

Stay Relevant: Brand your Library!

Chantal Strobel, Community Relations Manager
Wylie Ackerman, eServices Manager

TODAY'S PRESENTATION OUTLINE

Today we'll discuss:

- what our customers think and feel about the library
- how we created the brand that is right for *our* library and community
- how we engaged the staff into the brand
- how we 'live the brand' every day through a dynamic website, facilities, customer relations, services, and programs

Why brand the library?

You already have a brand.

- Brand = Perceptions
- The public has definite perceptions about the library that are true to them even if they aren't true to us.
- Decide who do you want to be for your customer.

Why now?

- Opportunity to serve more residents than ever before
- Great demand for free services and resources
- Fresh, dynamic brand to sustain and maintain relevancy
- Old-fashioned view of libraries remain

so what is
branding all
about?

A brand is not just a logo (but a good looking logo helps!).

A brand is what customers know you are...not what you think you are.

A brand is **a person's gut feeling about a product, service or company....**

The first step.

(how we got here today)



STEP 01 - The Workshop

The workshop provided a safe haven to share thoughts and ask questions, which led to provocative and insightful discussions.

We explored the brand from a right-brain perspective, looking at benchmark brands, adjectives, celebrities, photographs, and objects.

a quick glance

(on what inspired our brand)



TRENDS

- Empowered nation
- Sensory experience "Third Place"

BENCHMARK BRANDS

- Ben & Jerry's (Fun & Creative)
- Apple (Customer focus & Innovative)

CELEBRITIES

- Mark Twain (Smart, witty)
- Obama (Hopeful)
- Oprah (Great promoter; Draws people in)

ADJECTIVES

- Inspiring
- Approachable
- Progressive

we're good
at listening.

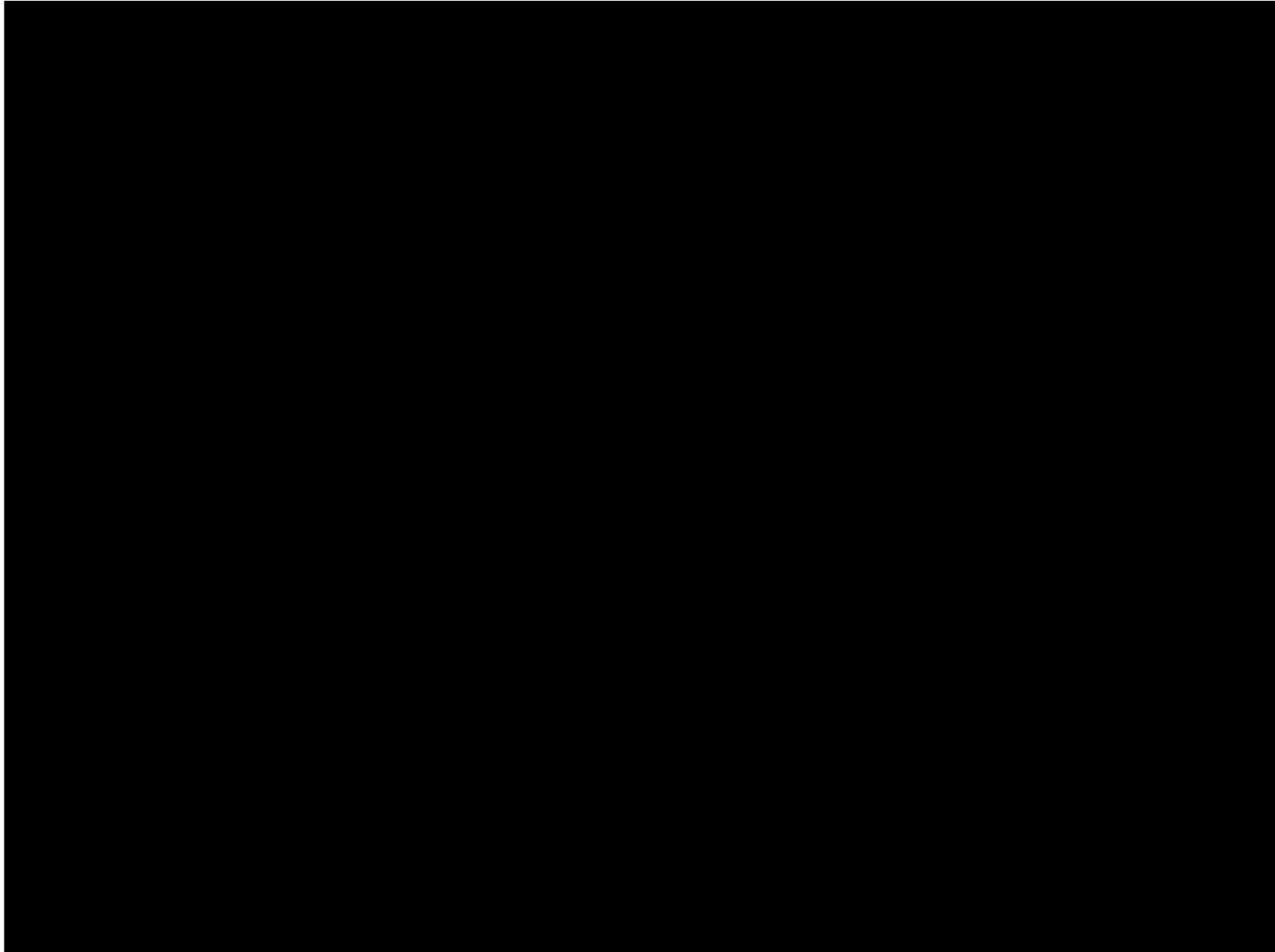
(and your customers had a lot to say.)



STEP 02 - MARKET RESEARCH

We hit the streets to start conversations with folks in our communities to learn how they feel and what they think about the library. We listened and gathered feedback. **And, then shared what we found with staff and our library family.**

*Dim the lights, sit back &
relax for about 20
minutes*



a world of possibilities

(right here at the library)

