



Welcome!

**The webinar will begin at
2:00 Eastern/11:00 Pacific**



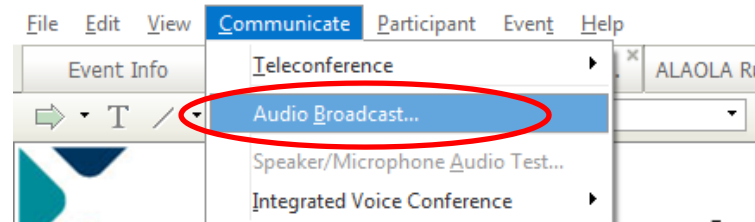
Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:



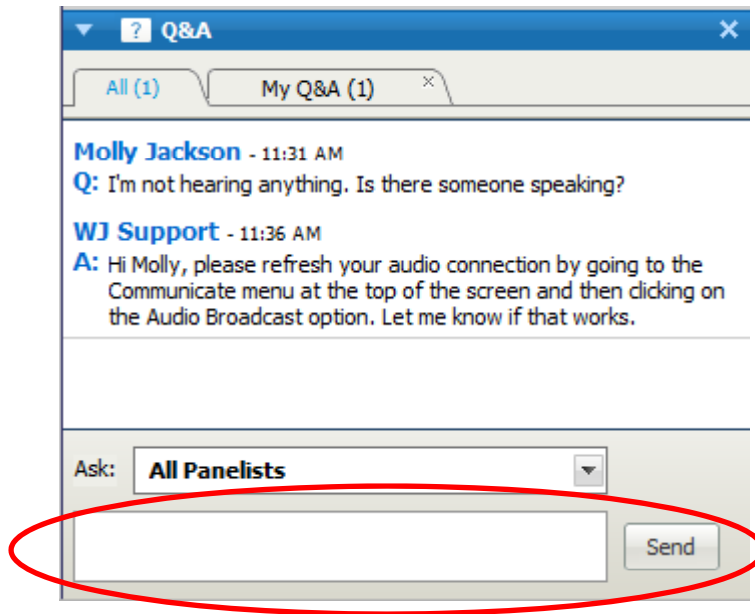
Lost all sound? Hear an echo? Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





Need Help?

Please post **technical support questions** into the **Q&A Panel**.



Step 1: Type the problem in the **dialog box**.

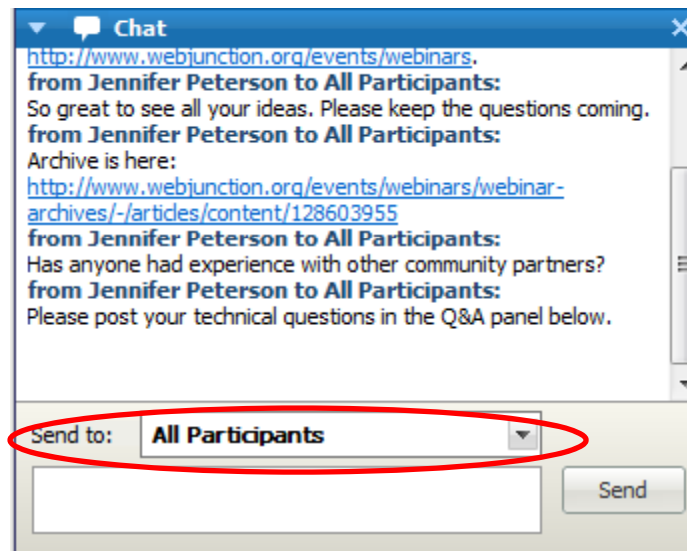
Step 2: Click **Send**.



Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**



Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



The screenshot displays a webinar interface with two main panels: 'Participants' and 'Chat'. The 'Participants' panel is at the top, showing 'Participants: 4' with a close button (X) circled in red. Below it, it lists 'Speaking: Jennifer Peterson (Host)', 'Panelists: 3' (Jennifer Peterson (Host), Susan Pieper, Marci Merola), and 'Attendees: 1 (1 displayed)'. The 'Chat' panel is below, showing a message from 'WJ Support to All Participants' with a 'Send' button. A red arrow points to the right edge of the chat panel, and another red arrow points down to the Q&A panel header.



Closed Captioning is available

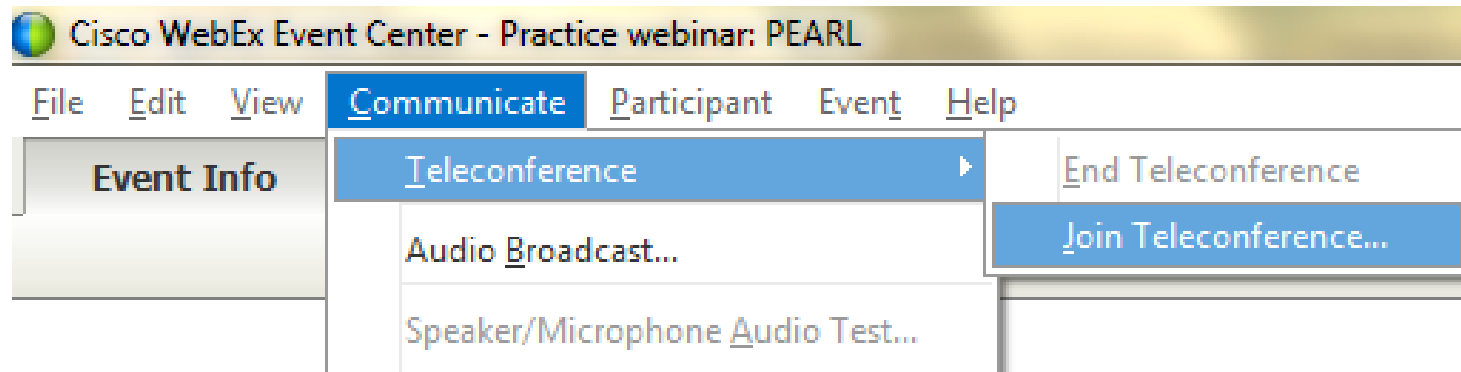
- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.

