

Continuum of Engagement

from passive to active,
individual to community

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Computers in Libraries
30 March 2009



not about the tools...

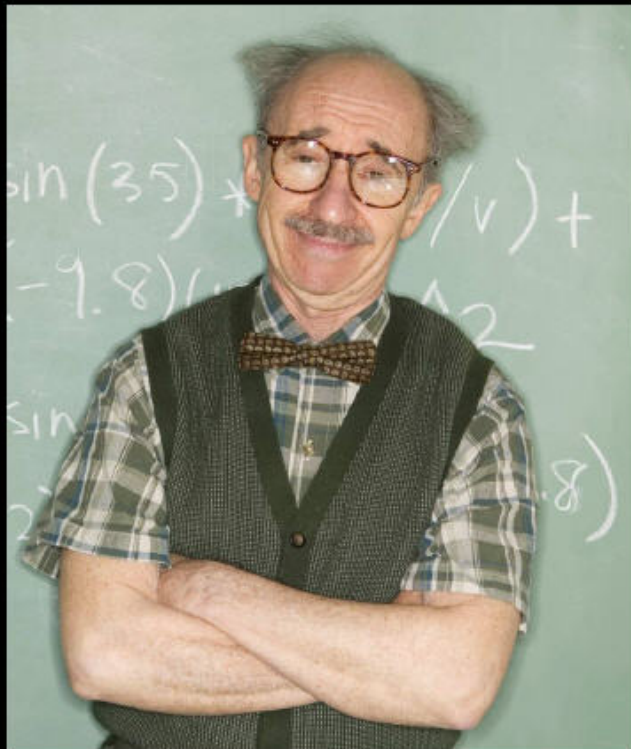


it's the **community** using
the tools



Cultivating a Culture of Learning

Training



Learning





**Learning is not
a spectator sport.**

- D. Blocher



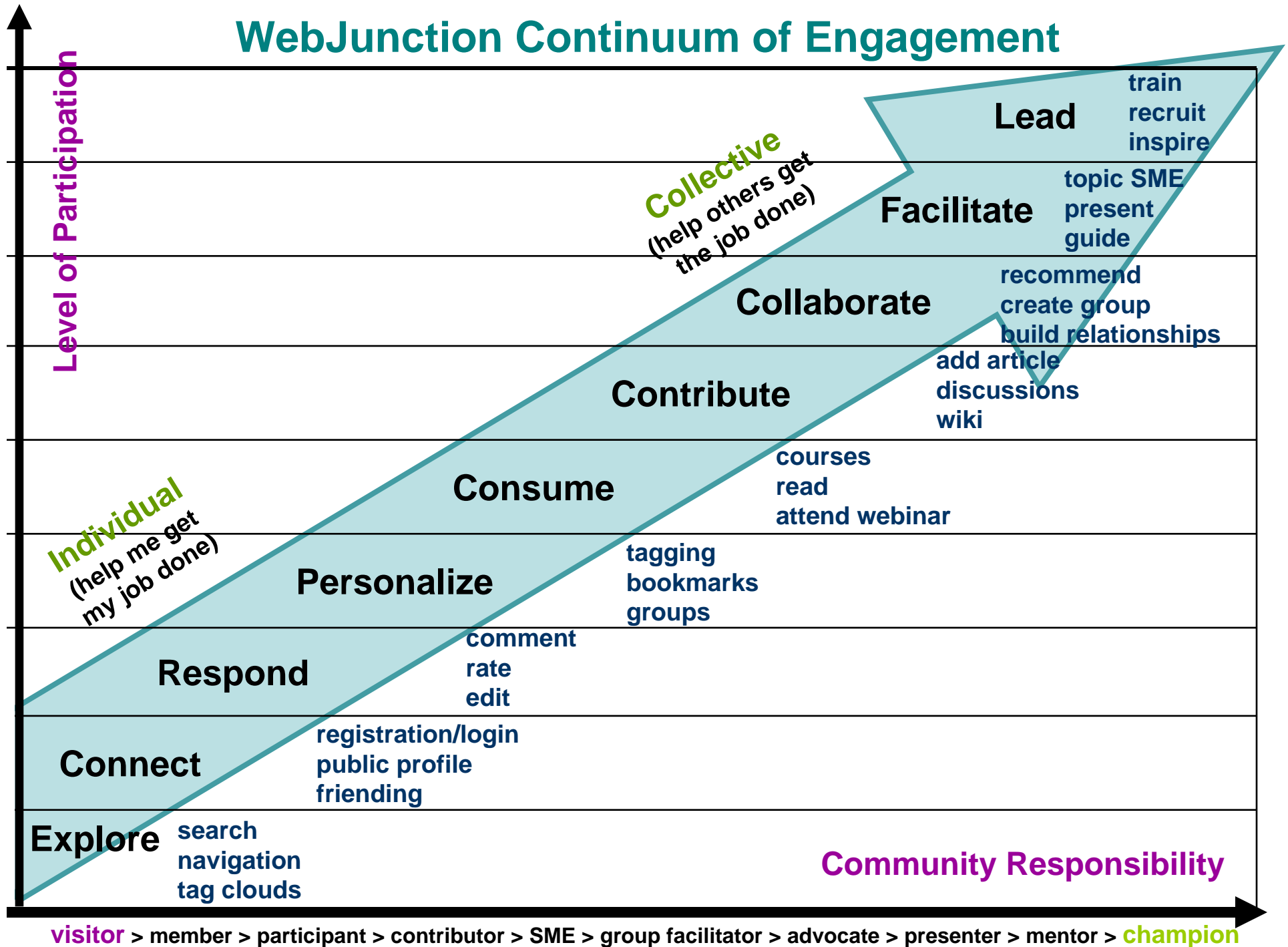
Rethinking libraries in tough times

- Channel for engagement
 - Libraries = Learning
 - Learning is social
 - Civic Engagement - [Pull Open the Circle](#)
 - Support
 - Trust
- Committed stewards of community resources
 - Platform for shared knowledge
 - Saving time and money
 - Collaboration through partnerships
- Impacting the times
 - Solutions for individuals and communities
 - Solutions for local economy, jobs, education, health, wellbeing
 - Empowering innovation



it's the **public's** library

WebJunction Continuum of Engagement





Barriers or Obstacles

- Time
- Lack organizational support, buy-in
- Assume only best practices, not mistakes or lessons learned, are shared here
- Nothing to offer (perceived)
- What's in it for me?
- Fear, lack of trust
- Competing priorities



Movement Strategies



- Make it relevant!
- Be flexible to accommodate community buy-in



Movement Strategies

- Provide incentives!
- Respect and acknowledge contributions of time and resources





