

NOVEMBER 2009



## THE STORYTELLING LIBRARY

- How can we ensure survival of the Danish Union of Librarians?

The Danish Union of Librarians is undergoing a crisis. The number of librarians and students admitted to The Royal School of Library and Information Science is falling drastically. Subsequently, the Danish Union of Librarians sought to reposition itself and involve new stakeholders and ensure its survival. They intended to pursue this aim through the expansion and promotion of their identity and image. This was in order to help them target and face the challenges existing between employers and employees in other fields of information science and cultural dissemination.

The challenge was for students to develop activities and solutions to spread awareness of, and shed positive light on, the Danish Union of Librarians as the sole trade union for information specialists and cultural intermediaries.

## RESULT

Student groups worked intensively to analyse the needs of different target groups and presented them against what the Danish Union of Librarians as an organisation offers. This served to identify potential new members. Inspired by the skills of Danish Union of Librarians (BF) members, including information and knowledge structuring, concepts were developed where BF could use their own website and face-to-face meetings more strategically.

“The students did really well. They were engaged and took the task very seriously. We will definitely take their suggested solutions into consideration.” – Sofie Plenge, project consultant, The Danish Union of Librarians

### THE PROCESS

The problem was addressed during a two-day innovation workshop. Students collaborated in groups and were guided by professional innovation consultants. The process was based on a humanistic innovation method in which humans and human needs are essential for successful, innovative thinking. Students were introduced to theories and practical exercises in the fields of user innovation, needs analysis, social media and strategic concept development.

### FACTS

Course: JobLab Humanities  
 Participants: Master's students at the Faculty of Humanities, UCPH  
 Duration: 2 days  
 Principal actor: Danish Union of Librarians, Project Consultant Sofie Plenge and Ann Christina Oliveira-Borg, Career Consultant  
 Facilitators: Martin Hesseldahl, Katalyst and Mikkel Dahlbæk Sigurdsson, Faculty of Humanities Study and Career Guidance Centre