The screenshot displays the Media Viewer interface. At the top, the title bar reads "Media Viewer" and is circled in red. Below the title bar, the text "You are connected to event: WebJunctionTest" is visible. The interface includes a "Themes:" dropdown menu set to "Default", a "Font Size:" dropdown menu set to "14" (which is also circled in red), and a "Font Family:" dropdown menu set to "Arial". A list of font sizes (14, 18, 24, 30, 36, 42, 48, 54, 60, 72, 84, 96) is shown in a dropdown menu. The main content area displays the text: "computer, they are unmuted by default. So there were some subtle differences. We've been using some of the other platforms for smaller events and ones we wouldn't ne". At the bottom right, the "Show/Hide Header" button is circled in red. The footer contains the text "Copyright © 2010".



Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: At top left corner, select

Communicate > Teleconference >Join Teleconference.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

Contact WebEx support

Event Number: 713 210 189

Phone: 1-866-229-3239



Co-Produced by:

Jennifer Peterson

WebJunction
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Co-Produced by:

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WebJunction
Web Content
Manager





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Crossroads (monthly newsletter)

Subscribe on homepage

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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

Florida Department of State's Division of
Library and Information Services

Idaho Commission for Libraries

Illinois State Library

Indiana State Library

Maine State Library

Minnesota State Library Agency & Minitex

Mississippi Library Commission

Montana State Library

State Library of **Ohio**

Access **Pennsylvania**

Texas State Library & Archives Commission

Library of **Virginia**

Washington State Library

And to the **Bill & Melinda Gates Foundation**
for their continued support of WebJunction.



Today's Presenters



Megan Knapp
Project Manager,
OCLC



Elena Madison
Vice President,
Project for Public
Spaces



Hallie Rich
Marketing and
Communications
Director, Cuyahoga
County Public
Library

Presenter: Megan Knapp, Project Manager, OCLC

Libraries Go “Outside the Box” with Redbox



Partners

- Redbox
- Libraries
- Project for Public Spaces
- OCLC



Program Goal

Build community through shared entertainment experiences



Pilot Structure

- **Library partners** work with local communities to produce events (planning, entertainment)
- **OCLC and PPS** support event activities (coordination, design)
- **Redbox** supports event activities (materials, promotion)

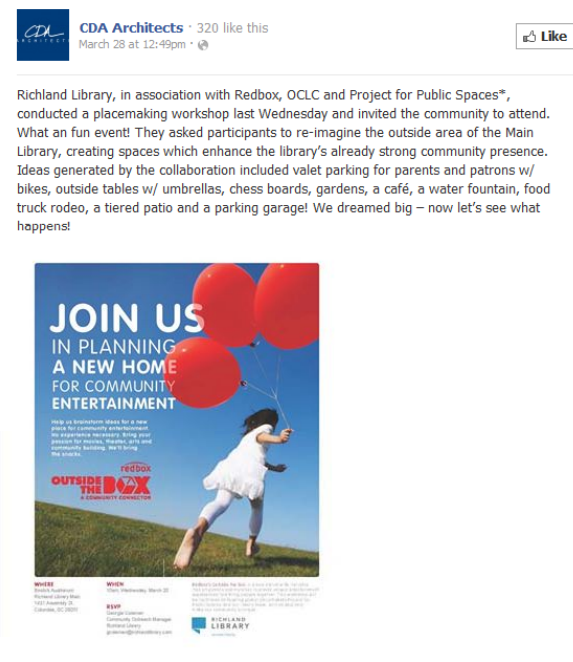


What's Been Happening



Impact

- Libraries drive community conversations
- Positive exposure in a new or unexpected role
- New partnerships and perceptions within the community



