

Today's Presenters



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The Seattle Public Library



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COMMUNITY
ENGAGEMENT: SERVING
DIVERSE COMMUNITIES
WHERE THEY ARE

Hayden Bass, Rekha Kuver, & CiKeithia Pugh
Seattle Public Library

Community Engagement

- A few key terms
- Why it's important
- How best to approach it



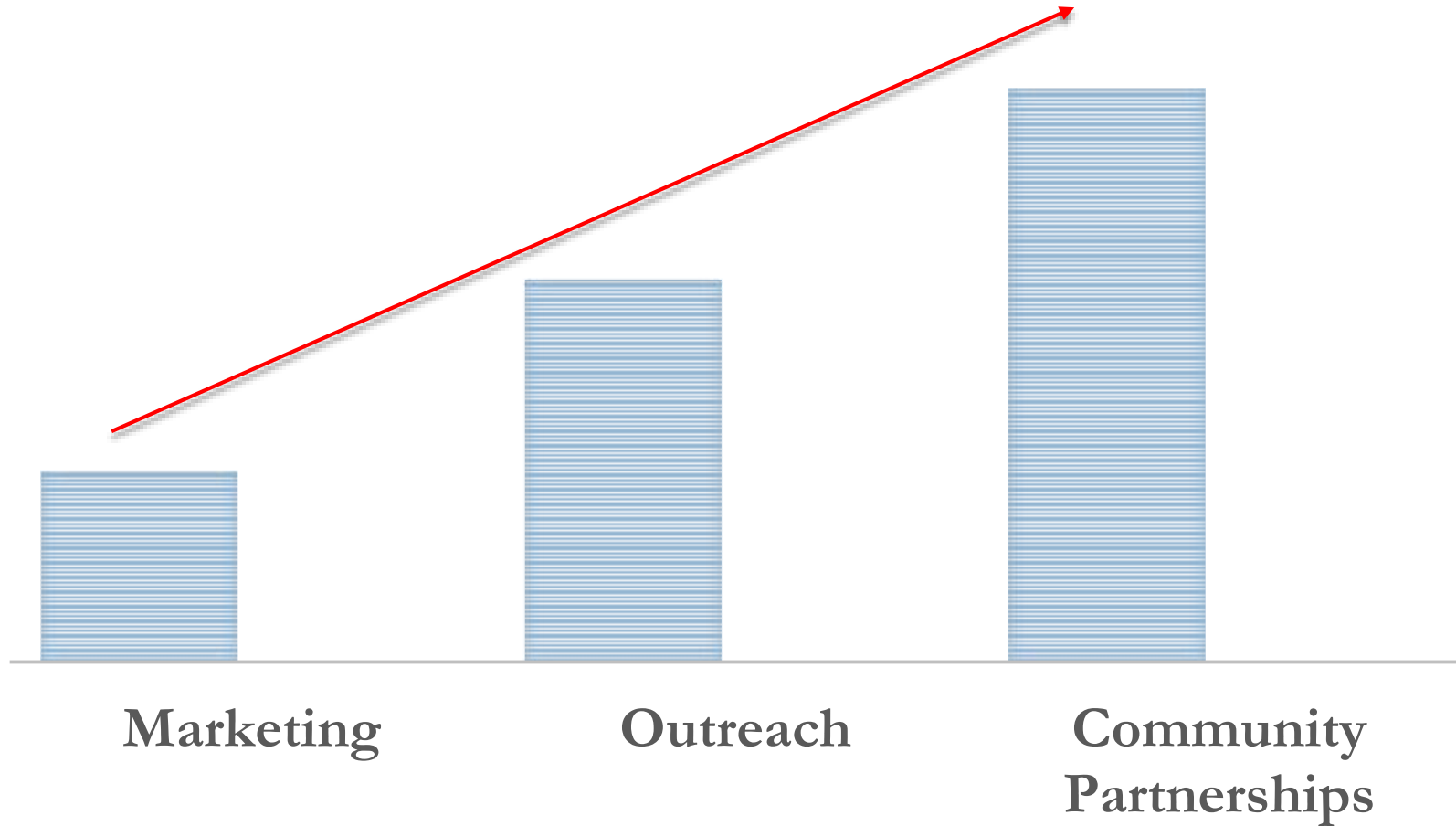
Terms – just a few!

