

Can libraries be competitive?

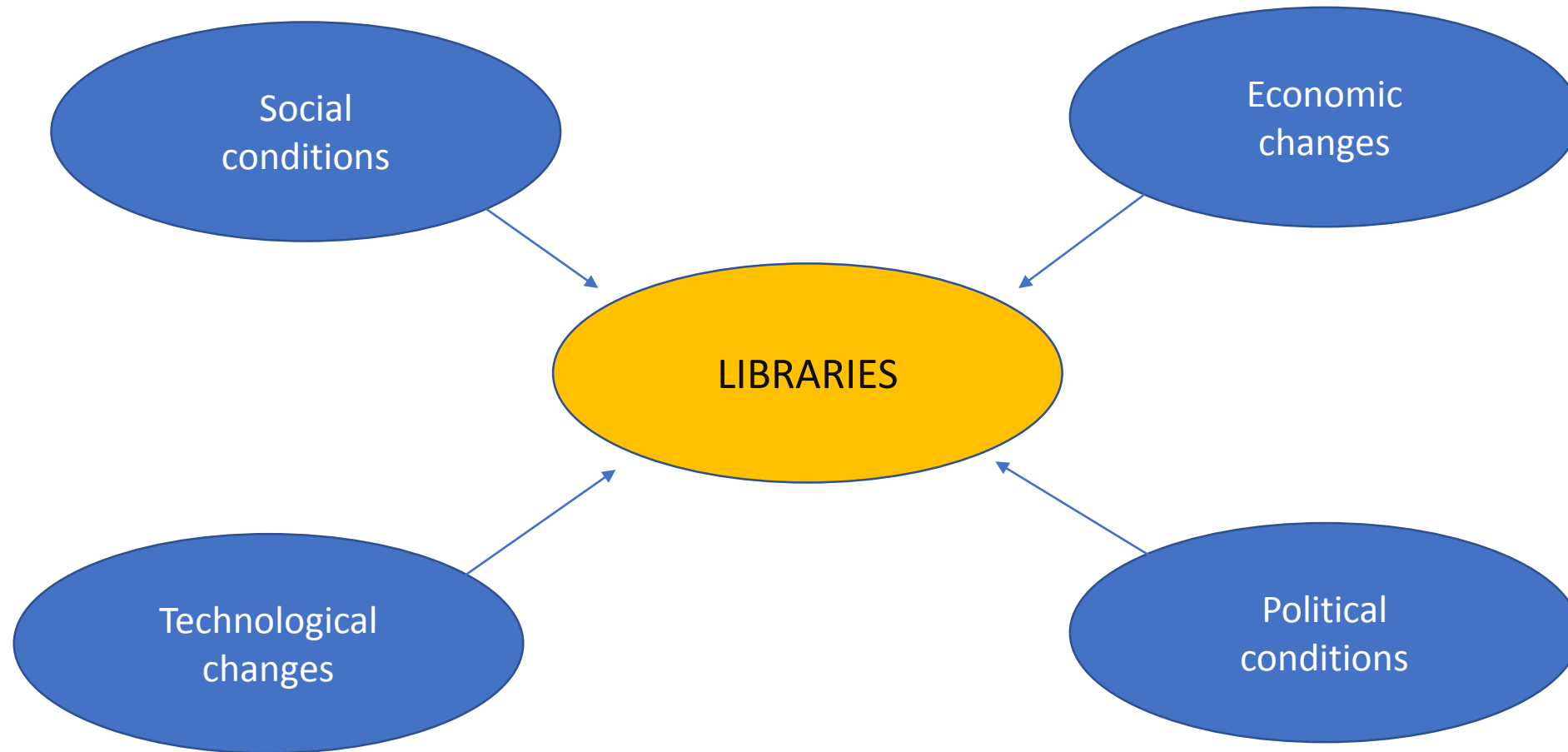
Music Library of Greece as an example of a changing organization in the age of crisis

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...





Economic crisis lead to financial difficulties

Could not bare with a salary reduction due to economic crisis

Budget cuts
(100.000€ budget deficit)