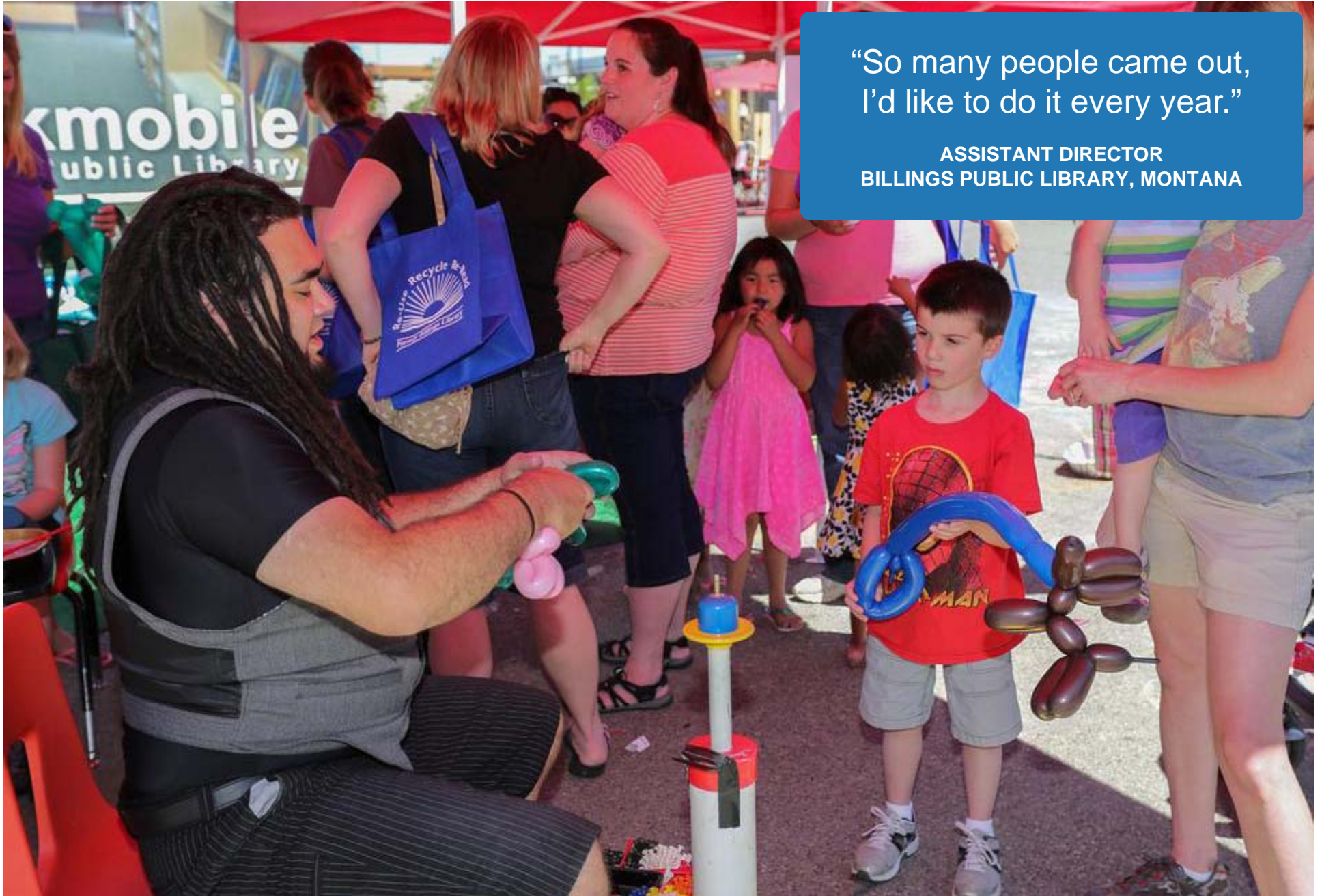
“The turn-around time bringing community ideas to life was amazing, and almost unheard of in the non-profit world.”

MUSEUM DIRECTOR
COLUMBIA, SOUTH CAROLINA

“Can we make this a permanent fixture for Columbia?”

MAYOR
COLUMBIA, SOUTH CAROLINA





“So many people came out,
I’d like to do it every year.”

ASSISTANT DIRECTOR
BILLINGS PUBLIC LIBRARY, MONTANA



“Bringing the people in the community together, and the brainstorming activities in the workshop, made it all worth it.”

**LIBRARY PARTNER
COLUMBIA, SOUTH CAROLINA**

Presenter: Elena Madison, Vice President
Project for Public Spaces

Placemaking Outside the Box: Great Libraries, Great Public Spaces



What Makes a Great Place?

- Key Attributes
- Intangibles
- Measurements



When you focus on a place,
you do everything differently



Creating Great Community Gathering Places

- Offer a “Front Porch”
- Provide easy pedestrian, bike, transit access
- Develop attractions and destinations
- Be flexible with design
- Provide great amenities
- Encourage seasonal uses
- Manage, manage, manage



Create a “Front Porch”

- Active edge uses
- Flexible Use Space open longer hours
- Inviting Entrances
- Identifiable from a distance



Provide easy pedestrian, bike, transit access

- Connect to adjacent areas
- Offer a range of transportation options



Develop Attractions & Destinations

- Choices of things to do
- Triangulation opportunities
- Clustered activities around destinations
- 10+ places







Be Flexible with Design



- Allow for overlapping and changing uses
- Build-in “infrastructure” for programming
- Foster fluid connections between indoor and outdoor spaces
- Experiment with temporary uses



Provide Great Amenities

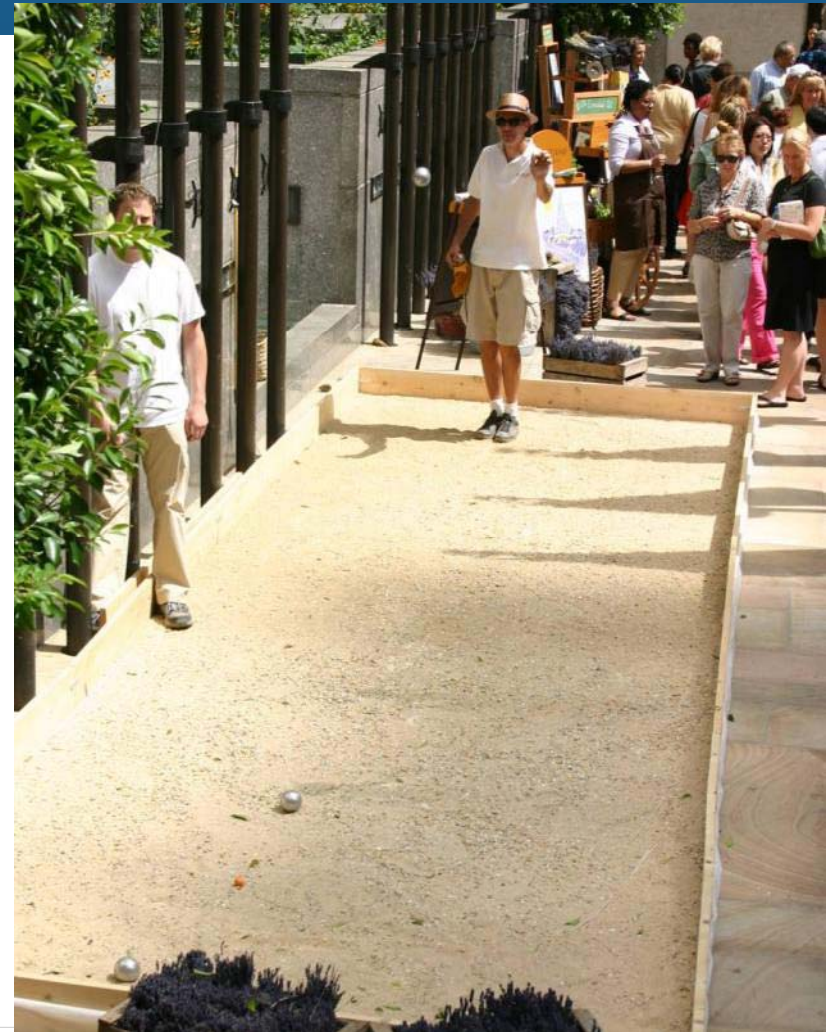
- Attracting a cross-section of users
- Source of local/regional civic pride
- Comfortable places to sit





