From Transactions to Transformation
How Delaware libraries are using Dewey & Maslow to achieve the Delaware Dream

Abstract:

The purpose is to develop a methodology to strategically support lifelong learning and economic development, to measure outcomes, and to showcase library value at scale across the state of Delaware.

Resources are a result of delivering value to the customer. “Belief that the library is a Transformational force in people’s lives is directly related to their level of funding”

- Delaware (2017), Gendt the Library: A community awareness campaign

Practical Implications/Value:

This project is primarily focused on public libraries but has practical implications of value in supporting curriculum in academic, school, and special libraries as well.

Patron use by subject (Dewey) allows for spotting emerging trends earlier, so that libraries can be at the forefront of serving community needs.

The Maslow Dewey organizer provides guidance for strategic development of library programs and services to ensure libraries are aiming high and providing significant value in achieving community goals.

Types of Data

- By Population, for Stretch Targets
- By Dewey, for Patron Value
- By Totals, for Staff Scheduling

Capability Measures

- Population, for Stretch Targets
- Library Card Holders
- SF per capita

Staff Load Measures

- By Totals, for Staff Scheduling
- Circulation
- Attendance
- Reference Questions
- Program Attendance

Patron Use Measures

- What are patrons trying to do?
- What subjects are they using?

Stage 1
Using the Dewey Classification System, the installed base for Delaware public library collections, a taxonomy was developed for use in capturing reference transactions, and classifying Programs in Evanced calendaring software.

Dewey DE Taxonomies: Reference Questions in InformUs / Events in Evanced

- 000 Generalities - computer help, computer technology, e-book services
- 100 Philosophy/Psychology - self-help
- 200 Religion
- 300 Social Sciences - education, law, financial, veterans, government, politics, folklore
- 400 Language - ESL and literacy
- 500 Science - STEM, physics, chemistry, zoology, botany, earth sciences, paleontology, evolution, dinosaurs
- 600 Applied Science - technology, health, engineering, pets, cooking, management, job hunting, construction
- 700 Arts & Recreation - fine arts, architecture, home decorating, photography, music, recreation and sports
- 800 Literature - fiction authors including readers’ advisory
- 900 History and Geography - genealogy and biography

Stage 2
Focus groups were held to obtain insight into Delawareans’ versions of the Delaware Dream, in part to further explore how libraries can support economic development.

Stage 3

An organizing tool for library services using Maslow’s Hierarchy of Needs (y axis) with Dewey (x axis) is in testing to track progression toward achieving transformational goals.

The objective is to ensure that library services address current needs, while also offering a sampling across library services from the view of the patron, what the patrons are trying to do.

Using an organizing tool for library services (Maslow Dewey Chart) helps libraries to be strategic and developmental in the services that they offer.