Proposal for a new strategic plan

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

Based on new services that will cover budget deficit and provide sustainability

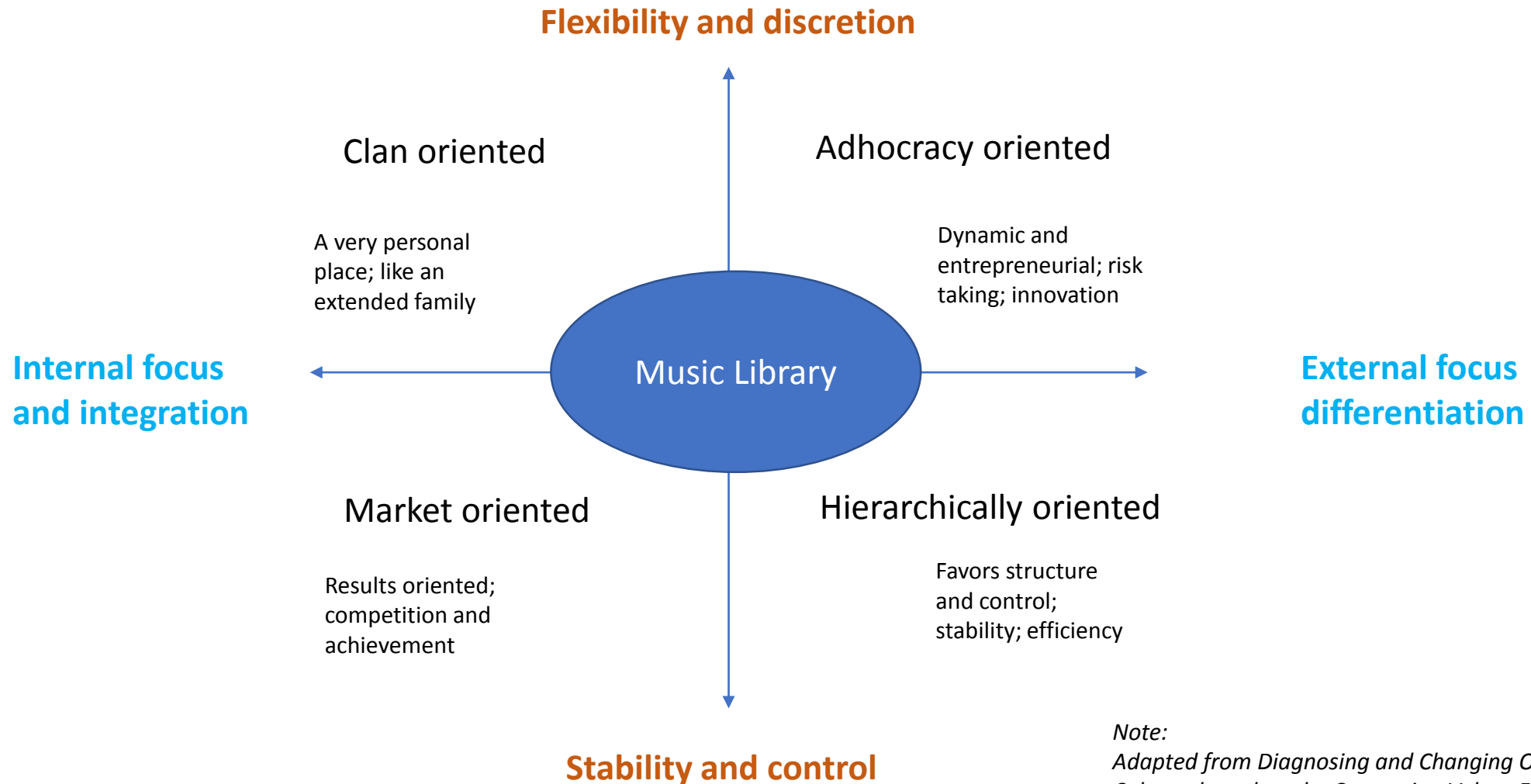
Something old...



The traditional library

- Circulation services
- Cataloging services
- Reference services
- Digital collections
- Educational programs

Organizational profile



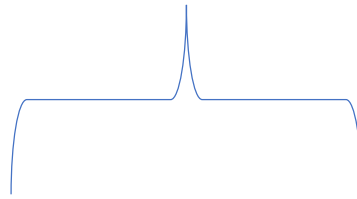
Note:

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



Something new...

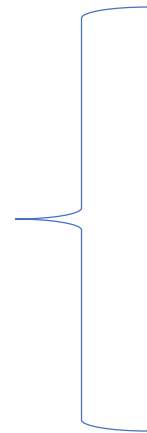
2 major goals



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)

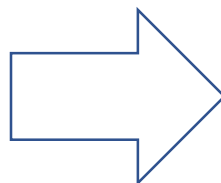
Musicologists (4)

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

European Music Day 2015



2017 IAML Congress, Riga, 18-22 June

Theatrical plays for children





Concerts at the Library
2016



Schools in the
educational programs

Children in action!



2017 IAML Congress, Riga, 18-22 June

New goals need new vision...