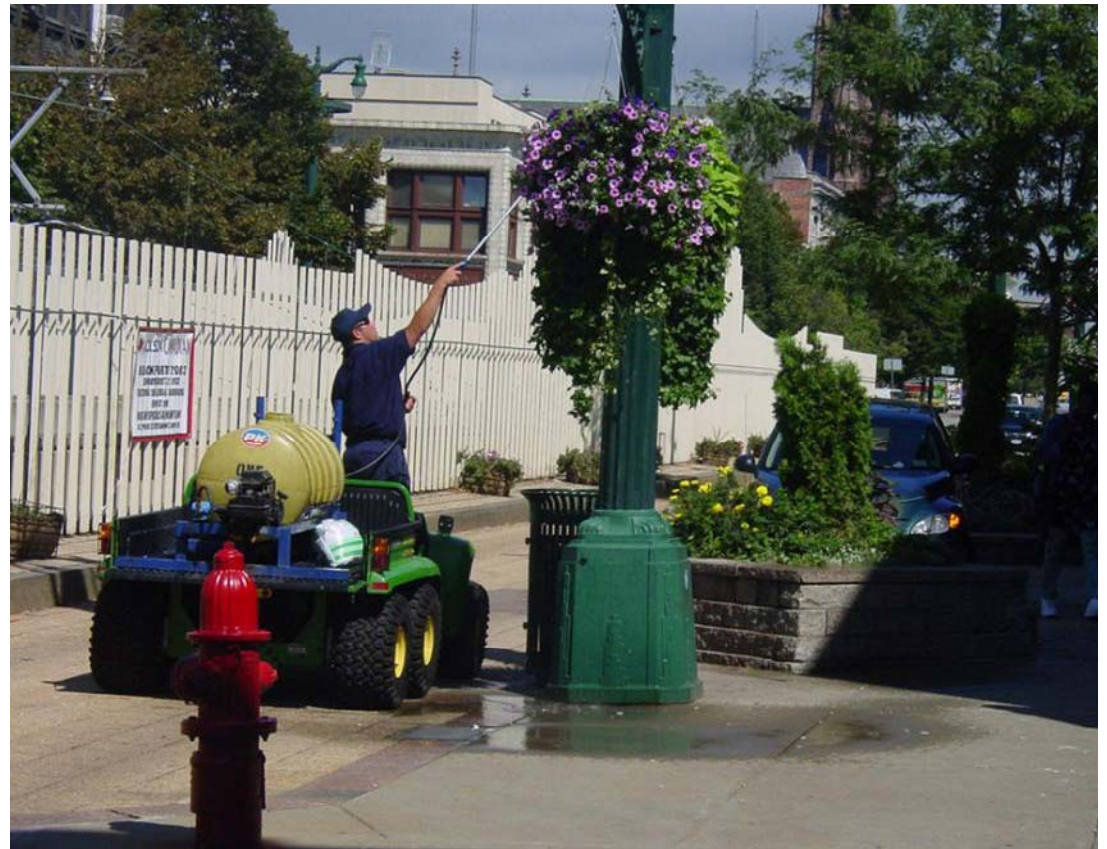
Encourage Seasonal Uses

- Draw on & Highlight Seasons
- Rotate Plantings & Programs
- Host Cultural & Civic Celebrations



Manage, Manage, Manage

- Security & Maintenance
- Ongoing improvements
- Programming
- Providing a venue



Civic Institutions Today

Coffee Shop

Hospital

Theaters/
Museums

Parks

Community Center

Transit

Schools

Library

City Hall

Civic Institutions of the Future



How to Look at a Place

Sociability



Comfort & Image



Place



Access & Linkages



Uses & Activities

SITE #: _____ Date: _____

Identify Opportunities

USES & ACTIVITIES

1. What activities or events would compel you and a group of friends/family to come and spend time here? (movies, concerts, art, festivals, etc.)

