

PRIMARY SOURCE

INNOVATIVE SOLUTIONS FOR LIBRARIES

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INTRODUCTION

Libraries of every shape and size often need expertise in a highly specialized field. Where do they turn? To consulting agencies. But finding the right agency to fit the project can be a daunting first step to any project. What if libraries had one consulting agency that could expertly advise them on any type of project?



APPROACH

In addition to conducting an extensive market analysis, we researched and advised on how to start a small business in Washington State. After evaluating marketing strategies, we made recommendations on how to build a marketing campaign for the business, including how to effectively use social media for business purposes. We also researched and recommended project management software and a website builder platform.

Some of the tools we used:



Starting a library consulting business

Our Process

STEP 1



WHAT'S IN A NAME?:
We polled 31 library/information professionals to choose a name that best suits a library consulting business. The result: Primary Source - Innovative Solutions for Libraries.

STEP 2



MARKET RESEARCH:
We conducted preliminary research to learn all about the consulting industry and the market for library consulting.

STEP 3



LEARNING TO BE CONSULTANTS:
To meet our sponsors needs we took on the role of mini-consultants; we listened to them, analyzed what best met their needs, and supplied them with recommendations and tools to take their business forward.

THE RESULTS: Our sponsors have a solid foundation from which to launch their business.

WHY LIBRARY CONSULTING?

103

Academic Libraries

350

Public Libraries

99

Government Libraries

126

Special Libraries

Libraries in Washington State

INDUSTRY FACTS



Industry Competition: HIGH



Competition in WA: LOW



Life Cycle: MATURE



Regulation & Policy: LIGHT

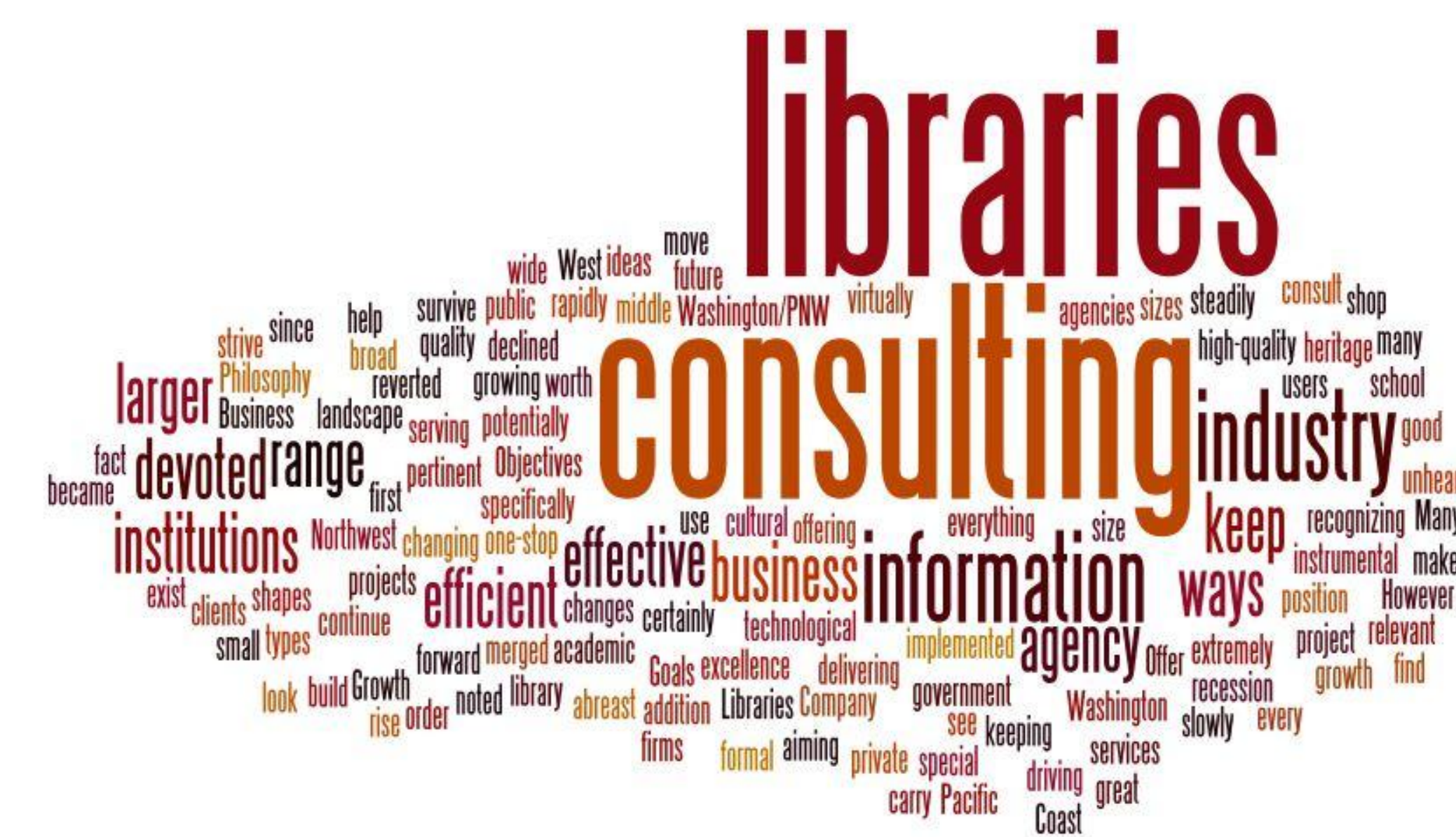


Distribution of consulting firms across the US. Sizable gap in Pacific Northwest market.



NEXT STEPS

With the business plan in hand, as well as the final recommendations on website platforms, project management tools, and marketing content strategies, the project is ready to continue in the hands of our very capable sponsors toward the official library world launch of Primary Source in September 2014.



A word cloud from the Primary Source business plan

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