

# Welcome!

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

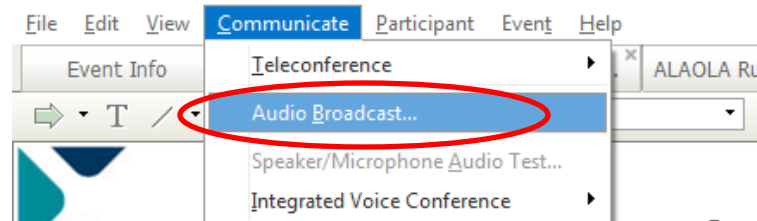
# Audio Tips

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

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

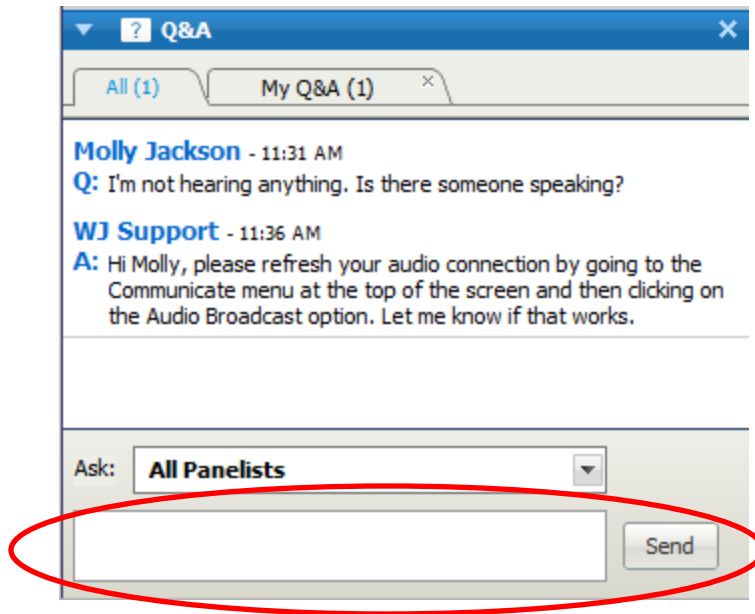


**Lost all sound? Hear an echo?** Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.



# Need Help?

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



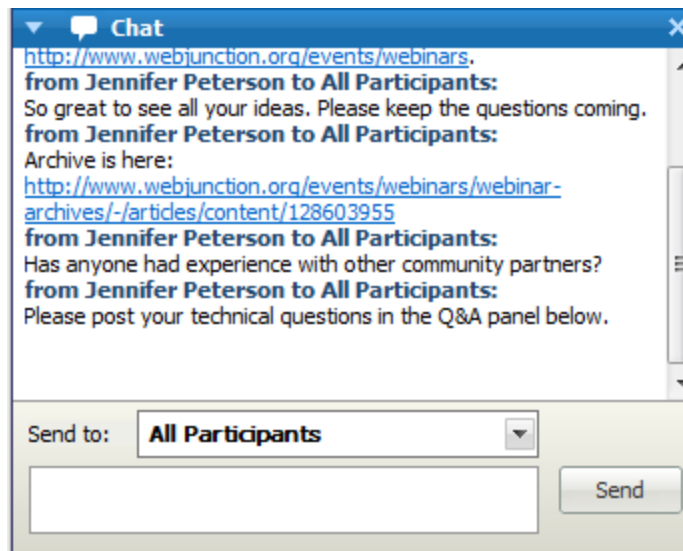
**Step 1:** Type the problem in the **dialog box**.

