


## Identifying Opportunities for Continued Training and Customer Service

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ALLIANCE LIBRARY SYSTEM  
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PRESENTED BY MORGAN CADWALADER

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### Roadmap

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- Learning vs. Training
- Competency Based Training (Learning)
- Types of Training (Learning)
- Tips



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### Training vs. Learning

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- Training – to make proficient by instruction and practice, as in some art, profession, or work
- Learning – to acquire knowledge of or skill by study, instruction, or experience



<http://dictionary.reference.com/browse/train>; <http://dictionary.reference.com/browse/learn>

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**Why is learning important?**

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“It is not necessary to change. Survival is not mandatory.” ~W. Edwards Deming

- Keep up with technology changes
- Organizational change or relocation
- Job obsolescence
- Increased morale, staff retention
- Increased customer service - adaptability
- Innovation
- Creative atmosphere
- Change is everywhere!
  - Trends in the workplace



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**Developing a Learning Organization**

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- Encourage learning
- Conduct a learning audit
  - Sample audit (<http://agelesslearner.com/assess/cultureaudit.html>)
  - Sample training needs assessment (<http://reliable-surveys.com/trainingneeds2.html>)
- Get started right away
- Be the example
- Cross train
- Be consistent
- Empower the individual



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**Competency Based Training (Learning)**

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- Focus on competencies
- Why competencies?



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### Benefits of Competency Training

- Saves Money
- Increases job descriptions' precision
- Learning environment
- Distribute learning to many
- Better service to patrons
- Assists in building a training program



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### Competencies Cycle

- Purpose statement
- Planning
  - Using job descriptions to develop core competencies
  - ALS core competencies document ([http://www.alliancelibrarysystem.com/CEpdf/Core\\_Compencies\\_April2009.pdf](http://www.alliancelibrarysystem.com/CEpdf/Core_Compencies_April2009.pdf))
- Buy-in



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### Customer Service Training

- One of the most important core competencies is customer service.
- Other training assists in customer service.



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### Types of Learning

- Job shadowing
- Knowledge sharing
- Self-directed learning (just in time learning)
- Classroom learning
- Mentoring
- External learning



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### Obstacles to Learning

- Time
- Money
- Attitude (buy-in)
- Fear of change



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### Where can I find learning?

- Anywhere and everywhere!
- Consultants
- Yourself
- Online learning
- Peer to Peer training
- Just in time training (desktop training)



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### How do I know what training?



- New trends - patron or customer needs
- New technology
- New laws



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### Tips for Training at Large Libraries



- Devoted employees to guide others
- Sharing of information between staff
- Incentives or allowing time for training/learning



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### Tips for Training at Smaller Libraries



- Use all of your resources
  - Collaborate with other libraries, cities, counties, etc.
- Exchange of information between staff
- Online learning
  - WebJunction
  - OPAL
  - SirsiDynix
  - Other libraries
- Consultants at your library system



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**Tips**

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- Ask yourself “what concepts am I using now that I wasn’t a year ago?”
- Share information learned at staff meetings
- Reinforce learning throughout your organization



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**Questions?**

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[mcadwalader@alliancelibrarysystem.com](mailto:mcadwalader@alliancelibrarysystem.com)
- Next Personnel Management Seminar is on Tuesday, June 1, 2010 at 10:00 a.m. in OPAL. We will be discussing Planning and Completing Firings and Layoffs.
- Held the first Tuesday of every month in OPAL



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**Resources**

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- Reed, Lori. Cultivating a Culture of Learning in the Library. <http://librarytrainer.com>. April 26, 2010.
- Dunn, Elizabeth, et al. Technology Competencies and Training for Libraries. <http://www.slideshare.net/rebalderas/ltr-1>. April 26, 2010.
- “Competency-based Training and Development.” [www.mubeena.biz](http://www.mubeena.biz). April 26, 2010.



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