Can libraries be competitive?

Music Library of Greece as an example of a changing organization in the age of crisis

Vera Kriezi
“When you can’t change the direction of the wind, adjust your sails”

--H. Jackson Brown Jr,
American writer
Everything has a cause...

- Social conditions
- Economic changes
- Technological changes
- Political conditions
Economic crisis lead to financial difficulties

Budget cuts (100,000€ budget deficit)

Proposal for working less (4 days) in order to reduce staff cost

Could not bare with a salary reduction due to economic crisis

Proposal for a new strategic plan

Based on new services that will cover budget deficit and provide sustainability
Something old...
The traditional library

• Circulation services
• Cataloging services
• Reference services
• Digital collections
• Educational programs
Organizational profile

Note: Adapted from Diagnosing and Changing Organizational Culture: based on the Competing Values Framework, by K.S. Cameron & R.E. Quinn, 1999, Reading, MA: Addison-Wesley.
WHAT WE ARE
LEAP OF FAITH
WHAT WE WANT TO BE

MAKE THE JUMP.
Something new...
2 major goals

Create services that will ensure sustainability

Increase the visibility of the Library and its impact, investing on new communicational channels
Resources

- Librarians & Information Professionals (3)
- Musicologists (4)
- Archivists (1)
- Supporting staff (3)
Free Services

- Library membership
- Concerts in the Library
- Seminars in the Library
- Educational programs
- Open Class Music Workshop (for general public)

PAID SERVICES

- Library membership card (2 level membership)
- Concerts in the Library *Booking Ability*
- Educational programs for different target groups (Sundays included)
- Open Class Music Workshop
NEW PAID SERVICES

✓ Children Music Activities for children and families (Outsourcing)

✓ Theatrical plays for schools and for families

✓ Reformation of library space to Multipurpose Hall *Booking ability*

✓ Digitization services upon request

OTHER FUNDING OPPORTUNITIES

✓ Participation in EU funding Programs (Europeana Sounds, EUScreenXL)

✓ National funding programs
Theatrical plays for children
Concerts at the Library
2016
Schools in the educational programs
Children in action!
New goals need new vision...

*Not just a Music Library but a Cultural Center with a Music Library*
So many things ... too little time

- Library services
- Concerts for new musicians
- Theatrical plays for children
- Music education experiences
- Digital & Physical exhibitions
- Enhanced visitors experiences
- Participation in EU funding programs and in National funding opportunities
- Conferences
- Kids Summer camp
- Event planning
And the result...?
Educational programs

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<td>2015</td>
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### Theater & other events

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<td>2016</td>
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![Chart showing the increase in visitors from 2010 to 2016](chart.png)
It’s all about numbers...

- 2015
  102,000€

- 2016
  112,000€
New things new skills

• Basic tech competencies
  • Management skills
  • Knowledge of emerging technologies
  • Ability to embrace change
  • Comfort in the online medium
  • Ability to keep up with new ideas

• Higher level competencies
  • PM skills
  • Ability to question and evaluate library services
  • Ability to evaluate the needs of all stakeholders
  • Vision to translate traditional library services into the online medium
  • Ability to sell ideas and library services
  • Production management
Something borrowed...
“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”

-- Socrates
Something blue...
Questions?

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