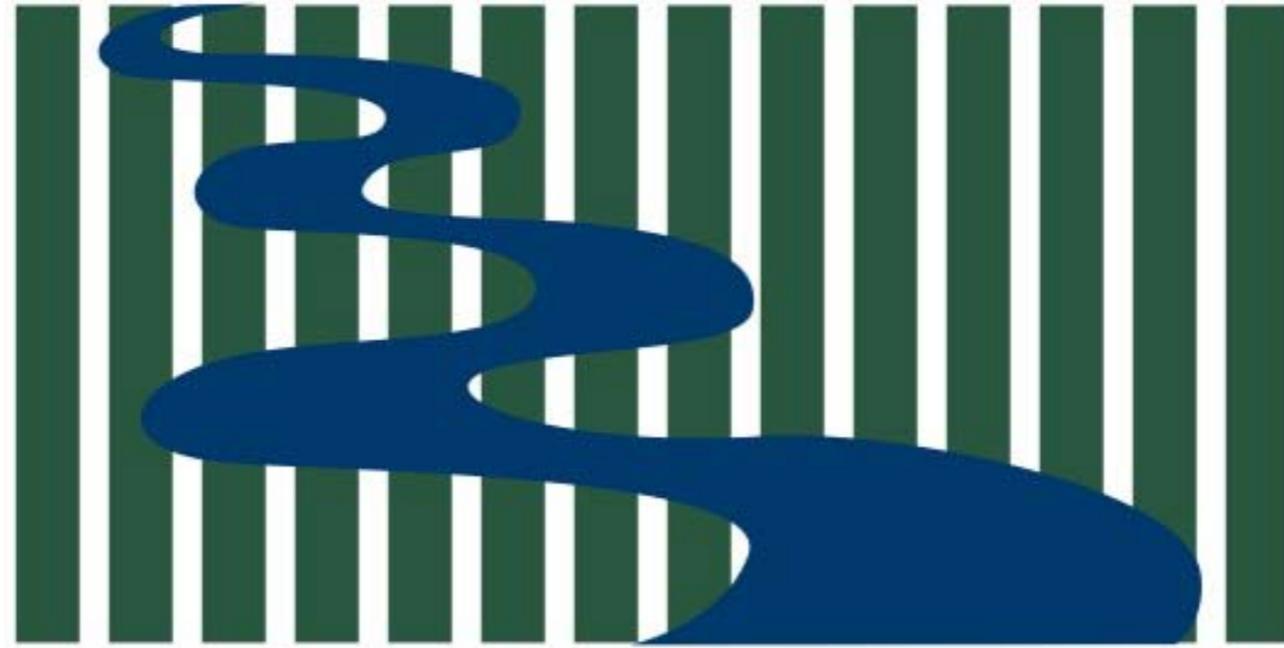


1. For the most part, people LOVE what DPL has to offer– but they don't really know what we offer.
2. Old-fashioned views of Library remain – the guilt mixed with honoring the tradition of libraries.
3. “Think outside of the box” and provide fun, unique experiences to get more people into the library... especially those who don't use our services but could truly benefit if they did!
4. Publicize – spread the word – about the great services we offer: hottest bestsellers, newest technology, and “third place” experiences.

The creative
process begins

- ❖ First, the logo
- ❖ Then, the tagline
- ❖ Next, the world...
and a new culture for
our library family!

BUT FIRST WE HAD TO BREAK FREE....



DESCHUTES
P U B L I C
L I B R A R Y

www.dpls.us



DESCHUTES PUBLIC
LIBRARY

WHAT IT REPRESENTS



- Fresh
- Lively
- Full of possibilities
- Open to interpretation
- Books / community
- Pure energy
- Bright
- Approachable / Welcoming
- Happy
- Crosses generations
- FUN!

The Tagline: Mission Promise Brand

The tagline is the key phrase that identifies your business by capturing the essence of three elements your mission, your promise, your brand.

- Staff brainstorm
- Wanted a short, memorable, playful tagline that resonated with the public
- And, most importantly, a tagline that truly represented who and what we are to our communities

We knew we had it when Library Director Todd said, “What about **Know More?**”

(And, it wasn’t because he is the library director that we all agreed...)



We created something graphical and unique that we believed demonstrated the old transitioning to the new.

Start within.

Your Culture = Your Brand

The most essential part of establishing a strong brand, is getting your people behind it. It becomes part of staff's daily life.

**the new brand of
customer
service.**

(engage. engage. engage.)

We created tools to assist staff to:

1. Become more engaged with our customers
2. Live the brand in all that they do
3. Stay the course... consistency, consistency, consistency in the message.



Brand Essence

We call it the heart and soul of
the brand.

For Example...



www.tucob.com

Nike's Brand Essence:

Authentic Athletic Performance

Brand Essence

We call it the heart and soul of
the brand.



We Enrich Lives.

Brand Personality

Think of it as a set of
human characteristics

For Example...



- Older, authoritative, rule follower



- Younger, fresh, innovative

Brand Personality

It's a set of human characteristics.



- Friendly
- Progressive
- Smart
- Innovative
- Approachable
- Dynamic
- Fun!

Brand Positioning Statement

It's a message that clearly
expresses what we offer and why it
is relevant.

We enrich the lives of community members seeking to learn, discover, and grow in a fun, friendly and progressive environment that offers free resources and services for all!

Brand Promise

Put simply, it is the library's benefit and is integral in every interaction.

The Deschutes Public Library provides an enriching experience for learning, opportunity, and personal growth, while providing an important connection for the entire community. Through the library experience we discover extraordinary choices for reading, technical innovation, career and personal enlightenment, early literacy, and cultural enrichment in a fun and open environment. We are the *center* for our communities!

EMPOWER STAFF

To live the brand

Evaluated administrative and personnel rules – modified them to allow more decision making at all levels of the organization.

“Live the Brand”



We developed a “Live The Brand” card for staff to share with each other and their managers the creative ways they have represented the new brand.

BRAND CITATION



NAME

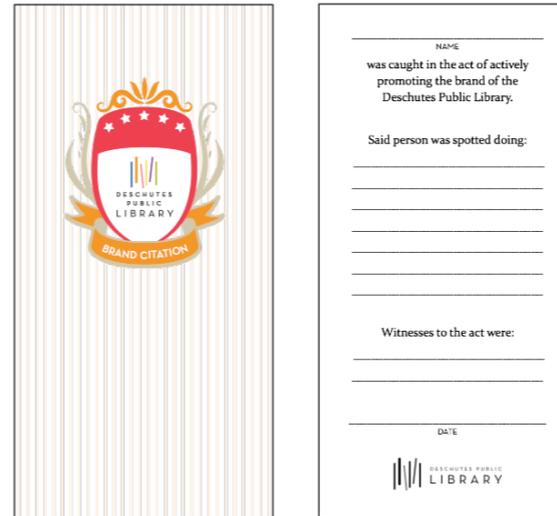
was caught in the act of actively promoting the brand of the Deschutes Public Library.

Said person was spotted doing:

Witnesses to the act were:

DATE

Brand Citation



The form is titled "BRAND CITATION" and features the Deschutes Public Library logo at the top. It contains the following text and fields:

NAME _____
was caught in the act of actively promoting the brand of the Deschutes Public Library.

Said person was spotted doing:

Witnesses to the act were:

DATE _____

DESCHUTES PUBLIC LIBRARY

To help recognize staff who might not be good at tooting their own horn, the brand citations is a way for another staff person to “tattle tale” on the great work of their teammate.

NAMETAGS

It's all about being
approachable.

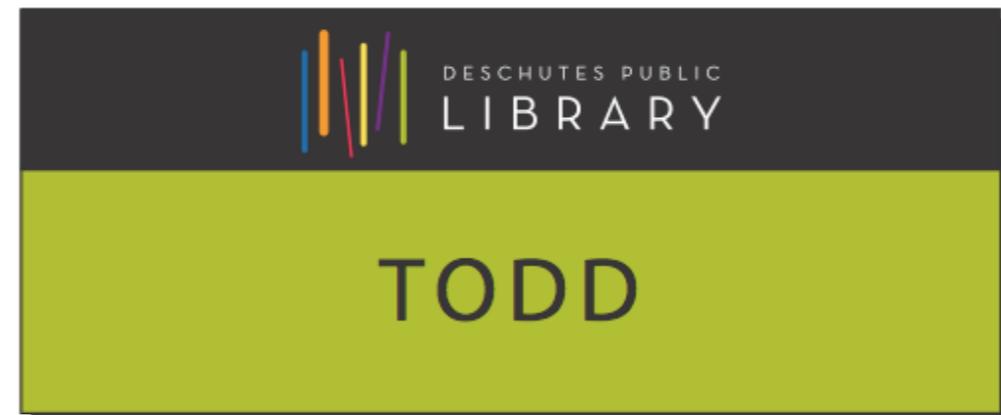
No title

No last name

Know empowered staff!

Know customers!

Staff chose their nametags
colors (based on the logo
colors).



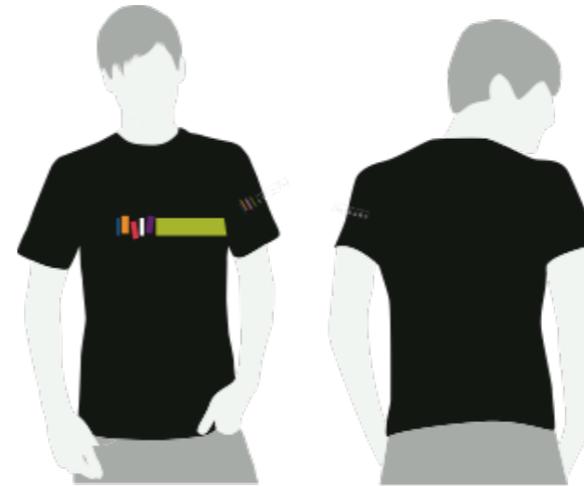
MAKE IT PERSONAL

To encourage relationships between staff and customers we developed a “calling card” style business card for all branches. This card serves as a personal contact for all levels of staff while interacting with customers.