2. What existing community programs could be hosted or featured here?

SOCIABILITY

3. List any specific audiences that you want to attract? Please adjust your list of activities accordingly.

COMFORT & IMAGE

4. What would make this place more comfortable and inviting?

5. What kind of furnishings would support the activities you listed?

6. How can this place reflect local traditions, customs or culture? (e.g. folk art, local festival or product, etc.)

LONG TERM CHANGES

7. What simple but lasting improvements would you like to see here in the long term?

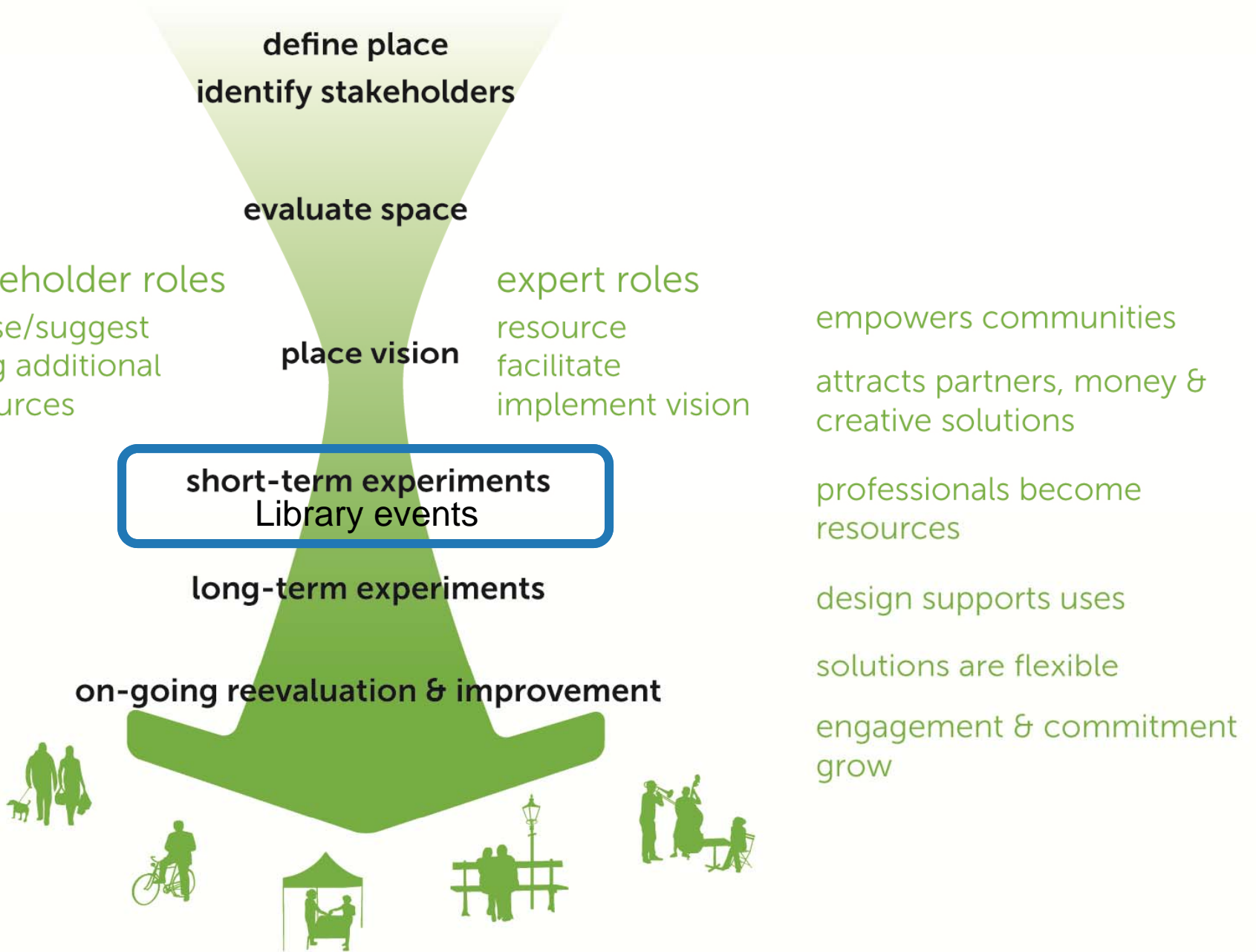
PARTNERSHIPS

8. What local groups, partners, talent could help implement the activities you outlined? Please be as specific as possible.