**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**

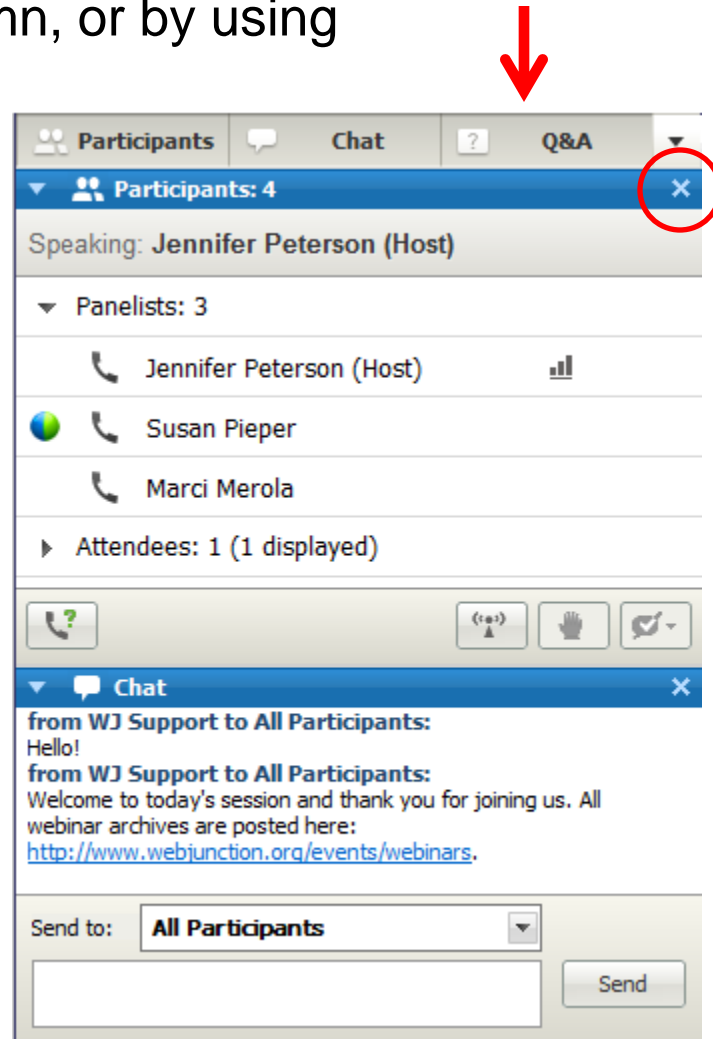
# Your Examples

What collaborations have you done at your library?

# 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 three main panels: Participants, Chat, and Q&A. The Participants panel is expanded, showing a list of participants including Jennifer Peterson (Host), Susan Pieper, and Marci Merola. The Chat panel is also expanded, showing a message from WJ Support to All Participants. A red arrow points to the 'X' icon on the right side of the Participants panel header, indicating how to close the panel. Another red arrow points to the right edge of the Participants panel, indicating how to drag and resize it.



# Telephone Access

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

Toll-free phone number: **1-877-668-4490**

Event Number: **713 706 121**



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

Other Technical problems?

**Contact WebEx support**

**Event Number: 713 706 121**

**Phone: 1-866-229-3239**



Co-Produced by:

**Jennifer Peterson**

WebJunction  
Community Manager

Co-Produced by:

**Zola Maddison**

WebJunction  
Program Consultant







# Stay Informed

## On WebJunction

[webjunction.org](http://webjunction.org)

**Crossroads** (monthly newsletter)

Subscribe on homepage

## Events

[webjunction.org/calendar](http://webjunction.org/calendar)



OCLC

**WebJunction**<sup>®</sup>

The learning place for libraries.

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

**Connecticut** State Library

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

**Georgia** Public Library Service

**Idaho** Commission for Libraries

**Illinois** State Library

**Indiana** State Library

State Library of **Kansas**

**Maine** State Library

**Minnesota** State Library Agency & Minitex

**Mississippi** Library Commission

**Missouri** State Library

**Montana** State Library

State Library of **North Carolina**

State Library of **Ohio**

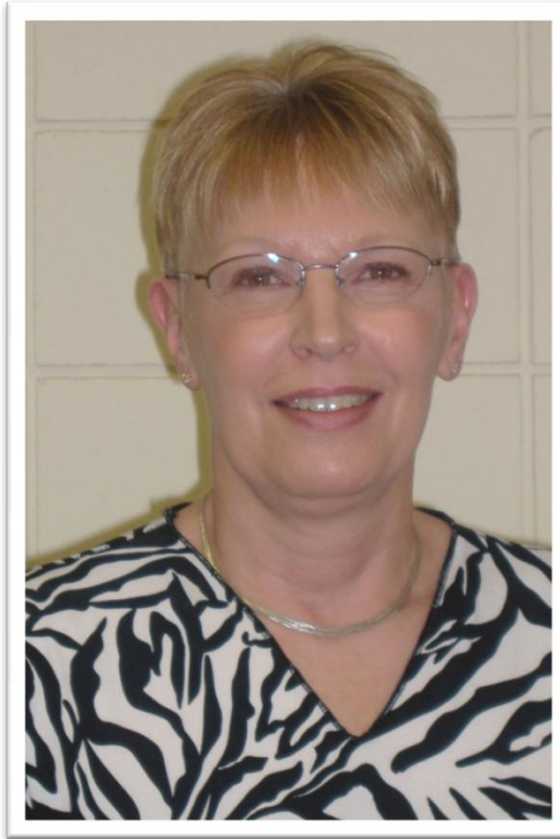
Access **Pennsylvania**

**Texas** State Library & Archives Commission

Library of **Virginia**

**Washington** State Library

# Today's Presenter



**Kathy Jacobs**

Director,

Yankton Community Library,

South Dakota

# The Impact of an Ice Cream Sundae Or How to Build Collaborative Partnerships



<http://www.flickr.com/photos/tjstaab/4806425063/>

**Kathy Jacobs**

Director,

Yankton Community Library

# African Proverb



Every morning in Africa, a Gazelle wakes up. It knows it must run faster than the fastest Lion or it will be killed.



