

Tools for Community Engagement and Planning

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INDIANHEAD FEDERATED LIBRARY SYSTEM

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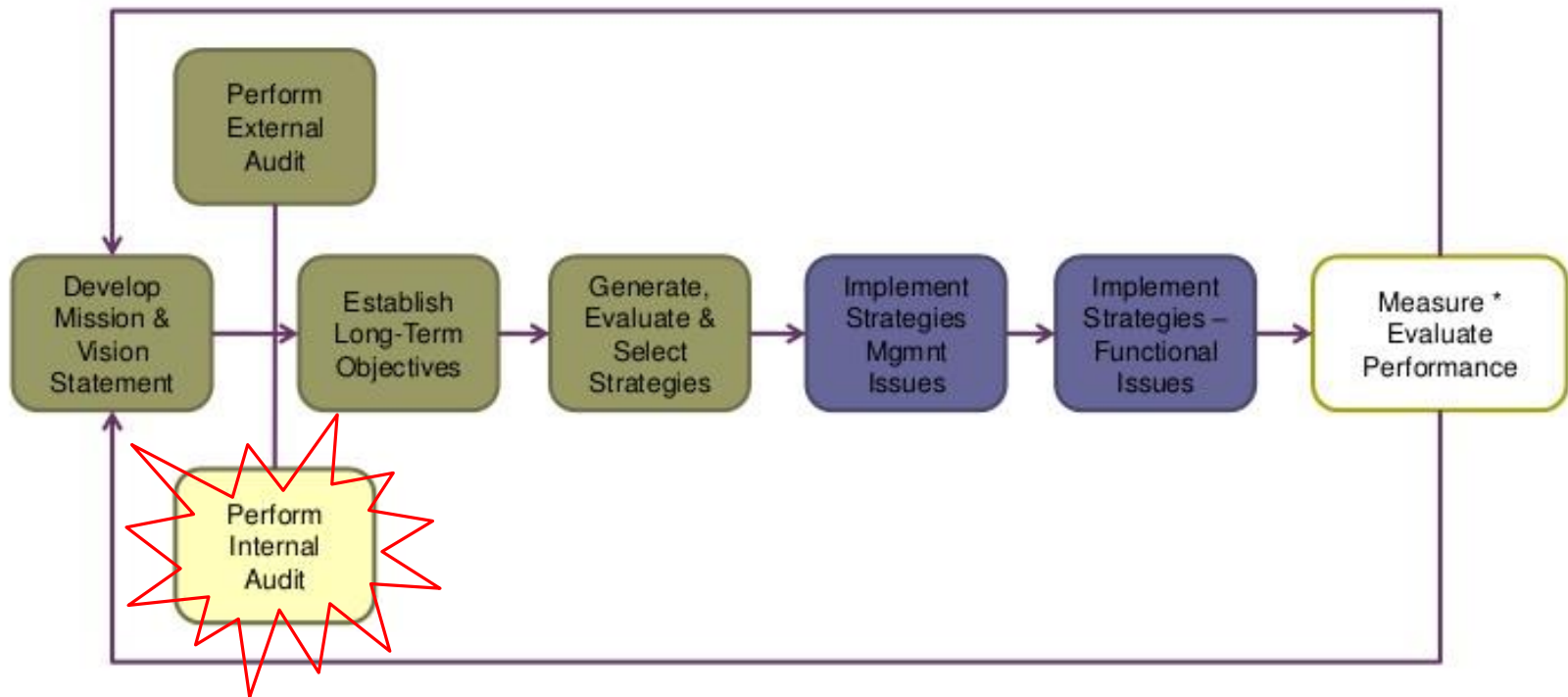
Foreward from “Rising to the Challenge: Re-Envisioning Public Libraries”, The Aspen Institute

“The time has come for a new vision of public libraries in the United States. Communities need public libraries—more people are visiting them and using their services, materials and programs than ever before—but ***communities’ needs continue to change***”

Barbara Stripling, Past ALA President, in letter to
Libraries Transforming Communities Public
Innovators Cohort – May 2014

“ALA started the Libraries Transforming Communities initiative because we believe that *librarians’ role as core community leaders and change agents* is vital to the success of libraries and the communities that support them.”