Placemaking Event Planning Workshops



Place/Community Driven Approach



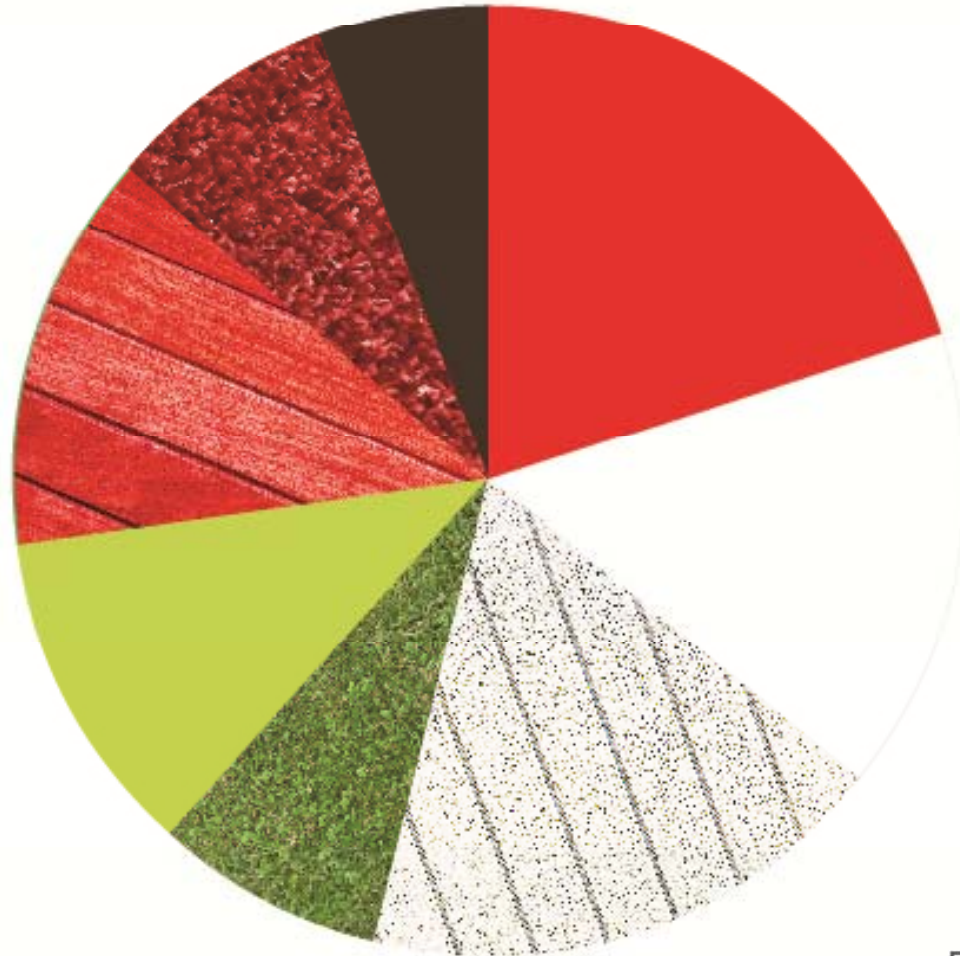


Kit of Parts

Building a Place,
Building an Experience



redbox
OUTSIDE THE BOX
A COMMUNITY CONNECTOR



Seating

Currently used



Fermob - Luxembourg BISTRO

Shade



9ft Outdoor Patio Umbrella
Aluminum with Tilt Crank



EZ Pop-Up Tents with OTB decal

Planters & Surface Cover



