

	INTERNAL	EXTERNAL
POSITIVE	STRENGTHS Better knowledge of user needs Very satisfying for staff delivering the service Can be an inclusive model recognizing the needs of smaller user group Student satisfaction Can be a service 'differentiator' Emphasizes the importance of relationship building Adding value & personalisation to existing services Pragmatic - recognizes the contributory elements eg central services providing basics which enable the 'local' library to develop the boutique services Proactive, responsive, creative, relevant	OPPORTUNITIES Reinforces the important role of information specialists/subject specialists Better meets the expectations of fee-paying customers (increased HE tuition fees) Think of services as boutique rather than individual libraries or buildings/space Increased relevance of library services to users Quick response and support to local user needs and demands maximizes use of librarian (professional) skills raising our profile Better/increased use of resources - maximize use of expensive resources Demonstrate impact and effectiveness by qualitative and quantitative measures Increased trust between library and stakeholders
	WEAKNESSES Could lead to inconsistent service Model depends on personal enthusiasm Staff intensive Danger of alienating some users Buy-in from all library/academic/support staff important Personalization crosses boundaries - how do we define, classify our users and their needs? Spread yourself too thinly? Become an irritant Scalability? Perception of the word 'boutique' - does it imply an elitism? Relies on good librarian: staff/student ratios Could suffer when librarian supports large departments Could lead to complex multi-tiered service provision	THREATS End up serving only certain users Money Lack of empowerment Visibility - so embedded that the Library becomes invisible? User - not centre of model Skills set dependent Sustainability If boutique service I the pet project of one person it may collapse when they leave Impact on core services Where do the staff fit in Can you have a boutique library in a non-boutique centralized university? Entrenched library staff attitudes - (and academics?) old-school
NEGATIVE		

SWOT ANALYSIS: Symposium Personalised Libraries in HE

Reflective evaluation of the Boutique Library Model and its relevance for libraries today: a summary of responses from delegates at the end of the day.