OCLC WebJunction

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The webinar will begin at 1:00 Eastern/10:00 Pacific

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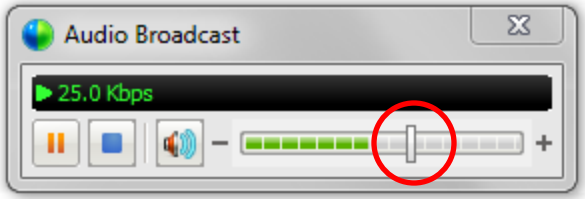
Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:



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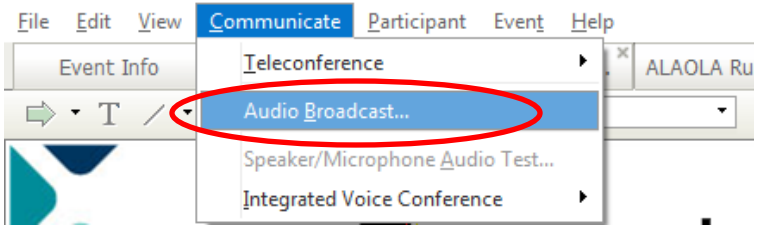

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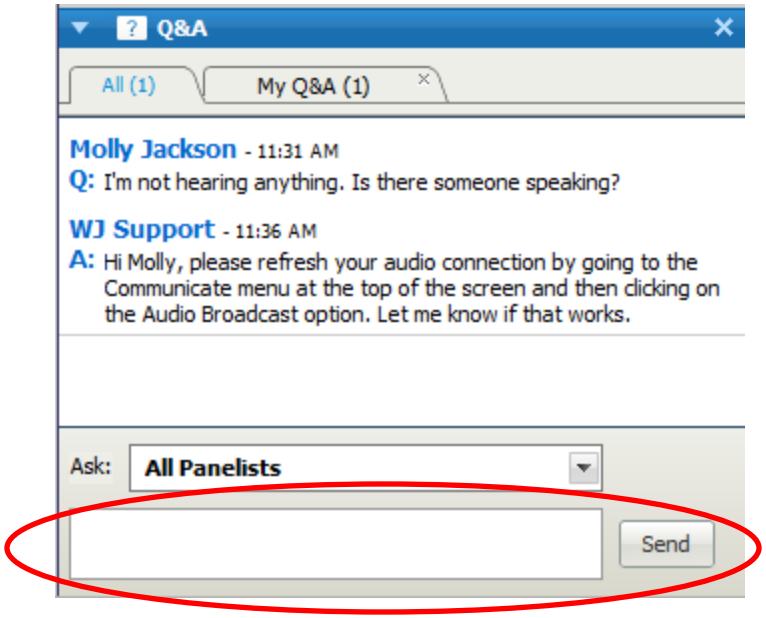

Step 1: Type the problem in the **dialog box.**

Step 2: Click **Send**.

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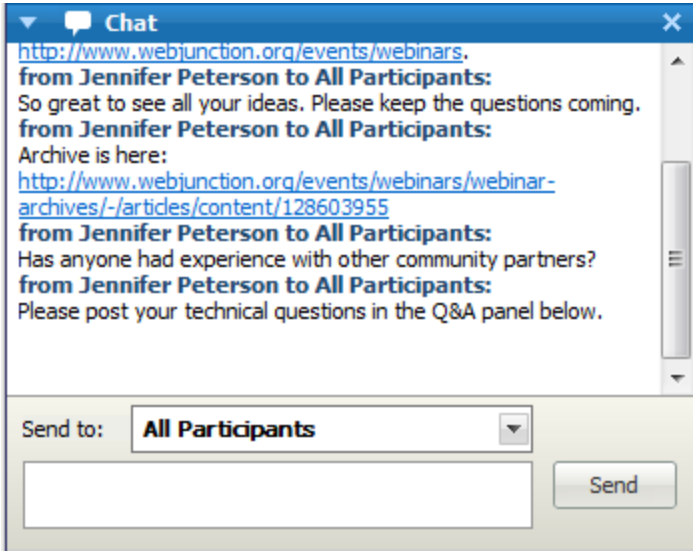
Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