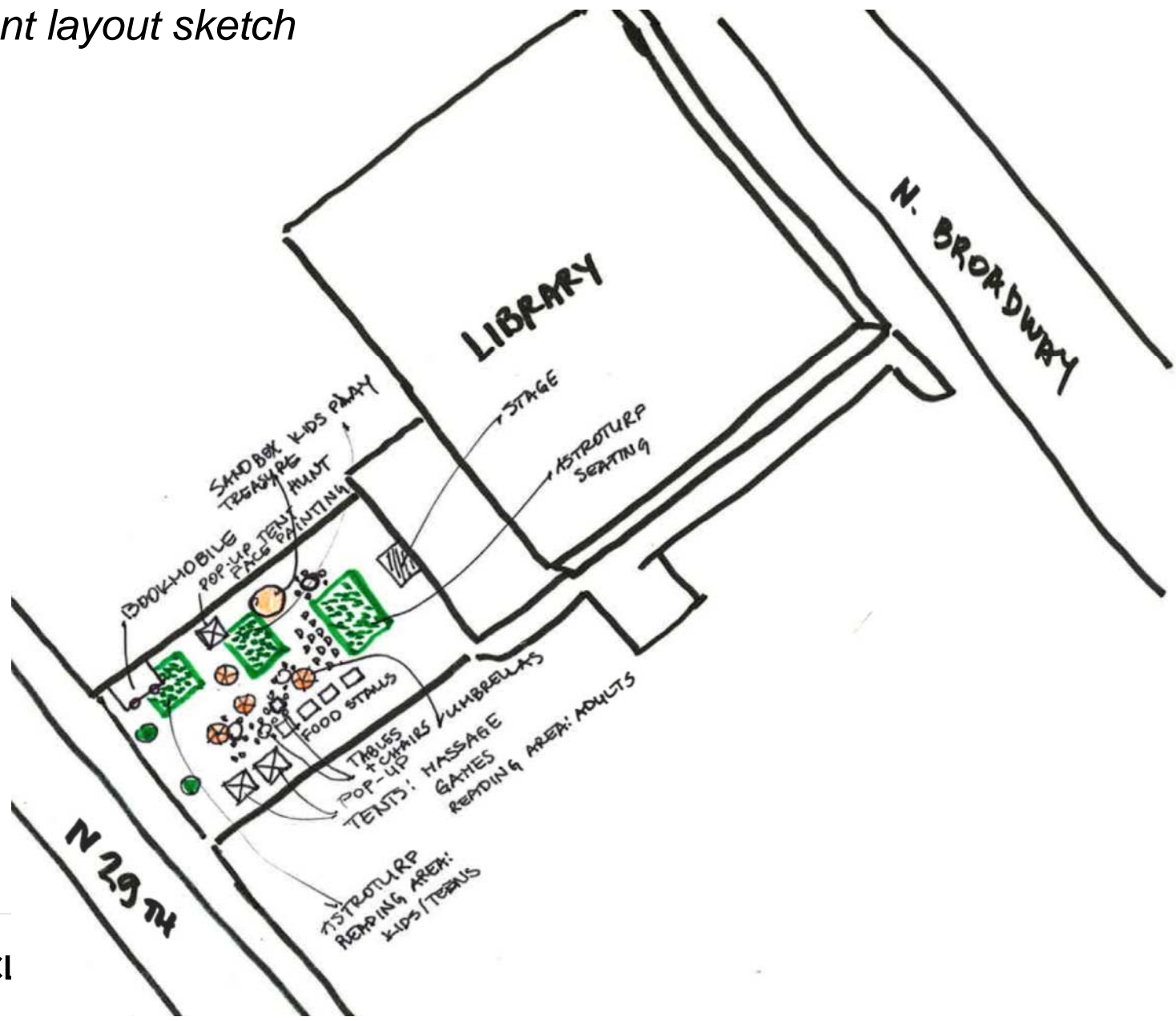
Large Square Tree Planter
Custom made



Rotoluxe Vazon Planter
Red or White
with Solar LED Lights

Billings, MT

Event layout sketch



Billings, MT

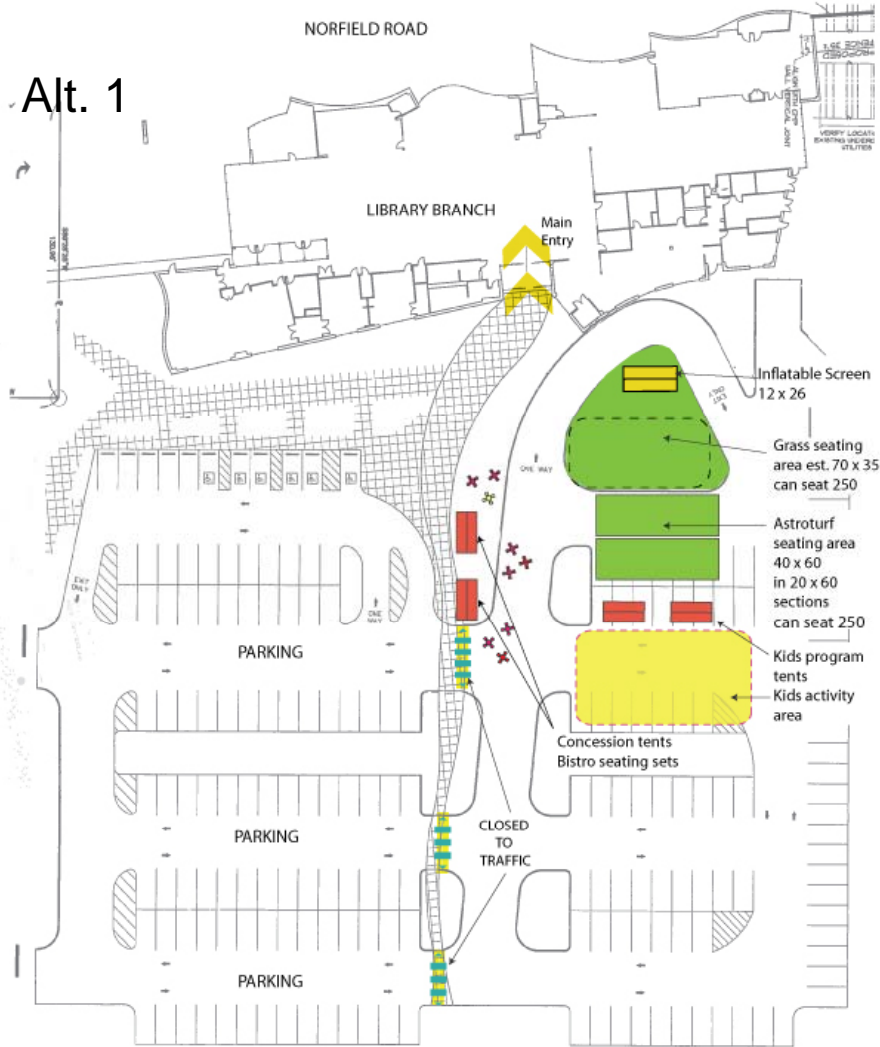
Event



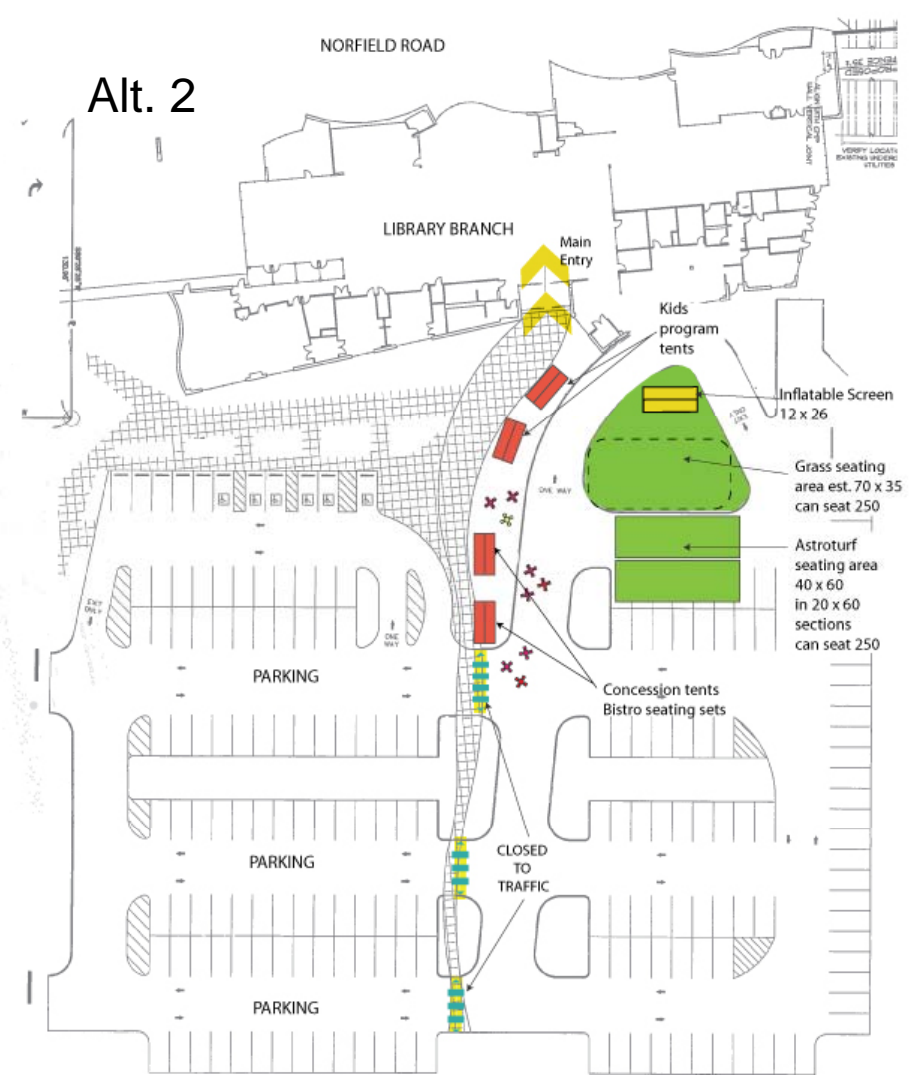


Event layout options - CCPL

Alt. 1



Alt. 2



Presenter: Hallie Rich, Marketing and Communications Director
Cuyahoga County Public Library