+ Strategic Management Model



From Fred David's *Strategic Management: Concepts & Cases*, 13th ed. 2011

THE ASPEN
INSTITUTE'S
ACTION GUIDE
FOR
RE-ENVISIONING
YOUR PUBLIC
LIBRARY

ACTION GUIDE

for Re-Envisioning
Your Public Library

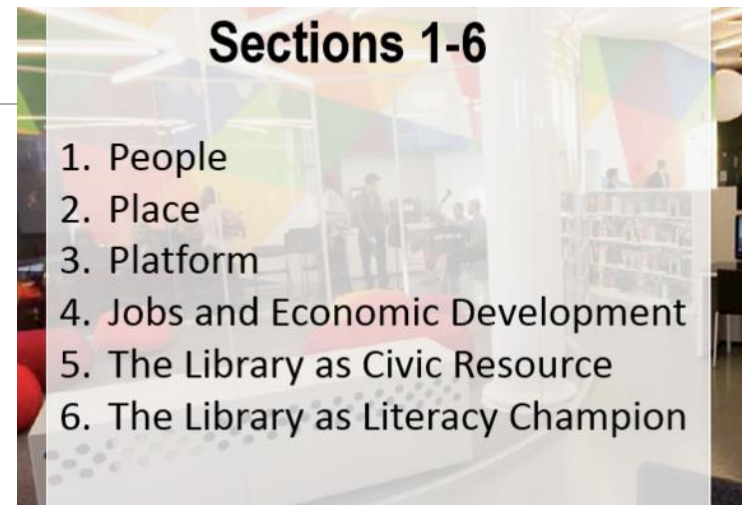
Based on the report *Rising to the Challenge: Re-Envisioning Public Libraries*




THE ASPEN INSTITUTE
Communications and Society Program

Internal Assessment Using the “Aspen Action Guide”

- PEOPLE
 - Library staff
 - Community expertise
- PLACE
 - Library as community anchor
 - In your building(s)
 - Out in the community
- PLATFORM
 - The stuff you do
 - The stuff to which you provide access
- FIRST 6 SECTIONS PROVIDE A NICE ANALYSIS OF WHAT YOU CURRENTLY DO



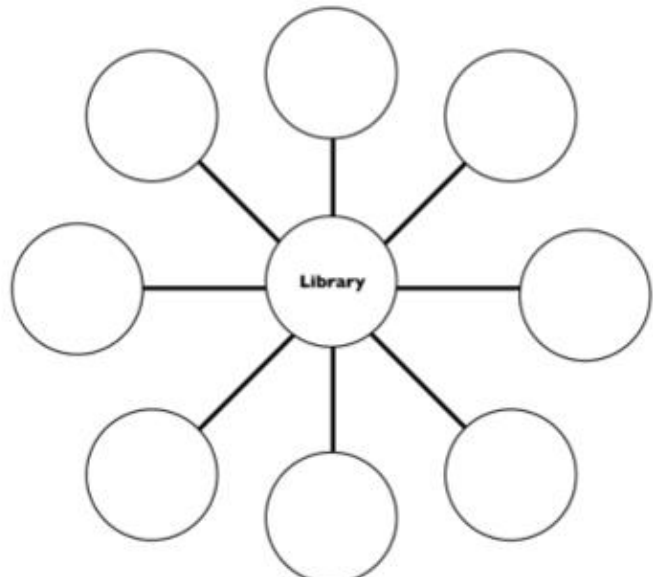
Sample Exercise: *Library as People*

- ACTIVITY: WHAT ARE SOME OF THE AUDIENCES AT YOUR LIBRARY? COMPLETE THE AUDIENCE MAP.
- DO EXERCISES WITH VARIOUS STAKEHOLDERS
 - Staff
 - Trustees
 - Friends of the Library

THE LIBRARY AS PEOPLE

ACTivity 1

What are some of the audiences at your library? Complete the audience map below.