- **Marketing:** Promotion of library programs & services; a **one-way message**
- **Outreach:** Providing library programs & services outside the building(s) in the place & manner that works best for the community; a **two-way interaction**

Terms

- **Community Partnerships:** Creating programs or services collaboratively with a partner to further mutual goals; **a rich, ongoing relationship**
- **Community Engagement: All of the above**

Levels of community engagement



Thinking about scale

- **Macro partnerships** – large scale; often at the organization-to-organization level
- **Micro partnerships** – small scale; often between an individual library staff person or team and another organization



Youth Drop-In at Seattle Public Library

Why partnerships?

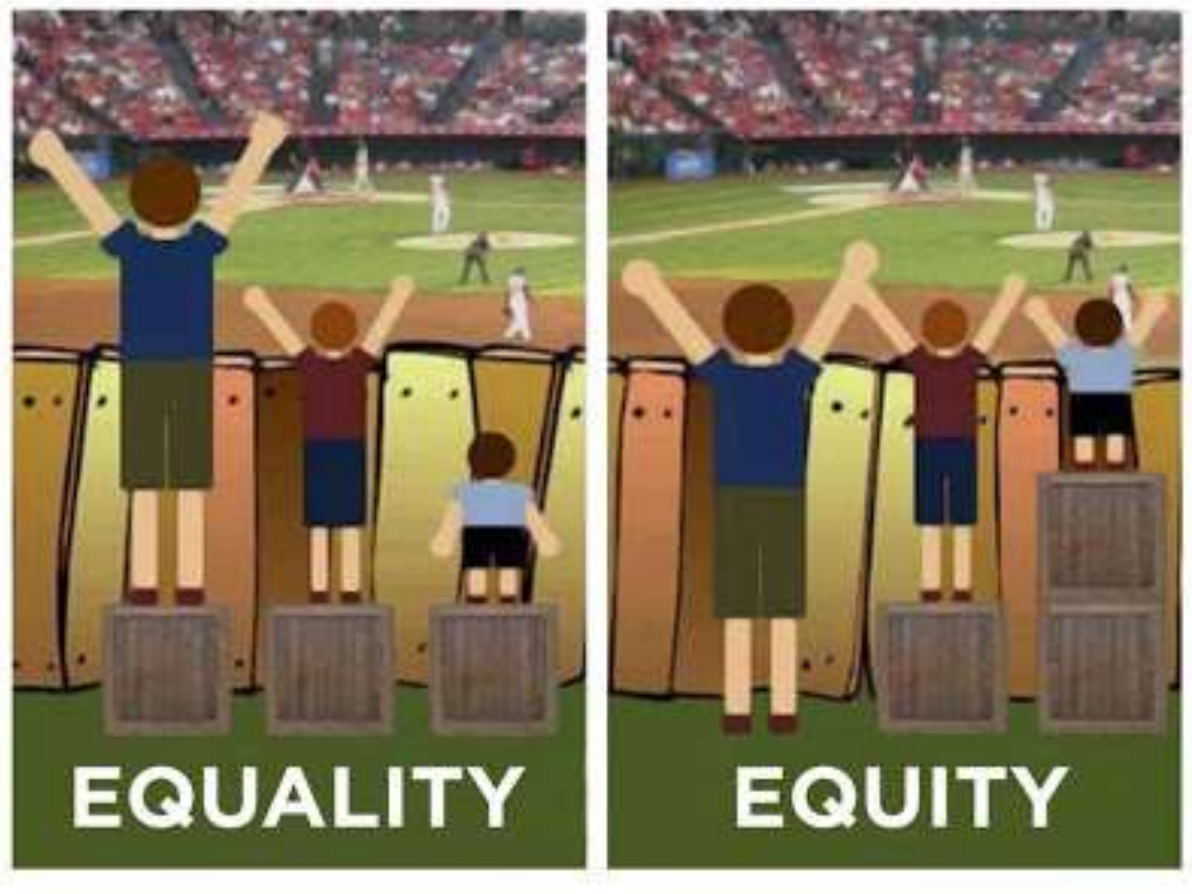


Image adapted by the City of Portland, Oregon, Office of Equity and Human Rights from the original graphic at: <http://indianfunnypicture.com>

Equality & Equity

Collecting Data

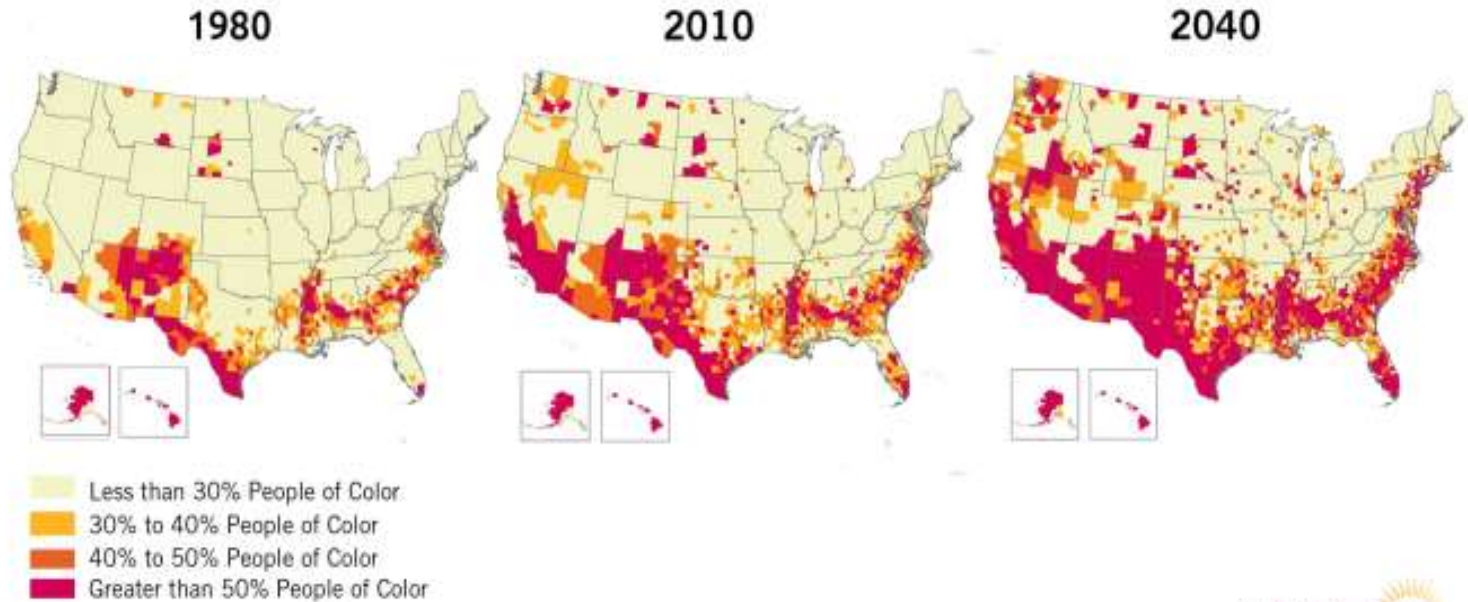


"DataTNG". Via Wikipedia -
<https://en.wikipedia.org/wiki/File:DataTNG.jpg>
[#/media/File:DataTNG.jpg](#)

- American Factfinder
- Kids Count Data Center
- Demographics Now
- Reference USA
- Local resources

Communities across the U.S. are transforming

Percent People of Color, by County



Source: Woods & Poole Economics projections data (adjusted using the 2010 Census.) Census TIGER/Line, NHGIS, and ESRI.