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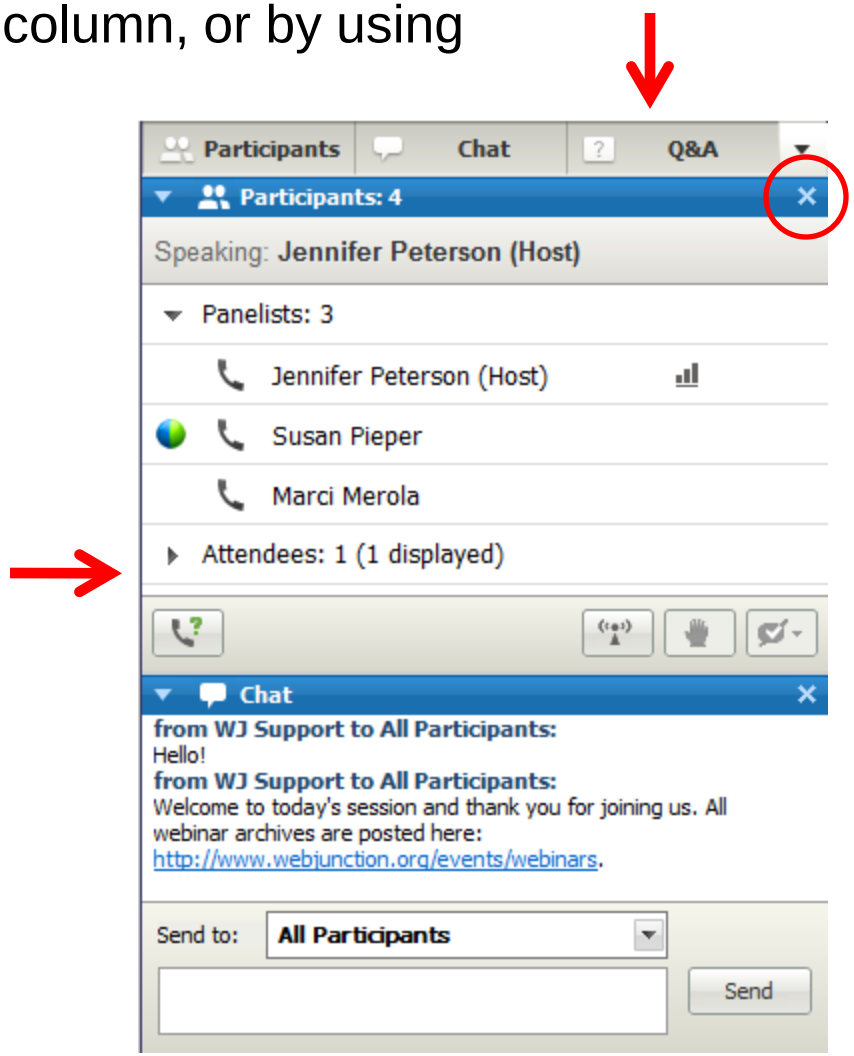
Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



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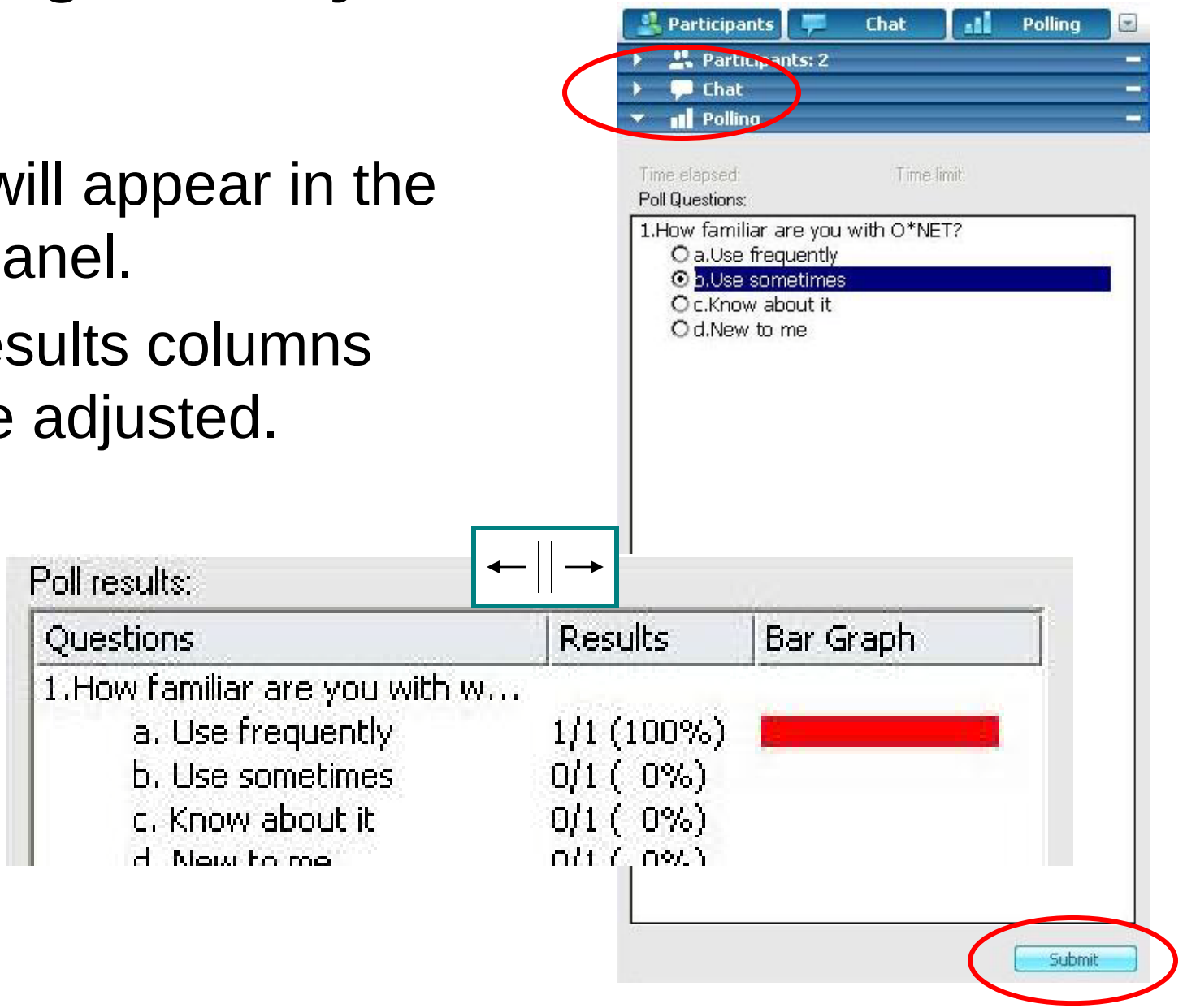
- Polls will appear in the right panel.
- Poll results columns can be adjusted.



