

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

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Status	Complete
Project Title	Reinventing the 21st Century Library: Out of the Stacks
Grant Award Number	40-8489
Choose grant project start date	2014-12-01
Choose grant project end date	2015-06-30
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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

Project Abstract

San José Public Library (SJPL) identified that significant numbers of non-library users were young professionals between the ages of 22-39 years old who do not have children. As one of SJPL's strategic priorities is to enhance public access to library services by reaching out to targeted communities, this project focused on reaching out to these young professionals. The goal was to better understand this demographic, learn how to gather information from them, build relationships with them, and learn how to connect them with the Library. To accomplish this, Design Thinking methodology was used to find solutions grounded in empathizing with these community members.

The project had two main components: Relationship Building and Information Gathering. To build relationships, the Library developed two events, Trials Trivia Night and the original library game show "Do You Know What What?!", The events occurred at locations already frequented by these young professionals and provided opportunities to learn about them and inform them about Library services. The 18 relationship building events were attended by 793 people.

Information gathering was conducted to gain a deeper understanding of this target market. A number of creative ways were used to gather information at the relationship building events and traditional surveys and interviews were conducted elsewhere. This work proved that the relationship building events were successfully reaching these young professionals and expanding their understanding of the Library. The information gathering also gave the Library new insights into the target market. It revealed how they prefer to spend their free time, their information channels, their perceptions of the Library, and the services they would like the Library to offer.

San José Public Library will use everything that was learned and developed through this project to continue building connections with these young professionals to engage them with their public library.

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?

Through this project, SJPL wanted to determine if the relationship building events would be effective strategies to reach young professionals ages 22-39, teach them about the library, and determine if they viewed the Library to be relevant to their lives. "Do You Know What What?!", the Library game show and Trials Trivia Nights were determined to be effective strategies to reach young professionals as 71% of participants indicated that they were in this target demographic. Further, participants at San Pedro Square Market (the original location) followed the game show to a new venue - the South First Area (SoFA) located in a different section of downtown San José. The game show was also found to be effective at impacting participants' understanding of the Library. Fifty-seven percent (57%) of respondents at the events indicated that they learned something new about the Library. In addition, a week after a game show session, two participants came to the library to get a library card and participate in an ESL Conversation Club. Finally, 70% of participants indicated that they view the Library as relevant to their lives.

The project was also designed to give SJPL a deeper understanding of this demographic that would inform decision making related to reaching and serving these community members. Surveys, interviews, and group conversations were used to gather this information. The findings included:

Preferred Social Activities

- Eating at restaurants with their friends
- Attending movies with their friends
- Hanging out with friends at parks and open spaces
- Going to bars with their friends

Their primary motivations for attending these social events are friends, family, and interesting topics. They learn about social events through texts from friends and Facebook posts and invites from friends.

The main Library resource that resonated with respondents was checking out books. They would like the Library to provide access to GNU/Linux systems, psychosocial education, coding classes for adults, and free college accredited classes in tech fields. There was also an expressed desire for the Library to have eBooks – demonstrating the important of finding opportunities, such as "Do You Know What What?!" to educate about current Library resources.

Finally, while the majority of respondents (53%) view the Library as a critical resource, 31% of those respondents never use the Library.

<p>Briefly describe the importance of the outcomes or findings.</p>	<p>The success of Trials Trivia Nights and “Do You Know What What?!,” coupled with the information learned through the information gathering, validates SJPL’s approach to reaching this audience - offer fun, group activities in places they already frequent. Knowing that over half the respondents learned something new about the Library through the relationship building events verified that information about the Library can be communicated effectively in creative, nontraditional methods.</p> <p>Even though 70% of participants indicated that the library was relevant to their lives, they are not Library users. It appears that they equate relevance with value, and they do see the value of the public library. It was important to them when they were younger and feel it will be important again when they have families. They seem to be only on hiatus from the Library. They also see it as important for low-income families and English Language learners in their neighborhoods. The team has begun initial conversations with the Volunteer Services Unit to explore options for engaging these young professionals as volunteers. As this is not a time when they see themselves as Library users, perhaps volunteerism would be a way for them to engage with the Library.</p> <p>Finally, they learn about social activities through social media and the Library will continue to improve how it uses social media to reach this audience.</p>
<p>What methods were used to determine your outcomes or findings. Choose all that apply.</p>	<p>Survey, Interview/Focus Group, Participant Observation</p>

