**Chat Transcript: Crafting the User-Centered Library**

**Webinar with Cliff Landis for LibraryLinkNJ, August 4, 2011**

 Joanne Roukens:Good afternoon everyone! I am providing tech support this afternoon. If you have any problems with youraudio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 201-874-6885.

 Joanne Roukens:For anyone who plans to tweet this session, please use the following hashtag: #LLNJ\_usercentered

 Marian Bauman:Will the slides be available at a future time?

 Joanne Roukens:Handouts and or follow-up material for this program can be found at <http://librarylinknj.org/content/continuing-education-class-listing> - just click on the class name for supporting materials from before and/or after the webinar, including recordings and chat transcripts.

 Sophie Brookover:I just switched over to Cliff's slides.

 Sophie Brookover:If you don't see them immediately, they should load very soon.

 Sophie Brookover:Reminder for those tweeting this session: please use #LLNJ\_usercentered

 Sophie Brookover:Thanks!

 Sophie Brookover:ha-HAH!

 Joanne Roukens:lol

 Sam Pharo:HAHAHA!!

 Sophie Brookover:Links should be live -- you can click it & it'll open in your browser behind this window.

 Joanne Roukens:my bad!

 Martha Hickson:Links don't seem to be live in Chrome.

 Sophie Brookover:Rats.

 Sophie Brookover:Oh, I think it's because of how I converted Cliff's slides.

 Sophie Brookover:All of these will be available tomorrow morning.

 Marian Bauman:Does anyone know when 2010 census data will be available?

 Sophie Brookover:I believe some of the data is already available.

 Sophie Brookover:Let me check!

 Loretta Aja:Are you requesting 2010 NJ census? If so, it;s Aug 11.

 Marian Bauman:Thanks, Loretta!

 Loretta Aja:You are most welcome!

 Kathryn Landis:the survey we did was very badly designed. I don't know if it counts.

 Sophie Brookover:I don't think I saw Clickheat

 Sophie Brookover:but something similar at a Stephen Abram presentation.

 Brenda Muhlbaier:Sounds useful, my IT staff might know about it....

 Joanne Roukens:My first CE survey for Highlands Reg. Lib Coop. was a disaster!

 Joanne Roukens:I did such a bad job.

 Sophie Brookover:Does Cliff know this audience or WHAT?

 Sophie Brookover:(I was referring to the Bruce photo. Bruuuuuce!)

 Beth Cackowski:JERSEY!

 Sophie Brookover:Hee.

 Martha Hickson:Nerd alert!

 Sophie Brookover:Practice does not make perfect. Practice makes BETTER. I wish I could remember who told me that, because I would buy him or her a really nice present.

 Sam Pharo:Perfect practice makes perfect.

 Joanne Roukens:I was once involved in a fairly big project developing an interface for the public and no one wanted to do end user testing!!!

 Sam Pharo:Have you ever had to do focus groups for a Strategic Plan?

 Joanne Roukens:How do you feel about some of the online survey sources like survey monkey.? Any you really like?

 Kathryn Landis:You mentioned door counts. How do you do those? Is there a divice that will count the poeple that come thourgh the door?

 Sam Pharo:Definitely.

 Joanne Roukens:www.polldaddy.com

 Martha Hickson:Do you recommend any standard practices for sharing results of assessment (e.g., always/never share w users)?

 Pamela Groves:I work with teachers in a K-8 school and they are resistant to adding anything to their work load. How can I entice them to participate in research regarding the new library that is in planning stag.

 Kathryn Landis:Thanks. And maybe we are related. There are lots of Landii around.

 Martha Hickson:Pamela: Food is usually a good enticement for teachers

 Martha Hickson:Publishing results for users and/or others

 Martha Hickson:General user pop

 Sophie Brookover:Pamela, something else that worked for me was approaching a handful of teachers who I could be pretty sure WOULD participate.

 Martha Hickson:Pamela: It might be helpful to let the teachers know how the results of the survey will improve library services for t

 Martha Hickson:FOR THEM

 Sophie Brookover:Martha, YES!

