

Today's Presenter



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Successful Libraries for Uncertain Times

A WebJunction Webinar

Presented by George Needham

Director, Delaware County District Library

Delaware, Ohio

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Not today...



Image credit: <https://www.flickr.com/photos/infowire/21523294814>

Useful advice on fortune telling

“Never make predictions, especially about the future.”

Casey Stengel
Baseball Hall of Famer
(Probably apocryphal)



Image credit: <https://www.flickr.com/photos/bootbearwdc/3262429953>

So how *do* we plan for the future?



Image credit: <https://www.flickr.com/photos/aloha75/4605051691>



Successful libraries:



Successful libraries:

- Align with their communities

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- Question the orthodoxy

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- Manage their message effectively

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- Align with their communities
- Question the orthodoxy
- Manage their message effectively
- Stay focused
- Make mindful choices



**Successful
libraries align
with their
communities.**

Successful libraries...

Develop bone-deep community understanding



Successful libraries...

Know the community self-image

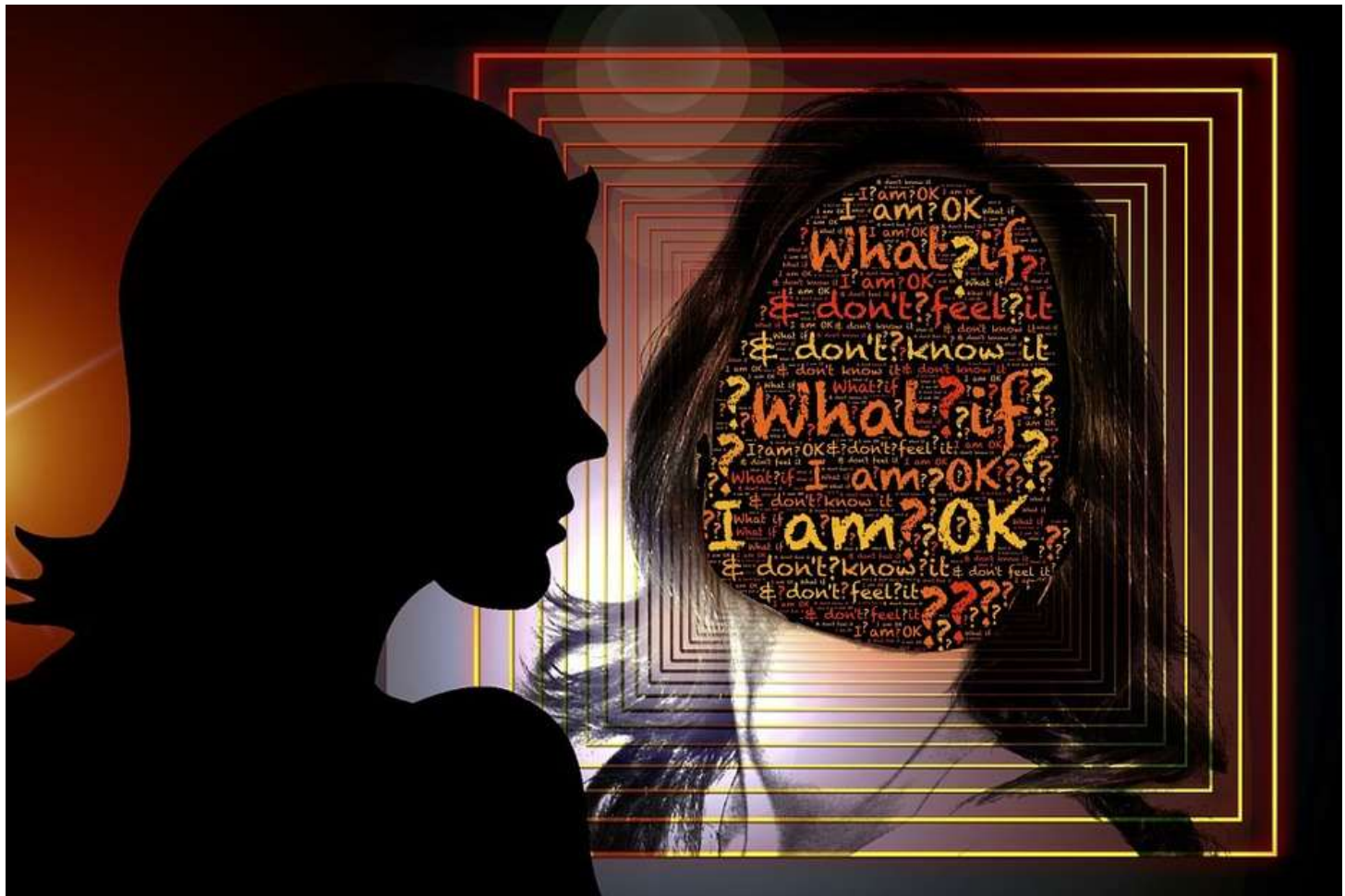


Image credit: <https://pixabay.com/en/unknown-identity-undiscovered-913575/>

Successful libraries...

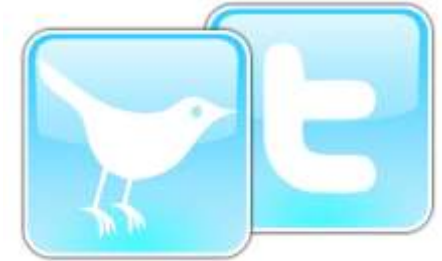
Are relentlessly local



Image credit: <https://pixabay.com/en/town-street-main-street-quaint-582871/>

Successful libraries...

Join the community conversation



WIKIPEDIA



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Successful libraries...

Create mutualistic relationships



Image credit: <https://www.flickr.com/photos/124330160/23764566/>

A woman wearing a brown headscarf is speaking into a microphone. The background is dark and out of focus. The text is overlaid in white, bold, sans-serif font.

Successful
libraries question
the orthodoxy.

Successful libraries...

Take risks



Image credit: <https://www.flickr.com/photos/brizzlebornandbred/11887879094>

Successful libraries...

Don't depend on old assumptions



Image credit: Photo taken by George Needham

Successful libraries...

Adapt to any situation



Successful libraries...

