Working with Stakeholders

Lisa Palchick, Kalamazoo College
Working openly and thoroughly with stakeholders will alleviate pressures and build long lasting relationships necessary for the future.
Topics

- Internal team
- External members
- Visit campuses
- Role of library staff
- Architects and Library Planners
Topics

- Open communication
- Open meetings
- Address resistance
- Manage constituent relationships
Internal Team

- Broad constituency representation
  - Constituencies appoint/elect members
- Executive planning team
External Members

- Architect
- Interior designer
- Construction manager
- Library planner
- Alumni representative
- Board membership
- Technology planner
- Project manager
- Library movers
- Legal counsel
Visit Campuses

- Investigate libraries who have adopted interesting plans
- Note building features you want
  - Café?
  - Specific finishes?
  - LEED certification?
- Constituents participate in visits!
Role of Library Staff

- **LOTS of involvement**
  - Let them plan their space
  - Give opportunities and jobs
  - Involve them as tour guides

- **Marketing campaign involvement**
Staff Involvement
Role of Library Staff

- Assign roles
  - Webmaster
  - Videographer
  - Writer
  - Furniture planner
  - Technology director
Architects and Library Planners

Display building models & drawings
Architects and Library Planners

Display building models & drawings

Upjohn Library Commons

www.kzoo.edu/librarycommons/
Architects and Library Planners

Upjohn Library Commons
Kalamazoo College

Reading Room

www.kzoo.edu/librarycommons/
Architects and Library Planners

Perkins Library
Duke University

Reading Room

3D Rendering

library.duke.edu/about/perkinsproject/
Architects and Library Planners

Learning Commons & Library
Santa Clara University

West View
Main entrance on Alameda Mall looking from Benson Student Center in foreground

Southeast View
Overhead view showing whole complex

www.scu.edu/newlibrary/
Architects and Library Planners

- Invite the community
  - Choose the team
  - Architectural/design firms
  - Construction manager
  - Library planner

- Regular open meetings
Open Communication

- Neighbors
- Community groups
- Rotary/Kiwanis
- City planners
- City commission
- Zoning boards
- Mayor
- City manager
Open Meetings

- Meet with constituent groups
  - Faculty meetings
  - Support staff meetings
- Update President's executive team
Open Meetings

- Meet regularly
  - Board of Trustees
  - Alumni
  - Neighbors
  - Donors
- Get your show on the road!
Show Renovation Progress
Address Resistance

- Involve stakeholders in meetings
- Regularly meet with resistance
- Stick to facts - do NOT lose cool!
- External professionals come to meetings to present information
- Compromise is possible

Concerned neighbors oppose Upjohn Library expansion

The Index, April 19, 2000
K-College fight coming to a head

Kalamazoo College destroys 5 family homes to erect Multi-Media Mega Center in West Main Hill Neighborhood

Neighbors FULLY SUPPORT the needs of the College, yet STRONGLY OPPOSE the sacrificing of established residential neighborhood

K College bulldozes forward to demolish Five Single Family Homes for huge Multi-Media Center

Neighbors throw book at K-College

Kalamazoo Gazette, April 7, 2000
Internal Constituent Relationships

- Plan groundbreaking ceremony
- Groups hold activities in library for special events
  - Orientation
  - Commencement
  - Student organization
  - Kiosks advertisements
- Host community group meetings
  - Advantage to having classrooms
Internal Constituent Relationships

Plan groundbreaking ceremony
Internal Constituent Relationships

- **Groups hold activities in library for special events**
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- **Host community group meetings**
  - Advantage to having classrooms
External Constituent Groups

- Give tours
  - Homecoming
  - Admissions
  - Emeriti
  - Women’s Council
  - Individual donors
  - Prospective faculty
External Constituent Groups

- Offer reception opportunities for board or alumni group
- Meetings and tours
  - Friends groups
  - Library groups
  - Consortia