*Not just a Music Library but a Cultural Center with a
Music Library*

So many things ... too little time

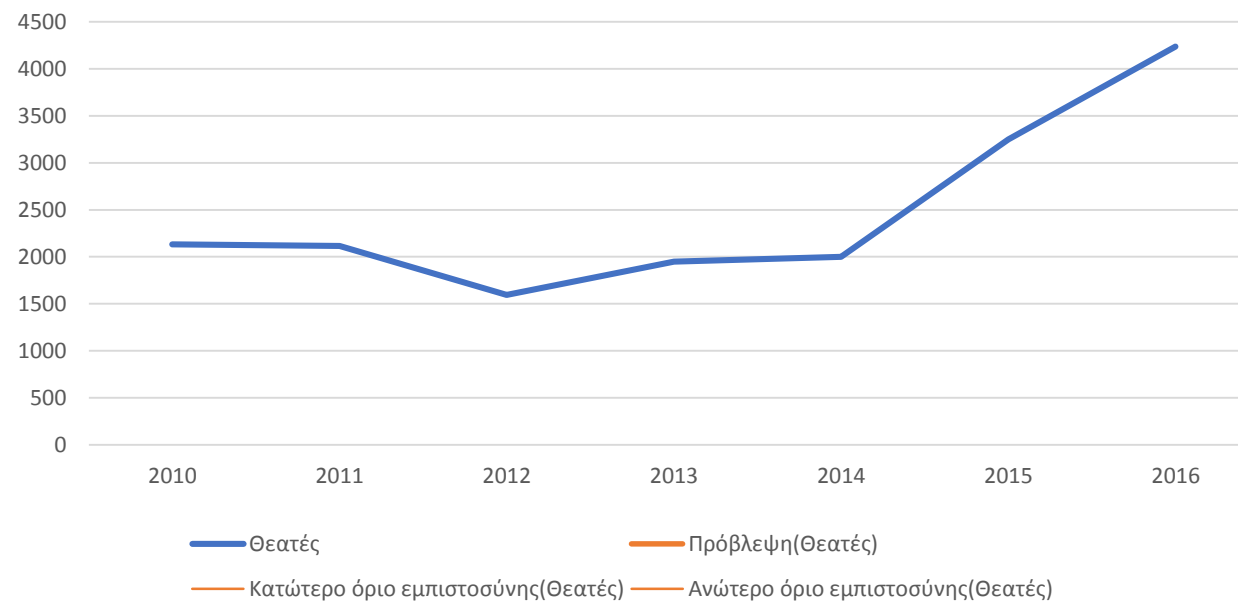
- Library services
- Concerts for new musicians
- Theatrical plays for children
- Music education experiences
- Digital & Physical exhibitions
- Enhanced visitors experiences
- Participation in EU funding programs
and in National funding opportunities
- Conferences
- Kids Summer camp
- Event planning

And the result...?



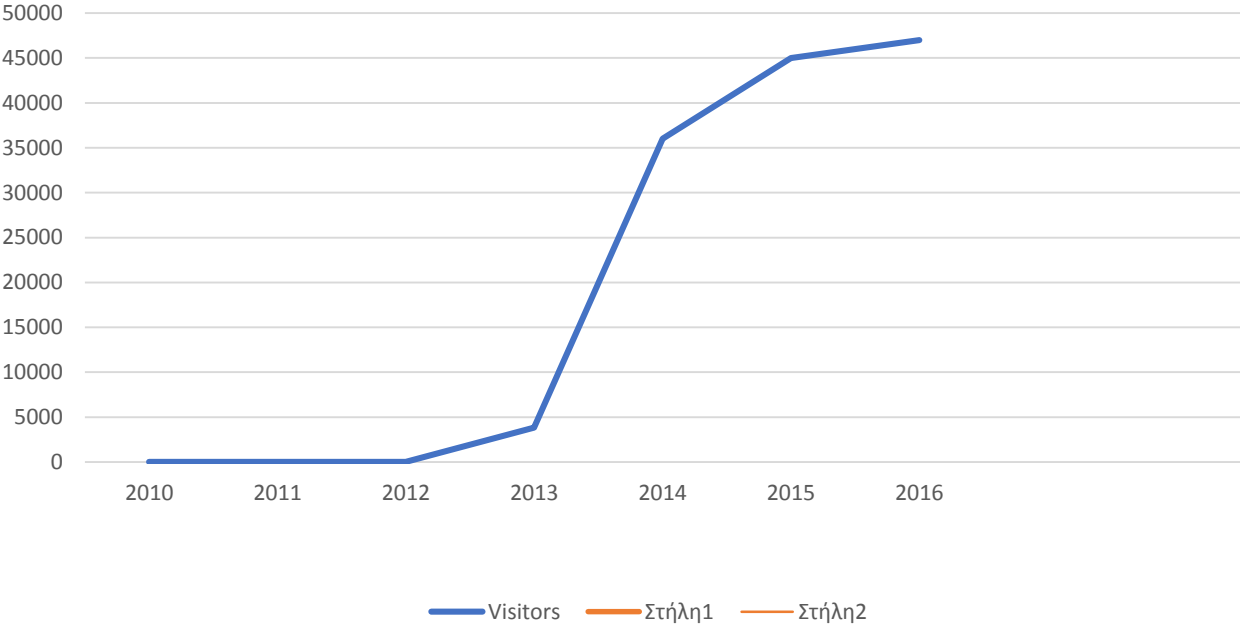
Educational programs

Year	Visitors
2010	2134
2011	2115
2012	1596
2013	1950
2014	2000
2015	3250
2016	4239



Theater & other events

Year	Visitors
2010	0
2011	0
2012	0
2013	3840
2014	36000
2015	45000
2016	47000



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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