NOW WE'RE IN STYLE

What better way to represent and embrace the new brand? The t-shirts come in three different styles and are very popular. We created versions for staff, Board, volunteers, and now the public is begging us to sell them! A wearable brand!



Brand Guide Logo Usage

We made it easy! It's important that the public sees consistent messaging from the library. We were all over the map previously!

The brand guide gives detailed instructions on the fonts we use on all printed materials and emails, templates for flyers, bookmarks, etc., a logo usage guide, approved photos, clip art, signage restrictions, etc. Now available on the intranet.

**Then what?
We launched.**

- Staff/customer tools for more engagement
- Marketing materials (logo, tagline, “heads”)
- Signage – external & internal
- Bookmobile
- Public Web Goes Live!



COFFEE PARTNERS

Bend - Thump

Sunriver - Thump

La Pine - Central Perk

Sisters - Sister's Coffee Co.

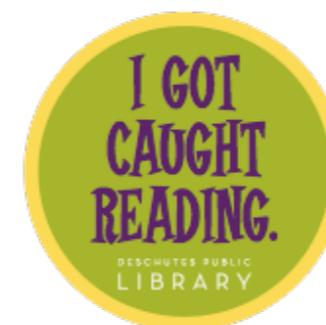
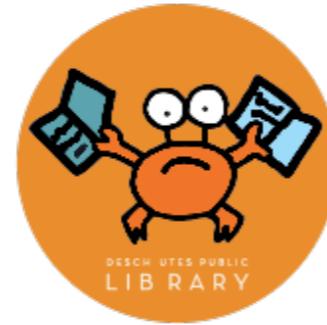
Redmond - Three Peaks

Fine Freedom

Although they are definitely necessary, library fines are often frustrating for staff and customers and keep us stuck in the “ssshhh” mold of yesteryear. The Fine Freedom coffee card doubled the fun and empowered ALL staff to make someone's day! (up to a preapproved dollar amount!)

YOUR NEW BRAND WILL STICK WITH YOU.

Staff got a pile of stickers and “tattoos” to hand-out to customers as a small token of appreciation. These stickers are very popular for all ages! And helped us to establish a little warmth and silliness at the library.



A WASHABLE BRAND (THAT'S FUN)

Temporary, of course. Kids love 'em, and they are a colorful mark that will tell others just how much they like spending time with us. They also provide staff with an additional way of interacting and breaking down barriers with customers.





- ❖ Monthly “Know” Programs (Know Dogs; Know Italy)
- ❖ Television and print ads
- ❖ Summer Reading Guide
- ❖ Event guides
- ❖ Website
- ❖ Internal & external signage
- ❖ Banners
- ❖ Bookmobile





Signs, signs, everywhere signs!

De-clutter our facilities from unnecessary and negative signage. This proved (and still does prove) a difficult task!

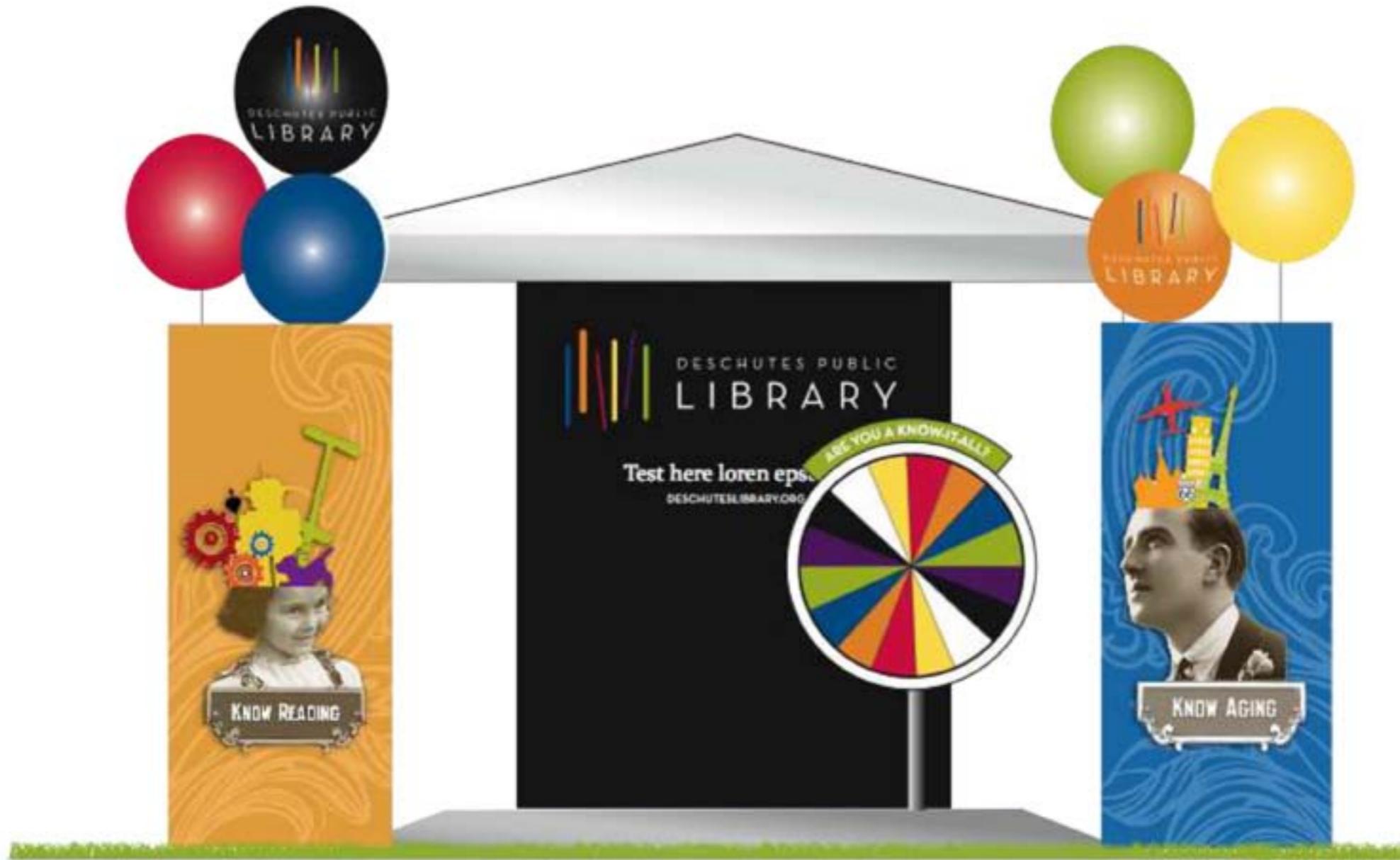
- Mandated sign-free month at every library
- Established signage guidelines
- “Signage police” visit libraries once a quarter to monitor
- Less is more approach! (but signs still prevail)