Experiment with new services

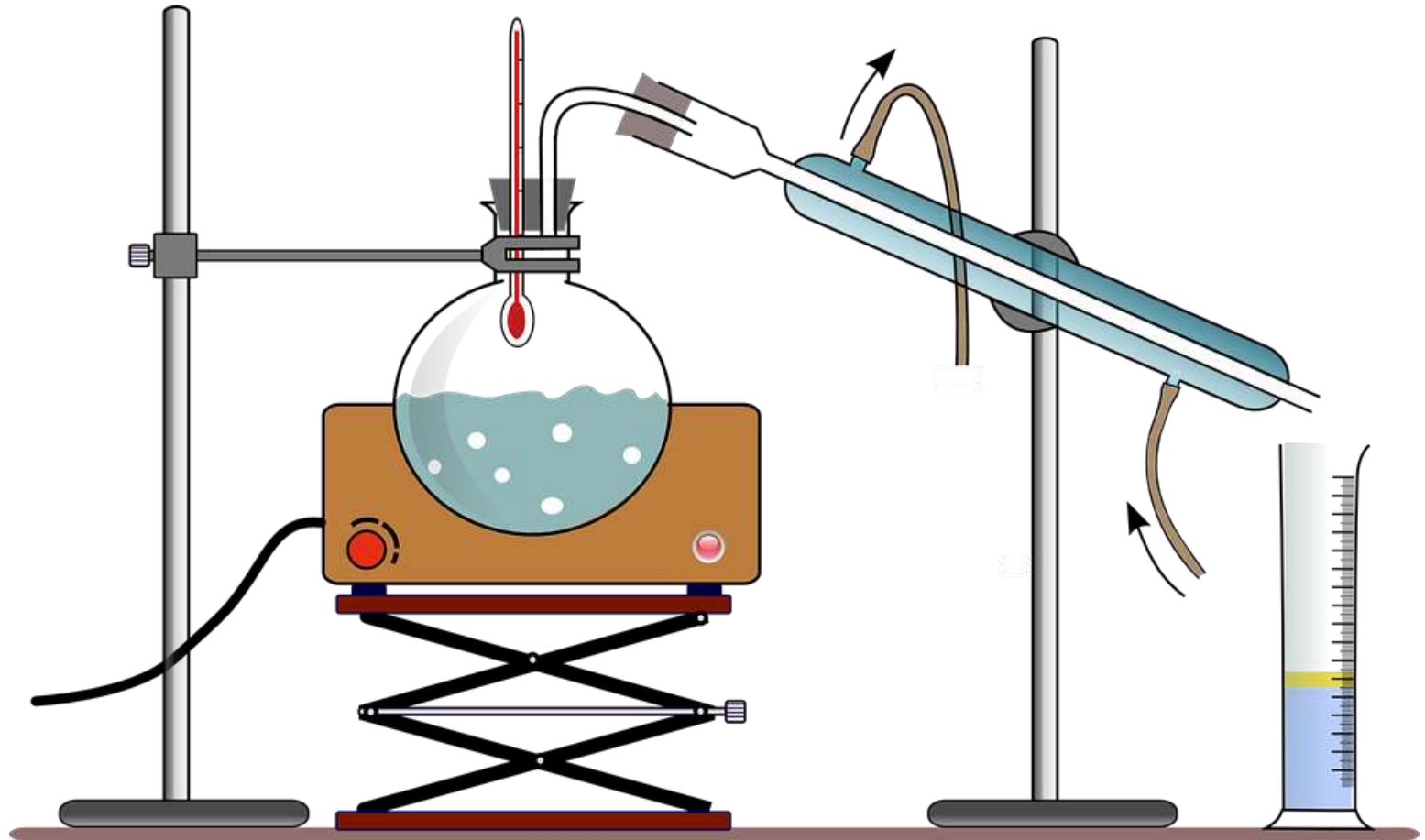


Image credit: <http://tinyurl.com/pixabaylab>

Successful libraries...

Encourage cross-training



Image credit: <https://www.flickr.com/photos/wustllibraries/6186524567>

Successful libraries...