PolicyLink 
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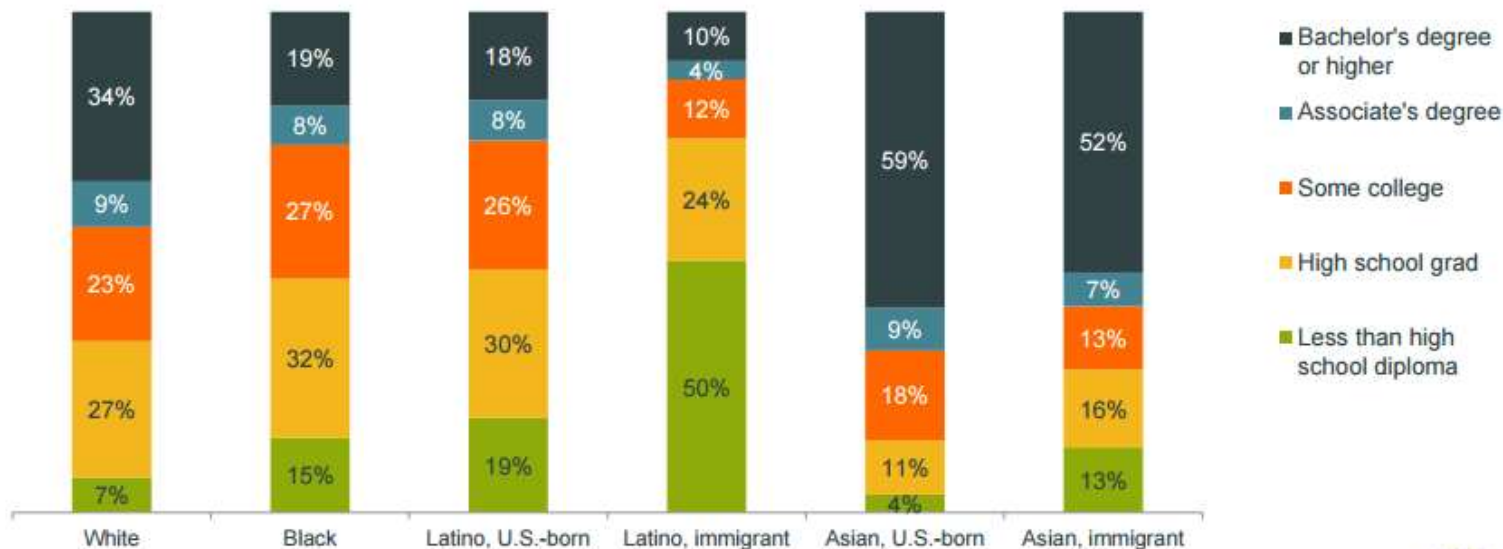
Program for Environmental and Regional Equity (PERE) at the University of Southern California (USC) http://www.policylink.org/sites/default/files/SUMMIT_FRAMING_WEB_20120110.PDF

**By about 2040, the US will be
>50% people of color.**

Educational disparities leave people of color less prepared to meet workforce demand

