

## **CERRITOS "EXPERIENCE" LIBRARY GLOSSARY OF TERMS**

**Art Director:** An individual that is the creative visionary who inspires, and guides the creative process and monitors the integrity of the Big Idea, Stories, the Themes and Thematic Elements beginning with Project Imagination through the construction phases of the Project Life Cycle.

**Experience:** A person's reaction to an event, place, or activity and the resulting influences on them.

**Big Idea:** The primary vision statement guiding the creation of the project. It guides and gives continuity to the design process.

**Building Portal:** All the elements the customer can touch or see within the building and includes the building itself. Portal – gateway. (See Mind Maps.)

**Clio:** Stands for – Cerritos Library Information Online. She has been the guiding spirit of the Cerritos Library for many years. She took on the graphic image of a young female librarian wearing a digital headband. We like to think of her as the “time traveling librarian” who first worked at the library in Alexandria, over 3000 years ago.

**Clio Institute:** An educational adjunct to the Cerritos Library, funded with a LSTA Grant from the California State Library, to promote, assist and disseminate the experiential findings of “The Library Experience: The Cerritos Library.” (See Book Three, The Clio Institute)

**Creative Tapestry:** Through the design process there is a mired of creative tasks and processes that need to be woven together in order to create a well-orchestrated, cohesive design. (See Project Life Cycle.)

**Electronic Portal:** All of the technology supporting the learning experiences and virtual services. Portal – gateway.

**Experience Designer:** A person who can inspire, guide, and create experiences. (See Vendor list.)

**Experience Specialist:** A person or company that can fabricate thematic elements. (See Vendor list.)

**Experience Components:** Any element that supports and/or creates layers of the learning experience. For example the Aquarium, Space Shuttle, Fireplace, Stan T-Rex, etc. See Thematic Elements. (See Mind Maps.)

**Evaluation Team:** Established by the LSTA Grant, “The Experience Library; A Case Study of a new approach to Customer Service.”

**Facilitator/Shepard:** An outside consultant that works with the planning team to encourage and inspire; brings outside expertise; helps the group to think outside the box; assists the group with maintaining the focus and direction. (See Project Life Cycle)

**FF&E:** Furniture, furnishings and equipment.

**Human Portal:** All the staff and management that provide service to the customer. All human interaction. Includes the customer, staff, training, programs, online, community services, tours, concierge services, etc. (See Mind Maps)

**Learning Destination:** The Cerritos Library redesigned itself as a Learning Destination. The term Learning Destination means an organization that actively promotes learning among staff and customers and that designs services to incorporate learning experiences for people of all learning styles (auditory, visual, kinesthetic, and multisensory.) (See Mind Maps)

**Learning Components:** Components of the Learning Experience includes books, videos, 3D elements, Learning Resource Centers, etc. (See Mind Maps, The Learning Destination)

**Learning Center:** (see Learning Destination)

**Learning Experiences:** Consciously designed multi-dimensional & layered environment that engages individuals with different learning styles (auditory, visual, kinesthetic and multisensory.) (See Mind Maps)

**Learning Organization:** An organization that actively promotes learning among staff and its customers. Also an organization that recognizes and caters to different learning styles (auditory, visual, kinesthetic and multisensory.) Reference Peter Senge, The Art and Practice of the Learning Organization.

**Learning Resource Center:** There are three types of centers:

Stand-Alone (LRC-S): Intranet access only at specific locations in the library

Virtual (LRC-V): Accessed only through the MyClio intranet on public library computers or “Hot Seats”.

Special Collection: Books on a specific subject matter.

(See Mind Maps)

**Marketing Message:** A persuasive presentation that tells a story with visual images that nurtures curiosity and the desire to learn more about the project and ultimately sells the project or elements of the project.

**MyClio: Clio** – see above; My part of MyClio is the individual logging in with their library card number to personalize their own version of Clio. The person is able to save their bookmarks, see a live version of their favorite websites and save small files.

**Planning Team:** A core team of people selected, not because of their management position, but for their specific skill sets in order to move the project from dream to reality. Select people from different levels of staff and departments in the organization in order to facilitate on going communication with the staff. (See Project Life Cycle)

**Project Life Cycle:** A development process used to design and build an Experience Library.

**Storyboard:** The visual sequential telling of the supporting stories using sketches or illustrations.

**Story-line:** A statement that originates from the Big Idea that establishes a central and orchestrated story for the overall experience. For example, the story-line for the Cerritos Library is “Honoring the Past, Imagining the Future.”  
(See Mind Maps)

**Supporting Stories:** Stem from the Story-line to provide the various plots/stories that in turn will give meaning to the various themes. (See Mind Maps)

**Theme/Themes:** The Big Idea, the Story line, and the Supporting Stories translated into visual 3D environments. (See Mind Maps)

**Theme/Experiential Components Cost Estimator:** A person or company that has the expertise to accurately estimate the cost of the themed elements. (See Project Life Cycle)

**Themed Elements/Thematic Elements:** Is a feature that is designed to compliment the themes and supporting stories. For Example, at the Cerritos Library the Lighthouse supports the theme of the oceans; the Pan Pacific auditorium portal which supports the theme of the Moderne style of California architecture.