Today’s Presenter

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Purposeful Innovation

Idea Management for Libraries

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Learning Outcomes:

• You will be able to define idea management.
• You will articulate why a path for ideation is important.
• You will score your library’s innovation strength.
• You will leave with ideas of your own for introducing idea management.
About Sno-Isle Libraries: Where?

- Island and Snohomish counties
- 714,000 residents
- 2,260 sq. miles
- 21 locations, 460+ employees
- $51.2 mil budget (2016)
- 1.03+ mil items in collection
- 6.7 mil items borrowed (2015)
- Wide mix of service areas
  - Suburbs
  - Rural
  - Island
  - Tribal lands
What’s your idea?
What is Innovation?

1. The introduction of something new.
2. A new idea, method, or device.
What makes an organization innovative?
Trust
Break Things
Celebrate
WHAT DOES IT TAKE TO innovate?

CEOs say:

- **57%** The right culture to foster and support innovation
- **44%** Strong visionary business leadership
- **37%** Willingness to challenge norms and take risks
- **31%** Ability to capture ideas throughout the organization
- **31%** Capacity and capability for creativity

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WHAT DO THE MOST INNOVATIVE COMPANIES DO TO stay on top?

#1 ALLOWING ALL EMPLOYEES TO BE CREATIVE AND COME UP WITH THEIR OWN IDEAS
Q & A

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Innovation Process
What is Idea Management?

**Idea management** is a structured process of generating, capturing, discussing and improving, organizing, evaluating and prioritizing valuable insight or alternative thinking that would otherwise not have emerged through normal processes.
Generate & Select

Generate
new and
creative ideas

Select
the most
promising ideas
Annotation Tools

**Click on the marker** at the top left corner of the screen and the tool buttons will open.

**Check mark**

- Half-way down menu, click on square.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.
Structure that:

- Values vulnerability
- Has scope
- Tracks accountability w/o blame
- Is fluid & breakable
- Grateful & celebratory
- Has room to breathe
- Allows questioning
- Is transparent
What did Sno-Isle Libraries do?
Idea Management @ Sno-Isle Libraries

Anyone and everyone.
96% staff participation.

• What is the demand for this idea and how does it benefit our strategic plan?
• What outcome (change in the customer experience) could be measured for this idea?
• Is the impact of this idea found locally, regionally, or system-wide?
• What or who inspired this idea and who have you already talked to about it?
Your idea, better.
Requirements Analysis
Market Evaluation
Strategic Plan

VALUES
Our values are:
- Free and equal access to the library
- Freedom to seek, receive, and share information
- Power of community and culture
- Literacy and learning
- Stewardship of public resources
- Respect for individuals

PURPOSE
Our purpose is to create an informed citizenry by:
- Ensuring free and equal access to information and ideas
- Championing early literacy
- Supporting lifelong learning
- Providing space to think, meet, work, and create
  - Convening people for public discourse

SNO-ISLE LIBRARIES
2014 - 2016

STRATEGIC FOCUS
We will build:
- Literate Communities
  - Early literacy
  - Information and communication technologies literacy
- Economically Sound Communities
  - Entrepreneur/small business support
  - Workforce readiness
- Connected Communities
  - Resident/Library Interaction
  - Civic engagement

CORE SERVICES
In keeping with our values and purpose, we will:
- Lend library materials at no direct cost to customers
- Offer expert information and research assistance
- Provide access to information and communication technologies
- Provide resources of value to our customers
- Present early literacy storytimes
- Maintain safe, welcoming public spaces
- Coordinate programs addressing community needs and interests
- Deliver library services where they are needed
Implementation

• Month 1-2: Management engaged & evaluate/refine.
• Month 2-5: Peer review team recruitment & evaluate/refine.
• Month 2-3: Pilot locations & evaluate/refine.
• Month 4-5: Expand pilot locations & evaluate/refine.
• Month 6: Anticlimactic “Live!”
• Months 7-13: Continuous process improvement
• Year Two: Elevate the quality of idea content
• Year Three: Re-evaluate platform needs
Q & A

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Lessons Learned
Organization Norms
Communication Skills
Buy-In

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Idea Round-Up To Date (as of March 7):

- In Idea Team (peer) Review = 1 ideas
- In Operational Manager Review = 29 ideas
- In Strategic Review = 9 ideas
- Not Selected = 159 ideas
- Selected/In Progress/Vendor Enhancement Requests = 35 ideas
- Implemented = 70 ideas
Popular/Recent Idea Examples

• Customer Ability to Add $ to Print Account Online through “My Account” – Vendor Enhancement Request
• Library Barcode for Smartphones – Implemented
• Changing Tables in Men’s Restrooms – Implemented
• “Special” Image Library Cards – Not Selected
• Pre-Notice to Customers of Blocked Accounts – Implemented
• Add Genre Spine Labels to Audio Books – Operational Review
• Training on Working With Homeless Population – Referred
• Music Advisory Services – Selected, In Progress
• Coworking Center/Business Incubator – Strategic Review
Libraries in action:
What Comes Next?

- Proposing Projects with Purpose
- Project Planning for Impact as part of following project management processes and practices.
Q & A

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