EXTERNAL BRAND



KNOW MUSIC

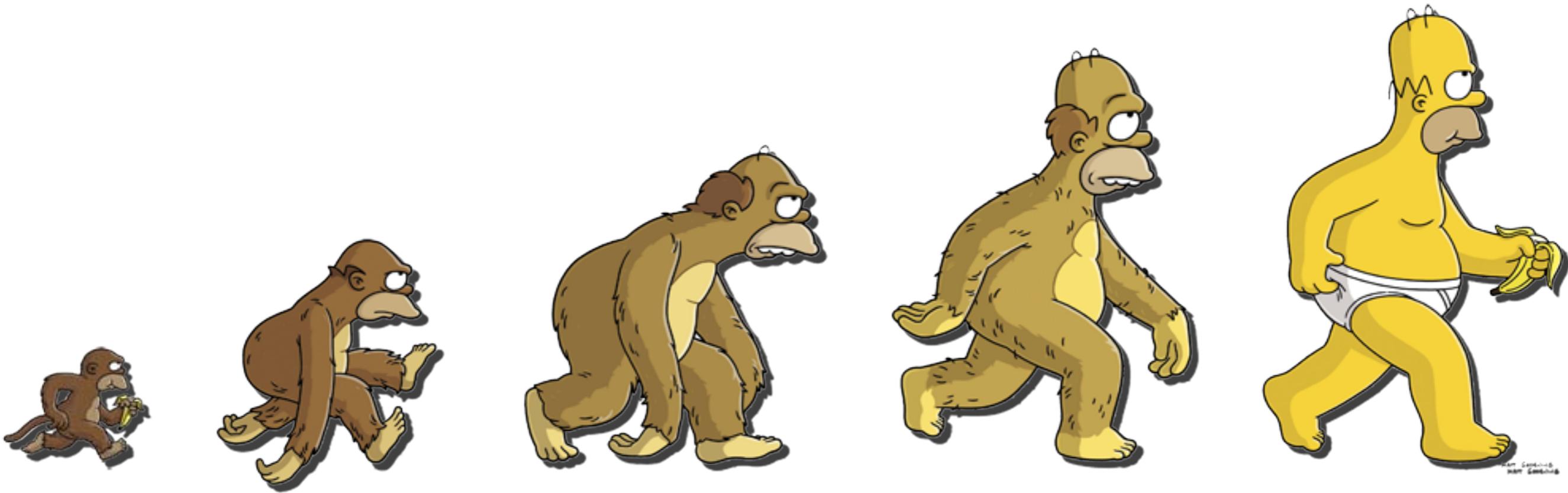
KNOW MOVIES

KNOW ATTITUDE

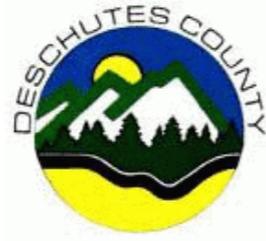
KNOW MORE

SABER MÁS

Evolution of the DPL Web Presence



County of Deschutes, Oregon



Internet-available services

- [DIAL](#) (Deschutes Information Access Line/Assessment and Taxation) - log in as 'public' ***** REQUIRES telnet *****
- [LiOn](#) (Library Online/Deschutes County Library Database) - log in as 'public' ***** REQUIRES telnet *****

- [E-mail directory](#)
-

Department pages

- [Information Services](#)
 - Available [classes](#)
 - [County Health](#)
 - [Human Services](#)
 - Developmental Disability
 - [Environmental Health](#)
-

[Interesting links](#)

Last modified: Saturday, March 15, 1997

For questions and comments about this website: webmaster@www.deschutes.org

Copyright © 1997, Deschutes County, Oregon, USA. All rights reserved.

```

c:\ Telnet dewey
12 JAN 1997          BEND PUBLIC LIBRARY          02:13pm
                   Cataloging

Your Search: Grisham, John.

  TITLE/AUTHOR          FORMAT          SERIES#/DATE
1.  The pelican brief  [sound recording]  1992.
    Grisham, John.
2.  The firm           [sound recording]  1991.
    Grisham, John.
3.  A time to kill /   [large print]     1989.
    Grisham, John.
4.  The client /       1993.
    Grisham, John.
5.  The client         [sound recording]  1993.
    Grisham, John.

Enter an item number for more detail :
SO=Start Over, B=Back, SL=Sort List, RS=Review Search, ?=Help
<Enter>=Next Screen, SB=Save Bib

```

Deschutes Public Library System

Your Information Guide for the new Millennium

About us
Online Services
Reference
Youth Services
Events
Search
Help



Express Links: [[Catalog](#)] [[InfoTrac](#)] [[Youth Programs](#)] [[Classes](#)] [[Community Links](#)] [[Employment](#)]

Bend
La Pine
Redmond
Sisters
Sunriver Area
Home



Using the Library

Your Card / Renew
Location & Hours
Online Forms

Online Resources

Catalog
Magazines
Facts.com
Oregonian Newspaper
Phone Directories
eBooks

Library Services

Kid's Page
Teen Scene
Events
Classes
Outreach/Bookmobile
Ask a Librarian

About the Library

Board
Organizations
Employment
Volunteers
News

Deschutes Public Library System

Serving your information needs since 1920



**Campaign
for
America's
Libraries**

Celebrate National Library Week, April 14 -20!

Special events planned.

Coming Soon... new Library Catalog!



Deschutes Public Library is excited to announce the release of our new Library Catalog, **iPac**. Catalog users will enjoy a whole new searching experience:

- **Fast** -- no more long delays;
- **Friendly** -- log-in once and reserve and renew without re-entering your library card number;
- **Easy** -- update your personal profile online;
- **Compatible** -- HTML based, no firewall or Java problems!

Site Search

Catalog

Search the library's catalog for a book, video, or book-on-tape.

Search the Web!

 **Español**

 **Hot Reads**
Recommended reads!

Featured Links

[National Poetry Month!](#)

[Tis' Tax Season!](#)

Deschutes Public Library System
507 NW Wall Street, Bend, Oregon 97701
[Contact Us](#)

webmaster@dpls.lib.or.us



DESCHUTES PUBLIC LIBRARY

Serving Your Information Needs Since 1920

[home](#) [renew/holds](#) [on-line resources](#) [branch libraries](#) [search](#) [contact us](#) [sitemap](#)

Quick Links

- [A Novel Idea 2009](#)
- [About the library](#)
- [Ask a Librarian](#)
- [Catalog](#)
- [Community Report](#)
- [Hours, Locations, & Phone Numbers](#)
- [Kid's Page](#)
- [My Library Account -- Renew/Holds](#)
- [Newsletter](#)
- [Teen Scene](#)
- [Wireless Internet Access](#)
- [Agendas and Minutes](#)
- [Frequent Questions](#)

Search our

catalog *Advanced Search*

Or try one of these quick searches:

- **Find Books** - For Book Lovers
by title, author, or subject
- **Find Movies** - For Movie Lovers
VHS and DVDs by title, actor/director or subject
- **Find Music**
by album/song title and musician/composer



HISPANIC
Heritage Month

September 15~October 15

My Account: Log in to review the items you have checked out or to see the status of the items you have on hold. Please have your library barcode and PIN (often the last four digits of your phone number) on hand. [Need a library card? Click here to apply online.](#)

Get expert recommendations on classic and current fiction.

NoveList

[view all online resources](#)

Calendar

Today's Events

[Bookmobile at SUMMIT HIGH HEAD START](#)
Outreach
9:15 AM

[Bookmobile at EAST BEND / MT VIEW HEAD STARTS](#)
Outreach
10:30 AM

[BILINGUAL STORY TIME](#)
Bend Public Library
11:00 AM

[Bookmobile at SUMMIT HIGH HEAD START](#)
Outreach
1:15 PM

[More Calendar Events.](#)

[Subscribe to this feed.](#)

