

**FLORIDA STATE UNIVERSITY  
COLLEGE OF ARTS AND SCIENCES**

**SCENARIO PLANNING  
SUBMITTED FOR LIS5442 INFORMATION LEADERSHIP  
PROFESSOR: DR. LYNNE C. HINNANT**

**By**

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Scenario (A, B, C or D) and Title: D – What to do with physical materials during a time of an underperforming economy. (Entertainment on a Dime)

2 Critical Uncertainties - Dichotomous Poles Addressed By This Scenario:

1. Bad Economy
2. Physical Realm

### **Scenario Discussion (to include the following subheadings):**

**1. Brief Introduction:** During poor economic times, the library faces a multitude of problems that could cause harm to the services and resources it provides to its patrons. When poor economic times are tied to the physical realm, the library must question how they can continue to purchase and provide new materials as well as continue to house older ones. Furthermore, an underperforming economy entails budget cuts that could affect the livelihood of the staff and professionals. As a library struggling in a poor economy without the ability to increase its collection, now is the time to instead increase the library's potential as a place of continued education and encouragement versus a building to house physical materials.

**2. Vision Statement:** To provide a place of community by facilitating entertainment for our patrons and promoting the library as a place of continuing education and ideas.

**3. Mission Statement:** We strive to engage with our community through a multitude of resources and create a welcoming and inviting space for our patrons.

#### **4. Specific Services To Be Provided:**

a. **Entertainment Center:** In an underperforming economy, libraries tend to face an increase in patrons renting items such as VHS and DVDs for entertainment (Fiels 2009). The library could continue to provide these items to its patrons but could also begin hosting movie nights. This would allow for patrons to receive free entertainment through their local library but would also provide a sense of community for its visitors. Furthermore, there could be multiple showings of films occurring on the same night.

b. **Reorganization of Materials:** Due to increase in items being rented for entertainment value, the library could consider reorganizing its rooms and displays to increase awareness of its entertainment materials available.

c. **Weeding Project:** By conducting weeding project of older, outdated material the library would be able to regain control of rooms that can be used for the projects above. This also provides an opportunity for employees to participate in a large project and would allow the library the ability to continue to keep staff working.

d. **Reiteration of the library's purpose:** Employees must strive to show that the library is more than just a building that house informational material. Librarians are the patrons best

hope for the communication and exploration of ideas. The library should look to creating classes on patron requested subject areas to facilitate the research needed to learn about these subjects.

**5.Human Resources Required:** There would not be a need to hire additional employees. One change in schedule would be to have some staff members adjust hours to be able to work during nights when the library hosts entertainment events. This could be done by creating an Entertainment Project Crew would be in charge of planning, promoting and running the entertainment events. This crew could be current staff whose priorities are now focused on the entertainment portion. Furthermore, other staff members would have their priorities switched to the weeding project in which they would focus on weeding materials from the shelves. Overall all employees would need to refocus their interpretation of what being a library employee means so that they can help patrons discover new information and ideas when needed.

**6.Technology Resources Required:** To provide entertainment such as movie nights, the library would have to obtain (if not already owned) projectors and projector screens.

a. 4 Projectors at the cost of \$379.00: \$1516.00

b. 4 Screens at the cost of \$596.00: \$596.00

**7. Additional Infrastructure Required:** Additional infrastructure would include the mounts for the projectors to be installed. This could cost up to \$99 per mount. Installation can be performed by employees.

**8. BALLPARK Overall Monetary Investment:** Total technology costs of \$3250.

#### **9. Pros & Cons If Scenario Is Realized:**

##### **The Pros:**

- a. Increase in the number of patrons who visit the library on a regular basis.
- b. Revisioning of the library makes it easier to provide services without having to increase materials.
- c. Weeding allows for more space in storage and easier access to updated materials for patrons.

##### **The Cons:**

- a. Patrons might complain about removing certain materials.
- b. It will be difficult to change the mindset that both patrons and some employees have about the library in regards to its purpose.
- c. Increasing spending in order to have an adequate number of projectors and screens for entertainment nights.
- d. complaints from staff in regards to changing schedules.

**10. Brief Conclusion:** In a poor economy, the library must promote itself as place where new and exciting ideas and research can be conducted. Furthermore, the library must promote its physical resources on hand such as DVDS, CDs, etc. to entice patrons. By taking this a step further and providing in house entertainment nights, the library can foster a sense of community with its patrons which will promote a healthy symbiotic relationship between the two.

**11. What was the particular nature of the challenge of this scenario that warranted the attention of the team:** The challenge of this scenario is that libraries have always been considered a building that house books, videos and other physical materials. In an underperforming economy it is tough to make the case to spend large amounts of funding on increased materials. Therefore, the library must find a way to promote its resources without increasing its material budget. By providing in house entertainment for patrons the library is seen as a place of good will. Furthermore, since the materials budget can not be increased librarians must use their knowledge to facilitate learning and research for patrons.

**Sources:** Fiels, K. (2009). ALA's tools to help libraries in a bad economy. Retrieved from <https://www.youtube.com/watch?v=7na3jit0vac>