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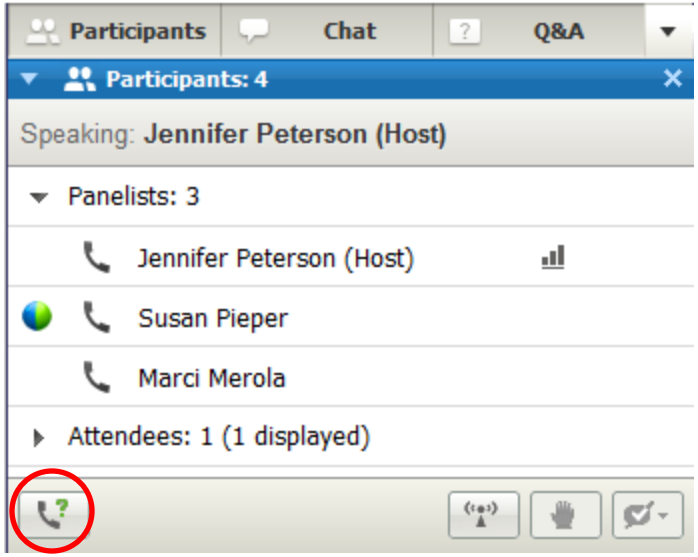

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Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.

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Contact WebEx support

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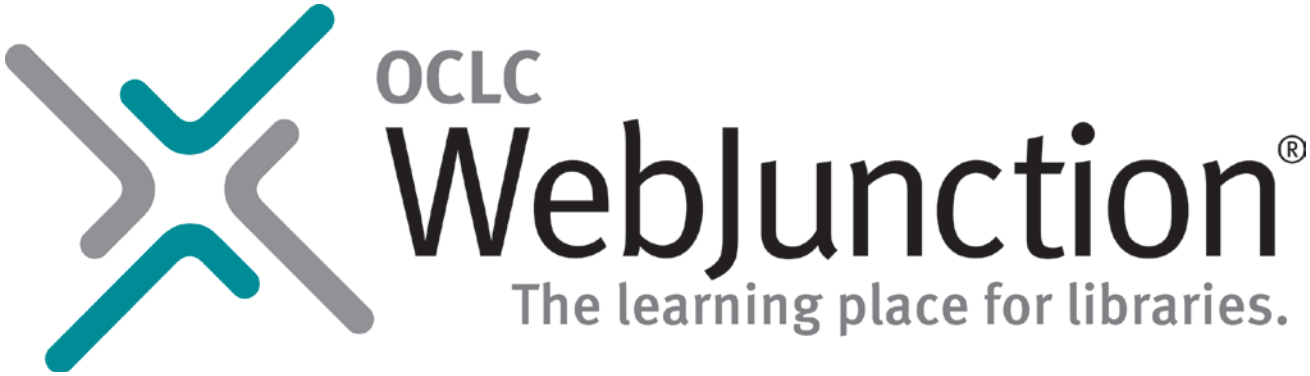

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Washington State Library

Today's Presenters

Tooele City Library, Utah

Jami Carter
Director

Rachel Gull
Library Supervisor

Steve Peay
Library Supervisor

If you give library staff an hour...

Self-Directed Achievement

Tooele City Est. 1853 LIBRARY

February 7, 2013

AGENDA

WHY?

- What is my case for change?
- Belief Cycle

PERSPECTIVES

- In the Beginning…
- Supervising Culture Shift
- Ripple Effect

HOW?