Practice technology agnosticism

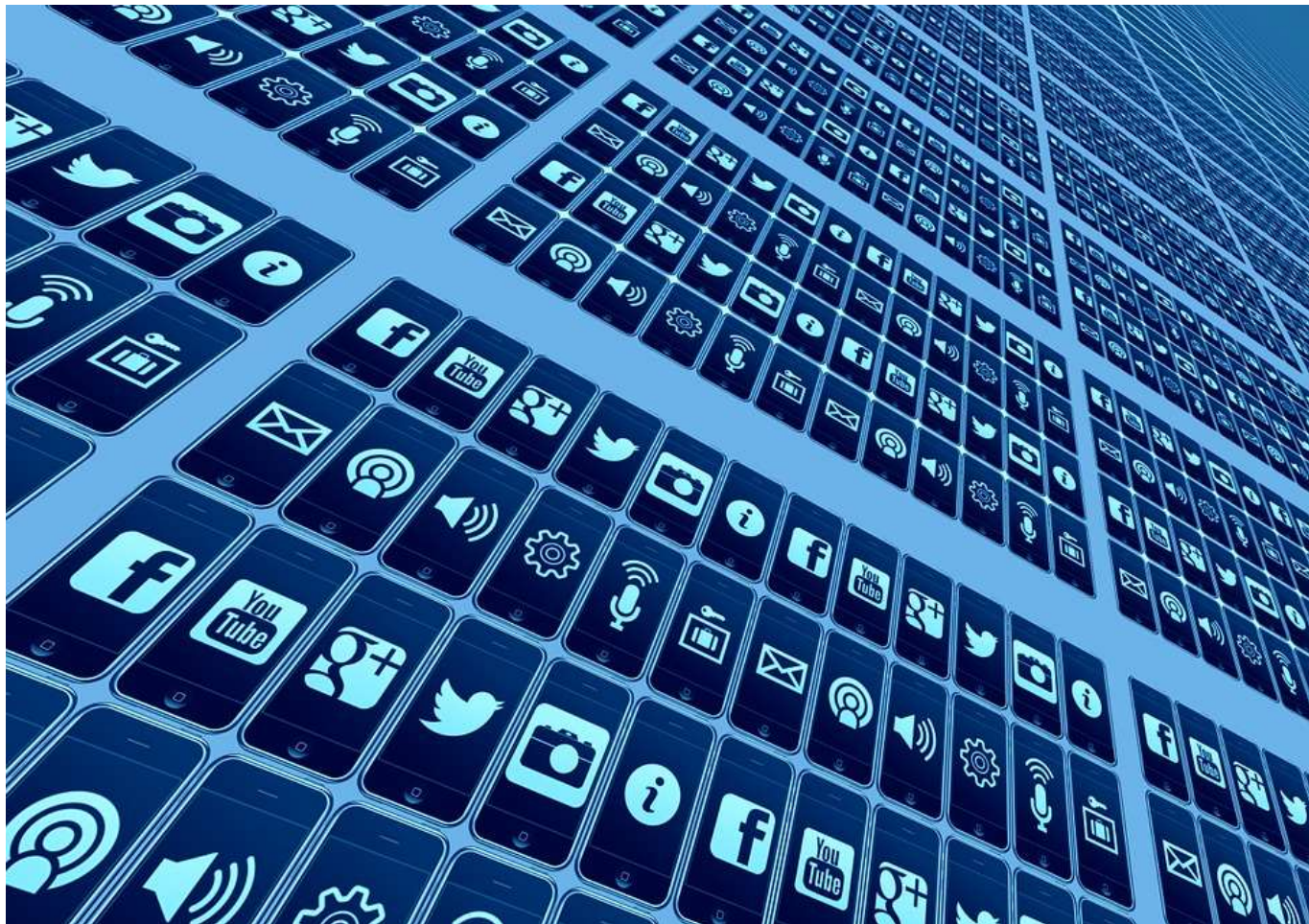


Image credit: <https://pixabay.com/en/mobile-phone-smartphone-app-426559/>

Successful libraries...

Let the customers take the lead



Image credit: <https://www.flickr.com/photos/manchesterlibrary/3128145925>

A clear glass bottle is shown lying horizontally, containing an old, yellowed airmail envelope. The envelope is addressed to "Miss M. ... 366 East ... Pennsylvania U.S.A." and has a circular postmark from "JAN 2 1952". It also features a red "VIA AIR MAIL" stamp and a red "COPIE" stamp. The bottle is set against a white background with a faint reflection below it.

**Successful
libraries manage
their message
effectively.**

Successful libraries...

Evangelize learning as well as reading



Image credit: <https://commons.wikimedia.org/w/index.php?curid=2520313>

Successful libraries...

Emphasize abundance



Image credit: <https://pixabay.com/en/pumpkins-vegetables-orange-autumn-1004417/>

Successful libraries...

Share their community-rooted vision



Image credit: <https://www.flickr.com/photos/pong/480476598>

Successful libraries...

Know how to edit themselves



Successful
libraries stay
focused.



Successful libraries...

Start with the end in mind



Image credit: <https://www.flickr.com/photos/andrewhurley/6254409229>

Successful libraries...

Are disciplined



Image credit: <https://www.flickr.com/photos/brizzlebornandbred/11887879094>

Successful libraries...

Avoid mission dilution



Image credit: By Laabaseball - Own work, CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=40817226>

Successful libraries...