Hot Links

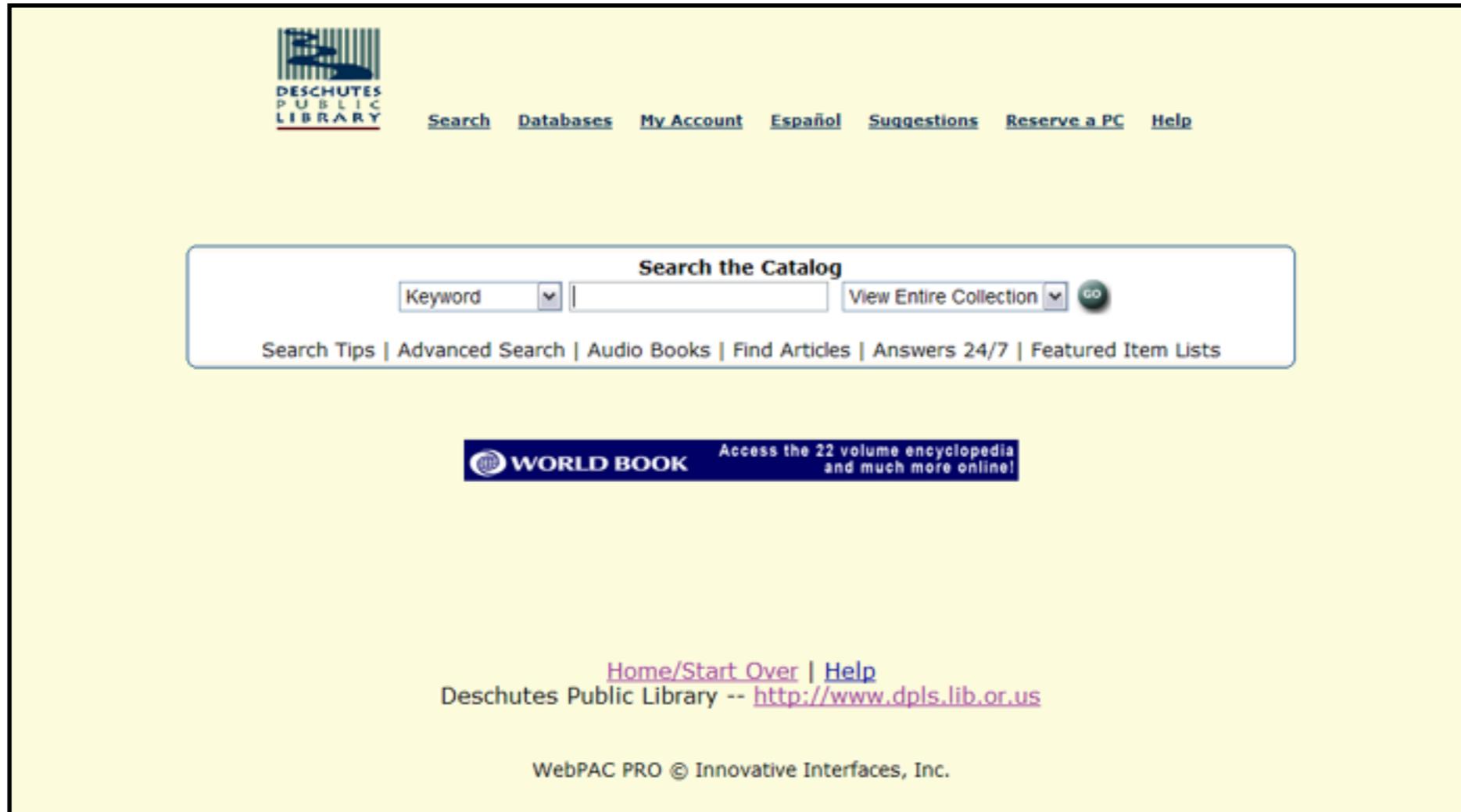
- [Fire Watch](#)
- [Hot Reads](#)
- [Jobs & Careers](#)

Library News

Deschutes Public Library Ranked #5 Best Non-Profit in Oregon
The Deschutes Public Library was selected as the 5th best Non-Profit Organization in the state of Oregon by Oregon's Business Magazine. According to Oregon Business Magaz... [\(Read more\)](#)

Library Services

On-line Resources
[Audiobooks and Video,](#)
[Books and Reading,](#)
[Business and Investment,](#)
[Catalog, more...](#)



The screenshot shows the main interface of the Deschutes Public Library catalog. At the top left is the library's logo. To its right is a horizontal navigation menu with links for Search, Databases, My Account, Español, Suggestions, Reserve a PC, and Help. Below this is a large search box titled "Search the Catalog". Inside the search box, there is a dropdown menu labeled "Keyword", a text input field, a dropdown menu labeled "View Entire Collection", and a "GO" button. Below the search box is a row of links: Search Tips, Advanced Search, Audio Books, Find Articles, Answers 24/7, and Featured Item Lists. In the center of the page is a blue banner for "WORLD BOOK" with the text "Access the 22 volume encyclopedia and much more online!". At the bottom of the page, there are links for "Home/Start Over" and "Help", followed by the text "Deschutes Public Library -- <http://www.dpls.lib.or.us>". At the very bottom, it says "WebPAC PRO © Innovative Interfaces, Inc."

That's where we were.

How did we make the change?

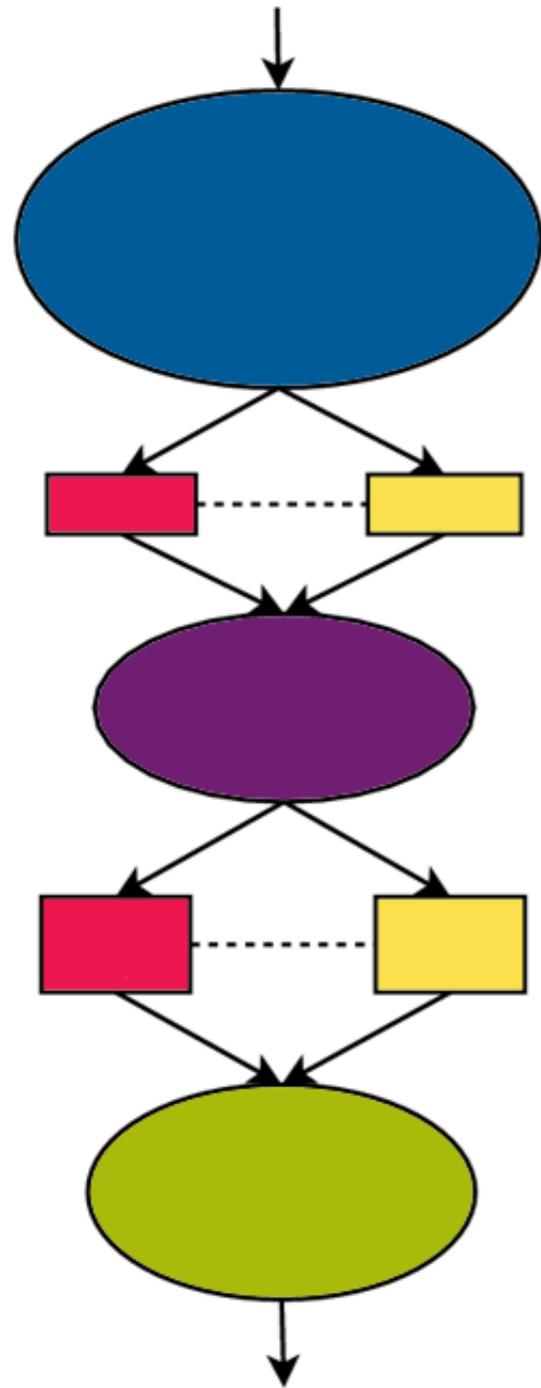
Decided upfront on a more graphical look
that used the colors in the logo



Take advantage of graphic design expertise

Incorporate the brand
identity we developed

- Fresh
- Lively
- Full of possibilities
- Open to interpretation
- Books / community
- Pure energy
- Bright
- Approachable / Welcoming
- Happy
- Crosses generations
- FUN!