- What is S.D.A.?
- How does it work?
- What can it do for me?

WHAT NOW?

- Welcomed surprises!
- Goals Gone Wild!
- Looking Forward

CULTURE OF LEARNING

What's MY case for culture change?

Staff Members

- Asking to be trained: "I want to know how!"
- "This is what we have" mentality.
- Low self-confidence
- Extreme anxiety with change, even when improving services.

Supervisors

- Fill most gaps in services on their own.
- Sporadic training opportunities are disruptive to operations and scheduling.
- Out of touch with individual's strengths in the organization.

Service Model / Library Users

- Long-time library users only expect staff members to help with functional tasks (circulation, locating items.)
- Imbalanced workload: Delivery of core services isolated to particular staff members.
- Hesitate marketing products & services without intense staff training.

BELIEF CYCLE

PRINCIPLES* OF THE BELIEF CYCLE

1) People work to VALIDATE rather than invalidate their current beliefs (often unconsciously).
2) People cling to their beliefs and won't abandon them easily.
3) These beliefs are consistently proven to be correct, therefore they remain logical and unchallenged.

*Principles summarized from "Change the Culture, Change the Game" Connors & Smith.

SDA DEFINED

SELF-DIRECTED ACHIEVEMENT:

A *consistent, agile, individualized* approach to staff development in a climate of constant change.

"The biggest way SDA has affected me, is that it has changed my expectations that I have for myself. I realize that if there is something that I want to learn or change about myself, there is usually a way to incorporate that into an SDA goal. That is an empowering feeling."

-Library Staff Member
(One year later)

PROCESS OVERVIEW

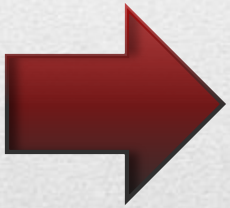
GOAL SETTING

Achievable in ONE hour

Bigger than an hour?
Break it down into multiple goals.

Centered on

21st Century Skills & Library Service Skills.



- Library Skills
- Interpersonal Skills
- Critical Thinking
- Problem Solving
- Communication
- Collaboration
- Technology Literacy
- Media Literacy
- Flexibility
- Adaptability
- Cross-Cultural Skills
- Creative Thinking
- Innovation
- Productivity
- Accountability
- Global Awareness
- Teamwork

Formula

"I will use (tool) to (goal statement)."

The Mechanism

WEEKLY MEETING

MEETING RESPONSIBILITIES

PARTICIPANT

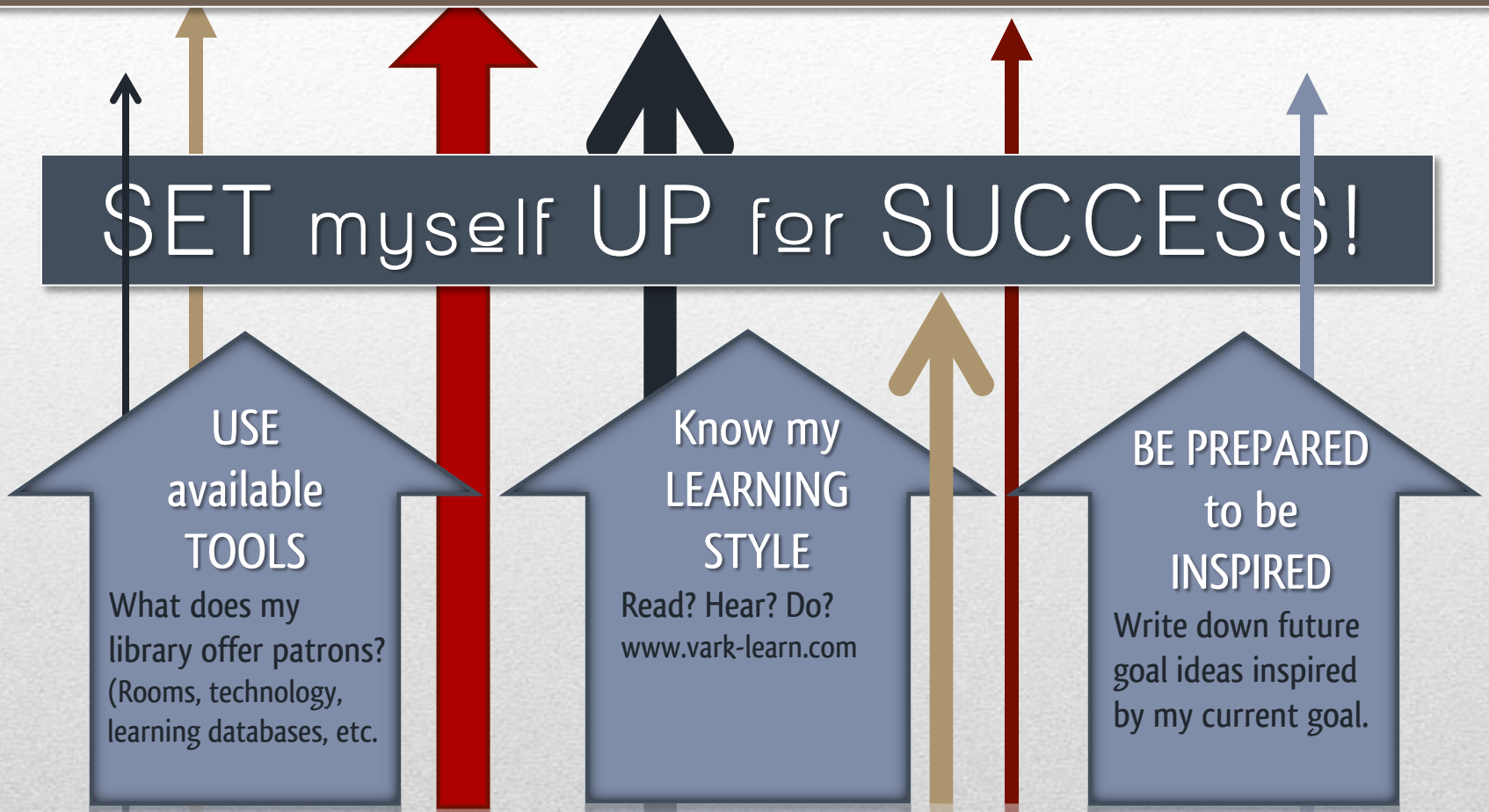
- COMMUNICATE
- BE PREPARED
- CELEBRATE
- BE ACCOUNTABLE