Disparities in Educational Attainment

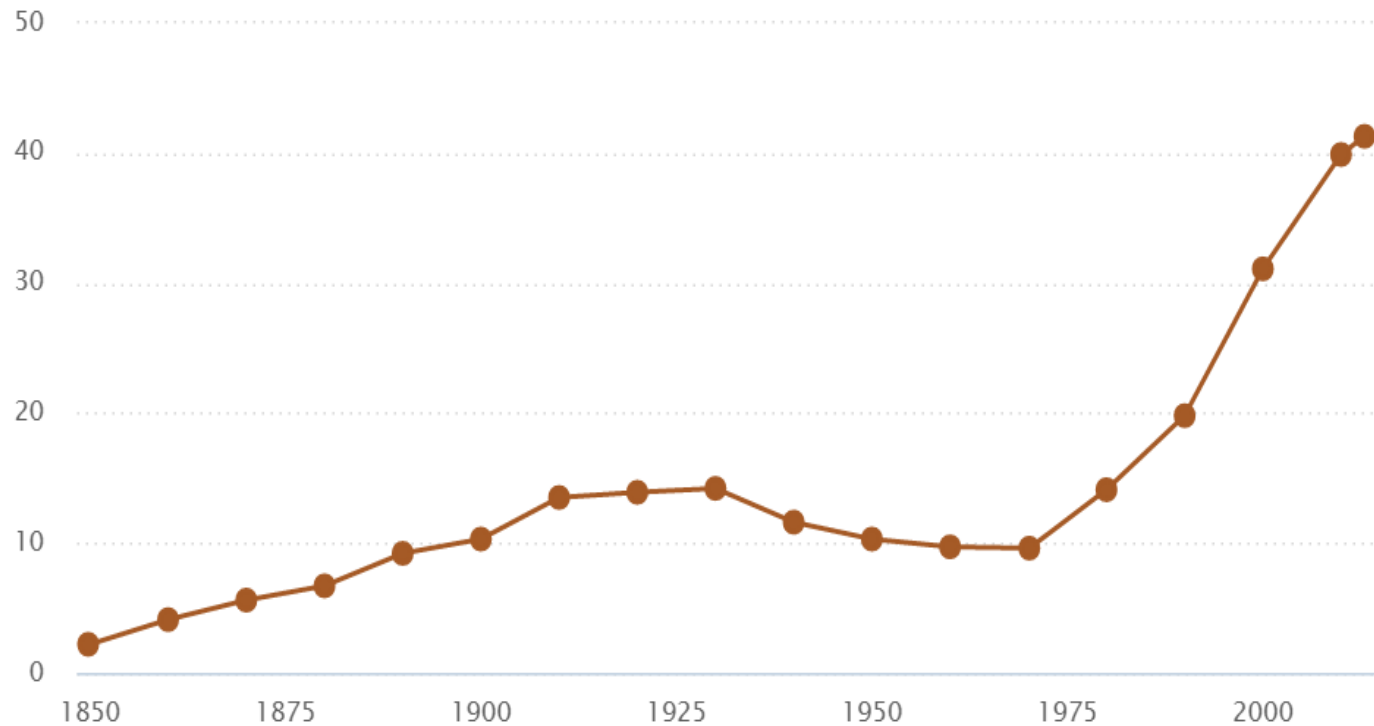
Population Ages 25-64 by Race/Ethnicity/Nativity, 2009



Source: PolicyLink/PERE analysis of IPUMS 2009 American Community Survey data.

Program for Environmental and Regional Equity (PERE) at the University of Southern California (USC) http://www.policylink.org/sites/default/files/SUMMIT_FRAMING_WEB_20120110.PDF