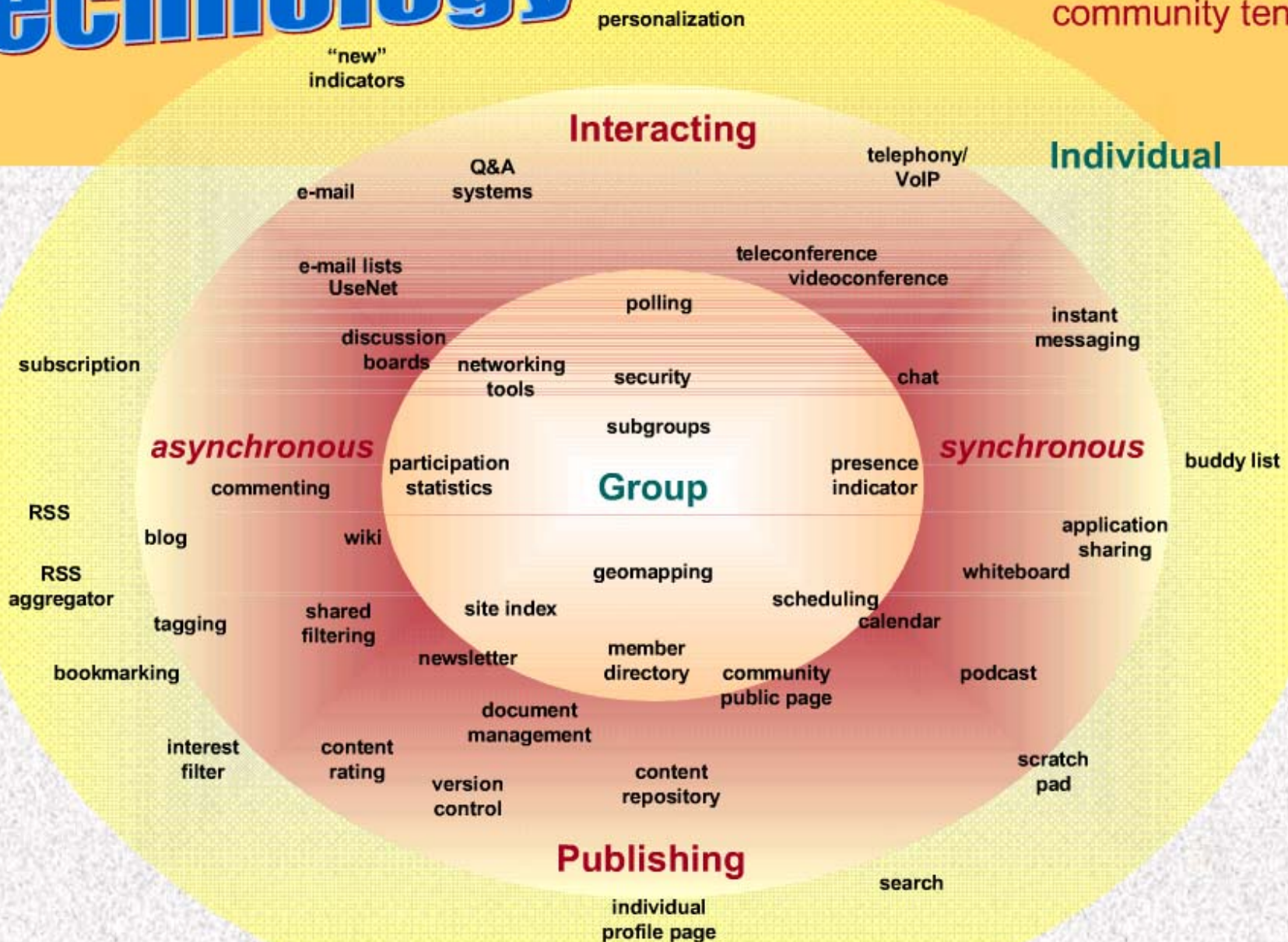
Movement Strategies



- Highlight overlap in knowledge and de-emphasize gaps on the learning curve
- Value expertise *and* experience

Technology

addressing inherent
community tensions






it's gotta be blended

online + face-to-face




WebJunction

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Group Members   

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[Chrystie Hill](#)

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Group: Gaming in the Library

[Overview](#) | [Documents](#) | [Discussion](#)

Are you a library staffer interested in gaming?
Whether you game at home or in your library, this is the spot for you. WebJunction for you. All forms of gaming, for all ages! If you have thoughts, articles, videos or *whatever* to share about gaming in libraries (and library professionals), you've found your space. Share your gaming stories and ideas here!

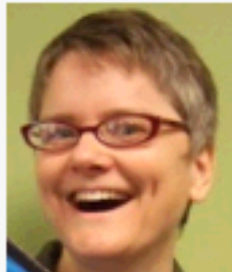




Jennifer's Public Profile



Member Information



Jennifer Peterson

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Personal Info

Interests/Tags: book, collaboration, dancing, expwj, international, karaoke, learning organization, mentoring, music, reading, thrift stores

Website: <http://photobucket.com/jpcrafty>,
<http://blog.webjunctionworks.org>
<http://www.flickr.com/photos/webjunction/?author=15>

About Me: I'm the WJ Community Manager and I'm so excited to be here! I love being a part of a great big group of collaborators and believe that the success of a community depends on its capacity to learn together.

friend me on
webjunction.org

Jennifer Peterson

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Community Engagement

a case model of public participation programming





Community Engagement

changing perspectives

Encourage active participation in library program planning, don't think of the community as audience.