Leave the twiddly bits alone

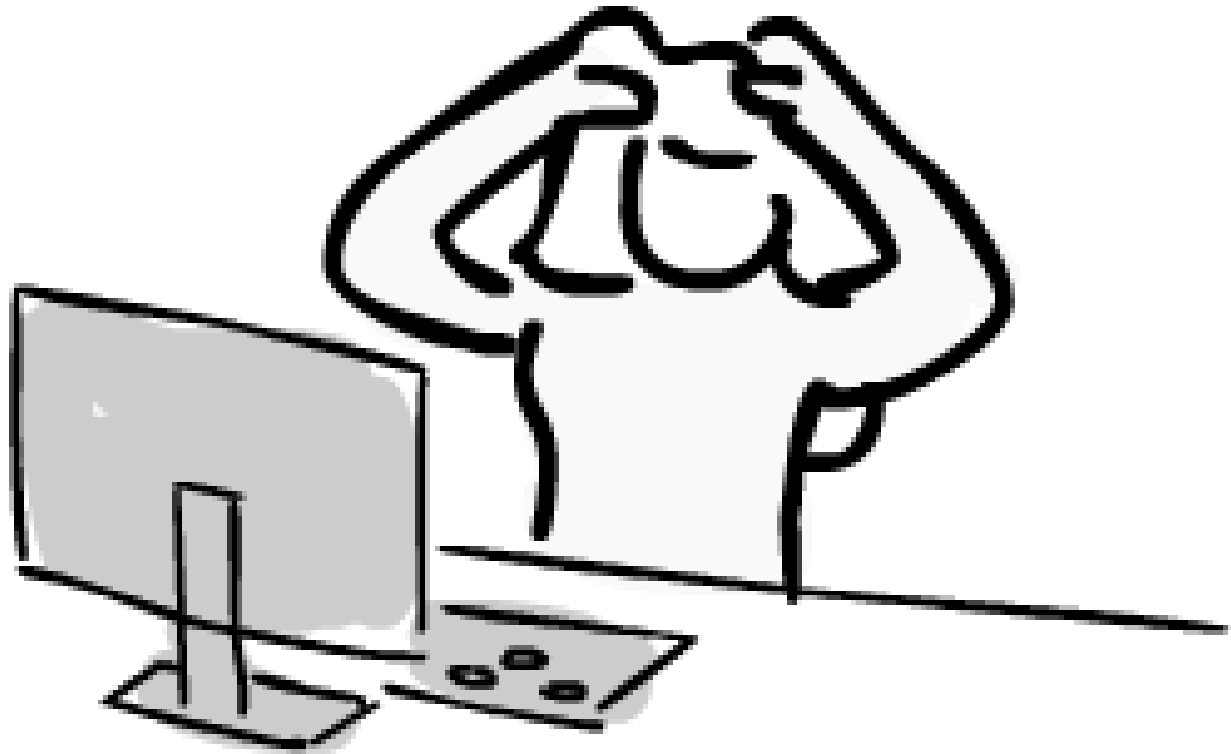
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                Heading prints as specified in profile.
Call          Main Entry begins at first indentation; succeeding
No.          lines continue at third.
                [Uniform Title begins at second indentation;
                succeeding lines continue at first]
                Title Page Transcription begins at second
                indentation; succeeding lines continue at first.
                Physical Description begins at second indentation;
                succeeding lines continue at first.  (First Series
                follows physical description or starts at first
                indentation)  (Each successive Series follows)
                Each Note begins at second indentation; succeeding
                lines continue at first.
BLANK LINES UNLESS AN EXTENSION CARD WOULD RESULT
                Tracings begin at second indentation; succeeding
                lines continue at first.
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MARC Institution code    User Data                                Pack Symbol    LCCN
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Image credit: <https://www.oclc.org/support/services/worldcat/documentation/cataloging/cards.en.html>

Successful libraries...

Eliminate frustrating policies



A first-person perspective of someone walking on a textured, golden-brown surface. A large white arrow is painted on the ground, pointing straight ahead. The person's feet, wearing white sneakers with white laces, are visible at the bottom of the frame, stepping onto the path. The overall scene suggests a journey or a choice of direction.

**Successful
libraries make
mindful choices.**

Successful libraries...

Choose their people carefully



Image credit: https://commons.wikimedia.org/wiki/File:Sarnia_Shinny.jpg

Successful libraries...

Choose optimism



Image credit: http://www.pikiwiki.org.il/?action=gallery&img_id=7673

Successful libraries...

Choose civility



Image credit: https://en.wikipedia.org/wiki/File:Flag_of_Canada.svg

Successful libraries...

Choose generosity



Image credit: <https://pixabay.com/en/sandy-children-boy-girls-831605/>

Successful libraries...

Choose flexibility



Image credit: <https://pixabay.com/en/gumby-pokey-toys-childhood-retro-1115930/>

Successful libraries...

Choose teamwork



Image credit: By Clear Path International - Flickr, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=2259481>

Successful libraries...

Choose laughter



Image credit: <https://www.flickr.com/photos/cheriejphotos/6019067180>

Successful libraries...

Choose relationships over transactions



Casablanca (1942)

Image credit: <https://wondersinthedark.wordpress.com/2008/12/29/casablanca-no-19/>

Successful libraries...

Choose action



Image credit: "Five Crows," by Robin Burgert. <http://www.robinburgert.com/paintings/women-and-birds/16303026>

The background of the slide is a dense, repeating pattern of 3D question marks. The question marks are rendered in a light gray color with a slight shadow, giving them a three-dimensional appearance. They are set against a dark blue background. The text "Questions and Discussion" is centered over this pattern in a white, sans-serif font.

Questions and Discussion

Let's continue the conversation...

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Thanks!