<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>	<p>Based on the success of the relationship building events and the information gained through surveys, interviews, and group conversations, these young professionals want to socialize with friends during their free time. They also learn about the activities they participate in from their friends. These social networks must be taken into consideration when planning and promoting activities for this group. Attached to this report is a manual that other libraries can use to implement various aspects of this project, particularly "Do You Know What What?!"</p> <p>At least in San José, these young professionals are not in the Library. Libraries must go to where they are in order to build relationships. Meeting game show participants (who were not previously library users) at the Library proves that this actually works.</p> <p>SJPL initially approached a Tech company to survey and interview their employees, as this would provide a large pool of the target demographic. While initial contact was smooth and encouraging, in the end the company determined that this would not be of sufficient value to their employees. It may be more advantageous to approach smaller businesses, nonprofit organizations, and use peer networks for information gathering. Another finding was that information gathering must be done with quick, easy to answer questions, as this audience does not want to spend time answering lengthy surveys.</p>
<p>Do you anticipate continuing this project after the current reporting period ends?</p>	<p>Yes</p>
<p>Please describe why.</p>	<p>San José Public Library will continue this project as it was found to be an effective strategy to reach the target demographic, educate them about their public library, and discover ways to engage them with the Library. As the project uses the Design Thinking approach, it will continue to evolve as it progresses</p>
<p>Do you anticipate any change in the level of effort?</p>	<p>No</p>
<p>Please briefly describe any changes in the level of effort. Include information as to whether you intend to use LSTA, local or inkind funds.</p>	<p>San José Public Library will continue to prioritize this work and dedicated the required personnel and non-personnel resources. The next phase of the project is being funded by SJPL.</p>
<p>Do you anticipate any change in the project's scope?</p>	<p>Yes</p>
<p>Please briefly describe the changes in the project's scope.</p>	<p>As the project uses the Design Thinking approach, it will change as more information is learned about the young professionals in San José and stronger relationships are built with them.</p>
<p>Do you anticipate any other changes in the project?</p>	<p>Yes</p>
<p>Please briefly describe the changes in the project.</p>	<p>As the project uses the Design Thinking approach, it will change as more information is learned about the young professionals in San José and stronger relationships are built with them.</p>

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.	SJPL_Do_You_Know_What_What_How_To_Manual.pdf (6347k)
URL	https://www.sjpl.org/blog/do-you-know-what-what-library-game-show
URL	https://www.flickr.com/photos/sanjoselibrary/albums/72157649911036319
Project Intent - choose ONE	Lifelong Learning - Improve users' general knowledge and skills
SUBJECT OF INTENT: Select no more than THREE subjects.	Library Infrastructure & Capacity - Programming & event planning, Library Infrastructure & Capacity - Outreach & partnerships
Amount of Grant Award	5000.00
Amount of Grant Expended	5000.00
Amount of Local Match Cash Contribution Expended	271.00
Amount of In-Kind Expended	38137.00
Total Amount of Project	43408.00
Advertising, Public Relations and/or Promotional Materials	No
Fundraising and/or Proposal Writing	No
Lobbying and/or Advocacy	No
Food and/or Entertainment	No
Construction and/or Renovation	No
Indirect Costs	No
INSTRUCTION - PROGRAMS SKIP THIS PAGE and proceed to the next applicable activity for your project if this activity does not apply to your project.	PROGRAM: formal interaction and user engagement, e.g. a class on computer skills
Activity Title	Relationship Building Events
Activity Intent - choose ONE	Lifelong Learning - Improve users' general knowledge and skills
SUBJECT OF INTENT: Select no more than three subjects.	Library Infrastructure & Capacity - Programming & event planning, Library Infrastructure & Capacity - Outreach & partnerships

Brief Activity Abstract:

The two relationship building events in this project were Trials Trivia Night and the library game show "Do You Know What What?!"