SUPERVISOR

- LISTEN, LISTEN, LISTEN
- REMOVE BARRIERS
- ENCOURAGE
- GUIDE

MY SDA HOUR

SET myself UP for SUCCESS!



The Mechanism

More tips for success

Be self-aware: What can I learn to become better?

Bite-sized is the key!

RECORD SDA HOUR

KEEP YOUR TRAINING LOG

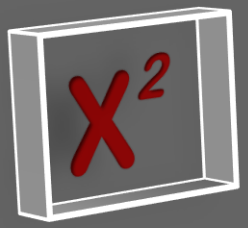
ASSIGN:

- PRIMARY 21c SKILL
- SECONDARY 21c SKILL

Library Skills
Interpersonal Skills
Critical Thinking
Problem Solving
Communication
Collaboration
Technology Literacy
Media Literacy
Flexibility
Adaptability
Cross-Cultural Skills
Creative Thinking
Innovation
Productivity
Accountability
Global Awareness
Teamwork

SET YOUR FIRST GOAL

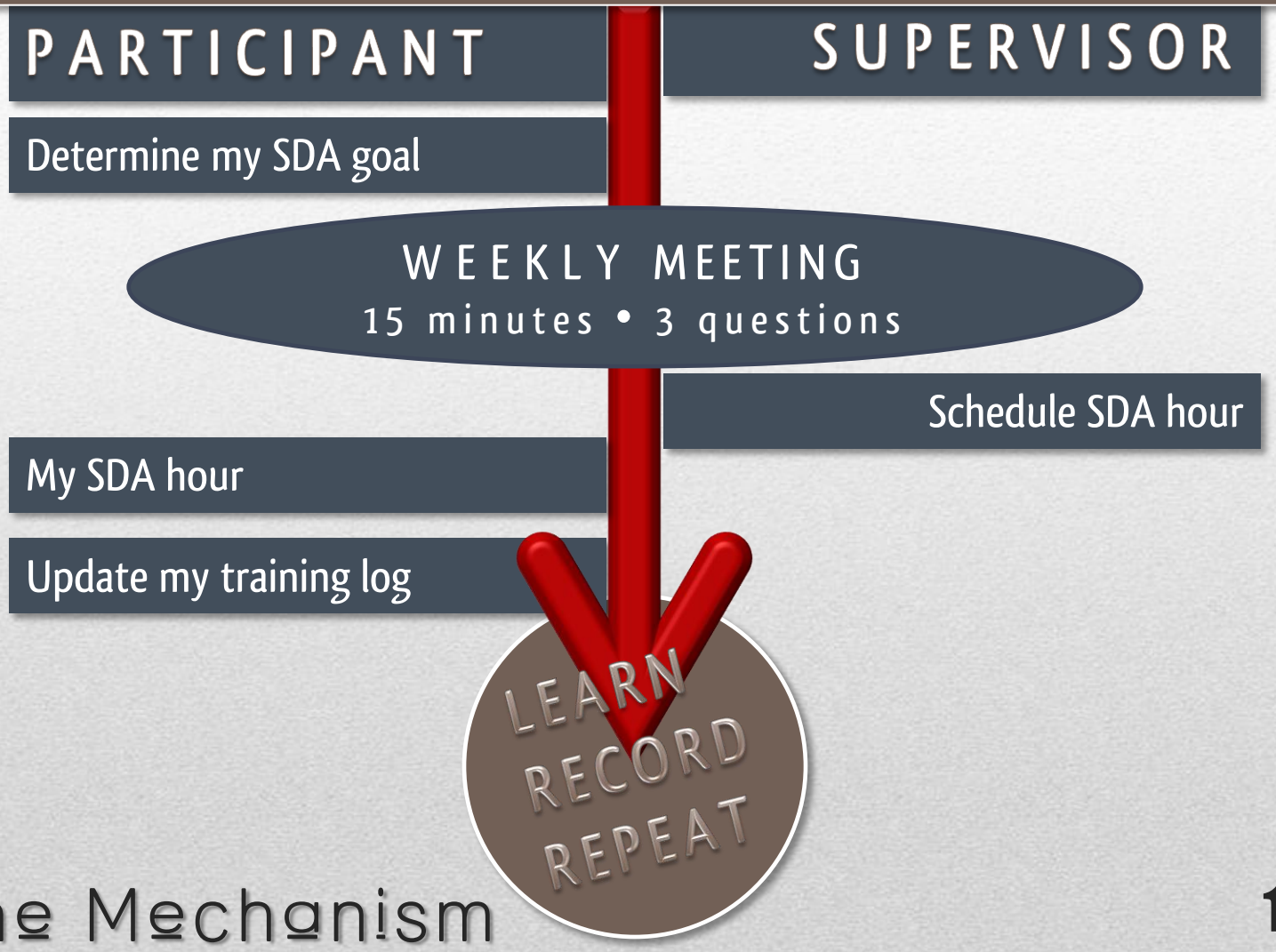
Share a goal you could set for next week to accomplish in one hour.