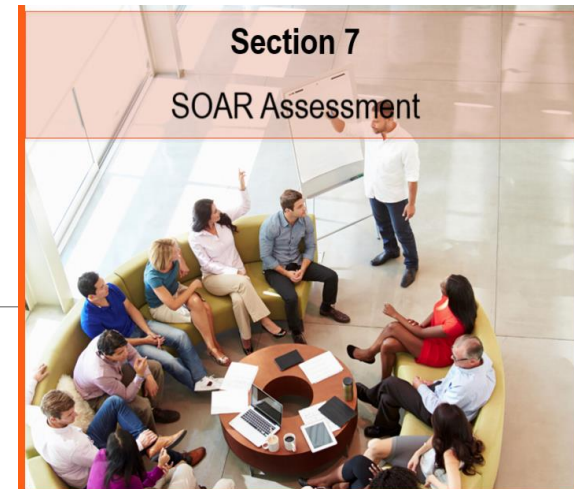


Are there other audiences not represented above? Please list them below:

Action Guide for Re-Examining Your Public Library

Internal Analysis: SOAR

- Strengths
 - What does the library do well now?
 - What are your assets, strengths and capabilities?
- Opportunities
 - Currently, how could your library make a difference?
 - Innovate?
 - Contribute to the community?
- Aspirations
 - Hopes and dreams for future?
 - What do you want to be known for?
- Results
 - What do you most want to accomplish?
 - What does success look like?



Where are you at?

- What are biggest challenges for the library?
- What are biggest challenges for the community?
- What's the health of the library board, friends group, foundation and local government?
- Do you gather customer feedback? What are you hearing?
- Which national or local library innovations or trends do you want to implement?
- Who are your community partners? How strong are those partnerships?
- Does the library have capacity (staff, funds, space) to grow?

What communities do you serve?



Overview of planning process

By the numbers

- User data
- Demographics
- Surveys

Turn outward

- Assess community aspirations
- Assess library assets

Write it

- Mission statement
- Values
- Core strategic directions



By the numbers

Edge Assessment and Edge Action Plan

- INTERNAL BENCHMARKING
- Community value
- Engaging the community
- Organizational management

Impact Survey

- ONLINE SURVEY
- Focus on technology

Gale Analytics

- Rich demographic data
- ILS analysis



By the numbers

Community surveys

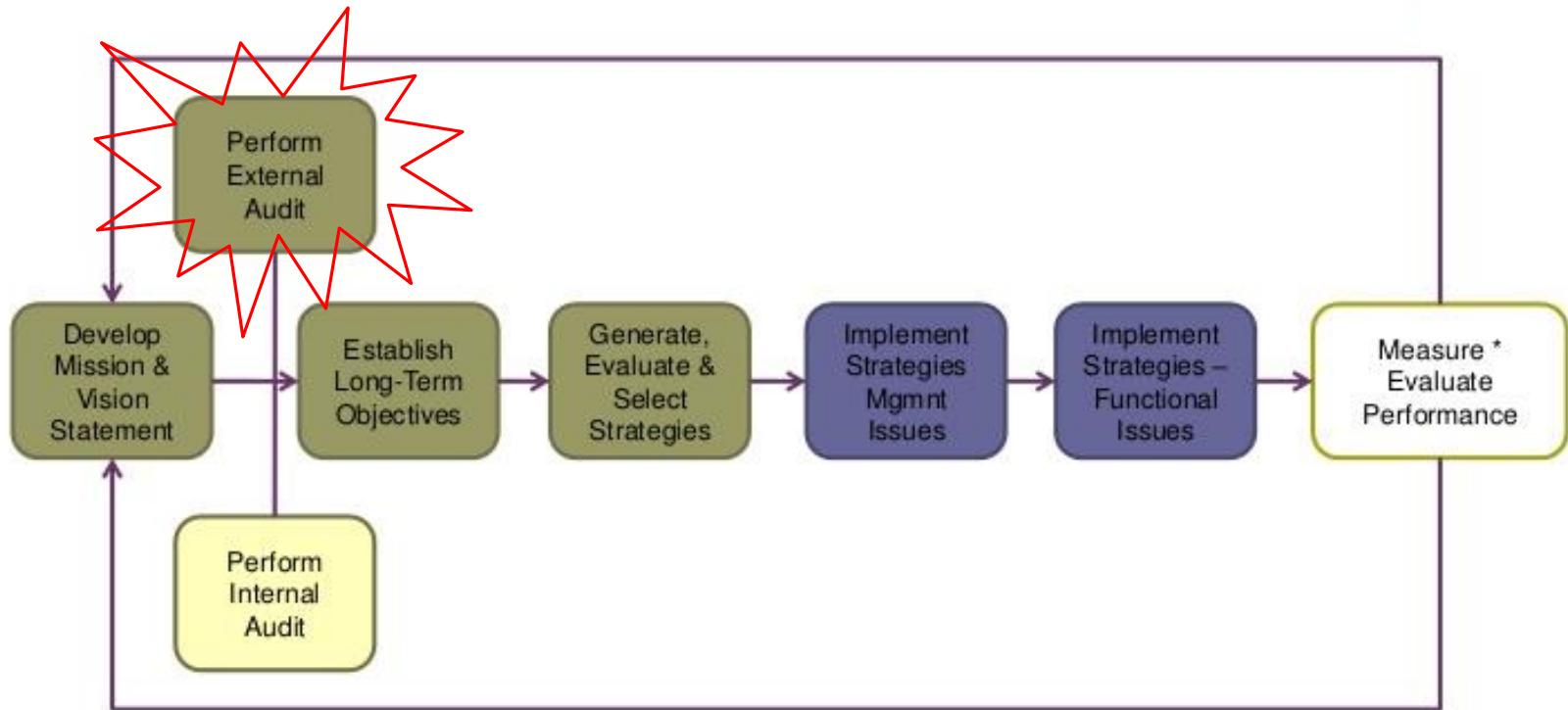
- Users
 - Pop-up survey from home page
 - Papers surveys at desks
- Non-users
 - Columbus Water and Light bill insert
 - Municipal surveys



