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IRLS 564  
Reading Reactions

Reading: **National Geographic's Evolving Library**

“The library has had to reshape itself as the (National Geographic) society has changed from a place where it was normal to take as long as three years to properly research, write, and photograph a complex story, to a place where daily deadlines are a fact of life.” - Susan S. DiMattia

DiMattia essentially describes and treats the CLIC of the National Geographic Society as a living entity – it lives, it breaths, it grows, and it evolves to what will best fit the organization. This is done by working as a team using technology, the importance of customer service, training, and cross-divisional cooperation. (44) “The library staff is the library....It is having a team with the strong listening and interpreting skills and versatility to retranslate their jobs as the needs of the organization change.” (44)

The NGS CLIC library knows to survive it must keep abreast to what is happening in the organization. It also used competitive advantages, staff survey/input, “value add” services, partnerships, staff competencies, and KM (knowledge management) across the board. “[NGS] staff say that our libraries create a serious competitive edge for the organization and are a resource that competitors would kill for.” (46)

For obvious reasons, this has a direct connection with CLIC. One thing to remember is that no matter how essential the NGS libraries are to the organization, funding is still an issue.

DiMattia, Susan S. (2001). National Geographic's evolving library [Electronic version]. *Library Journal* (126) 12, 44-46.