Trials Trivia Night

Trivia Night at Trials Restaurant and Pub is a trivia night with a Library twist. Teams comprised of 2-3 participants receive a sheet of 20 fill in the blank questions on topics such as Shakespeare, science, sports, pop culture, current events, music, history, and literature. They also receive an "Ask A Librarian" ticket that they can redeem for assistance from the team of librarians.

The "Ask a Librarian" ticket is actually a Library survey instrument. The ticket asks a yes/no question regarding their knowledge or use of a library electronic resource or program. The tickets are designed to align with the fun atmosphere of the trivia night. For example, one question was "Have you used the Library's online Chilton's Car Repair Database?" The answers were, "Yes, because I'm saving cash doing repairs on my own ride," or "No, because it doesn't cover my Tesla." In addition to obtaining information from the teams', it also educates them on Library services. The ticket also asks for the number of people on the team as a way to gather attendance information.

The teams must answer the survey question on the ticket to receive assistance. Almost all the teams use the ticket for help or to confirm their answer. We receive cheers from attendees when the trivia night host announces our attendance and participation. There were 276 attendees at the 8 Trivia Nights that were part of this project.

"Do You Know What What?!"

Do You Know What What?! is an original game show developed for this grant that is based on game shows of the past. It is a mix of pop-culture trivia, physical stunts, and guessing games. Each game show is designed for two teams of two, split into two rounds, and lasts approximately 30 minutes. Trivia questions are drawn from the news, books of obscure facts, and library events. Contestants select from a board of categories that, when revealed, contain either a trivia question or a stunt. Participants watch the game show from the dining tables in the venue and can follow along with the contestants by looking at the game show slides projected visually on a 12' by 14' screen and by listening to the host and contestants through a sound system.

Library knowledge was transferred to the contestants and the audience through the Trivia questions and their answers. Topics covered included e-books, electronic services (such as Mango Languages and Chilton's Car Repair database), Internet access, and the location of library branches.

When contestants selected a category for a stunt, a 'Minute to Win It' style game or a guessing game, like Charades, was revealed. Both teams

	<p>participated in head-to-head competition to gain points. Games included putting a cookie on your forehead and getting it into your mouth, stacking up 36 cups into a pyramid and then bringing them back into one stack, sorting candy by color into clear cups, and stacking dice on the end of stick that is held in your team member's mouth. These games are fun and engaged the audience as much as the team members.</p> <p>Those audience members not ready to be contestants could participate in a table game. This handout included fun games such as match the movie cover to the date of the film, word searches, and match the animal to the famous band. It also provides a vehicle to inform on library services, and gather information about attendees.</p> <p>San Pedro Square Market, a popular downtown venue for the target demographic, was the main venue for the game show. There were a total of 429 attendees at the seven game shows held there. "Do You Know What What?!" was also held at SoFA Market (a similar venue to San Pedro Square in another area of downtown.) There were a total of 38 attendees for the two SoFA events.</p> <p>Dancing on the Avenue is a community event that the Library has attended in the past with a resource table and children's crafts. The event occurs all day and into the evening hours and was identified as a venue for elements of "Do You Know What What?!" Although the Library's location, in the family area and away from the main walkway, made it difficult to reach the target demographic, 50 people provided information through the Infographic on display.</p>
Delivery format	In person
Session length - number of minutes	120
Number of sessions in program	3
Average number in attendance per session	44
Total number of times program was administered	18
Total number of program attendees	793
Is this activity statewide?	No
Is this activity directed at the library workforce (including volunteers and trustees/libraryboard members)?	No
Is this activity directed at the general population or a targeted population?	Targeted Group
Other	4
What partners were involved with this activity? Select all that apply.	Private sector
Please select the Target Age Group for this activity. Select all that apply.	18-25 years, 26-49 years
Geographic community of the targeted group. Choose as many as apply.	Urban