Formula:

"I will use (a tool) to (accomplish what?)."

PROCESS OVERVIEW



CULTURE CHANGE

SELF-DIRECTED ACHIEVEMENT
IS NOT A PROGRAM.

IT IS A
CULTURE.

BELIEF CYCLE – EMPOWERED!

Beliefs are changed through
PERSONAL EXPERIENCES.

SDA creates
PERSONAL EXPERIENCES.

IN THE BEGINNING…

"SDA terrified me the first time I heard about it. What happens when I can't find something new? Am I going to end up responsible for all sorts of things that I don't really know how to do and will I get help with them? The list of overwhelmed questions went on and on.

I was a little bit convinced that I would immediately fail the very first time I tried SDA. It turns out I was overreacting, a lot.

SDA is nowhere near as scary as I thought it would be. Now I really like SDA…Especially as I get to do more goals and learn more things and expand the ways I can help others."

-Library Staff Member

"I was actually pretty nervous and apprehensive to start my SDA goals when I first learned about it.

I wondered how I could possibly come up with new ideas each week that I could work on. It almost seemed a little overwhelming and it seemed like one more thing that I had to get done.

As the weeks went by, I soon realized how wrong I was. I was constantly running into things that I didn't know much about. I could use this time to better myself and learn new things."

-Library Staff Member

SUPERVISING CULTURE SHIFT

Initially, I was concerned that SDA would be difficult to manage and consume too much of my time.
But I quickly discovered that SDA actually helped to open up time in my day which allowed me to focus on completing other tasks.

As a supervisor, my initial worry with SDA was burning out.
How would I be able to meet with each of my employees on a weekly basis and not feel mentally overloaded?