Foreign-born population, in millions



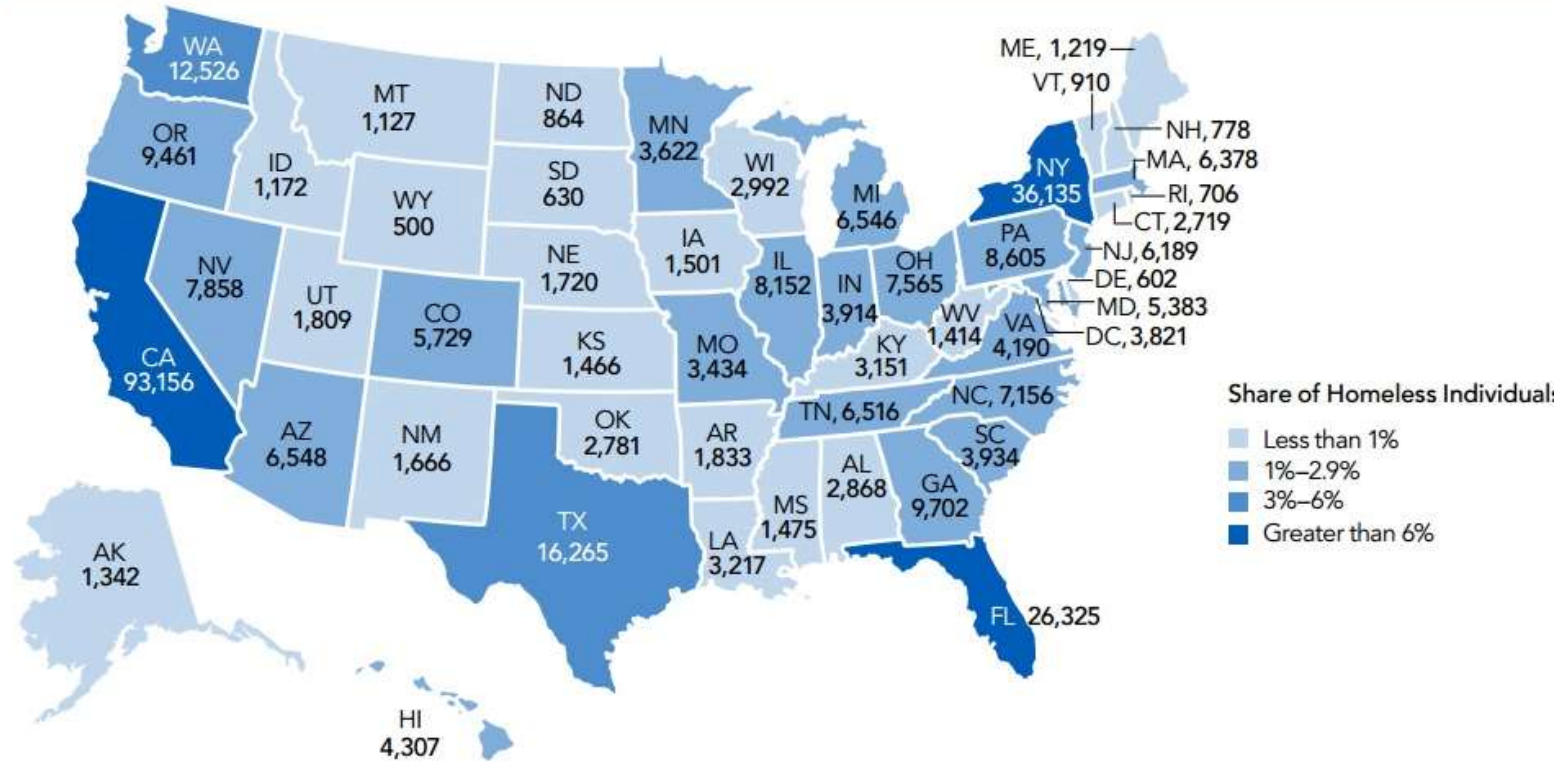
Source: U.S. Census Bureau population estimates and Pew Research Center tabulations of 2010 and 2013 American Community Surveys (IPUMS)

Pew Research Center, September 2015

<http://www.pewhispanic.org/2015/09/28/statistical-portrait-of-the-foreign-born-population-in-the-united-states-1960-2013-key-charts/>

Foreign-born populations have increased in the last several decades

EXHIBIT 2.6: Estimates of Homeless Individuals By State, 2015



US Dept of Housing and Urban Development

<https://www.hudexchange.info/resources/documents/2015-AHAR-Part-1.pdf>

Homelessness is a nation-wide issue



South Park Trail Opening Celebration 2015 - partnership
with Duwamish Valley Youth Corps

**What communities is your
library not connected with?**

Assess your strengths

- What **strengths** and **experience** do you and your staff have?
- What other **assets** and **resources** might your library be able to **bring to a partnership?**



Identify internal gaps

- Looking at your list of team/library strengths, **where are the gaps?**
- What **other knowledge, skills, experiences**, or resources **will you need** to be successful, that partners might be able to contribute?