 Joanne Roukens:a decent raffle prize - think of conference swag

 Sophie Brookover:What you're doing will make their lives easier, help improve student outcomes...

 Pamela Groves:great! thanks yes@

 Pamela Groves:all the suggestions are helpful

 Sam Pharo:About strategic planning, I'm trying to find a method that is well-suited to reaching senior populations.

 Sam Pharo:We're revamping our existing Strategic Plan, we have committees to deal with the major issues like Technology, Community Outreach, etc.

 Martha Hickson:Tangential topic: Just finished reading "The Immortal Life of Henrietta Lacks," which powerfully describes the importance and history of institutional review boards ... a relatively recent innovation

 Joanne Roukens:Someone earlier brought up the cenus. The US Census office has been in touch with NJLA and LibraryLinkNJ about workshops for library staff. Both organizations will be discussing this next week.

 Pamela Groves:I read that last month Martha. Loved it!

 Sam Pharo:and I'm curious to see if there's a well-proven way to survey seniors.

 Joanne Roukens:Sam - aren't you near a Senior Center?

 Pamela Groves:Have you ever heard of an innovative way that a survey was made to be plain fun?!

 Sam Pharo:I am, but they're a tricky group to approach at a meeting.

 Martha Hickson:I participated in a census webinar two weeks ago, it was very informative. Archived census webinars are here: <http://infopeople.org/training/American_Community_Survey> and <http://infopeople.org/training/census-2010>

 Joanne Roukens:Can you get on the meeting agenda for 5 minutes?

 Sam Pharo:I can, but soliciting their opinion en masse has proven to be, er, volatile.

 Kathryn Landis:You need to approach them indiviually. Divide and conquer!

 Pamela Groves:Another question connected to Sam's, how to solicit the opinion of the other end of the spectrum, i.e. children?

 Sophie Brookover:Pamela, your question is up next!

 Pamela Groves:Thanks Sophie!

 Joanne Roukens:Or lead them to a specific survey they can access.

 Sophie Brookover:both of them, regarding imbuing fun & asking kiddos.

 Joanne Roukens:with a prize at the end. Use the 5 minutes asking for their help, but not go after opinions in the open meeting.

 Sam Pharo:That's a good idea, I'll try Rutgers, thanks!

 Sophie Brookover:The survey could be like a scavenger hunt?

 Marian Bauman:sophie, can you put the feedback link into the chat so we can click it?

 Sophie Brookover:Yes!

 Joanne Roukens:Handouts and or follow-up material for this program can be found at <http://librarylinknj.org/content/continuing-education-class-listing> - just click on the class name for supporting materials from before and/or after the webinar, including recordings and chat transcripts.

 Sophie Brookover:It should be clickable on the slide right there, too.

 Pamela Groves:all great suggestions again.

 Joanne Roukens:I put it up just above

 Joanne Roukens:sorry that posting was for recording.

 Marian Bauman:nope, I meant the one with wufoo in it

 Joanne Roukens:Will put up the other too

 Marian Bauman:for the followup evaluation

 Joanne Roukens:https://infolink.wufoo.com/forms/crafting-the-usercentered-library/

 Marian Bauman:Danke!

 Sam Pharo:Nope, but great job!

 Joanne Roukens:http://librarylinknj.org/content/continuing-education-class-listing

 Erin Brown:Thanks Cliff!

 Joanne Roukens:fascilitating focus groups is an art. Anyone out there good at it?

 kelly garwood:thank you!

 Loretta Aja:Thank you Cliff

 Pamela Groves:Thanks so much. Very helpful.

 Kathryn Landis:Thanks, fellow Landis.

 Cliff Landis:Thanks everyone!

 Cliff Landis:I can't wait to see all your exciting assessments!

 Joanne Roukens:you can answer me via email

 Joanne Roukens:jroukens@librarylinknj.org

 Sam Pharo:I agree!