Space Needs Calculations

- Varies by state
 - [Wisconsin](#) space needs calculations are currently under review

+ Strategic Management Model



From Fred David's *Strategic Management: Concepts & Cases*, 13th ed. 2011

Libraries Transforming Communities

- LTC was an initiative of the American Library Association (ended Dec. 1, 2015)
- In partnership with nonprofit Harwood Institute for Public Innovation
- Funded by the Bill & Melinda Gates Foundation
- Sought to **strengthen libraries' roles as core community leaders and change agents.**





turn outward {verb}

1. The act of seeing and hearing those in the community and acting with intentionality to create change;
2. A reorientation toward the public; a posture;
3. A framework for making choices about public life.

Libraries Transforming Communities

- Based on the Harwood Institute's practice of "Turning Outward" – **making the community, not the library, the focus of our efforts.**
 - Taking measures to better understand your community
 - Changing processes and thinking to make library work more community-focused
 - Being proactive to community issues
 - Putting community aspirations first



Public Knowledge

What it is:
Information directly
from and about the
lived experience
of community
members



Why it matters: It is *authentic* (and *actionable*)



Why the library?

- Why not?
- And if not us, then who?





Community Aspirations

ALA Libraries Transforming Communities & the Harwood Institute

- **ASK Exercise**
- Aspirations Exercise
- Turn Outward Quiz
- **Community Conversations**
- **Something Special for YOUR Community**

FREE DOWNLOAD: ["A Step-by-Step Guide to 'Turning Outward' to Your Community"](#)

This free 88-page workbook contains 15 tools broken into four easy-to-follow steps:

First 30 Days: Getting Started

30 - 60 Days: Going into the Community

60 - 90 Days: Sharing What You Learn

90 Days and Beyond: Taking Action

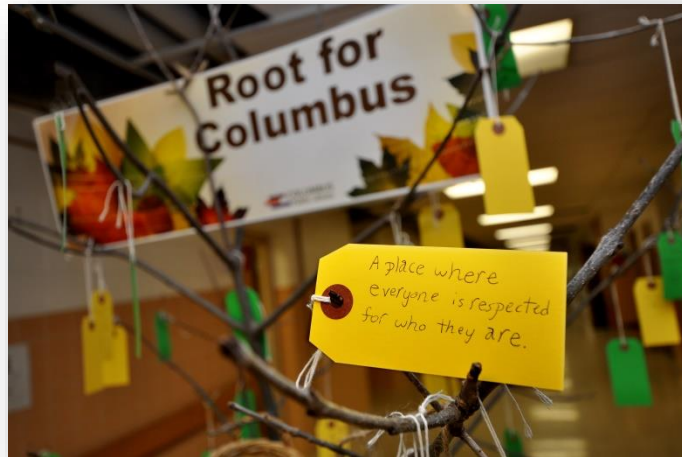
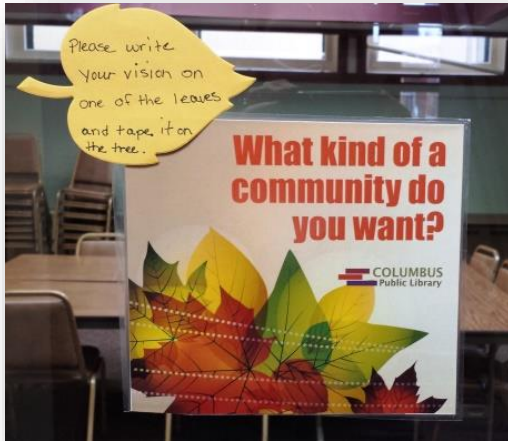
ASK Exercise

1. What kind of community do you want to live in?
2. Why is that important to you?
3. How is that different from how you see things now?
4. What are some of the things that need to happen to create that kind of change?

Community Conversation

- What kind of community do you want?
- Given what we just said, what are two or three important challenges in the community?
- What do you think is keeping us from making the progress we want as a community?
- When you think about what we've talked about, what are the kinds of things that could be done that would make a difference?
- Thinking back over the conversation, what groups or individuals would you trust to take action on these things?
- Think about the library now. What are some areas we discussed that the library can help with?
- If we came back in a year, what might you see that would indicate the library is engaging its services and resources to help the community reach its aspirations and address its challenges?

“Root for Columbus” campaign



REPORT BACK!



[Columbus Community Calendar](#)

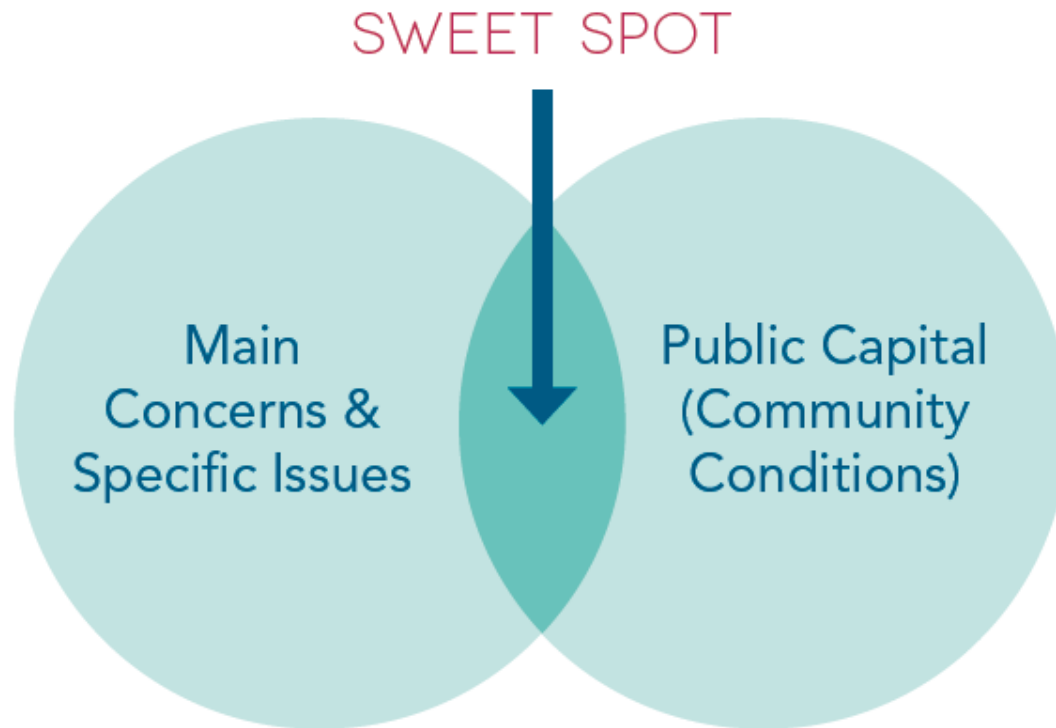


Where is the community at?