Is this activity targeted at specific economic types?	Not applicable
Is this 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
PLANNING & EVALUATION - PROSPECTIVES SKIP THIS PAGE and proceed to the next applicable activity for your project if this activity does not apply to your project.	PROSPECTIVE: Research effort that projects or forecasts a future condition of a project, program, service, operation, resource and/or user group.
Activity Title	Information Gathering
Activity Intent - choose ONE	Lifelong Learning - Improve users' general knowledge and skills
SUBJECT OF INTENT: Select no more than three subjects.	Library Infrastructure & Capacity - Programming & event planning, Library Infrastructure & Capacity - Outreach & partnerships

<p>Brief Activity Abstract:</p>	<p>The second component of this project was gathering information to gain a deeper understanding of these young professionals.</p> <p>As already described in this report, the “Ask a Librarian” tickets were used at Trials Trivia Night to gain insight into their knowledge of Library services. There were several iterations of fun information gathering tools for Do you Know What What?! including an icebreaker activity and a “table game” that included questions regarding age, library usage, and library relevance. The most effective tool was a large Infographic with one question related to the demographic and one related to knowledge of a specific library service. Participants used sticky dots to answer the questions. The Infographic showed which age groups were present and which library resources they used or knew about. Like the “Ask a Librarian” ticket, the infographic also educated about the Library service it was asking about.</p> <p>There were also a number of informal group conversations after the game show that provided staff an opportunity to gather</p> <p>The project plan included working with local tech companies to interview and survey employees. This approach was selected because these offer large groups of the specific demographic this project is trying to reach. Corporations already engaged in projects with SJPL were contacted about the information gathering opportunity. One company was responsive and reviewed the 13-question survey that the Library developed. The survey was revised based on their recommendations and the project team was working with the Library Foundation on providing nominal incentives to employee participants at the company’s request. Unfortunately, the Human Resources Department ultimately decided not to distribute the survey or allow the Library to contact employees about interviews.</p> <p>At this point, in an effort to obtain feedback through the survey, a link to the survey was emailed to staff member contacts, and the networks of those contacts. In addition, several phone interviews with people in that pool were conducted. The surveys and interviews collected information about age, perceptions of the Library, Library usage, the relevancy of the Library in their lives, programs and services they would like the Library to offer, and social activity types and motivations. In the end, 35 surveys were completed and 2 phone interviews were conducted. The work that was done with the corporation, although it put this phase of the project severely behind was informative. The team learned about how to approach a corporate partner for this type of collaboration and a much better survey was created through the feedback that was given.</p>
<p>How was the planning and/or evaluation done?</p>	<p>In-house</p>
<p>Number of evaluations and/or plans funded</p>	<p>2</p>
<p>Number of evaluations and/or plans completed</p>	<p>2</p>

Is this activity statewide?	No
Is this activity directed at the library workforce (including volunteers and trustees/libraryboard members)?	No
Is this activity directed at the general population or a targeted population?	Targeted Group
Other	6
What partners were involved with this activity? Select all that apply.	Private sector
Please select that Target Age Group for this activity. Select all that apply.	18-25 years, 26-49 years
Geographic community of the targeted group. Choose as many as apply.	Urban
Is this activity targeted at specific economic types?	Not applicable
Is this 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.	This project is exemplary because it was able to reach young professionals in San José and bring them into the Library. The Library needs to go to where they are, share library services in a fun and non-traditional way, and get them to think about the library in a different way. Trials Trivia Night and "Do You Know What What?!" accomplished just that. Additionally, everything learned and developed through this project can be easily used by other libraries interested in reaching this target market. It was also a great example of using Design Thinking and an iterative mindset to find solutions on the fly and consistently improve the project as evidenced by finding the best way to gather information at "Do You Know What What?!"
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Library/Institution Director Title	City Librarian
Date	2015-08-24

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