
Amount of Local Match Cash Contribution Expended	0.00
Amount of In-Kind Expended	0.00
Total Amount of Project	100000.00
Advertising, Public Relations and/or Promotional Materials	No
Fundraising and/or Proposal Writing	No
Lobbying and/or Advocacy	No
Food and/or Entertainment	Yes (describe), Catering for participants of 6 workshop events

Construction and/or Renovation	No
Indirect Costs	No
INSTRUCTION - CONSULTATIONS SKIP THIS PAGE and proceed to the next applicable activity for your project if this activity does not apply to your project.	CONSULTATION: Informal interaction with an individual or group of individuals (library staff or other professional) who provide expert advice or reference services to individuals, units or organizations. Includes drop in and referral.
Activity Title	Workshops
Activity Intent - choose ONE	Institutional Capacity - Improve the library workforce
SUBJECT OF INTENT: Select no more than three subjects.	Library Infrastructure & Capacity - Library skills, Library Infrastructure & Capacity - Programming & event planning, Library Infrastructure & Capacity - Outreach & partnerships
Brief Activity Abstract:	Through a series of five workshops, the core teams from each of the four libraries (14 people in all) participated in immersive, hands-on learning of the methodologies of interviewing library users, making sense of the data, brainstorming solutions to meet the needs, and prototyping solutions to test and get feedback. A sixth workshop with library Directors scoped the project for each core team.
Delivery format	In person
Mode (check all that apply)	Consultation
Total number of consultation/reference transactions.	6
Average number of consultation/reference transactions per month.	10
Is this activity statewide?	No
If the activity was statewide, was it offered in specific locations?	No
Is this activity directed at the library workforce (including volunteers and trustees/libraryboard members)?	Yes
Is this activity directed at the general population or a targeted population?	Targeted Group
Public libraries	4
What partners were involved with this activity? Select all that apply.	Not applicable
Geographic community of the targeted group. Choose as many as apply.	Urban, Suburban
Is the activity targeted at specific economic types?	Not applicable
Is the activity targeted at specific ethnicity types?	Not applicable
Is the activity directed at families?	No
Is the activity directed at inter-generational groups?	No
Is the activity directed at immigrants/refugees?	No
Is the activity directed at those with disabilities?	No

Is the activity directed at those with limited functional literacy or informational skills?	No
Is the activity directed at groups that fall into a category not already captured? If yes, please provide brief detail.	No
Is this an exemplary project?	Yes
If Yes, please briefly explain.	Librarians started the process as novices in design thinking and its methods of interviewing users, brainstorming solutions, prototyping and testing ideas. By the end of 10 months, these same librarians had not only implemented prototypes or pilots of innovative solutions for services and programs (such as "Made in Alameda" events hosted at local business establishments who produced their product on the island to engage both business owners and "non-users" of the library), but they went on to teach their peers the methodology with poise and aplomb.
PROJECT COMMENTS: Any additional comments on the grant project.	The core teams of library staff were truly dedicated and committed to the process.
Submitter First Name	Jessica
Submitter Last Name	Munro
Submitter Phone Number	6503873812
Submitter Email Address	jess@ebydesign.org
Library/Institution Director Name	Jessica Munro
Library/Institution Director Title	Founder & CEO
Date	2015-08-18
Do you certify that all the information provided herein is accurate to the best of your knowledge? NOTE: When submitting print version of report as noted below, Library/Institution director should sign in the box to the right.	Yes