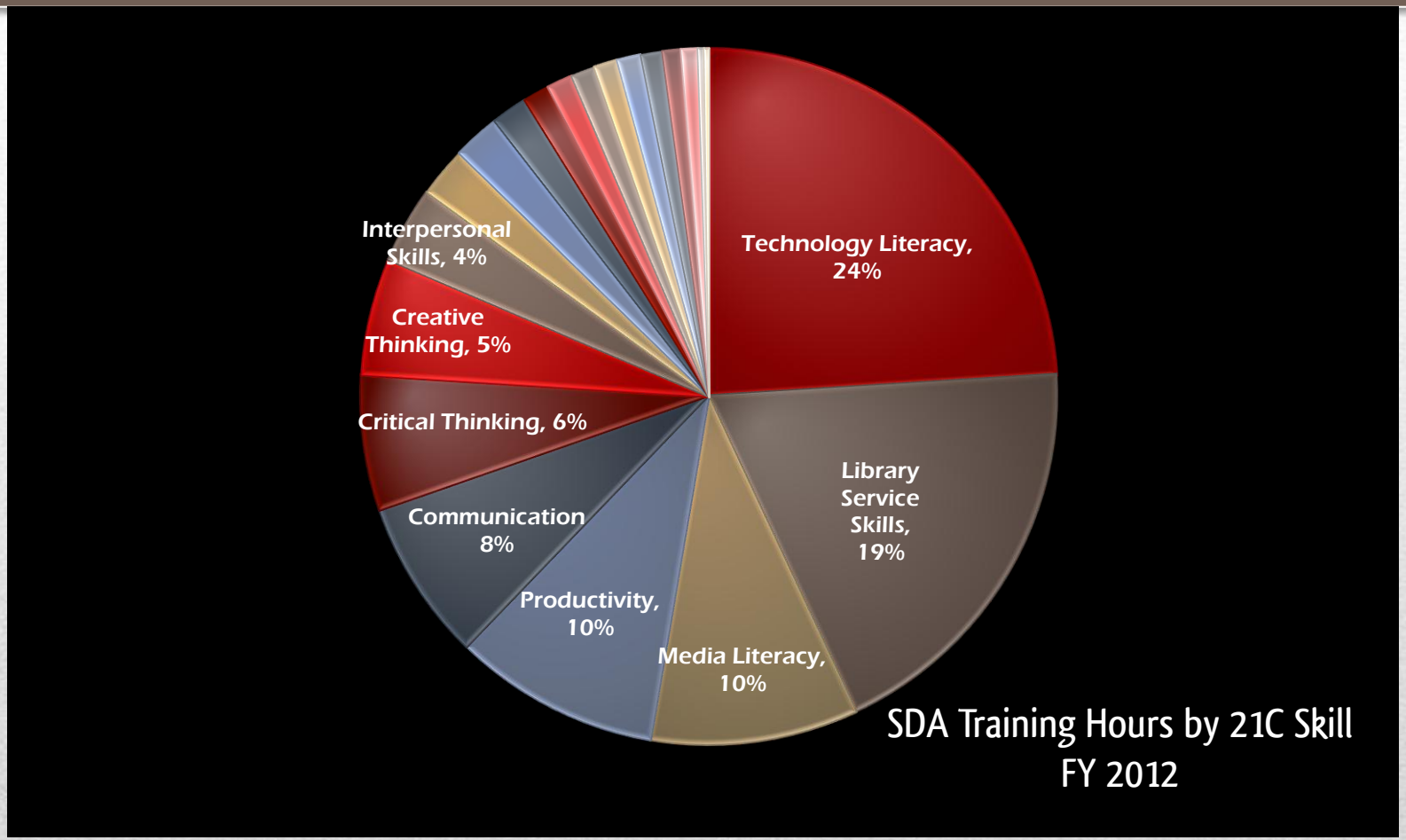
Perspectives

The Infamous RELUCTANT STAFF MEMBER

I can't or I won't or I don't need to = LACK OF SELF-CONFIDENCE

ENERGY	Spend your energy cultivating EARLY ADOPTERS.
NATURAL CONSEQUENCES	Communicate the expectation. Use accountability. Reward accordingly. Like everyone else, a show-stopper wants to be valued, included, and do his/her job well.
15 MINUTES	Much can be gathered in 15 minutes a week. Listen, Listen, Listen! Is there a hidden barrier here?
BELIEF CYCLE EMPOWERED!	When a show-stopper decides to engage, GET OUT OF THE WAY!

ONE YEAR LATER



WELCOMED SURPRISES

STRONGER RELATIONSHIPS

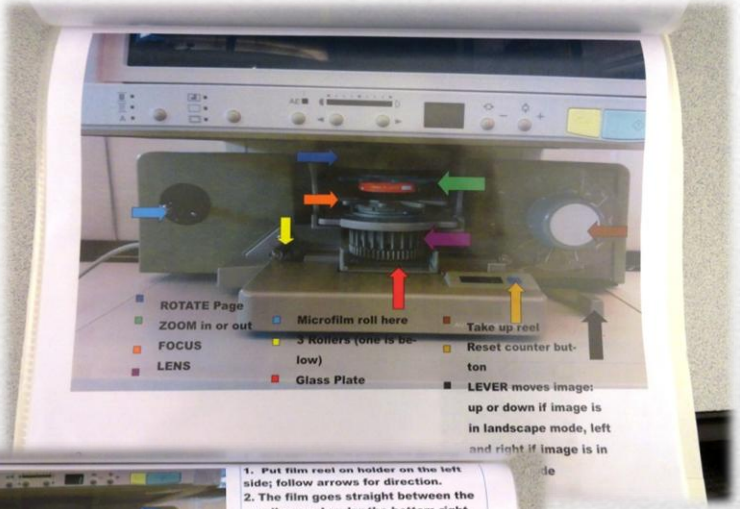
NEW TECHNOLOGY?
NO PROBLEM!