Identify existing connections



Library staff at an Eid event

- **What connections and contacts** do you and your coworkers **already** have?
- **Who else** would you like to connect with?



Digital literacy classes offered in Somali at a Seattle Housing Authority site.

Make a plan

Identifying partners

**Partner
resources**

**Library
resources**

**Partner
mission**

Project
goals

**Library
mission**



Library staff at a Somali Health Fair.

Consider the buddy system

Starting the conversation

OLD MODEL: Offer a menu



Image: <https://flic.kr/p/4DdqEN>

NEW MODEL: Listen and learn

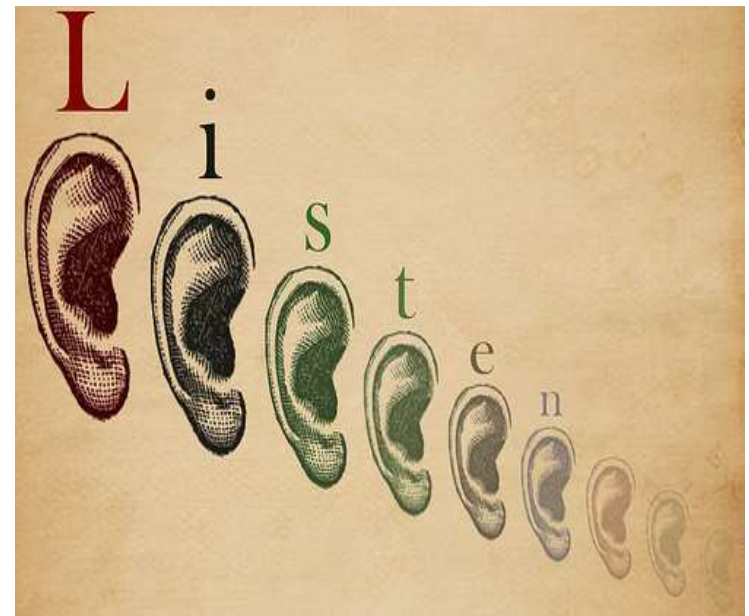


Image: <https://flic.kr/p/5LTdXV>



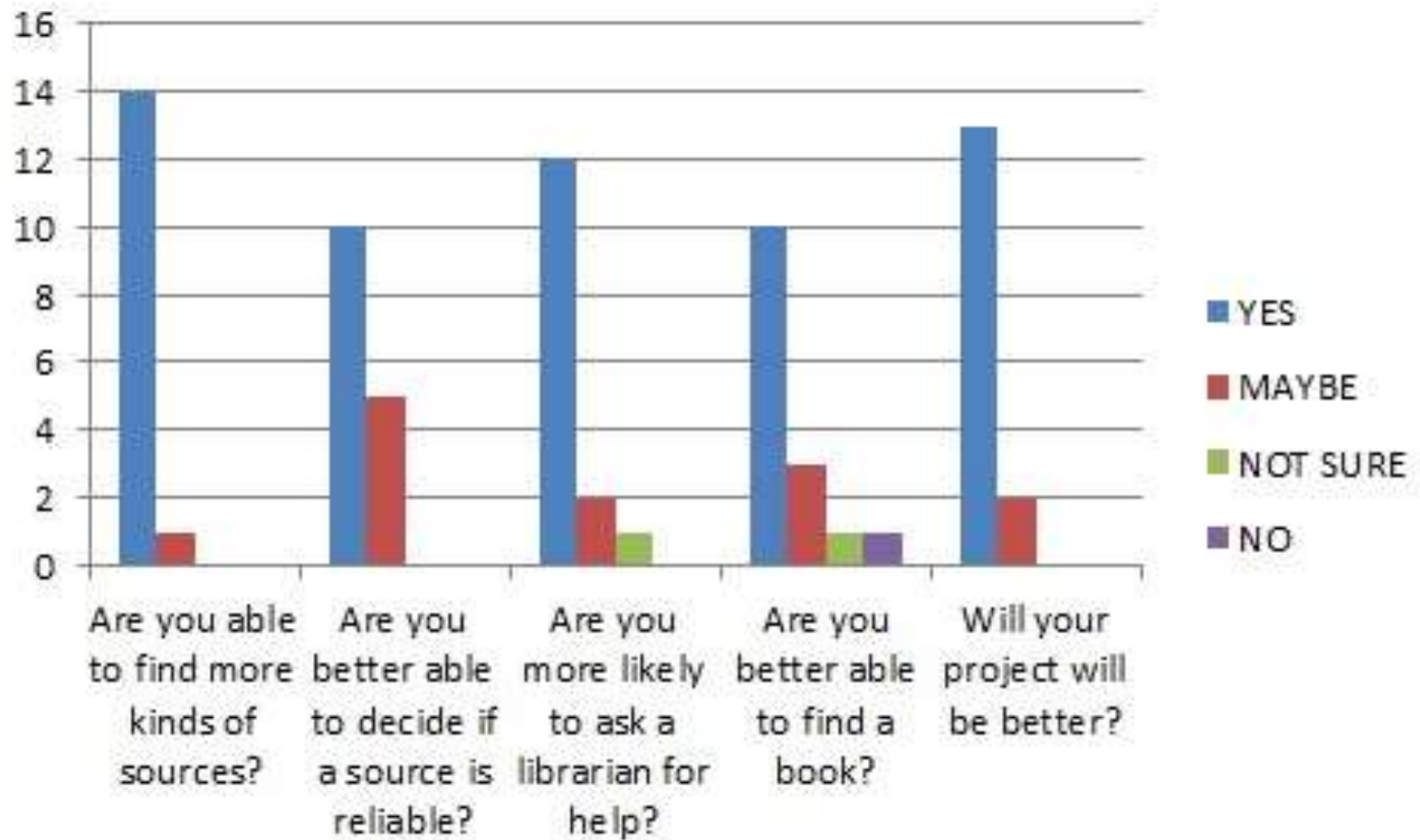
CiKeithia and partners

Build the relationship



Building an on-site library at a youth shelter

Form a project



Survey results from a social justice research class for teen girls

**Co-determine outcomes:
What will change?**



"Wonder Twins" by Source. Licensed under Fair use via Wikipedia - https://en.wikipedia.org/wiki/File:Wonder_Twins.jpg#/media/File:Wonder_Twins.jpg

Share power



Image: <https://flic.kr/p/qwYL9i>

Be flexible, but honest



“Beautify Your Block” youth-led activism at a Seattle Housing Authority site

**Buildings are assets, not
outcomes**



Image: <https://flic.kr/p/dT1K7g>

Partnerships take time



Image: <https://flic.kr/p/cUWmnE>

What are the internal & external barriers you face in this work?

Organizational change

- **What can you change** to make community engagement possible at your library in the short term? Long term?



At the library table at Teen Night Out, a Seattle Art Museum event.

Action plan

- Gather data
- Identify underserved communities
- Assess strengths – what do you bring to a partnership?
- Identify internal gaps – what do you hope your partners will bring?
- Identify existing connections
- Make a plan – where/how to make contact
- Listen & learn
- Form a project – or just build the relationship

Thank you!

Questions? Comments?
Suggestions?

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