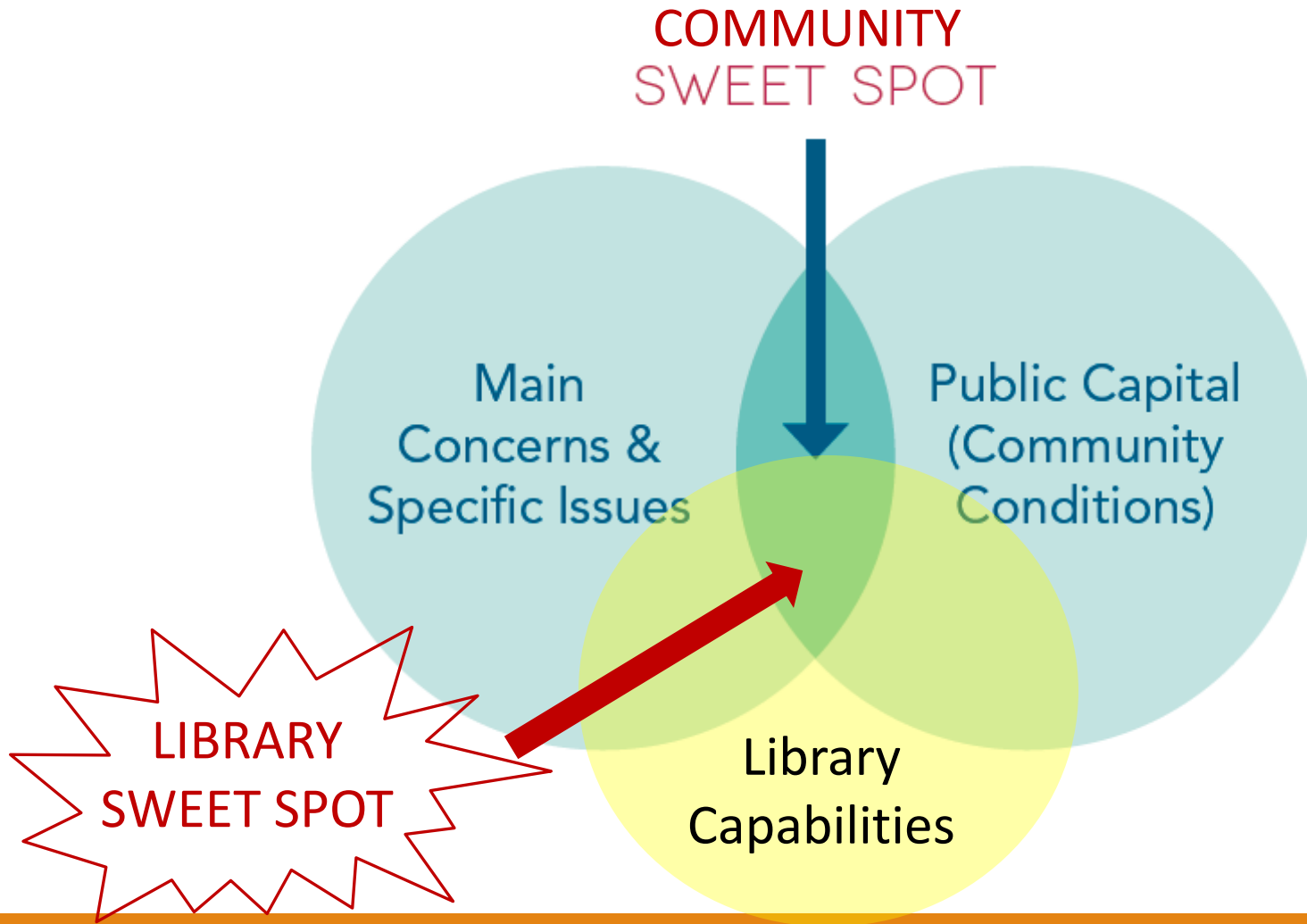
Community Rhythms Implications for Change Chart