Library as Community Connection Point

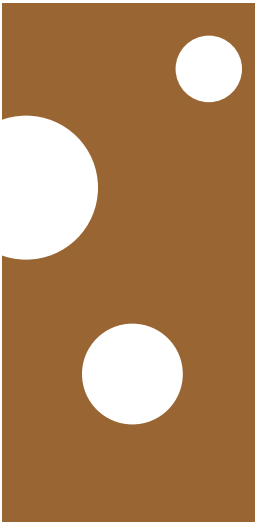
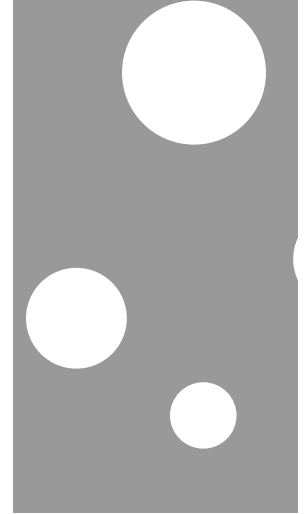
The Role of the Public Library

IN 2020...THE PUBLIC LIBRARY
will be more about
what it *does* for people
THAN WHAT IT *has* FOR
PEOPLE.

The Role of the Public Library



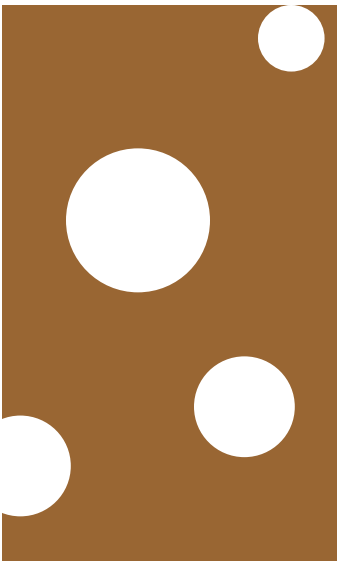
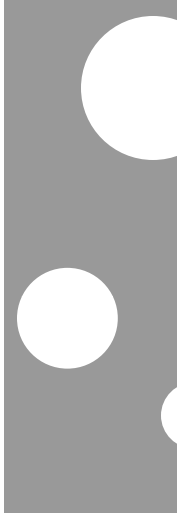
Shared Community Spaces



Warrensville Heights



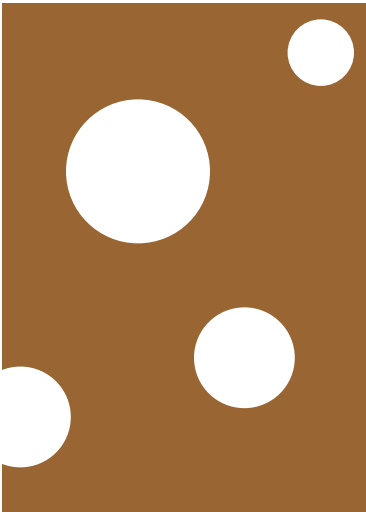
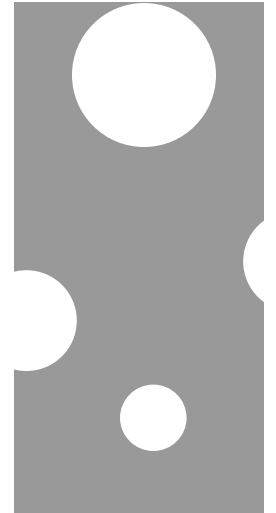
Warrensville Heights



Garfield Heights



Garfield Heights



world's

Lessons Learned

1.

Generate
community *buy-in*...

Community Buy-In



Lessons Learned

2.

Get *comfortable*
working with
uncertainty.

Be Flexible!



NEW DATE!

Outdoor Movie

Where: Warrensville Heights Branch

When: Friday, September 27th / 6:30 p.m.
MOVIE STARTS AROUND 7:00 P.M.

What: Bring your own comfy seating (blankets, beach chairs, etc.) for an outdoor screening of *Despicable Me!* Activities and popcorn will be available starting around 6:30 p.m.

**The movie will be shown indoors in the event of inclement weather.*

This event is made possible by the Redbox "Outside the Box" initiative, which empowers neighborhood leaders nationwide to create unique public entertainment experiences that bring people together and strengthen communities.

redbox
OUTSIDE THE BOX
A COMMUNITY CONNECTOR

Lessons Learned

3.

Get *creative*.

Get Creative



2013 marks Cuyahoga County Public Library's 90th birthday—and we plan to celebrate all year long!
Join us for the grand opening of our NEW Garfield Heights Branch on **Saturday, September 7th**

POSTAGE



- Noon–12:30 PM Ceremonial Ribbon Cutting
- 12:30–3:00 PM Green Screen Photo Fun
Audio Booth Recordings
Movie Makeup Demonstration
Commemorative Library Cards & Fine Forgiveness
Free Ice Cream *(while supplies last)*



This event is made possible by the Redbox "Outside the Box" initiative, which empowers neighborhood leaders nationwide to create unique public entertainment experiences that bring people together and strengthen communities.

Get Creative



Cuyahoga Library @CuyahogaLib

7 Sep

Thank you @redbox for your support of our grand opening!
#outsidethebox pic.twitter.com/o6ATbYftGI

[View photo](#)



Cuyahoga Library @CuyahogaLib

7 Sep

Customers enjoying ice cream at our Garfield Heights grand opening. #redbox #outsidethebox pic.twitter.com/sGILpyhX0Z

[View photo](#)



Cuyahoga County
Public Library

Garfield Heights Branch
Grand Opening
9-7-13



Questions?

What's Next...

- Pilot continues through 2013
- For updates on future plans, visit:
<http://www.oclc.org/outsidethebox>



Thank you!