

Dear Terry,

I am writing on behalf of the North Castle Public Library Board of Trustees. We (and all libraries) must improve customer service and operational effectiveness to be competitive in today's world. This requires that we leverage information as our competitors do and we desperately need WLS's help to accomplish this. We understand that this is a complex issue but we feel there are two critical areas needing significant change:

- **Modernize the current privacy protection policies and procedures at WLS to make them competitive.** There is a wealth of data that is discarded for privacy reasons that can teach us about how our customers use our services and, in turn, enable us to provide more competitive services. We understand that privacy is an important element of consumer interactions, however, access to non-identifying usage statistics would empower libraries to strategically market to our customers the way for-profit competitors do today. We understand that privacy is an important element of consumer interactions, yet we see an important distinction in allowing our customers to choose the amount of personal information exchanged, rather than, the institution restricting the flow of information.
- **Implement a library management system that integrates all library customer activity** into a single user profile, including physical and digital circulation, programming activity, library visits, and database usage. More accurate and holistic information will improve our ability to serve our customers. We understand that this may take time to fully implement, given the state of library management systems today, but we encourage selecting a company that has an existing platform that can evolve to this level of capability through time.

Libraries operate in a very competitive environment where our customers have many alternatives. Our competitors leverage information dramatically better than libraries do today. We need a system with the capabilities described above. With the information these changes would enable, libraries will be able to target our activities in ways that allow us to provide better service to our customers and to operate more effectively.

We (the North Castle Public Library Trustees) are willing to be involved to help progress be made in this area and would enjoy continuing this discussion.

Sincerely,

Sean Ryan

North Castle Public Library

### **Our Objective:**

- Make libraries competitive with alternatives available to our customers.
- Empower our employees to drive change that will improve our library's competitive position.

### **What do we need?**

- More, easier to access information to support decision making throughout our libraries (beyond library director level).
- Breadth of information. Redefine privacy protection.
- Similar information capabilities as used by our competitors.

### **Types of information we would like easy access to:**

- Customer specific data - ability to see each member's data and combine all of a member's library activity (i.e. physical checkouts, digital checkouts, database usage, programming attendance, etc) into one member profile. This will help us better serve our customers/market tour customers.
- Activity level data - by hour or day-part (and what type of activity - programming, checkouts, computer usage, etc). This will help us better schedule staff.
- Information about the collection - its placement and movement. This will enable assessment of how best to place the collection to market/increase circulation.

### **Considerations:**

This will be a process that will take time. The sooner we start the sooner benefits will be achieved.

- Time to implement.
- Time to learn.
- Time to change.