- Evaluated feedback on current site
- Reviewed its structure
- Looked at usage patterns
- Identified broad content areas and heavily used web pages
- Focused on a patron-centric design
- Shared our findings with 14 Hands

14 Hands suggested
key site areas.

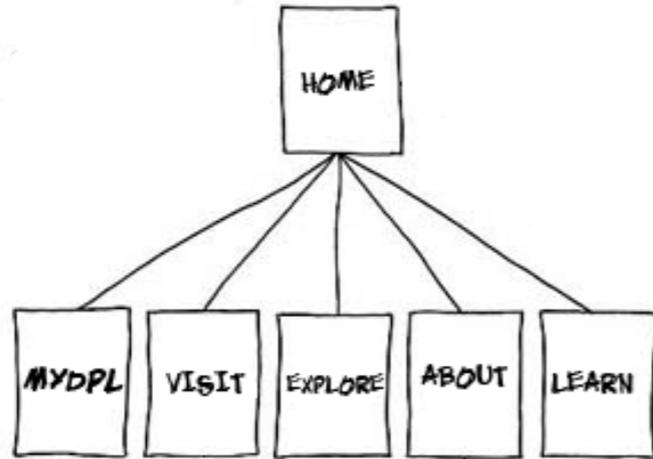
14 

Web Site Architecture: Evaluation / Recommendations / Site Plan

We've got a lot of information to organize. Marrying content, relevance and ease of use with the new brand voice is going to be a fun adventure! With the new brand of DPL, we've already laid a foundation for how we want to speak to our audience, now we are just tasked with executing that voice. Pushing past the limits of the standard library boxed website, the following are our preliminary site recommendations. We will be sure to include the following information in main navigation or sub-navigation.

- 1) Access online account
- 2) Catalog Search
- 3) Today's Events / Calendar
- 4) News / What's new
- 5) DPL Kids
- 6) DPL Teens
- 7) How do I?
- 8) Online Resources

- Your Account
- Library Catalog
- Events
- News
- DPL Kids
- DPL Teens
- Common Tasks
- Online Resources



14 Hands suggested a primary navigation structure.

- MY DPL
- VISIT
- EXPLORE
- ABOUT
- LEARN

Main Navigation Structure

Creating a friendlier, less "library" feel, we believe these main navigation buttons will direct users to the most critical library information in way that's compelling and lays the groundwork for repeat visits.

MY DPL - VISIT - EXPLORE - LEARN - ABOUT

1. MY DPL [prelim sub-nav below will be defined upon approval - only to give general concept of navigation]

1. **Functionality recommendations:** Custom profile, is there any way to give end users the ability to customize their account?
 1. **EDIT PROFILE:** customize your personal profile (upload a photo)
 2. **HISTORY:** collection of all books/tracks/videos that you have downloaded or checked-out. And a way to find members online with similar tastes? Similar that to the functionality of Netflix iTunes, eMusic.
 3. **FRIENDS:** DPL member profiles that you have bookmarked
 4. **NEIGHBORS:** DPL Members that have similar taste to you
 5. **REVIEWS:** all materials that you have reviewed
 6. **RATINGS:** all materials and artists/authors that you have rated
 7. **RENEW**
 8. **HOLDS**

2. VISIT [prelim sub-nav below will be defined upon approval]

1. Each branch of the library will have their own page detailing out individual events, hours, contact info etc...
2. Calendar
3. A Novel Idea

3. EXPLORE [prelim sub-nav below will be defined upon approval]

1. Digital Collections: Audio books, video, mp3(?)
2. Book Lovers
3. Movie Lovers
4. Employment Opportunities w/the library
5. Employment Opportunities w/our Community
6. Search catalog online

4. ABOUT [prelim sub-nav below will be defined upon approval]

1. Board members
2. Old photos of the old library?
3. Employment
4. Volunteering
5. Organizations

5. LEARN [prelim sub-nav below will be defined upon approval]

1. Programs
2. Reserve a PC
3. DPL Kids
4. DPL Teens
5. Newsletter sign-up

We weren't done yet...

- Branding team worked with 14 Hands to refine the design
- Shared the new design with staff
- Incorporated suggestions
- Revised until comfortable with the new design
- Developed new website
- Deployed new website

www.deschuteslibrary.org

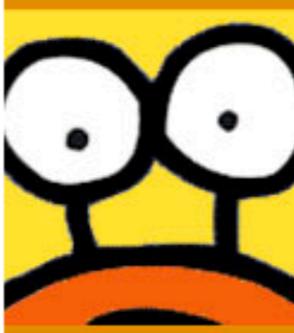
SEARCH

CATALOG SITE



DESCHUTES PUBLIC
LIBRARY

[MY DPL](#) [VISIT](#) [EXPLORE](#) [ABOUT](#) [ASK A LIBRARIAN](#)



DPL KIDS



DPL TEENS



DPL EVENTS



CATALOG



BOOKS & BEYOND

 NEWS

WELCOME

DO YOU... [need a library card?](#)
[want to download eBooks?](#)
[have a question?](#)
[want to access your account?](#)
[need to look something up?](#)
[want a museum pass?](#)
[need help finding a job?](#)
[want to use the Library's WiFi?](#)
[want to download music?](#)

[The Art of the Possible: Jazz and Community-Building](#)
[Sisters Library hosts Sisters Area Photography Club Exhibit](#)
[A Novel Idea: 1930's Jazz—the Swing Era](#)
[DPL Hosts 2012 Oregon Library Association Conference - Libraries closed all day Thursday, April 26](#)
[History and Mixology of 1930's Cocktails](#)
[A Novel Idea - Tower Theatre Sold Out](#)
[Bill Searle's Chinese Brush Paintings at Redmond Library](#)

[...more news](#)

[HOME](#) | [CATALOG](#) | [SUPPORT DPL](#) | [EMPLOYMENT](#) | [SITE MAP](#) | [RSS](#) | [EN ESPAÑOL](#) | [PRIVACY](#) | [CONTACT](#)



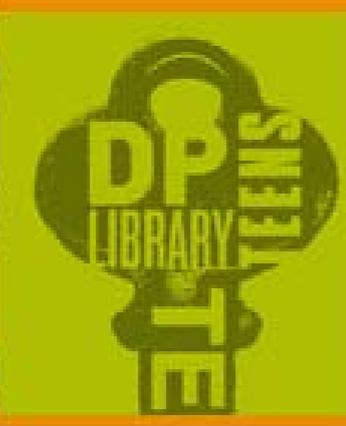
 Share

SEARCH

CATALOG SITE



DPL KIDS



DPL TEENS



DPL EVENTS



CATALOG



BOOKS & BEYOND

 NEWS

WELCOME

DO YOU... **need a library card?**
want to download eBooks?
have a question?
want to access your account?
need to look something up?
want a museum pass?
need help finding a job?
want to use the Library's WiFi?
want to download music?

[The Art of the Possible: Jazz and Community-Building](#)
[Sisters Library hosts Sisters Area Photography Club Exhibit](#)
[A Novel Idea: 1930's Jazz—the Swing Era](#)
[DPL Hosts 2012 Oregon Library Association Conference - Libraries closed all day Thursday, April 26](#)
[History and Mixology of 1930's Cocktails](#)
[A Novel Idea - Tower Theatre Sold Out](#)
[Bill Searle's Chinese Brush Paintings at Redmond Library](#)

[...more news](#)

[HOME](#) | [CATALOG](#) | [SUPPORT DPL](#) | [EMPLOYMENT](#) | [SITE MAP](#) | [RSS](#) | [EN ESPAÑOL](#) | [PRIVACY](#) | [CONTACT](#)