Community Engagement

new design

Design public programming with and for public participation





Community Engagement

build a team

Building community-participation
programming builds community

Library staff

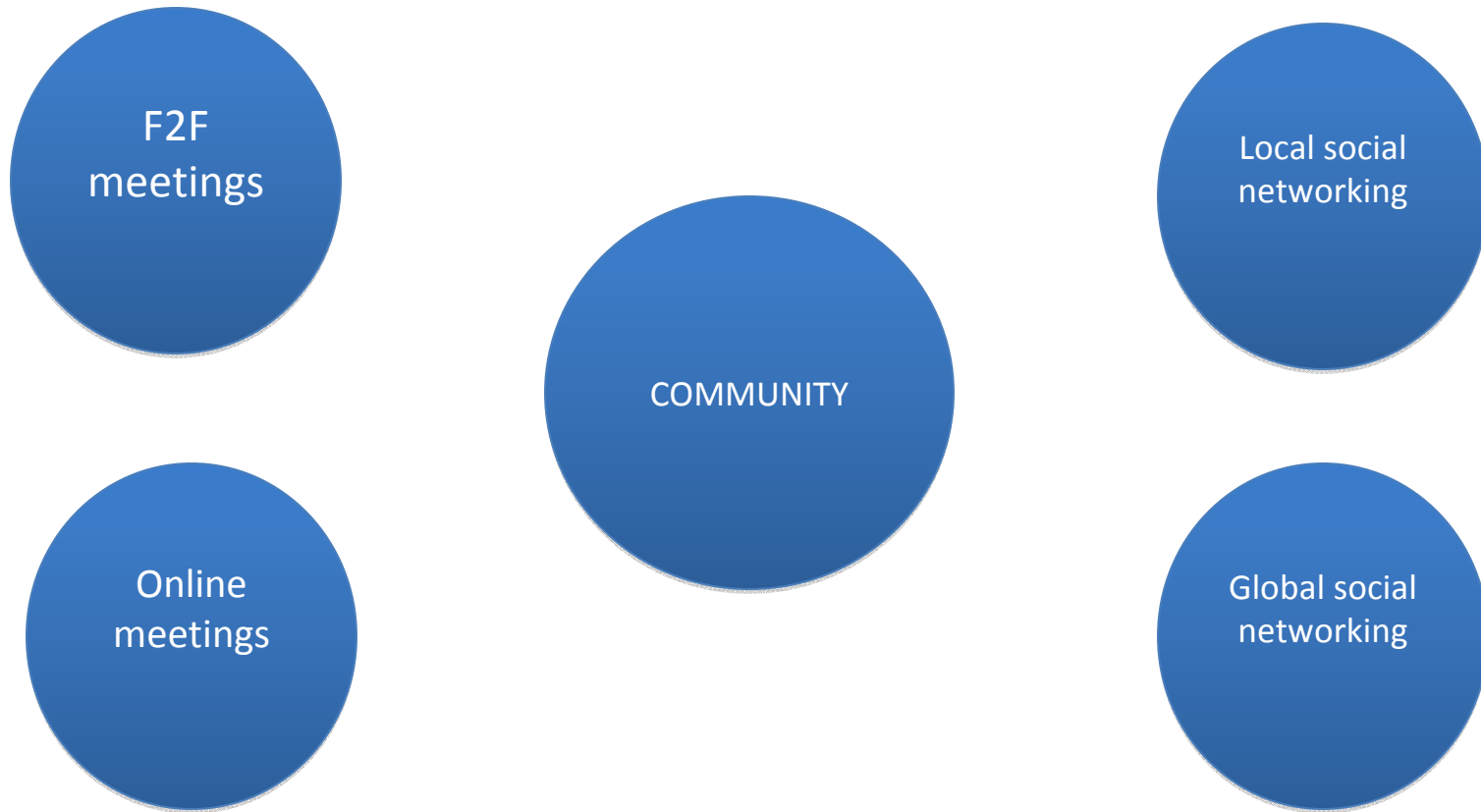
Interested
community members

Facilitators
Contributors
Advocates
Presenters
Mentors
Champions



Community Engagement build connections

Combine online + f2f connections to
enhance community engagement





Community Engagement rewards





Community Engagement mission





Community Engagement building a team

- Self
- Staff
- Library community members

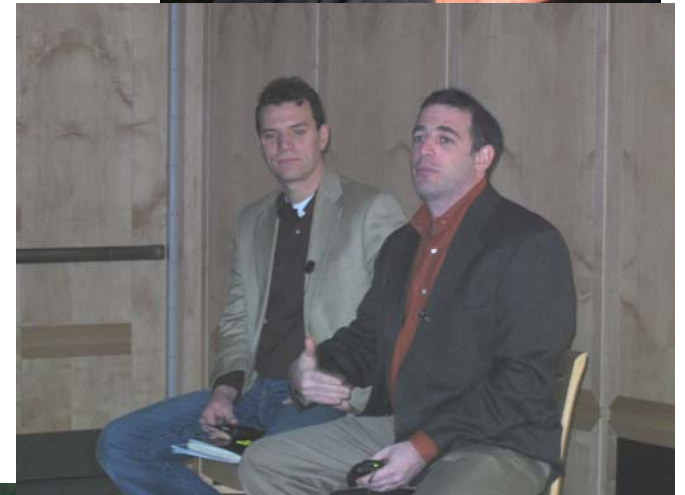




Community Engagement expanding the team

- Community Groups
- Relevant Organizations
- Speakers
- Advocates
- Champions

Encourage overlap





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References

- This presentation: webjunction.org/conference-presentations
- Learning Organization principles, Peter Senge
- *Cultivating Communities of Practice: A Guide to Managing Knowledge* by Wenger, McDermott, Synder
- *Collaborative Inquiry and Civic Engagement*, Jennifer Peterson on BlogJunction
<http://blog.webjunctionworks.org/index.php/2008/03/31/collaborative-inquiry-and-public-creation/>
- Continuum inspired by “Participation Matrix” from Defense Acquisition University, *Community of Practice (CoP) Implementation Guide* <https://acc.dau.mil/copguide>
- Creating Passionate Users: How to build a user community
http://headrush.typepad.com/creating_passionate_users/2006/12/how_to_build_a_.html
- *Digital Habitats: stewarding technology for communities*, a forthcoming book by Etienne Wenger, Nancy White, and John D. Smith <http://technologyforcommunities.com>