Every morning a Lion wakes up. It knows it must outrun the slowest Gazelle or it will starve to death.

It doesn't matter whether you are a Lion or a Gazelle. When the sun comes up, you better start running!

# Choosing A Partner

Must have a basic  
sense of trust!

**If you can't trust,  
you can't collaborate**

# Choosing A Partner

If you have people of goodwill at the table,  
anything can be accomplished!



# Benefits Identified

- Stronger, more united voice
- Increased profile, credibility and influence with decision makers
- Access to a wider support base
- Shared skills and experience
- Shared work loads and pooled resources



# Benefits Identified

- Improved prospects for raising public awareness
- Ability to apply pressure at various levels
- Larger organizations benefit from links or specialties of smaller organizations
- Smaller organizations benefit from profile, capacity or reach of larger organizations

# Partnerships



Successful partnerships have commitment at both the executive and staff levels.

# Effective Partnerships

- Communication
- Trust
- Benefit to both or all
- Mutually defined goal
- Image --> Image
- Target Market --> Match or Develop



<http://www.flickr.com/photos/59858526@N05/5475195376/>

# Partnership Examples

- United Way agencies
- Consumer Credit Counseling Services
- Parks and Recreation Department
- Police Department
- Museum
- Yankton College
- Yankton Area Arts



<http://www.flickr.com/photos/axelrose/3965115956/>

# Partnership Examples

- Master Gardeners
- Local historians and authors
- County Extension Office
- Young cheerleading group
- Mount Marty College
- Retired Senior Volunteer Program
- Southeast Job Link



<http://www.flickr.com/photos/vapld/7173449781/>

# Partnership Examples

- Women's Shelter
- Barnes & Noble
- Missouri River Recreational National Park Service
- Corps of Engineers
- Lewis & Clark Recreation Area Naturalists
- Medical Clinic

# Theatre Costume Shop



# Partnership Examples

- Temporary Assistance to Needy Families Program
- The Banquet
- South Dakota Magazine
- Tai Chi/Taekwondo instructors
- Service clubs



# Schools

- Administrators
- Media Specialists
- Teachers
- Kindergarten screening
- Field trips
- Guest days

# Day Cares

- Story times at daycares
- Field trips to library
- Celebrated days

# Your Examples

What collaborations have you done at your library?

# Cut Your Losses

- Weigh benefits/time/cost
- Evaluate



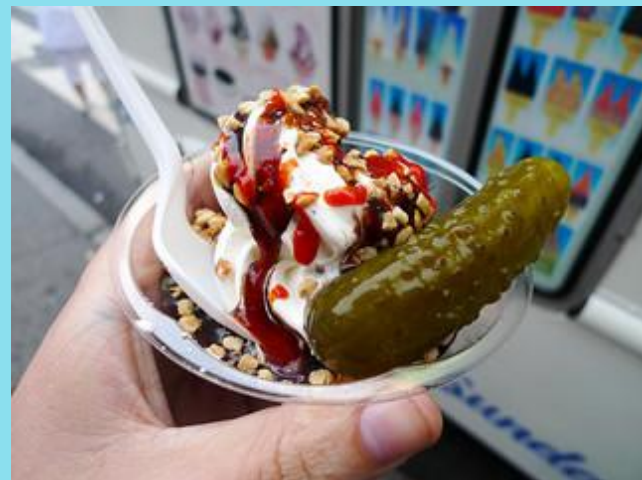
<http://www.flickr.com/photos/davidrobertwright/3278274346/>

# Challenges Identified

- Reaching agreements can take time and delay action
- Mistrust as to the intentions of partners
- Partners are overly protective of their own field or contacts
- Disproportionate contribution of resources