 Share

SEARCH CATALOG SITE

DESCHUTES PUBLIC LIBRARY MY DPL VISIT EXPLORE ABOUT ASK A LIBRARIAN

STORY TIMES AND OTHER PROGRAMS

EARLY LITERACY

PARENTS & TEACHERS

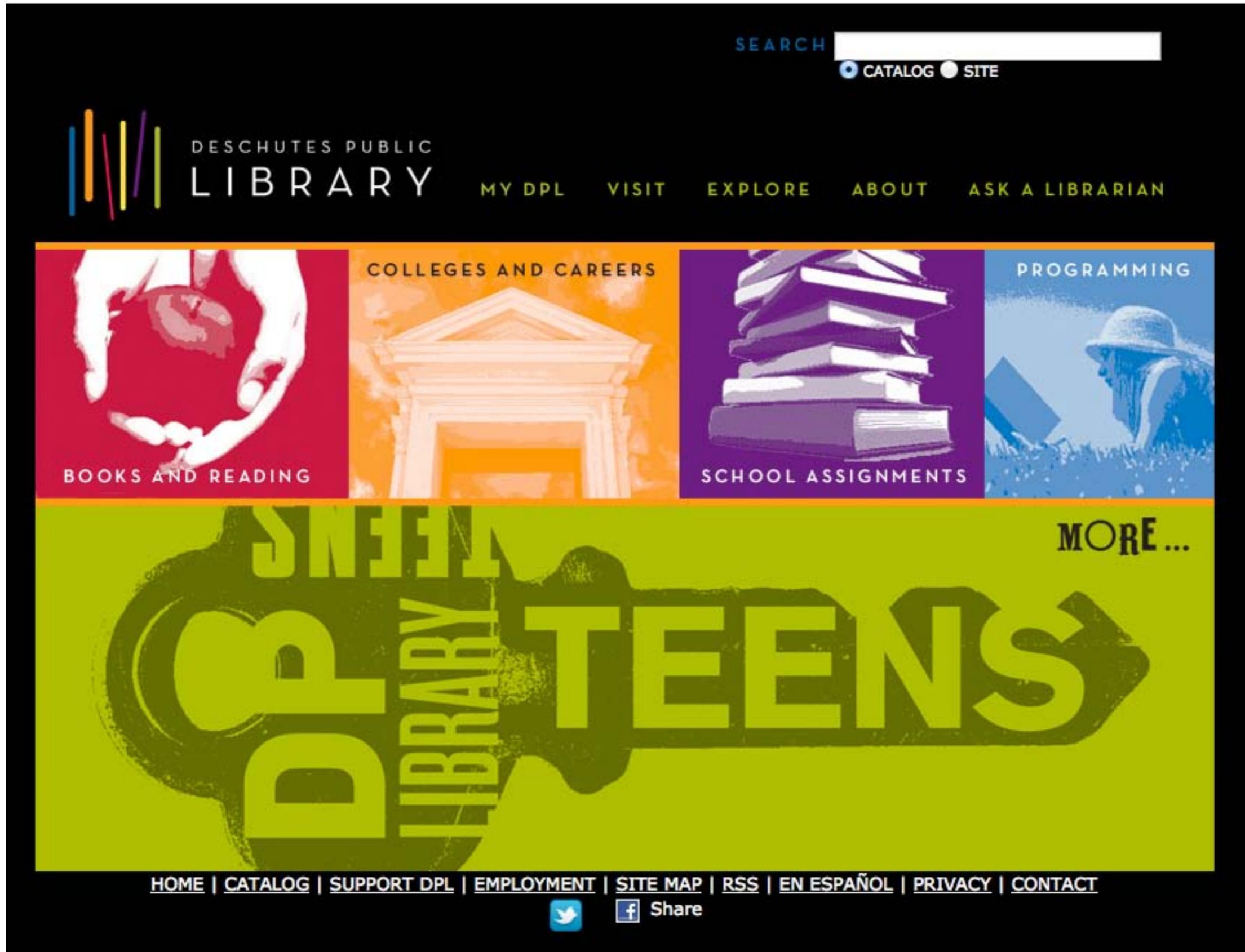
BOOKS & READING

MORE STUFF...

HOME | CATALOG | SUPPORT DPL | EMPLOYMENT | SITE MAP | RSS | EN ESPAÑOL | PRIVACY | CONTACT

Share

Kids page artwork courtesy of and copyright Todd Parr.



SEARCH

CATALOG SITE

DESCHUTES PUBLIC
LIBRARY

MY DPL VISIT EXPLORE ABOUT ASK A LIBRARIAN

BOOKS AND READING

COLLEGES AND CAREERS

SCHOOL ASSIGNMENTS

PROGRAMMING

MORE...

TEENS LIBRARY TEENS

HOME | CATALOG | SUPPORT DPL | EMPLOYMENT | SITE MAP | RSS | EN ESPAÑOL | PRIVACY | CONTACT

  Share

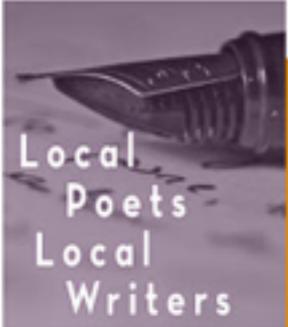
SEARCH
 CATALOG SITE



DESCHUTES PUBLIC
LIBRARY

[MY DPL](#)
[VISIT](#)
[EXPLORE](#)
[ABOUT](#)
[ASK A LIBRARIAN](#)

[Home](#) > [Events](#)

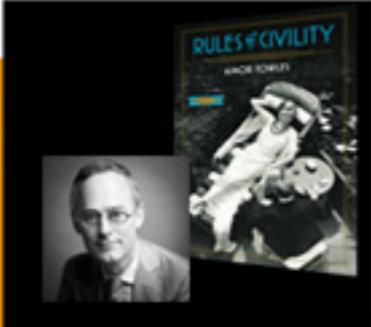


Local Poets
Local Writers

SECOND SUNDAY

STORY TIMES

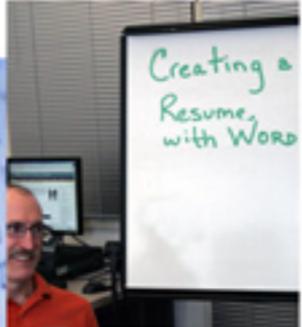




A NOVEL IDEA

CALENDAR





CLASSES

Events Home

A Novel Idea

Calendar

Civil War

Classes

Second Sunday

Story Times

Today's Events & Classes (Full Calendar)

10:15 AM -- Downtown Bend Toddlin' Tales Story Time
 Downtown Bend Public Library
 Tuesday, April 24, 2012

An active story time for ages 18 - 36 months. 541-617-7097.

10:30 AM -- Sunriver - Family Fun Story Time
 Sunriver Area Public Library
 Tuesday, April 24, 2012

Come join us for reading, rhyming and singing, all of which strengthen early literacy skills! ages 0-5.

10:30 AM -- Know Internet for Beginners
 Downtown Bend Public Library
 Tuesday, April 24, 2012

This class provides a basic introduction to the Internet, including Internet lingo, using an Internet browser, and getting online by typing in some Web addresses.
 Prerequisites: Know Computers for Beginners or familiarity with a mouse and the Windows operating system.

 Find us on
Facebook





SEARCH
THE CATALOG

[MY ACCOUNT](#)

[ONLINE RESOURCES](#)

[SUGGESTIONS](#)

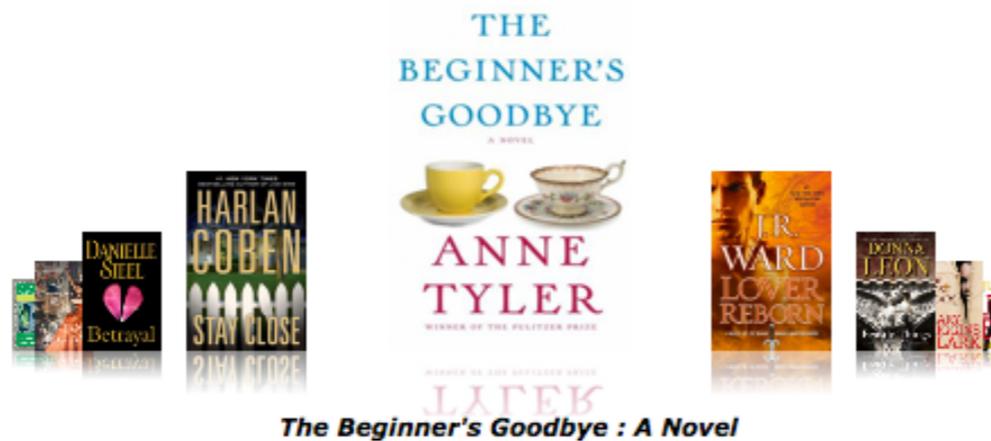
[HELP](#)

