

1

Engaging, enabling and educating users

tips &
tactics

Tips and Tactics

- It is your mindset, your attitude and your actions which will determine the degree of your success
- Show you care about your students and their needs – be approachable
- Use students as assistants on the front desk
- Share your ideas with others outside the library – market the library
- Run new ideas past the students – get their feedback
- Liven up your displays – ask the students for suggestions of themes
- Provide a Suggestion Book – make sure you respond regularly
- Establish and promote some new reading initiatives – a reading nook, an author visit once a term, special displays, literature circles
- Start a program of lunchtime activities – monthly, weekly, or whatever staffing will allow
- Start a new collection – movies on DVD and video, audio books, foreign language books
- Increase the borrowing rights of users – a good way to promote a new part of the collection
- Produce information flyers/pamphlets – different ones for staff and students
- Look at your available space and find a quick and cheap way to improve the environment for the users – new display boards, spot lighting, a new books area, good signage
- Deliver exceptional customer service every day – share your successes at library meetings
- Avoid signs with the message DO NOT. Try creating cute limericks to get a positive message across
- *Re-read this chapter and plan at least one new initiative.*