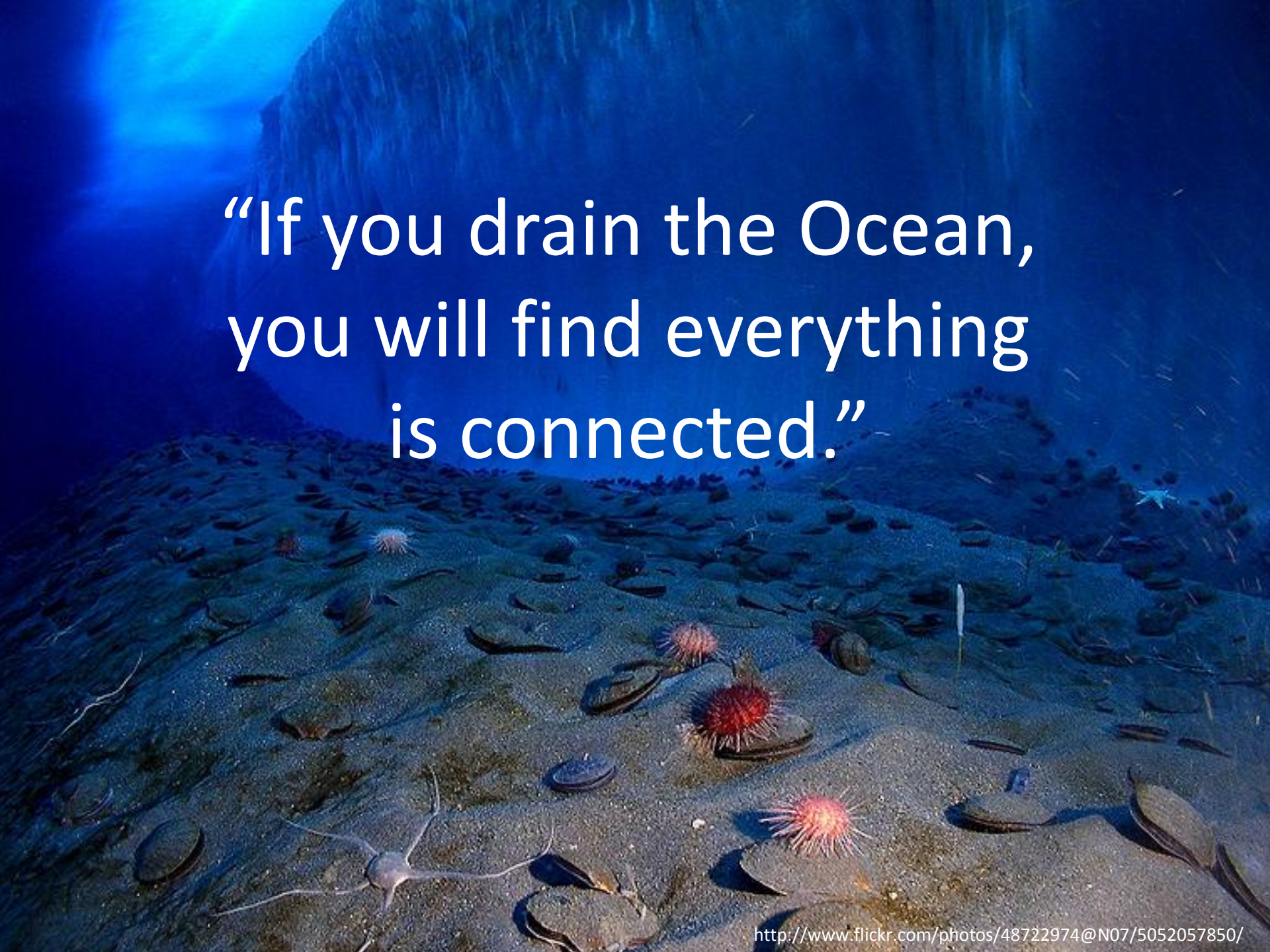
# Challenges Identified

- Lack of clarity about roles and responsibilities
- Compromised messages
- Uneven profile or publicity
- Reputation risk through association
- Transaction costs



# Collaborations

**Real Collaboration is  
voluntary and should not be  
inspired by a grant  
opportunity!**

An underwater photograph showing a sandy seabed covered with numerous sea urchins and shells. The scene is illuminated by a bright blue light source from the upper left, creating a dramatic, high-contrast environment. The sea urchins are mostly red and pink, while the shells are dark and scattered across the sand. The background shows a dark, rocky structure, possibly a cliff or cave wall, adding to the depth of the scene.

“If you drain the Ocean,  
you will find everything  
is connected.”



# What does the Future Hold?

- Tax dollars continue to decline
- Mostly tax supported agencies with our own governance structure
- Vying for same tax dollars
- Who do you want to define the future of your library?

## More Ideas

What collaborations have you done at your library?

# Action Plan

What partnerships can you create to improve service to your patrons?

Q&A

