



GROUP3PLANNERS LLC

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August, 2011—#15

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### 3 more tidbits....

- Green Valley Ranch Branch Library of Denver Public Libraries was just named Library of the Year by the Colorado Association of Libraries. See pictures of this library [here](#).
- We are social! Check us out on LinkedIn, Facebook and Twitter in addition to Flickr.
- Answer this single question about your library by clicking [here](#). Responses will be shared in G3P's CAL Workshop "Sell It...or Close It!"

**This is a FREE newsletter!**

#### How to Subscribe

Visit [www.group3planners.com](http://www.group3planners.com), click on "Share", and then select "Newsletter".

# just 3 things...

## 1— Green Valley Ranch Branch Library...with bragging rights!



Denver Public Library opened its Green Valley Ranch Branch on March 12, 2011 with the greatest of enthusiasm. . . and the excitement continues to remain strong.

During the first 1½ months of service, this library signed up over 3,000 new library users, at an average of 20 registrations per hour! By early June GVR became the 3<sup>rd</sup> largest circulating branch of DPL, averaging between 50 – 60,000 items per month, while opened just 32 hours per week.

Cori Jackamore, Co-Manager of Children's & Family Services, credits the success of this library to the vision and design of the library as well as the patrons' joy in having a library in their own neighborhood. She also states that the careful implementation of the vision by the architect made this a library that "is truly big, beautiful, functional and fun."

So what makes this library so special? Because of the vision for a family and children – centered library, unique features provide opportunities for this to happen. These features include:

- duet computer stations where adults and children sit side-by-side while computing,
- discovery pods that arouse curiosity in children, such as I-spy tables and an actual airplane cockpit,
- integrated collections where adults and children find their library materials in the same sections, and
- an intuitive layout that allows families to travel through the library together, while also providing services for adults without children, in a very open and comfortable library.



Group3 Planners is pleased to be a part of this library, from the early stages of visioning what a family and children's library might offer, through the building program planning stages and culminating with the interior design. If you have not yet visited this unique library, plan to visit soon for a real eye-opening experience of a library vision that is so well planned and implemented, that it functions beautifully.

*Beth Hager, G3P Professional Member*



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## Talk to Us!

Please let us know of any topics you are especially interested in, or if you wish to contribute an article.

We hope that you will view this newsletter as another way to share information with the library community.

Your comments are always welcome and appreciated!

## Look for G3P at the CAL Conference

(Colorado Association of Libraries)

**October 13-Workshop**  
 "Sell It...Or Close It!"  
**October 14-Booth 26**  
 Loveland, CO



**See You There!!**

## 2—The Best of NeoCon 2011

NeoCon, North America's largest design exposition and conference for commercial interiors, takes place in early June in Chicago. Each year the movers and shakers of the interior design manufacturing industry take this opportunity to introduce their new ideas and products to the market. Here are a few of the "best of show" to grab your interest.

This is the Gather Collection by Allsteel. Looks like they have been spying on the newer libraries for inspiration. Notice the flexibility and the balance of private vs. public. [www.allsteeloffice.com](http://www.allsteeloffice.com)



Murals Your Way has come out with a product of re-positionable wallcovering. SmartStick is a re-positionable wall fabric that you can put up on one wall, then remove and put up on another wall. I'm working on my first project with this company and looking forward to seeing the quality of the custom mural that we have designed. What a great idea for teen areas or for seasonal promotions—or just an easy way to make a change. Never have to strip wall paper again.

[www.muralsyourway.com](http://www.muralsyourway.com)



HBF, formerly Hickory Business Furniture, has come out with a reasonably priced small scale table perfect to use as a laptop table. Looks good, easy to move., and will be hard to keep track of in your library! [www.hbf.com](http://www.hbf.com)

Mary Gulash, G3P Professional Member



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## Some of G3P's New Projects!

**Idaho Springs Public Library**  
 Idaho Springs, CO

**Elizabeth Library**  
 Elizabeth, CO

**Dolores Public Library**  
 Dolores, CO

**Estes Valley Library**  
 Estes Park, CO

## G3P's Award-Winning Libraries!

**Wright Farms Branch Library**  
 Thornton, CO  
*Library Journal's*  
 New Landmark Library—2011

**Green Valley Ranch Library**  
 Denver, CO  
*Westword's* Best New  
 City Facility of 2011  
 Colorado Association of Libraries'  
 2011 Library of the Year

## We're Sociable!

See us on...

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**Linked In**  
**Twitter**  
**Facebook**  
 ...and we blog!

[www.group3planners.com](http://www.group3planners.com)

## 3—The Net Generation...3 ways to align libraries

The Academic Library and the Net Gen Student by Susan Gibbons, is focused on academic libraries, but Ms. Gibbons' admonitions and ideas also apply to other libraries. We must pay attention to what is happening with the digital, wired-in generations because they will be supporting libraries in the future. Academic libraries have realized that providing what these students need and require is extremely important to the future of the library and even the school...or community. Here are some of the ideas that struck me as being important for libraries:

In 2002, 73% of US college students reported using the internet more than the library. The library is not their information resource of choice. The library, however, may be the choice to develop knowledge (assimilation of information to a deeper level of understanding). **This is a shift towards people. This is a mission for libraries that cannot be replaced by the internet.**



Ms. Gibbons quotes John Seely Brown (2002, "The Social Life of Learning", Continuing Higher Education Review #66): *"Knowledge is information that has been internalized and integrated into our frameworks. To facilitate a student's learning we need to design spaces that encourage and scaffold conversation that do that."*

He did not say that we need to provide more materials...he said we need to **design spaces!** For whom are we designing these spaces "that encourage and scaffold conversation"? The Net Generation consists of those born in 1982 to present, those who have grown up with the internet present and active in their lives.

What do we know about them? Here are some characteristics of the Net Generation:

- Violent crime, teen suicide, abortion, alcohol, cigarette use and binge drinking are all down
- Active in community
- Headed toward being best-educated in US history
- Have led sheltered and protected lives; parents are "hovering" over their college student child
- Strong sense that they are "special"...they want customized/personalized services
- Higher levels of self-esteem, which can lead to disappointment when reality does not correspond with self-perceptions
- Confident and optimistic
- Team-oriented; NOT anti-social, rather PRO-social
- Pressured to take full advantage of all opportunities, hence anxiety is on the rise
- Little personal time; days fully scheduled
- More value placed on speed, rather than accuracy
- Very open with personal details
- Highly comfortable with technology

Currently, there is an apparent disconnect between the culture of library organizations (slow change) and that of Net Gen customers. The author says that the "future pace of change will be faster, requiring libraries to adapt rapidly to technology and changing user behaviors".

Three things libraries must do to bring their organizations and services in alignment with their customers' needs:

1. Adopt an R&D Culture: evaluating, examining and assessing library services, resources and staffing
2. Watch potential competitors/partners (Amazon, Google)
3. Experiment, explore potential of new ideas in a pre-funded "laboratory" within the library.

By Sharon Rowlen, G3P Principal