

Welcoming Procedures for New Customers:

1. Prepare a [Hi New Friend] table with library card application and sign up sheet for library tour.
2. Handout library service brochures and informative program fliers.
3. Send reminder emails to new customers of their library tour appointments and information sessions.
4. Introduce, "Hi New Friend!" program once a month or quarterly.

Possible Informative Program Topics for New Customers:

- Book talking for: Young Adult or Adult Books on different reading levels.
- Services through Library
Homepage: e.g. - renew materials online
- Library Programs for all ages
- Connect with ESOL school teachers and provide information sessions to groups

LATI Project Brochure



**New
Friend!**

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GOAL:

Everyday, people from various ethnicities, backgrounds and age levels visit the library. If they are new to the library, they may not understand how to get a library card or how to find materials. They may be unfamiliar with navigating the library's computer system and using library resources and services. It may be especially challenging for patrons who are new to the English language. The goal is to plan an inviting and systematic procedure to help our new customers and build a loyal relationship.

RESULTS:

The result of this project will be to complete a systematic and welcoming procedure for new library patrons. The steps I took to complete the project are as follows:

- Brainstormed with my supervisor to assess the needs of our library
- Determined my target audience
- Discussed with coworkers and partners what services new customers may need
- Researched welcoming methods to build relationships with new customers
- Planned possible information sessions on library services for new customers

OPTIONS:

From the Korean liaison experience, I learned one good way of building relationships with a target audience is to create an email list and interact with the audience through emails. Also, we can actively find out needs for students & parents who are new to the Howard County Area by teaming with Howard County Public School System (A+).

WHAT I LEARNED:

Young-Ju: This was an opportunity for us to be in the shoes of new customers. The GROW-TH model helped us to organize our (librarians') passion for helping new customers to develop a step-by-step procedure to be implemented in the library system. When my project is finished, I hope to have learned how to provide useful information/resources for new customers in an effective way.

Ameerah: What we learned is that more programs and services can be implemented to assist ESOL and all new patrons into the library system. Hopefully, Hi New Friend is a step toward accomplishing this goal.

THRIVE:

The team gives itself a ten. This project was very insightful because it provided another perspective of an ESOL patron's library experience. This project has been both an educational and rewarding experience for us. The program that we created is user friendly for all patrons.