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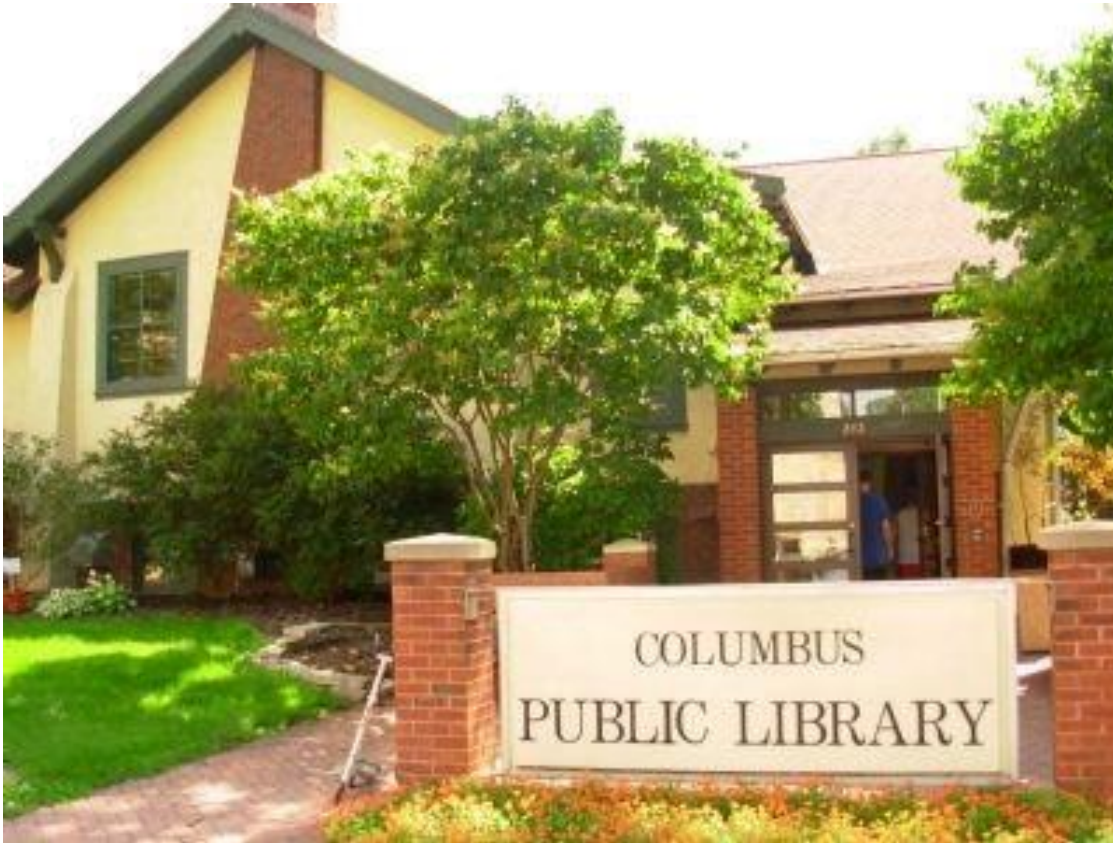
The Sweet Spot of Public Life



The Planning Sweet Spot



Columbus Public Library Strategic Plan 2015



Write it!

- ✓ Mission statement
- ✓ Values
- ✓ Core strategic directions

Root for Columbus brand and program



Root for Columbus ACTION Potluck



Resources

- [Download the Aspen Report and the Aspen Action Guide](#)
- [ALA's Libraries Transforming Communities](#)
- ["A Step-by-Step Guide to 'Turning Outward' to Your Community"](#)
- View a free, 60-minute webinar about how three libraries are using the "turning outward" approach: ["Go Out & Play: Community Engagement through Turning Outward"](#)

THANK YOU!

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