Keyword

[View Entire Collection](#)

[SEARCH](#)

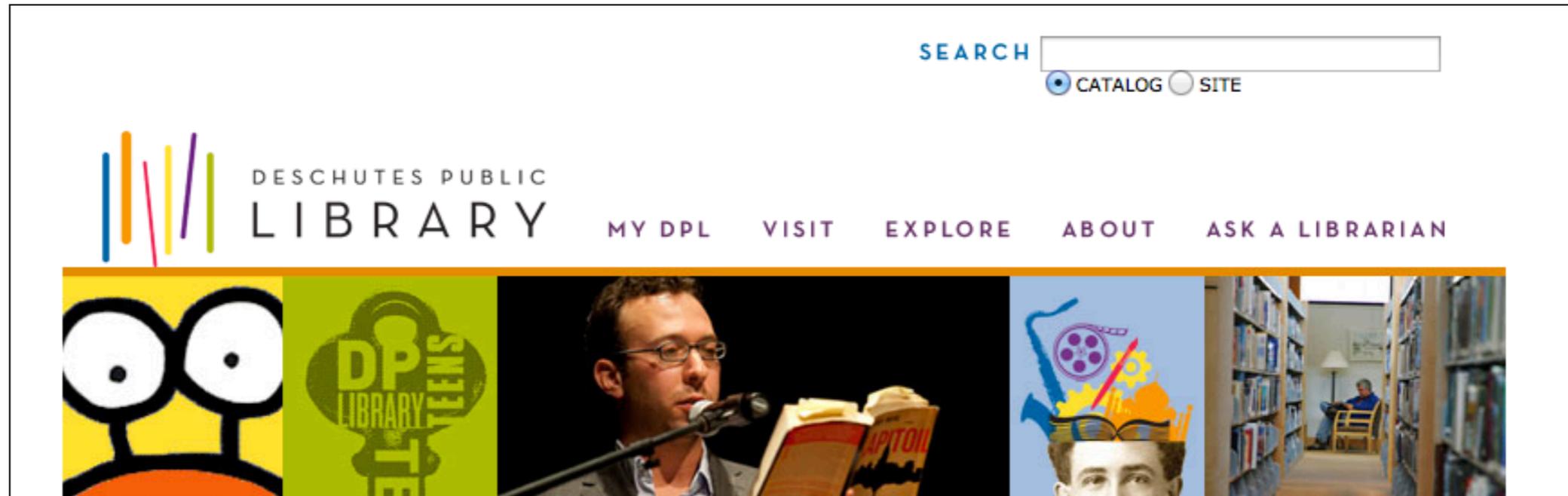
 [NY Times Bestsellers - Fiction](#) [\(Nonfiction List\)](#)



8

[SEARCH TIPS](#)
[ADVANCED SEARCH](#)
[DIGITAL AUDIO & eBOOKS](#)
[FEATURED LISTS](#)

[KNOW BOOKS](#)
[KNOW MOVIES](#)



WELCOME

DO YOU... [need a library card?](#)
[want to download eBooks?](#)
[have a question?](#)
[want to access your account?](#)
[need to look something up?](#)
[want a museum pass?](#)
[need help finding a job?](#)
[want to use the Library's WiFi?](#)
[want to download music?](#)

NEWS

[The Art of the Possible: Jazz and Community-Building](#)
[Sisters Library hosts Sisters Area Photography Club Exhibit](#)
[A Novel Idea: 1930's Jazz—the Swing Era](#)
[DPL Hosts 2012 Oregon Library Association Conference - Libraries closed all day Thursday, April 26](#)
[History and Mixology of 1930's Cocktails](#)
[A Novel Idea - Tower Theatre Sold Out](#)
[Bill Searle's Chinese Brush Paintings at Redmond Library](#)

[...more news](#)



 Share

SEARCH

CATALOG SITE



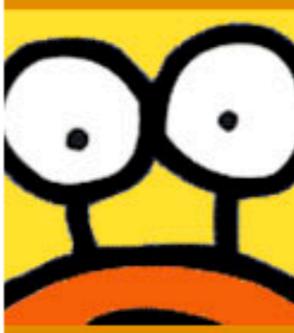
MY DPL

VISIT

EXPLORE

ABOUT

ASK A LIBRARIAN



DPL KIDS



DPL TEENS



DPL EVENTS



CATALOG



BOOKS & BEYOND

 NEWS

WELCOME

DO YOU... **need a library card?**
want to download eBooks?
have a question?
want to access your account?
need to look something up?
want a museum pass?
need help finding a job?
want to use the Library's WiFi?
want to download music?

[The Art of the Possible: Jazz and Community-Building](#)
[Sisters Library hosts Sisters Area Photography Club Exhibit](#)
[A Novel Idea: 1930's Jazz—the Swing Era](#)
[DPL Hosts 2012 Oregon Library Association Conference - Libraries closed all day Thursday, April 26](#)
[History and Mixology of 1930's Cocktails](#)
[A Novel Idea - Tower Theatre Sold Out](#)
[Bill Searle's Chinese Brush Paintings at Redmond Library](#)

[...more news](#)

[HOME](#) | [CATALOG](#) | [SUPPORT DPL](#) | [EMPLOYMENT](#) | [SITE MAP](#) | [RSS](#) | [EN ESPAÑOL](#) | [PRIVACY](#) | [CONTACT](#)



Share

SEARCH

CATALOG SITE



DESCHUTES PUBLIC LIBRARY

MY DPL VISIT EXPLORE ABOUT ASK A LIBRARIAN



DPL KIDS



DPL TEENS

Digital Down... Downtown... Online Resou... DPL News

Freegal Mus... East Bend... Books & Beyo... Employment at DPL

My Account... La Pine Li... Career Resou... Hours & Phone Numbers

Suggest a P... Redmond... Catalog... Library Board

Sisters Li... Digital Downl... Online Newsletter

Sunriver... DPL Kids... Using The Library

Events &... DPL Teens... Support DPL

Wireless... Outreach Services



BEYOND

WELCOME

DO YOU...

- need a library card?**
- want to download eBooks?**
- have a question?**
- want to access your account?**
- need to look something up?**
- want a museum pass?**
- need help finding a job?**
- want to use the Library's WiFi?**
- want to download music?**

[The Art of the Possible: Jazz and Community-Building](#)

[Sisters Library hosts Sisters Area Photography Club Exhibit](#)

[A Novel Idea: 1930's Jazz—the Swing Era](#)

[DPL Hosts 2012 Oregon Library Association Conference - Libraries closed all day Thursday, April 26](#)

[History and Mixology of 1930's Cocktails](#)

[A Novel Idea - Tower Theatre Sold Out](#)

[Bill Searle's Chinese Brush Paintings at Redmond Library](#)

[...more news](#)

HOME | [CATALOG](#) | [SUPPORT DPL](#) | [EMPLOYMENT](#) | [SITE MAP](#) | [RSS](#) | [EN ESPAÑOL](#) | [PRIVACY](#) | [CONTACT](#)


 Share



Next Steps

- Listen to feedback
- Make any critical changes
- Give your design time
- Monitor Usage Patterns
- Review
- Social Media

Wrap it up!

Final Thoughts

- ❖ Go internal first, then external
- ❖ Make sure budget includes implementation
- ❖ Listen to your **customers**
- ❖ Be bold, break out of the mold
- ❖ Show the community why you are relevant every day with every interaction
- ❖ Keep the brand alive through staff and library family

KNOW MORE.

Questions?