Today’s Presenters

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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

Marketing | Outreach | Community Partnerships
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?
Equality & Equity

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

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

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

- Bachelor's degree or higher
- Associate's degree
- Some college
- High school grad
- Less than high school diploma

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 populations have increased in the last several decades.
Homelessness is a nation-wide issue.
What communities is your library not connected with?

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

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

Library staff at an Eid event
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

NEW MODEL: Listen and learn

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

Image: https://flic.kr/p/5LTdXV
Build the relationship

CiKeithia and partners
Form a project

Building an on-site library at a youth shelter
Survey results from a social justice research class for teen girls

Co-determine outcomes: What will change?
Share power
Be flexible, but honest
“ Beautify Your Block” youth-led activism at a Seattle Housing Authority site

Buildings are assets, not outcomes
Partnerships take time
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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