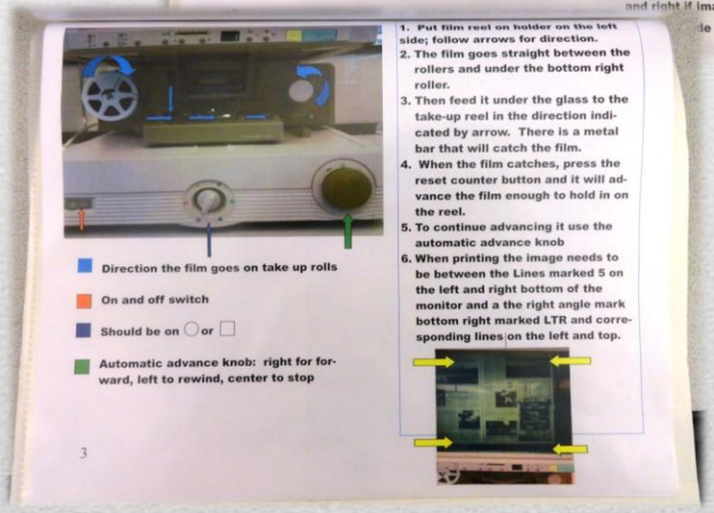
GOALS GONE WILD!

"It's a relatively small amount of time each week that has a big impact."

The knowledge I have learned at SDA time has enabled me to be more confident in my ability to assist patrons.

GOALS GONE WILD!





Results for the Library

RIPPLE EFFECT

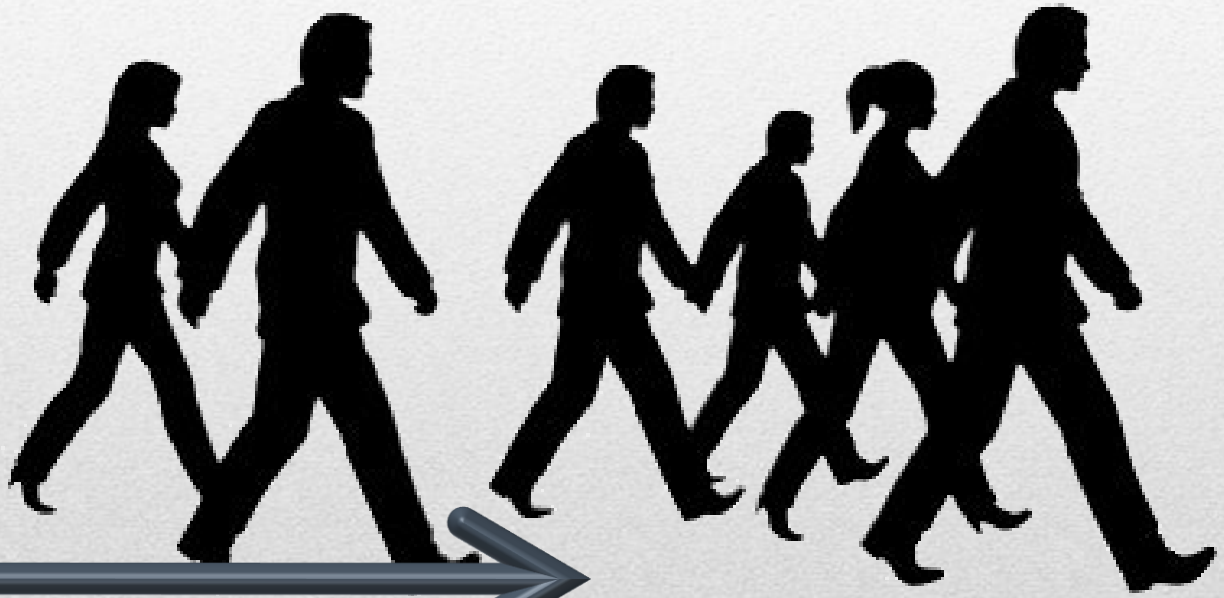
It really shatters that whole stereotypical library image, the place you go to study ancient manuscripts and be shushed by stern librarians, and replaces it with a place of broad learning for every kind of person.

We are making goals with the idea of advancement in mind.

MOVING FORWARD

MORE SHARING

NEW PERFORMANCE STANDARDS



DEMONSTRATE AND TEACH

MEASURE PUBLIC IMPACT

What now?

DEVELOPMENTAL INFLUENCES

SCRUM DEVELOPMENT METHODOLOGY http://en.wikipedia.org/wiki/Scrum_(development) Commonly used by software development companies in product development.	• Goal structure • Agility • Meeting structure • Accountability
CHANGE THE CULTURE, CHANGE THE GAME by Roger Connors and Tom Smith	• Change mechanisms
MUSEUMS, LIBRARIES, & 21ST CENTURY SKILLS Institute of Museum and Library Services http://www.imls.gov/about/21st_century_skills_home.aspx	• Goal setting • Impact Categories
COMPETENCY INDEX FOR THE LIBRARY FIELD WebJunction http://www.webjunction.org/explore-topics/competencies.html	• Future performance standards. (Reward!)

Resources

QUESTIONS??

If you give library staff an hour...

...they will help another.

DISCUSSION